

COMPARING LETTERING STYLES

HAND LETTERING

RUMPkin
SPiCE

NO RULES
DONE BY HAND
USES ANY TYPE OF MEDIUM
PLAYFUL & CHILD LIKE
FULLY CUSTOMIZABLE

WHERE TO USE IT:
BRANDING
CUSTOMIZED DESIGNS
SOCIAL MEDIA
PRODUCTS - PRINTS, MUGS, TOTE BAGS,
TEA TOWELS, & MORE

MODERN CALLIGRAPHY

CREATIVE FREEDOM IN CALLIGRAPHY
MEDIUMS: POINTED PEN WITH INK, BRUSH
MARKERS & PENS
TAKES TIME & PRACTICE TO MASTER

WHERE TO USE IT:
ENVELOPE ADDRESSING
WEDDINGS & EVENT DESIGNS
INVITATION DESIGN
WALL ART
HOME DECOR

Let
Freedom
Ring

MIXED STYLE

a good laugh
AND
a long sleep
ARE THE TWO BEST CURES
for anything

HAND LETTERING + MODERN CALLIGRAPHY
MIX & MATCH MEDIUMS
STRUCTURED & FLOWY
PLAYFUL TWIST
FLEXIBLE DESIGNS

WHERE TO USE IT:
INVITATION DESIGN
CUSTOMIZED DESIGNS
PRETTY MUCH ANY PRODUCT

HANDWRITTEN FONT

DIGITAL STYLE
EASY TO USE & IMPLEMENT
SO MANY VARIETIES TO PICK FROM
HARDER TO CUSTOMIZE

WHERE TO USE IT:
SOCIAL MEDIA
BRANDING
WEBSITE & BLOG GRAPHICS
SIMPLE LAYOUTS

An Overview
of Lettering
Styles