

Typography

Elobration

We are using 3 Fonts. A display fonts for the Heading One. Thats the soul of the Brand. The Font is called Cabin Sketch. It has this sketchy vibe to it and on simple black and white it gives blank text some character.

For every other heading we are using a bit stylised but kind of subtle Open Sans Condensed. Still not one hundred percent certain but that choice but feels like a good fade to the body font.

As the main text font we are using Text Me One. Another Sans serif font with some of indivuals elements. Overall These gives the style a well rounded impressing and should speak to Artists and Engineers quite well. Sketchy, Drafty and well structured.

Personally, quite happy about the choice. Especially in combination with a black and white colorpalette this should decrease the complexity of building Printz out. Maybe in Color I will sparkle some tiny accents color on top to enhance the playfulness of the brand. If no accents color are getting included, it stands as it own and works out of the box. Simple, straightforward and a bit of playful. Gotcha. On the topic Typography I declare victory for now.

Heading One

Heading two

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Heading One

Heading two

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