

ROCKWELL

R E B E L W I T H A C A U S E



It isn't hard to understand why the twenty-five typefaces listed in the article have been around for so long and continue to make an impact. It goes down to the basics, simplicity. The things in history that continue to live timelessly are the things that are simple and clean. I would even say that they remain popular for so long because they are easier on the eyes. It's less complicated to read them because of the lack of decoration added.

The first typeface I chose was Rockwell. It was a type that instantly stood out to me with its strong strokes and striking serifs at the ends that added not only drama but also a softness that goes unnoticed at first glance. This typeface isn't loud but bold, it can be both the CEO wearing an expensive suit but also the party starter that sets the yard on fire for fun. Anyone who is brave enough to use this typeface can use it for anything. From sophisticated company logos to glowing neon signs. As long as the designer is bold enough and brave enough, there is no limit to what this type can be used for.

The serifs and simple, consistent strokes of the typeface make it easy to read. Rockwell showed up around 1934 for the Monotype Foundry. You'll find this font being used in things like Malibu Rum and in the early 90's Guinness World Records books. This typeface is considered an iconic slab-serif and known for its attention-grabbing impact, which explains why it grabbed my own attention!

This design could be paired with sans since it's a basic style that doesn't take away from the typeface Rockwell. Another one would be Bembo. It's a typeface used in a lot of books which means it's easy to read and isn't too over the top, just like Rockwell. A safe choice to use would also be Helvetica for the same reason as Bembo. Easy to read and clean. Many designers limit their typeface variety in the same reason that only certain typefaces go with Rockwell, it's hard to find what looks good and the choices are limited. I think that searching for the right typeface can be tiring, so sticking to what you know sometimes is just easier. It's kind of like that saying, why fix something that isn't broken?

I used the Golden Means calculator to come up with the 9.708 x 6 for my dimensions of the poster size. I then chose free images from pexels.com for the images and had the text wrap around the glass in the bottom right corner to add interest. I then tried lowering the opacity on the text so it wasn't so hard on the eyes. But I overall wanted a high end nightclub feel to this typeface.

References:

<http://www.meaningfulltype.com/rockwell.html>

<https://www.fonts.com/font/monotype/rockwell/story>