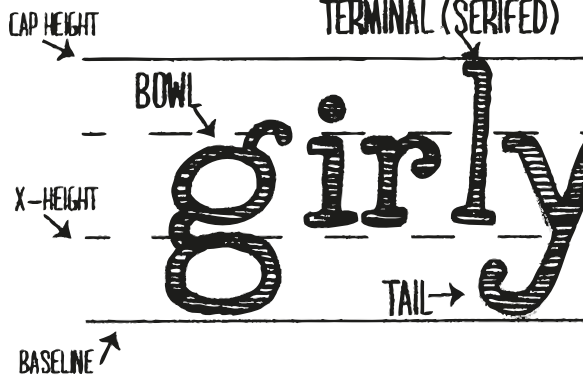


# A BEGINNER'S GUIDE TO HAND lettering

## ANATOMY OF A LETTER



ARE THE TERMINALS (TIPS) SERIFED?

WHERE ARE THE CROSSBARS  
(HORIZONTAL LINES IN LETTERS) IN  
RELATION TO THE LETTER'S HEIGHT?

HOW ARE THE TAILS  
(DESCENDING LINES) FINISHED?

ARE THE BOWLS  
(CLOSED LOOPS) NARROW OR FULL?

IS THE LETTER STRESSED  
(THICKER ALONG CURVES)?

## Pencil PERFECTION

COMFORTABLE GRIP

MECHANICAL

SUPERB ERASER

TRY SUMO GRIP®



## pen POWER

PRECISION TIP

PERMANENT

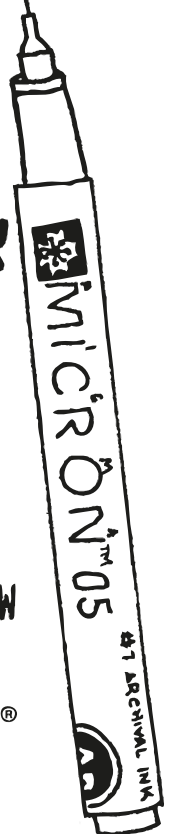
ARCHIVAL INK

MANY NIB SIZES

VARIOUS COLORS

CONSISTENT INKFLOW

TRY PIGMA® MICRON®



## design ideas

ADD  
SIMPLE  
ILLUSTRATIONS

COMBINE CONTRASTING LETTER TYPES:  
LIGHT & BOLD, SHORT & TALL,  
FILLED, PATTERNED, &  
EMPTY

SHAPE  
THE TEXT TO  
REFLECT MESSAGE

CONNECT WORDS  
AT THE CROSSBAR OR TAIL



CONSIDER COLOR:  
TRY KOI® COLORING BRUSH PENS

## Steps to Success

1

EXAMINE: STUDY TYPE

2

SKETCH: CREATE PENCIL OUTLINE

3

TRACE: USE FINE-TIP MARKER

4

EMBELLISH: FILL, SHADE, FLOURISH, ETC.



SAKURA & AMERICA