

James Edmondson

PAY WHAT YOU WANT FOR
PERSONAL, EDUCATIONAL, OR
NON-PROFIT USE. COMMERCIAL
LICENSES ARE A FIXED PRICE.

01 *Flattery*

02 *Mission Script*

03 **Mission Gothic**

04 **Edmondsans**

05 **PERSON**

06 *Lavanderia*

\$100 [BUY](#)

Inspired by some lettering on a laundromat window in San Francisco's Mission District, I set out to create Lavanderia, a casual script with some formal beauty. To stray away from the traditional "wedding invitation" style of script, I altered three fundamental traits: the slant, the x-height, and the width of the letters. By creating a typeface on only a slight slant, with a high x-height, and slightly condensed, the casual feeling of sign-painter lettering was achieved. Then by complimenting the lowercase with a set of lavish caps, more formal elegance was brought to the set. OpenType was utilized to optionally add swashes, alter certain character, and take the capitals down to a more modest size and shape.

one two three

THREE WEIGHTS

Please Dad Please Dad

ALTERNATE SET OF CAPITALS

bfhklqt bfhklqt

STYLISTIC ALTERNATES

Type Here