

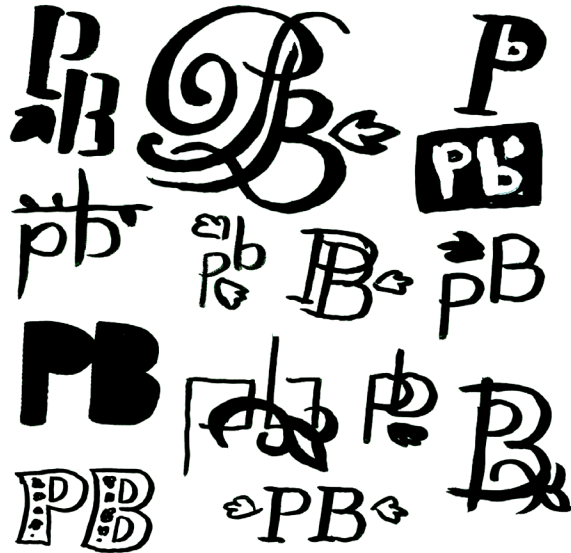
# THE PROJECT

The goal with this project was to take two letters and a symbol (in this case, the letters P and B, with an added leaf wingding) and produce four monograms with very different directions, using actual typefaces.

Each of the monograms needed to be precisely tuned to make the most of the shapes of the characters and the negative space around them, keeping in mind the energies and tensions where lines met, as well as the overall look of the monogram as a whole, and the readability of the characters.

# FOUR VARIATIONS OF A MONOGRAM

# SKETCHES



# CONCEPT

Monogram number one ended up being my 'final' monogram, my favorite of the bunch. The concept is that it is for a small mens clothing chain by the name of Paul Blair.

The company would use the following color swatches, and its official typeface is Bernhard Gothic SGTT Light.

