



Bloody Mary I

Font concept & design By Jenifer Fitch

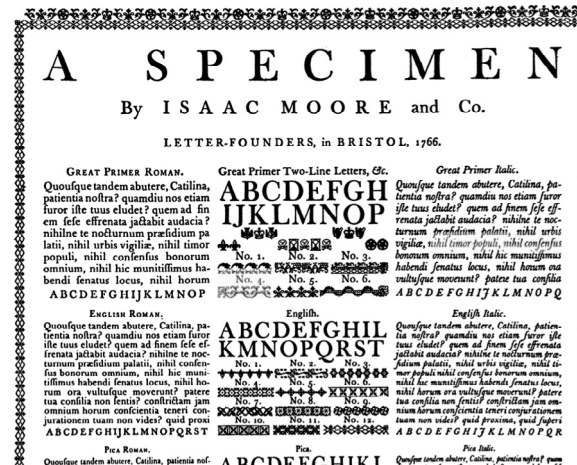


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Queen Mary I



My inspiration for this font comes from the English Tudors. Queen Mary I earned her nickname, “Bloody Mary,” because during her reign, she had more than 300 persons burned at the stake for heresy. With the dagger shape in mind I combined it with the Transitions style font Baskerville to create a sense of sharpness and death.





Bloody Mary I

60pts

This font is designed to be set in a font size no smaller than 14pt and preferably much larger. When set smaller than 20pts the personality of each characters is lost.

After making the decision to keep this a font for large point sizes , I choose to keep the terminals pointy to emphasize the characteristics this font is know for.

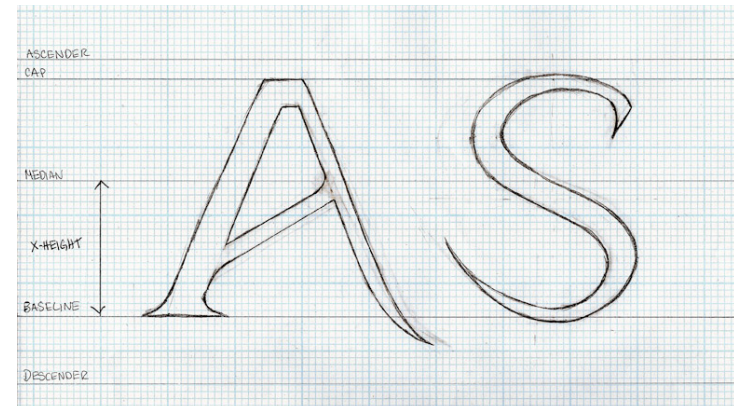
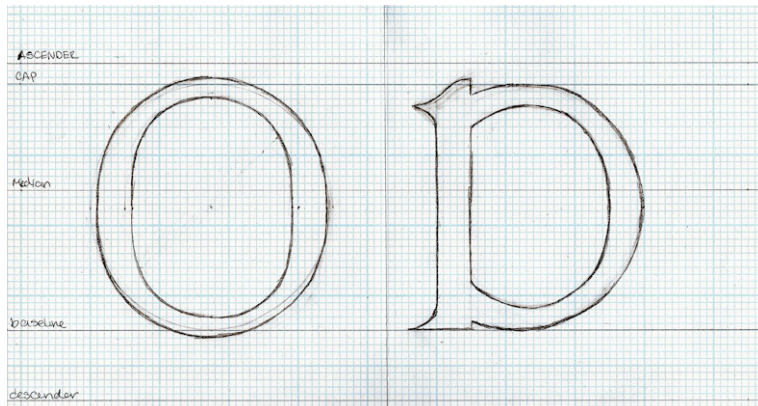
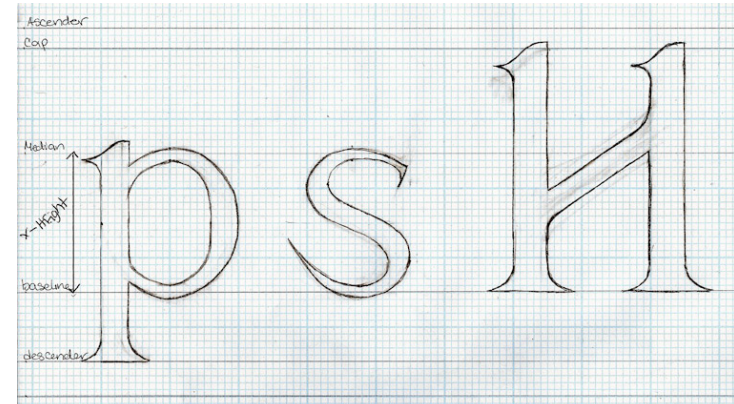
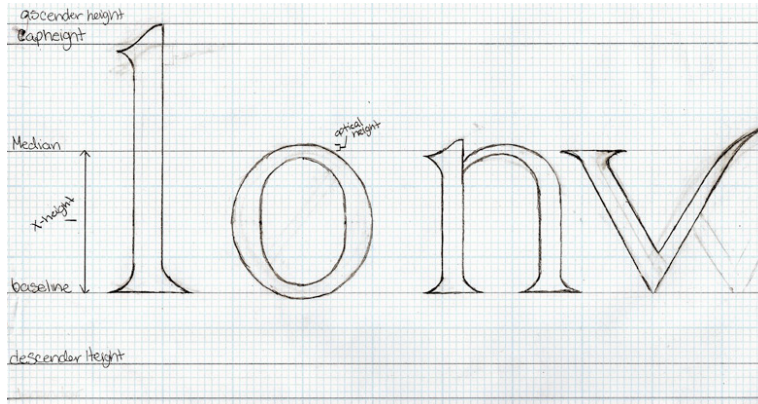
14pts

This font is designed to be set in a font size no smaller than 14pt and preferably much larger. When set smaller than 20pts the personality of each characters is lost.

18pts

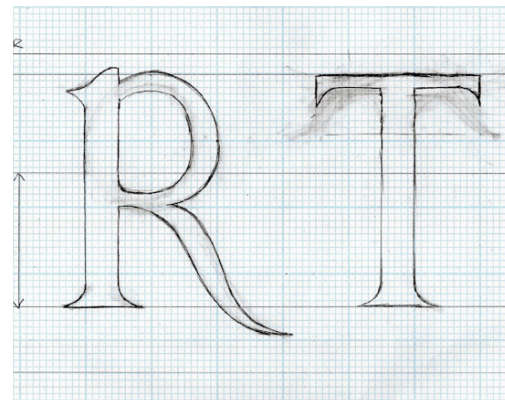
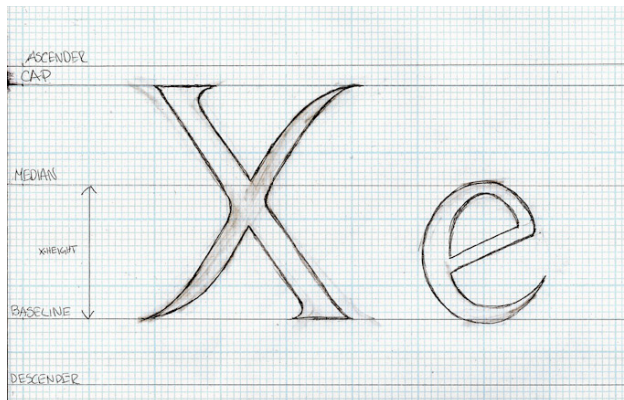
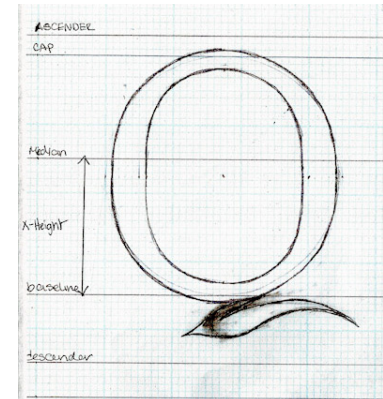
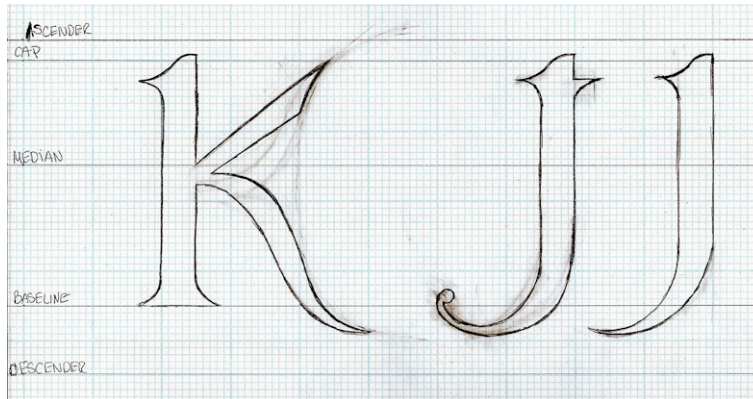


Sketches



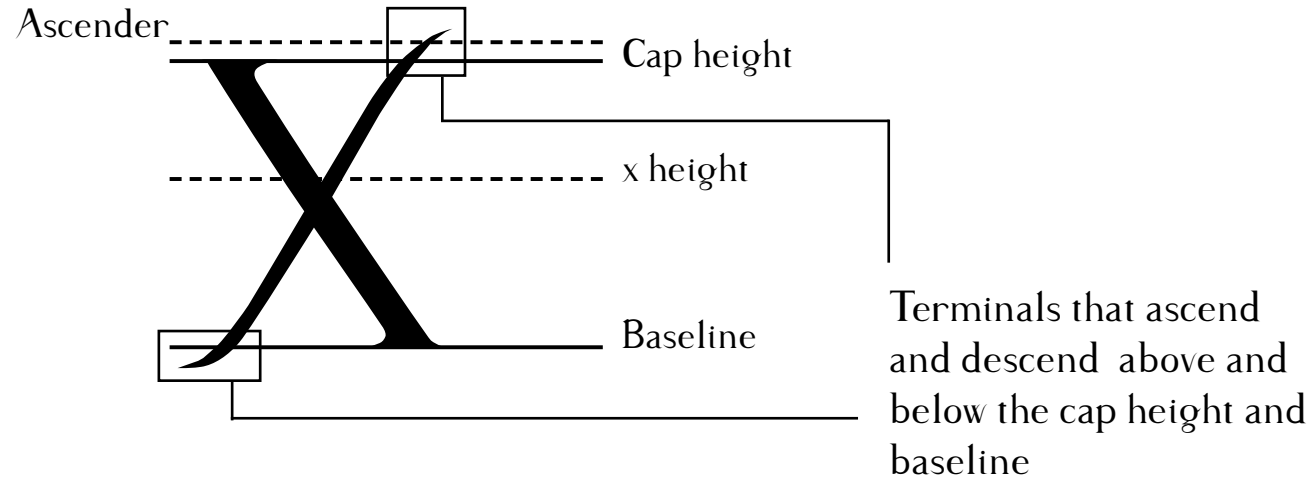
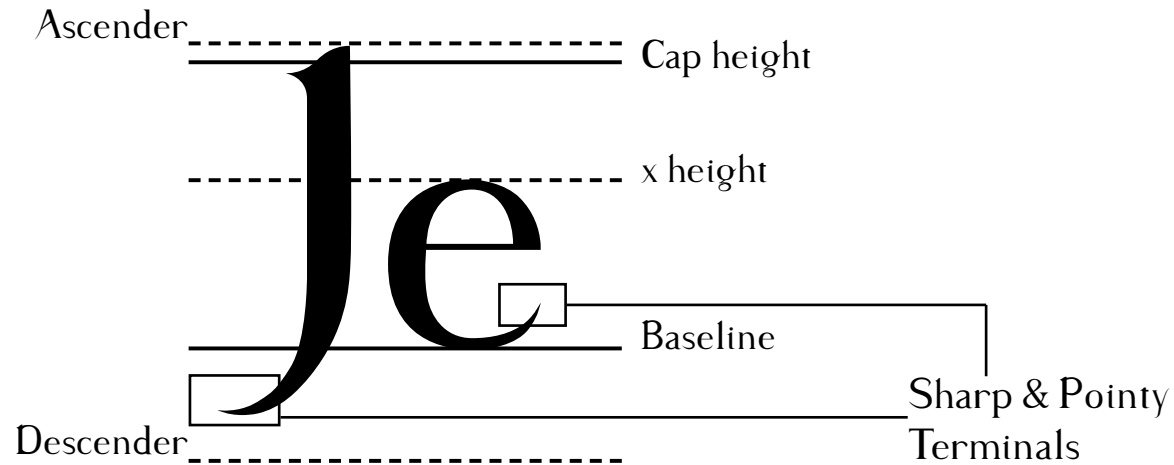


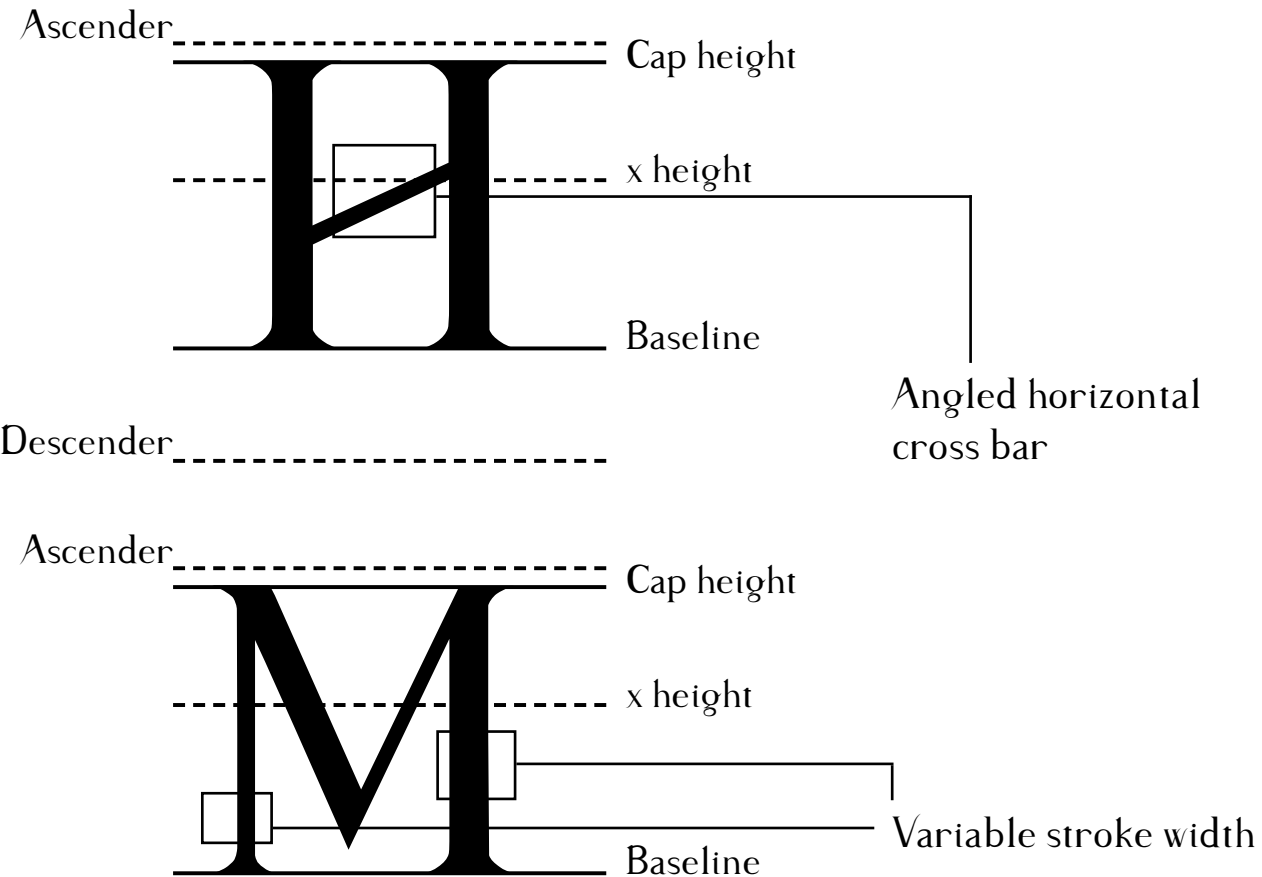
Sketches





Structure







† Queen † King †
60pts Love · Hate · Envy

{Tragedy} {Regret}
45pts OFF WITH HER HEAD!!!

Castle · Royalty · England
35pts Prince · Princess · Heir · Heiress

Catholic vs. Protestant
25pts Bible God Heaven Church



60pts

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

45pts

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

35pts

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

25pts

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z



60pts
a b c d e f g h i j k l m
n o p q r s t u v w x y z

45pts
a b c d e f g h i j k l m
n o p q r s t u v w x y z

35pts
a b c d e f g h i j k l m
n o p q r s t u v w x y z

25pts
a b c d e f g h i j k l m
n o p q r s t u v w x y z



Specimen: Numerals & Keyboard Punctuation

1 2 3 4 5
6 7 8 9 0
! @ # \$ %
& () * _ + -
= { } [] | \ /
: " ; ' < > ? , .
45pts

1 2 3 4 5
6 7 8 9 0
! @ # \$ %
& () * _ + -
= { } [] | \ /
: " ; ' < > ? , .
35pts

1 2 3 4 5
6 7 8 9 0
! @ # \$ %
& () * _ + -
= { } [] | \ /
: " ; ' < > ? , .
25pts

1 2 3 4 5
6 7 8 9 0
! @ # \$ %
& () * _ + -
= { } [] | \ /
: " ; ' < > ? , .
15pts



Specimen: Ligatures, Alternates, & Latin

35pts

fi fl ð ±[™] · † ° – —
ABJ
À à Á á Ã ã Ä ä
È è É é Ê ê Ë ë
Ç ç Ì í Î ï Ñ
Ò ò Ó ó Ô ô Õ õ Ö ö
Ù ù Ú ú Û û Ü ü
Š š Ý ý Ÿ Ž ž

25pts

fi fl ð ±[™] · † ° – —
ABJ
À à Á á Ã ã Ä ä
È è É é Ê ê Ë ë
Ç ç Ì í Î ï Ñ
Ò ò Ó ó Ô ô Õ õ Ö ö
Ù ù Ú ú Û û Ü ü
Š š Ý ý Ÿ Ž ž

15pts

fi fl ð ±[™] · † ° – —
ABJ
À à Á á Ã ã Ä ä
È è É é Ê ê Ë ë
Ç ç Ì í Î ï Ñ
Ò ò Ó ó Ô ô Õ õ Ö ö
Ù ù Ú ú Û û Ü ü
Š š Ý ý Ÿ Ž ž



Mock Ups





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