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The Lost Type Co-op's Field Trip brings some of North America's most talented graphic designers, type designers, and lettering artists together for a week-long, site-specific marathon of research and collaboration.

Following our successful trip to Chicago, IL, we'll kick off 2016 by exploring beautiful Vancouver, British Columbia for **#FieldTripVAN**.



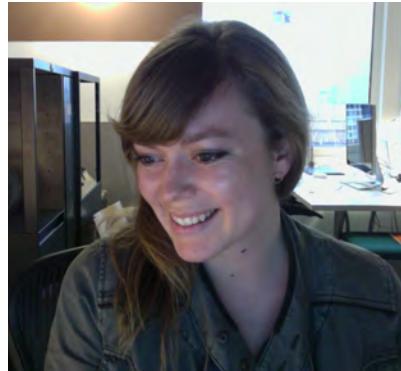
The Lost Type Co-op

Introduction • #FieldTripVAN • 1



NEIL SECRETARIO is a Lettering Artist and Type Designer living in Orange County. He also works as Communications manager for UPS. Rising to prominence in the last few years, his brush lettering work is widely respected. Lost Type is currently collaborating with Neil on his first type design projects.

neilsecretario.com



FRANCES MACLEOD is a Chicago-based designer and lettering artist who spends her days designing for mass consumer brands at Leo Burnett and her evenings making art / friends / ice cream.

francesmacleod.com



CHAUN OSBURN is a Graphic Designer and Typographer from Seattle Washington. He works as a senior designer for Urban Influence, a design agency specializing in brand identity. He is a frequent contributor to Lost Type's collaborative print and illustration projects.

urbaninfluence.com



DAN GNEIDIG is a Type Designer, Lettering Artist and Graphic Designer from Philly. He works for Urban Outfitters, creating everything from custom lettering to packaging design and illustration. Previously he worked at Anthropologie, where he redesigned their logotype. He is one of Lost Type's most prolific contributors.

grayhood.com



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KENNETH ORMANDY is a designer focusing on web type. He currently works at Chloï, and is studying typography and type design at Emily Carr University. He organises Vancouver's typography meetup, and maintains Lost Type's open source projects.

kennethormandy.com



JIM LESZCZYNSKI is a graphic designer based in Michigan. He runs Good Behavior, a boutique design shop specializing in brand, illustration and canine training. Jim is a frequent Lost Type contributor, creating everything from merchandise to promotional materials.

goodbehavior.co



DANELLE CHENEY is a graphic designer with a focus in lettering, publication design, exhibition design, snacks, and keeping things running smoothly as Lost Type's Administrative Assistant. She currently lives and works in The City of Salt, Utah.

danellecheney.com



ALANNA MUNRO studied at Emily Carr University of Art + Design and received a very official-looking document that says she's a communication designer. Informally, she's a life-long learner interested in interaction design, branding, lettering, and type design.

alannamunro.com



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RILEY CRAN is the founder of Lost Type. He works as a Lettering Artist, Graphic Designer and Type Designer in Vancouver. He has worked for clients such as Yale University and Bonnier, and his work has been recognized by HOW Magazine, Communication Arts, Design Bureau and The American Institute for Graphic Arts.

rileycran.com



MARISOL ORTEGA is a designer and illustrator living in Seattle, WA. She's currently working as a Senior Designer for Starbucks Global Creative Studio, and gets super excited about letters, paper, textures, patterns, rainbows, coffee, chocolate and learning new things.

marisolortega.com



HEATHER NEALE is a graphic designer and food lover from Mississauga, Ontario. She studied at Emily Carr University and graduated with a Bachelor of Design degree with a focus in Communication Design, specializing print design, type design, and custom lettering.

heatherneale.com



DAVE BAILEY is currently a type designer at Delve Fonts, a Filmotype revivalist & recent transplant to the San Francisco Bay Area. Dave was just accepted to the very first class of students to attend the Cooper Type West school of Type Design. He pairs well with HARIBO and Kentucky bourbon.

bezierwrangler.com



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2012: San Francisco

Our first trip to San Francisco yielded a huge amount of inspiration, and allowed many Lost Type contributors to meet in person for the first time. We lived under the same roof together for 7 days, and gathered inspiration for future projects. This trip really set the tone for our future trips, and yielded several typefaces including Dude, Mission Gothic, Mission Script and Fairview. We continually Instagrammed (175 photos!) and maintained a live blog, which was read by followers around the world.

This document is designed using Mission Gothic!

DUDE! DUDE!
DUDE! DUDE!
DUDE! DUDE!

*Mission
Script*



2013: New York City

Our second trip took us a city overflowing with typographic history and inspiration. Again staying under one roof for a week, we explored both Brooklyn and Manhattan, documenting our favorite pieces of found type and lettering and assembling an understanding of the vernacular aesthetic of NYC. This project, like the one before it, yielded many type and lettering projects, as well as new collaborations and friendships. This time we Instagrammed even more (220 photos!), and again shared our adventures via a live blog.

*Lost Type's most recent release!
Check out the minisite: moriston.losttype.com*

Moriston Moriston
Moriston Moriston
Moriston Moriston



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Spotted in San Francisco:



Spotted in New York City:



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2014: Amsterdam

Our third—and first international—trip found us in Amsterdam and Copenhagen. We documented a whole new set of historical type and lettering spanning back over 400 years. We even had the honor of spotting some of our own typefaces in this historical landscape, which was a wonderful reminder that the work we're doing is used all across the world. While in Amsterdam we shared even more found type and lettering on Instagram (250 photos!) and again wrote blog posts about the places we visited, the tools we were using for lettering during the trip, and the places we'd spotted Lost Type fonts in use.

Upcoming Release!

Handgloves

Handgloves

Handgloves



The Lost Type Co-op



2015: Chicago

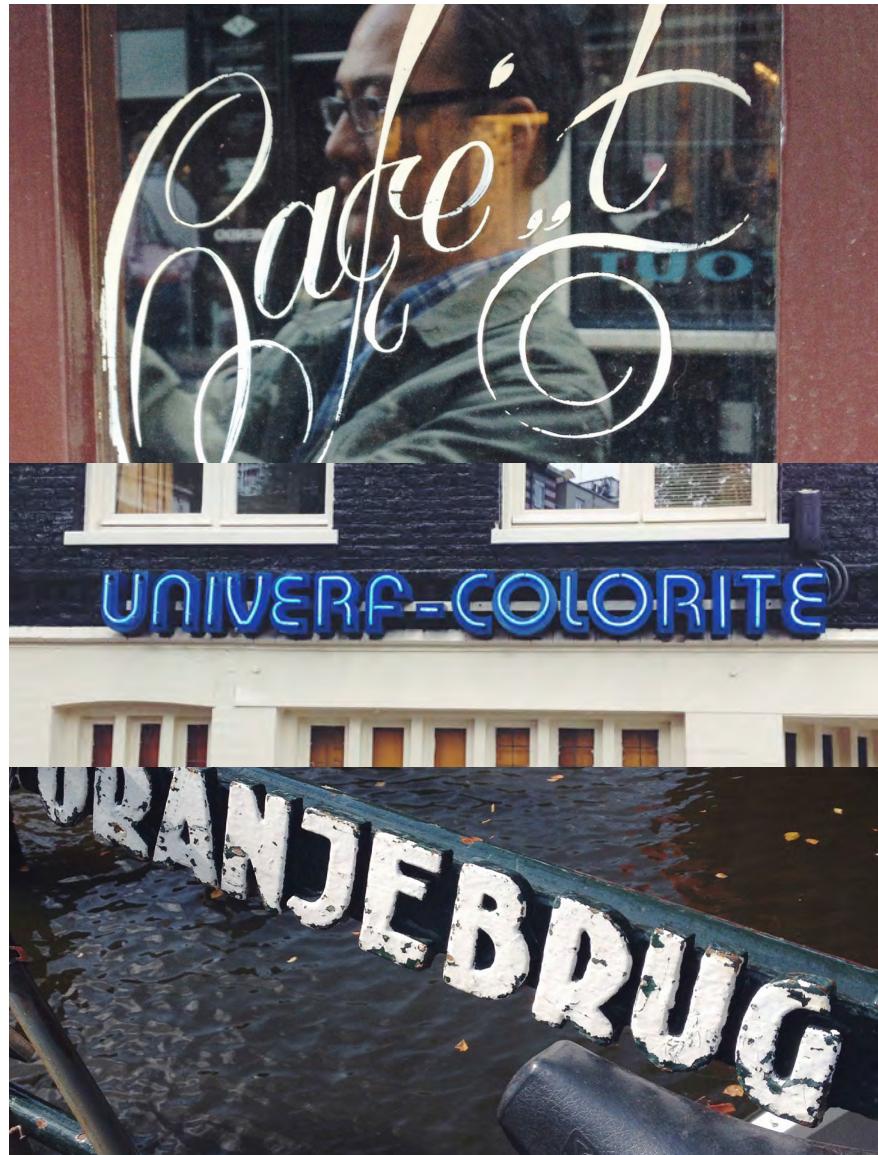
We loved our time in the Windy City, documenting its type and lettering and meeting with local designers.

For the first time, Lost Type contributors spoke at a lecture night hosted by AIGA Chicago, where they shared their experiences working with Lost Type and beyond with an audience of over 100 design enthusiasts.

We reached our largest audience yet during our Chicago trip, with our blog, instagram accounts (258 photos!), Lost Type twitter account, lecture and events.

Outcomes • #FieldTripVAN • 7

Spotted in Amsterdam:

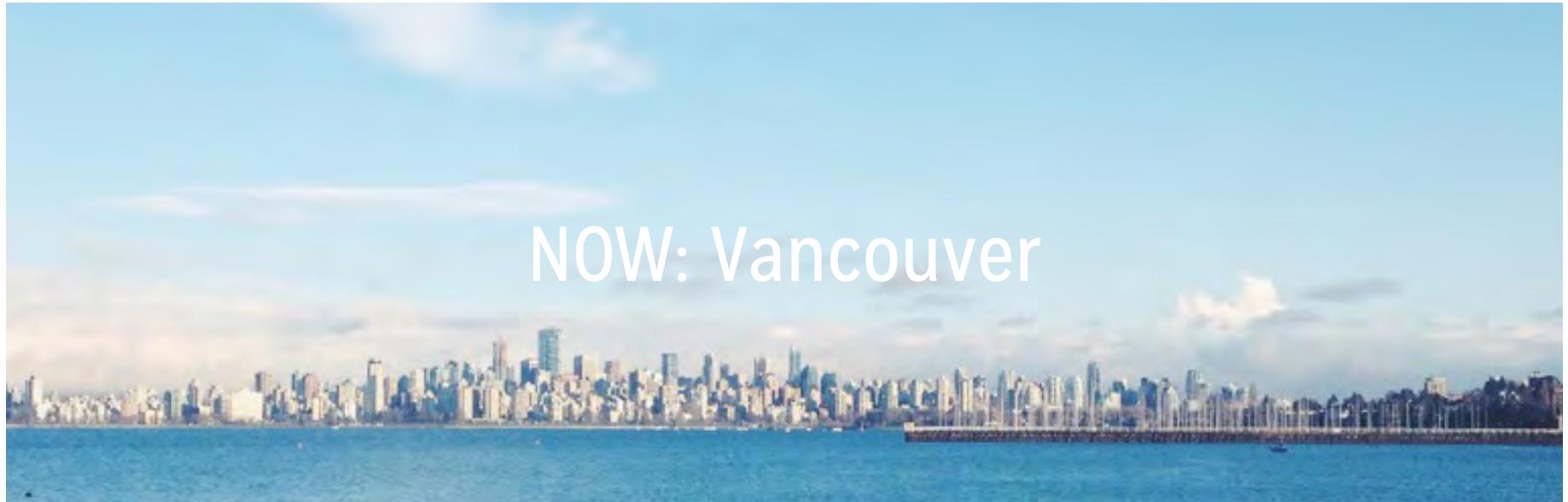


Spotted in Chicago:



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NOW: Vancouver

We can't wait to visit Vancouver to document its type and lettering, and to meet with local designers and respected industry professionals.

We'll be presenting Lost Type's third speaker series at a lecture night hosted by Vancouver's Type Brigade (coordinated by Kenneth Ormandy), where our contributors will share stories of their work in the design and technology industries, and talk about their experiences as part of Lost Type.

We'll also host a special edition of Vancouver's local Lettering Club (founded by Riley Cran), to mingle with local designers and letterers with markers and beer in hand.

We expect to reach *an audience of nearly 45,000* during our Vancouver trip, with our blog, instagram accounts, Lost Type twitter account, lecture and events, and we couldn't be more excited.



January 2016

Wednesday
13

Thursday
14

Friday
15

Saturday
16

Sunday
17



Travel

Adventures &
Documentation



Lecture
hosted by
Type Brigade



Special Edition
Vancouver
Lettering Club



Adventures &
Documentation



Travel



The Lost Type Co-op

Calendar • #FieldTripVAN • 10



Speaker Series



Riley Cran



Dan Gneidig



Frances MacLeod



Neil Secretario



Dave Bailey

The speakers will touch on experiences in their own careers, share stories of their work in the fields of design, lettering and technology, and discuss their many adventures with The Lost Type Co-op.

This will be a one-time opportunity to see these talented speakers in one location thanks to #FieldTripVAN.



Sound fun? We'd love your help!

Travel Sponsor \$5,000

We would love the opportunity to subsidize part of our attendees travel expenses, and invite designers who may not otherwise be able to attend due to the cost of travel. This includes up and coming lettering artists who could add a fresh perspective to the Type Brigade lecture, and other aspects of the trip.

As a Travel Sponsor, you will receive:

Your logo appears on our blog during the duration of the trip;
Special thanks and your logo displayed during our Type Brigade lecture;
Special coverage on our blog about your products and services;
Guest posts on your blog written by Lost Type contributors;
and social media mentions.

Lecture Sponsor \$2,500

After a successful event in Chicago this summer, we're excited to host the second Lost Type lecture with Type Brigade, one of the most well-attended typography meetups in North America. The event will feature talks from some of our designers, meet and greet, and a live lettering table.

As a Lecture Sponsor, you will receive:

Reserved spots to attend the event;
Special thanks and your logo displayed at the beginning and end of our Type Brigade lecture;
Special coverage on our blog mentioning your products, services or recruitment;
and social media mentions through Lost Type's accounts (which have 10k followers)



Thank You!

Questions?

Contact Riley Cran.

Founder, The Lost Type Co-op
604-317-2140

riley@rileycran.com
losttypecoop@gmail.com