PLATE 74. SCRIPT LETTERS

PLATE 75. SCRIPT LETTERS

PLATE 76. COMMERCIAL GOTHIC LETTERS

PLATE 77. MODERN ROMAN ALPHABETS

Modern Alphabets

After having studied the historical alphabets, some time should be spent studying those letters which are in wide use at the present time. The following pages contain a number of these alphabets together with full explanation, and it would be well to study all of them carefully. Although some of the plates may not appeal to the artist, all the alphabets shown have been used in successful modern advertising.

Commercial Gothic Letters

This letter, several forms of which are shown in Plate 76, is known to printers as Gothic, and to most show-card writers as the single-stroke Egyptian, but is really not a Gothic form. It is not so refined as the Roman letter, but wherever bold results are desired and time is limited, it will be found a very excellent alphabet.

All strokes must be made the same width, or the results will be very unsatisfactory.

Problems

1. Copy the commercial Gothic letters twice the size shown in Plate 76.
2. Letter the following inscription in commercial Gothic letters ¾ in. high, on a sheet of paper 7 by 11 in.:

"Tools with the Quality Mark."

Modern Roman Alphabet

This modern alphabet, which will be found very valuable in further work, should be studied and practiced often (see Pl. 77).

Problems

1. Copy the modern alphabets in Plate 77 twice the size.
2. Using the modern Roman alphabet in Plate 77, letter the following on a piece of paper 7 by 11 in.:

"YOUTH TRIUMPHANT"
by
George Gibbs

Modern Poster Letters

These letters should be used where strong effects are desired, as for instance, on posters, in big flat colors. They cannot be used

PLATE 78. MODERN POSTER ALPHABETS

ITALIC SCRIPT ALPHABET

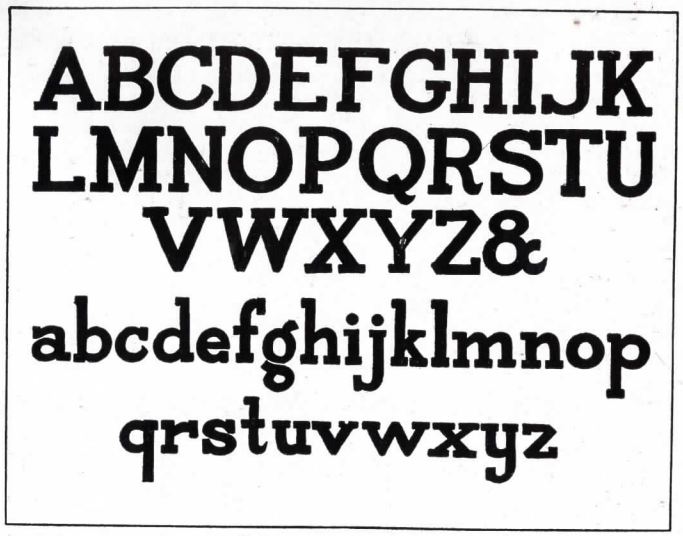
SINGLE STROKE ITALIC ALPHABET

PLATE 79. MODERN ALPHABETS

A HEAVY ALPHABET

FRENCH TYPE ALPHABET.

PLATE 80. MODERN FREE-TYPE ALPHABETS



FULL BLOCK ALPHABET.

HEAVY SPURRED EGYPTIAN.

PLATE 81. MODERN ALPHABETS

PLATE 82. MODERN ALPHABETS

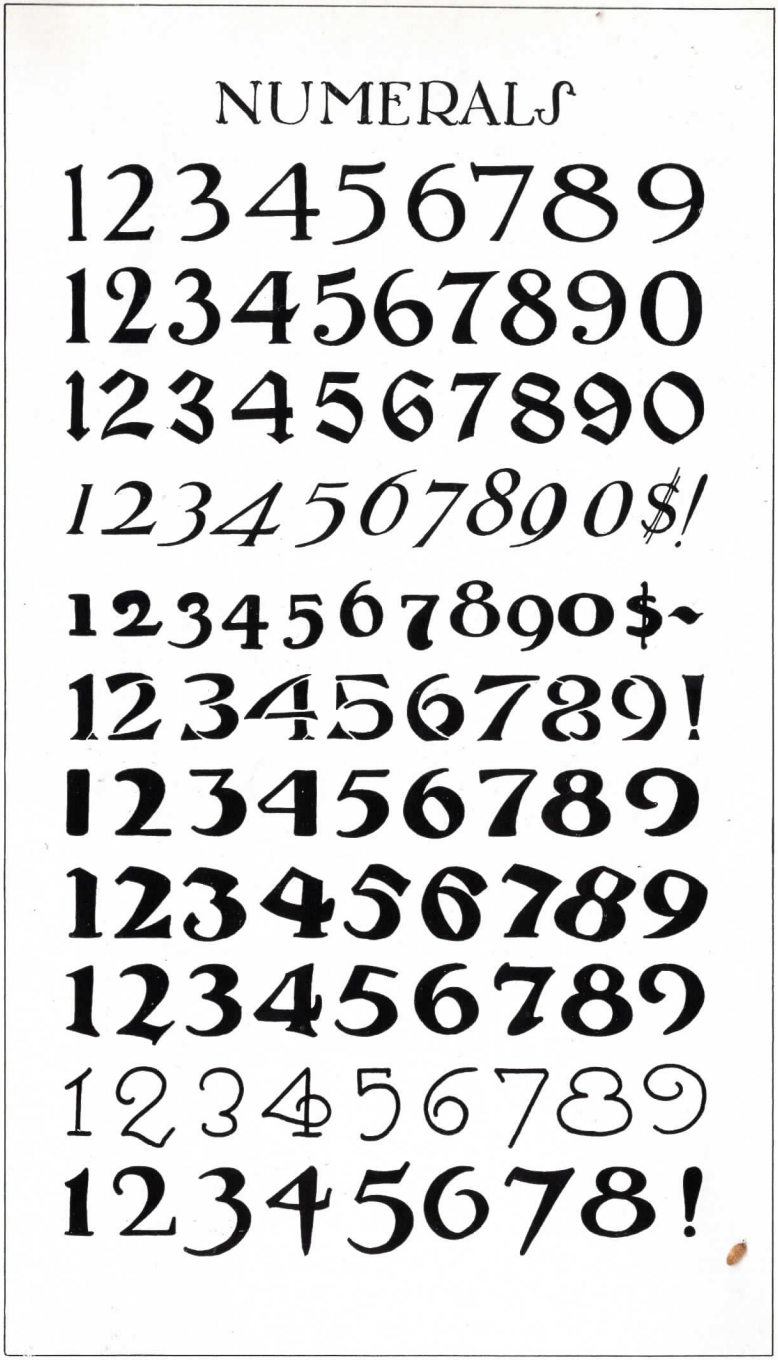


PLATE 90. NUMBERS TO BE USED WITH ROMAN AND MODERN ALPHABETS