Grids & Guides

When it comes to making full use of the space, look no further than FedEx (notice the camelcase too).

The FedEX logo used a bold form of the Futura typeface although there is a bit of manipulation of the spacing to achieve the arrow formed between the **E** and **x**. I have highlighted this in the image below.

FedEx lorry in my street

FedEx logo showing the internal space arrow

Big Lorries provide a Lot of Space

Think of it as a moving billboard. The lorries we see on our motorways are often huge. We don't want those big polluting vehicles coming into our cities and so, the distribution centres are usually somewhere out on the ring road. But a big lorry canvas is a space for the large scale typography to reach you as it flashes by at 60mph.

Less is More

On the one hand, you might want to fill the space and make the message easy to read at high speeds, but then if the lorry is smaller (like for making local deliveries), then you can afford to have a bit of detailed information, such as in this ESSELUNGA vehicle seen in Florence, Italy.

Simba. I don't know this brand. I took this photo in South Africa

The ESSELUNGA logo uses the Akceler typeface designed by Andrej Dieneš

The Akceler typeface can be found for purchase from various foundries but freely available. You can see here the glyphs provided in the bold form.

Akceler typeface bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm

6

7

Chris Jennings 2021

Type Size and Spacing

Baseline

Point Size 10.5pt

Leading 11.5pt

vendit architatem ver

Ovid quossus citi

sa qui blabor magnis

simusam seriatur? Qu

numquam, ute pos au

Faccullupis non c

commodit eum inctu

etusaest eum expeliqu