PROJECT

03

Typography

Type design

Project Expansion

David Taylor
DESIGNX434-033



a b c d e f g h i j k

l m n o p q r s t u

v w x y z

Swoopy

Typeface anatomy

Rounded strokes. Open curves. Curling descenders.



DESIGN CHARACTER

Light, nearly monoline strokes

Round bowls and soft terminals

Playful rhythm and curling tails

PANGRAM / ORIGINAL LETTERFORMS

the quick brown
fox jumps over
the lazy dog

Bakery Packaging



Bookstore Homepage



Children’s Festival



Restaurant Menu



Restaurant

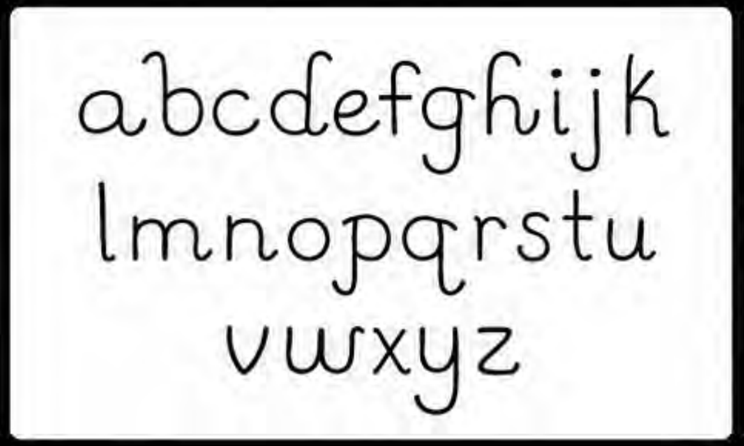


PROJECT 03 / PROCESS

Swoopy

Designed by David Taylor







Fonts About Details

Sample text: the quick brown fox jumps over the lazy dog

Size 72

Swoopy Regular

the quick brown fox jumps over
the lazy dog

Preview font →

Swoopy

TYPEFACE INSPIRATION



01 Ocean curves



02 Ribbon loops



03 Natural spirals



04 Soft swirls



05 Decorative rhythm



06 Sweeping motion