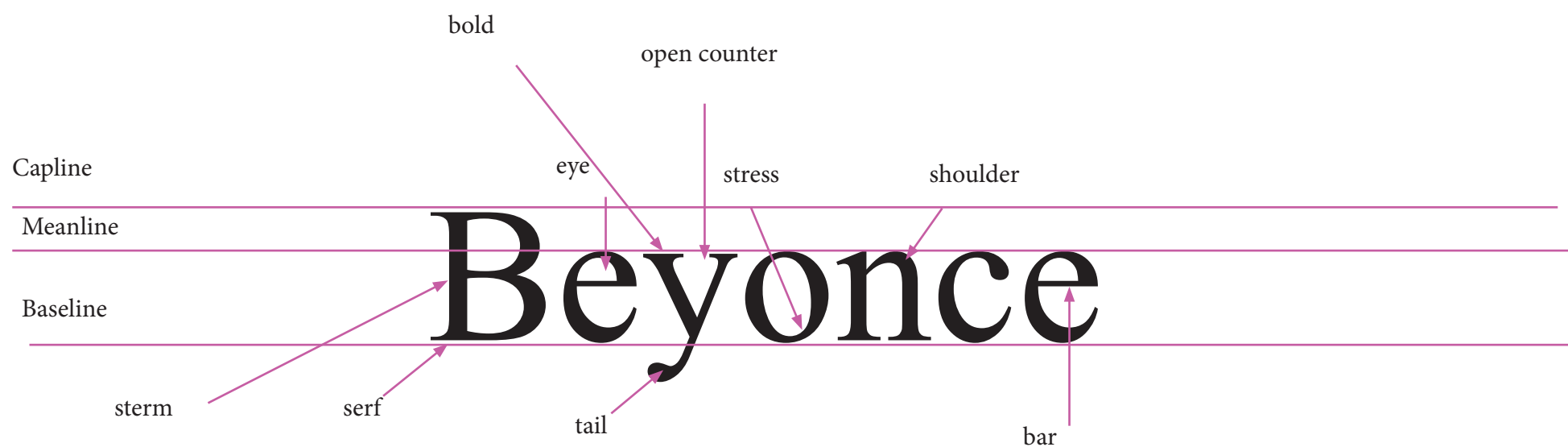




BEYONCE

TYPE MANUAL

Anora Oblokulova
TYPE & MEDIA
COMD1127-D128
PROF. JOHANNA GOLDFELD



Helvetica 12/8

Beyoncé Giselle

Knowles-Carter is an American singer, songwriter, record producer, and actress. Born and raised in Houston, Texas, Beyoncé performed in various singing and dancing competitions as a child. During Destiny's Child's hiatus, Beyoncé made her theatrical film debut with a role in the US box-office number-one Austin Powers in Goldmember (2002) and recorded her first solo album, Dangerously in Love (2003), which debuted at number one on the US Billboard 200 chart..

Helvetica 12/12

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Legibility: Leading

What is the right amount of space to have in between lines?

Helvetica 12/18

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Helvetica 12/24

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Legibility: Tracking

What is the right amount of space to have between letters?

Helvetica 12/16//75 Tracking

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Helvetica 12/16//25 Tracking

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Helvetica 12/16// no Tracking

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Helvetica 12/16// 25 Tracking

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Helvetica 12/16// 75 Tracking

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BEYOCE

likes typography

Flush Left



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Centered

Flush Right



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Alignment

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← *Forced Justification can cause very odd spacing between word and letters.*

Aligment
Justified vs
Foerced Justified

→ *If you must justfify the text, regular justification might be a better option.*

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Variations

WEIGHT

a

light

a

regular

a

bold

WIDTH

a

condensed

a

regular

POSTURE

a

regular/roman

a

obliqu/italic

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CONTRAST

a

no contrast

a

low contrast

a

high contrast

Font: Times new roman
Aligment: Aligent left
Weight: Bold and Italic
Size: {18/21}
{24/28}
{14/16}

You are cordially invited to attend
a surprise

21st Birthday Party

For Michael Peter Hogan on
Saturdayw, July 5, at 2pm.
The Tin Table,

1425 Castle Street,
San Antonio, Texas, R.S.V.P.
at (512) 555-8582

Font: Didot
Alignment: Justify
Weight: Bold, Regular
Size: {24/28}
{19/21}
{18/21}

Delicious Soda

**Delicious Soda is real refreshment
for everybody –**

Any time of the day. Out and about,
or at home with the family, it's always
the right time and place for a Delicious
Soda. Pure and wholesome, delicious
and refreshing, Delicious Soda is
unlike any other drink in the world.
Enjoy Delicious Soda whenever you
feel like a break and return to work (or
play) wonderfully refreshed!

Yankees World Series hero Don Larsen

**Yankees World Series hero Don
Larsen dies at 90**

Don Larsen, the only man in baseball history to pitch a perfect game during the World Series, died on Wednesday according to his representative, Andrew Levy. He was 90 years old. Larsen pitched in 14 MLB seasons between 1953-196. The right-handed journeyman held an 81-91 career record — including a major-league worst 21 losses in 1954 — with a 3.78 ERA.

Font: Rockwell
Aligment: Justified Left
Weight: Italic, Bold
Size: {24/28}
{18/21}

YLANG YLANG OIL

Everything you need to know about ylang ylang oil
We're always on the lookout for mood-boosting ingredients that will help keep our skin healthy, so when we learned that ylang-ylang oil was trending in Pinterest's 100 2020 Report, we knew it was time to roll up our sleeves and see what all the hype was about. While ylang-ylang is most commonly used in aromatherapy to create a calming effect for body and mind effectively treating depression, high blood pressure, and anxiety, our digging taught us that it can work wonders for the skin, too. Keep reading to find out all the benefits of this ingredient.

Font: Helvetica
Aligment: Center
Weight: Light Thin
Size: {24/28}
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Font: Big Calson
Alignment: Center
Weight: Medium
Size: {24/28}
{18/21}

U.S Mayors Are Taking on Climate Change

U.S. Mayors Are Taking Action on Climate Change, Survey Finds An alliance of U.S. mayors and an environmental nonprofit organization announced on Thursday survey results that indicate a majority of cities are taking action to reduce carbon pollution. The report, unveiled at the winter meeting of the U.S. Conference of Mayors in Washington, shows that 60% of 182 cities surveyed have "launched or significantly expanded" a climate initiative or policy in the past year, and that nearly all cities surveyed have experienced at least one "climate impact" over the past five years. Mayors from across the country – from Los Angeles to Des Moines to New Orleans – joined together for a conference session to discuss the urgency of the findings. "We are at a critical crossroads," said St. Petersburg, Florida, Mayor Rick Kriseman. "We need all hands on deck."

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Font: Helvetica
Alignment: Alight left
Weight: Bold, Light
Size: {30/40}
{12/12}

Menu Layout Details

Heirarchy
Menu Layout

Fronts used

Lowan Old sytle,
Avenier Next
italic, bold, regular

Color used for border



Type Size

Title type size {40/40}

Sections Type size {18/38}

Ingredients Type size{12/14}

Alignment

Align Left

BEYONCE

Restaurant



Lasagne_____ \$20

Ingredients: ground pork, veal and beef, onion, carrots, vodka, pasta sauce egg, milk black pepper, lazania noodles.



MINI CHEDDAR SEASONED WITH BACON_____ \$18

Ingredients: coconut oil, applewood smoked bacon, ounces roasted chicken strips, kale blend, honey,coarse ground Dijon mustard



Rosemary Braised Lamb Shanks_____ \$17

Ingredients: lamb shankssalt,olive onions, carrots, cloves garlic, bottle red wine, tomatoes with juice1 can condensed chicken and fresh rosemary



Crockpot White Chicken Chill_____ \$10

Ingredients: garnishes, fresh cilantro, canned corn, shredded B cheddar cheese, sour cream, diced avocados,chicken.



Tortellini soup_____ \$12

Ingredients: white onion ,celery ,carrots, ounce package Johnsonville Sweet Italian Sausage

It's easy to hear the voices of others
and often very difficult to hear your
own

Forget about rules!

Your self-worth is determined by you



Take the time to define yourself and define your val-

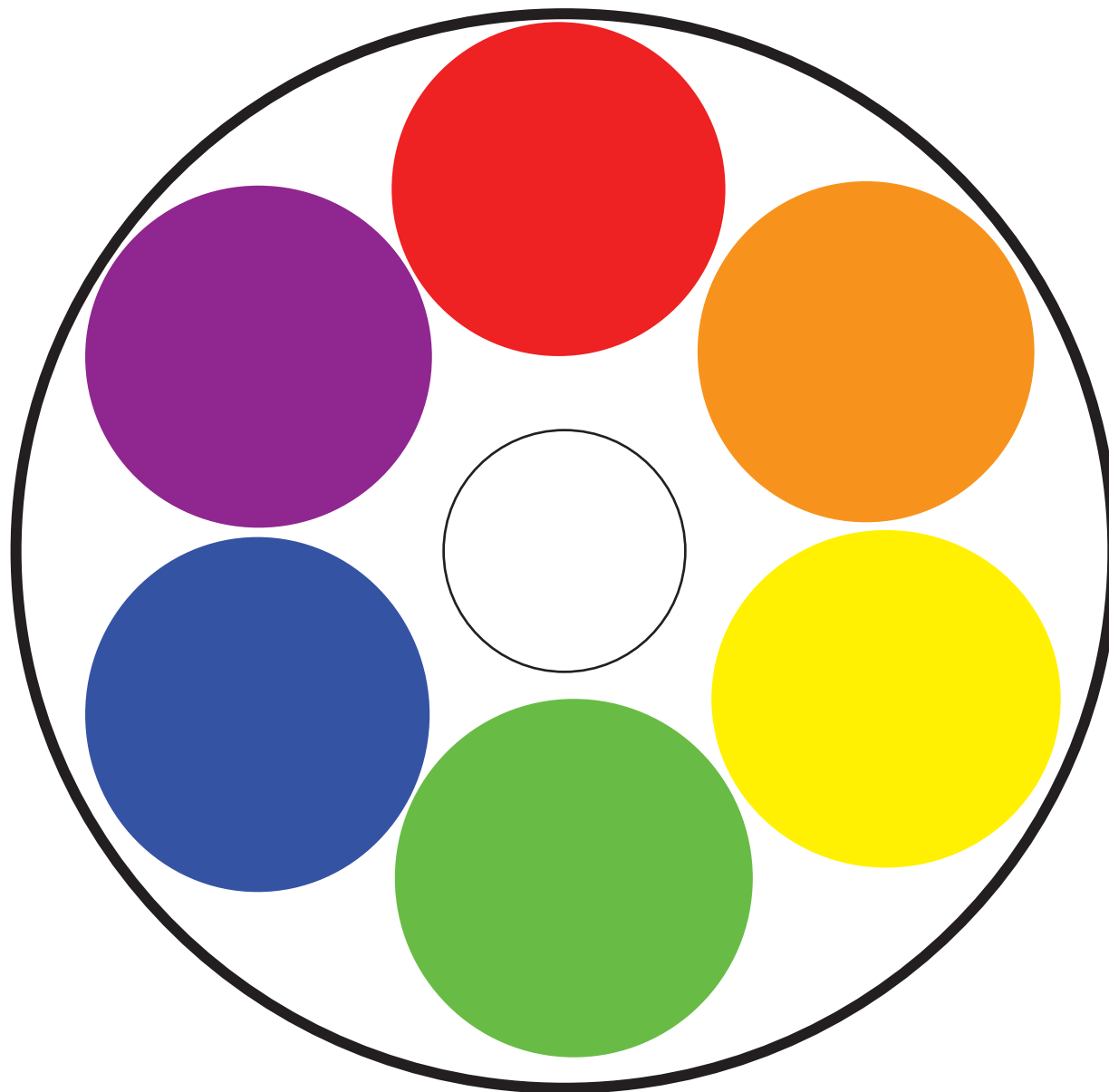
BEYONCÉ

Type on path
Font
-Didot
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Image
-Beyonce

Text
her name
Her inpiration
quotes.

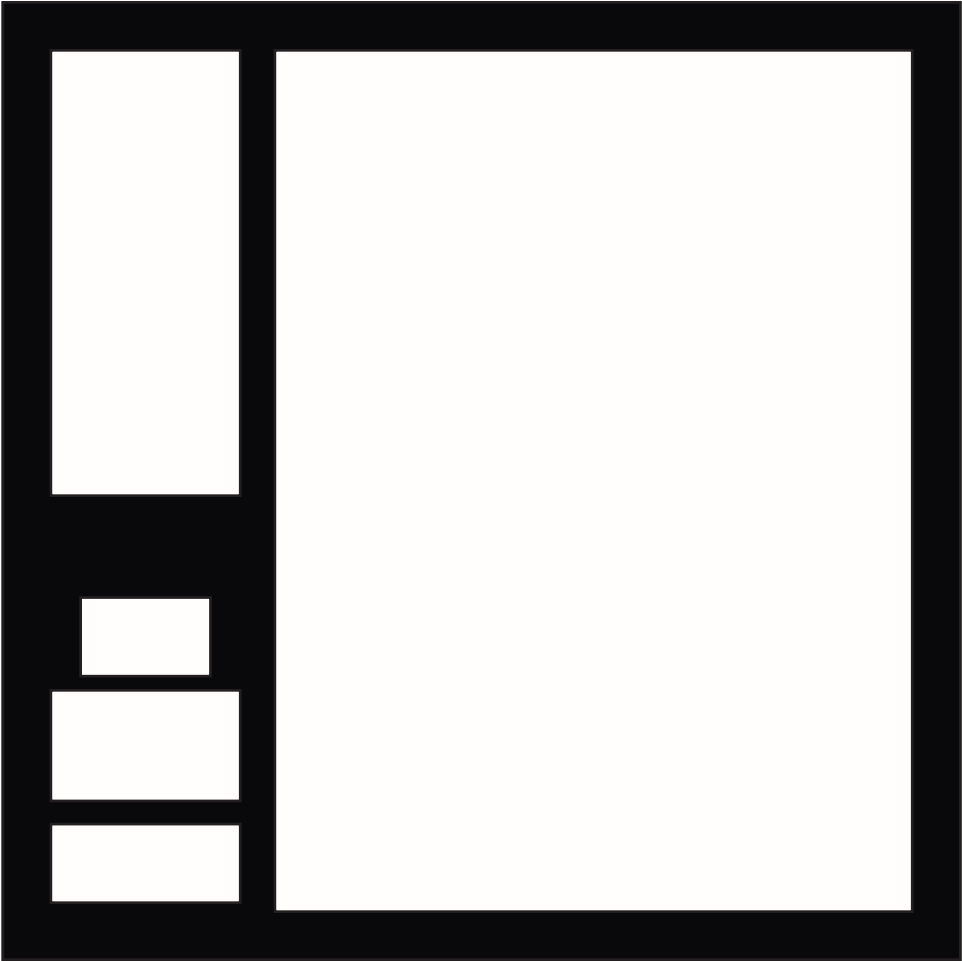
COLOR



Album Cover



Album Template



LOGO

