



# **GILL SANS**

## **TYPE BOOKLET**

PROCESS BOOK

# CONTENT IDEAS

Before I started to design my booklet, I looked at Pinterest to find other type posters and spreads. I also wanted to do some research about Gill Sans. I looked into the history of the typeface and the designer.







# NOTES

## Designed by Eric Gill

- Immediate success when it was created in 1928
- Eric Gill was an English sculptor, sign painter, and type designer
- Gill met with Stanley Morison and began working for the Monotype Corporation
- “Lettering is a precise art and strictly subject to tradition. The New Art notion that you can make letters whatever shapes you like, is as foolish as the notion, if anyone has such a notion, that you can make houses any shape you like. You can’t, unless you live all by yourself on a desert island.” - Eric Gill

## Gill Sans Details

- Classified as a “humanist” sans serif
- It is legible and readable in text and display work
- Humanist movement occurred during the renaissance
- Reacquainted society with art, literature, and education
- Gill sans uses the classic forms of “a” and “g”
- The rounded “c” “e” and “f” are the first examples of vertical stroke ends

## Inspiration

- Gil sans is a modern typeface
- Radical geometric shapes are typical of the art deco movement
- Family is huge with 36 derivatives
- Many derivatives were created in the monotype drawing office not mechanically produced from a single drawing

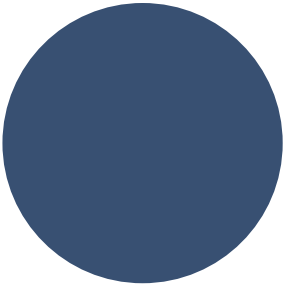
## Gill sans was an immediate success

- Seen in the British railway, BBC, Penguin Books, Toy, Story and more
- Characteristics
- Has a relatively small x-height
- One of the only sans serif typefaces without modular use of stroke
- The O is a perfect circle

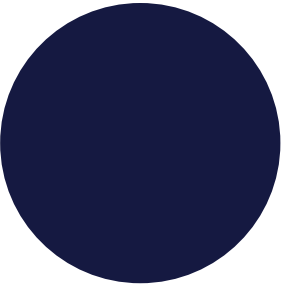
# THEME IDEAS

I used my research to come up with themes that correlated to the history of gill sans and the layouts that I liked, Gill Sans has ties to Art Deco and the Renaissance which inspired my first theme. Then I looked into Gill Sans in action and found that it is used in the Toy Story Logo and Penguin Random House. My final theme was just correlated to my favorite designs.

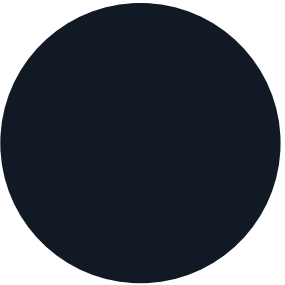
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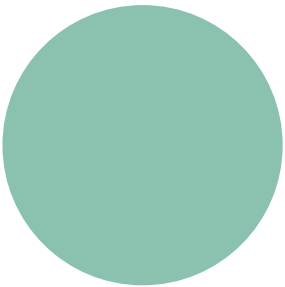
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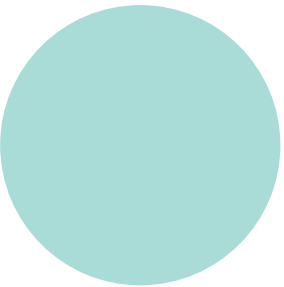
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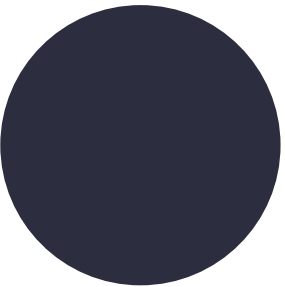
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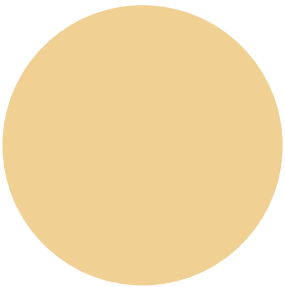
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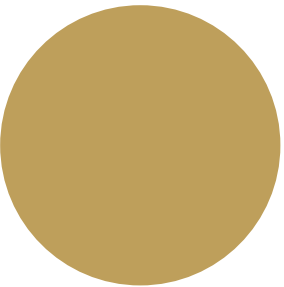
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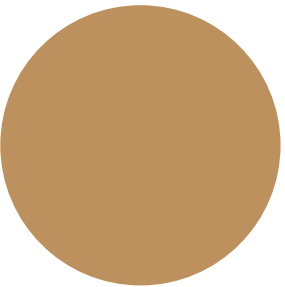
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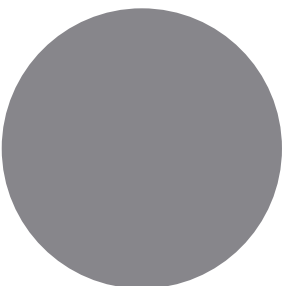
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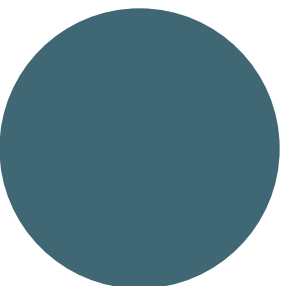
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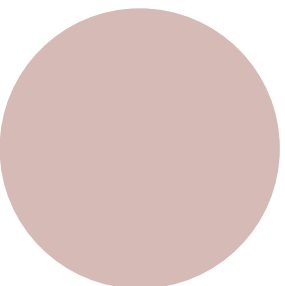
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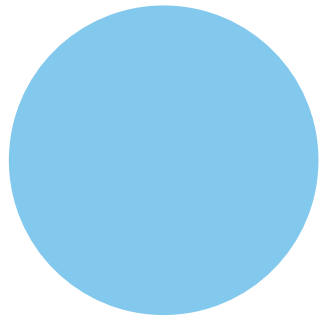


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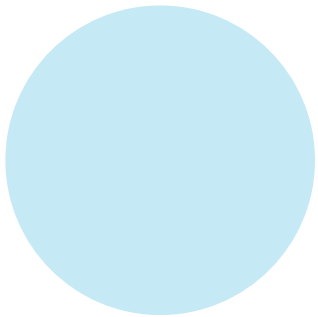
# THEME



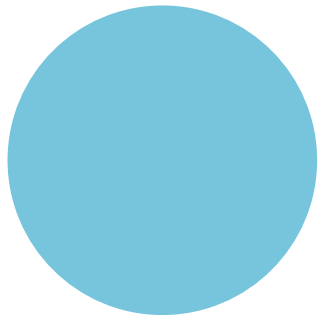
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#c5e8f5



#79c5dd



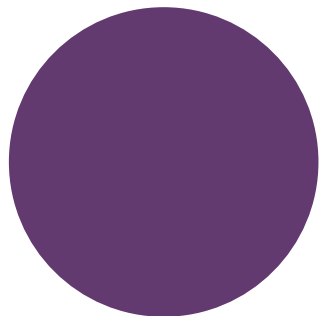
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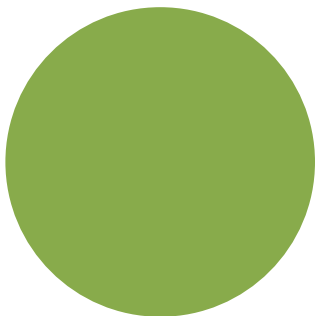
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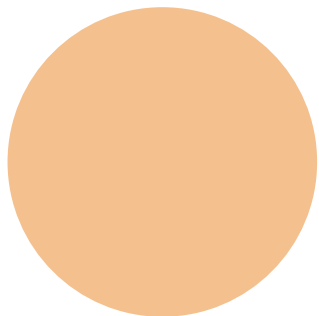
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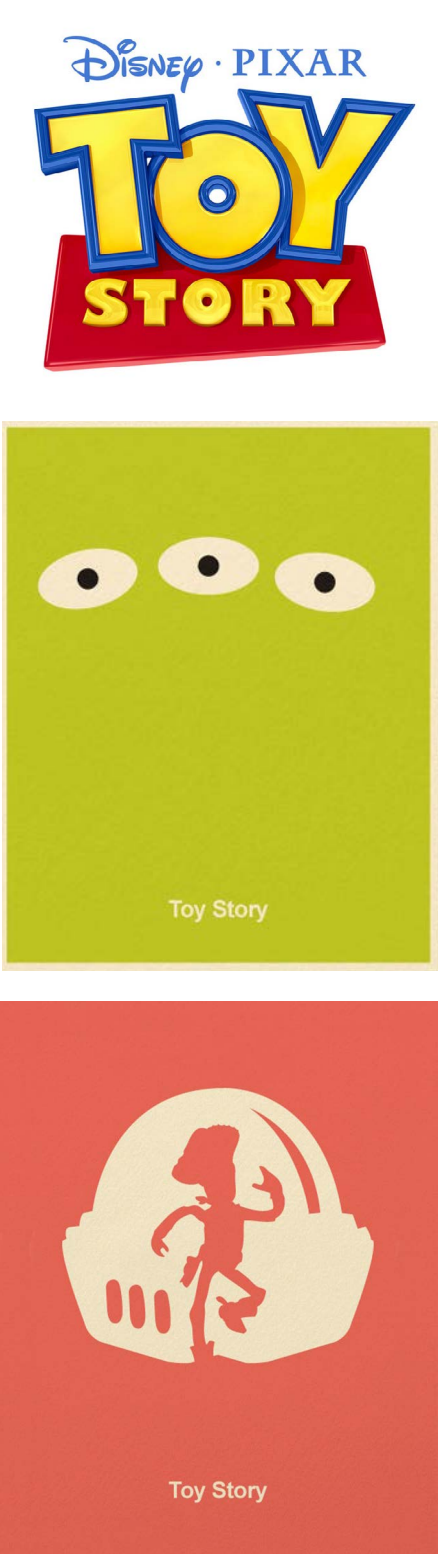
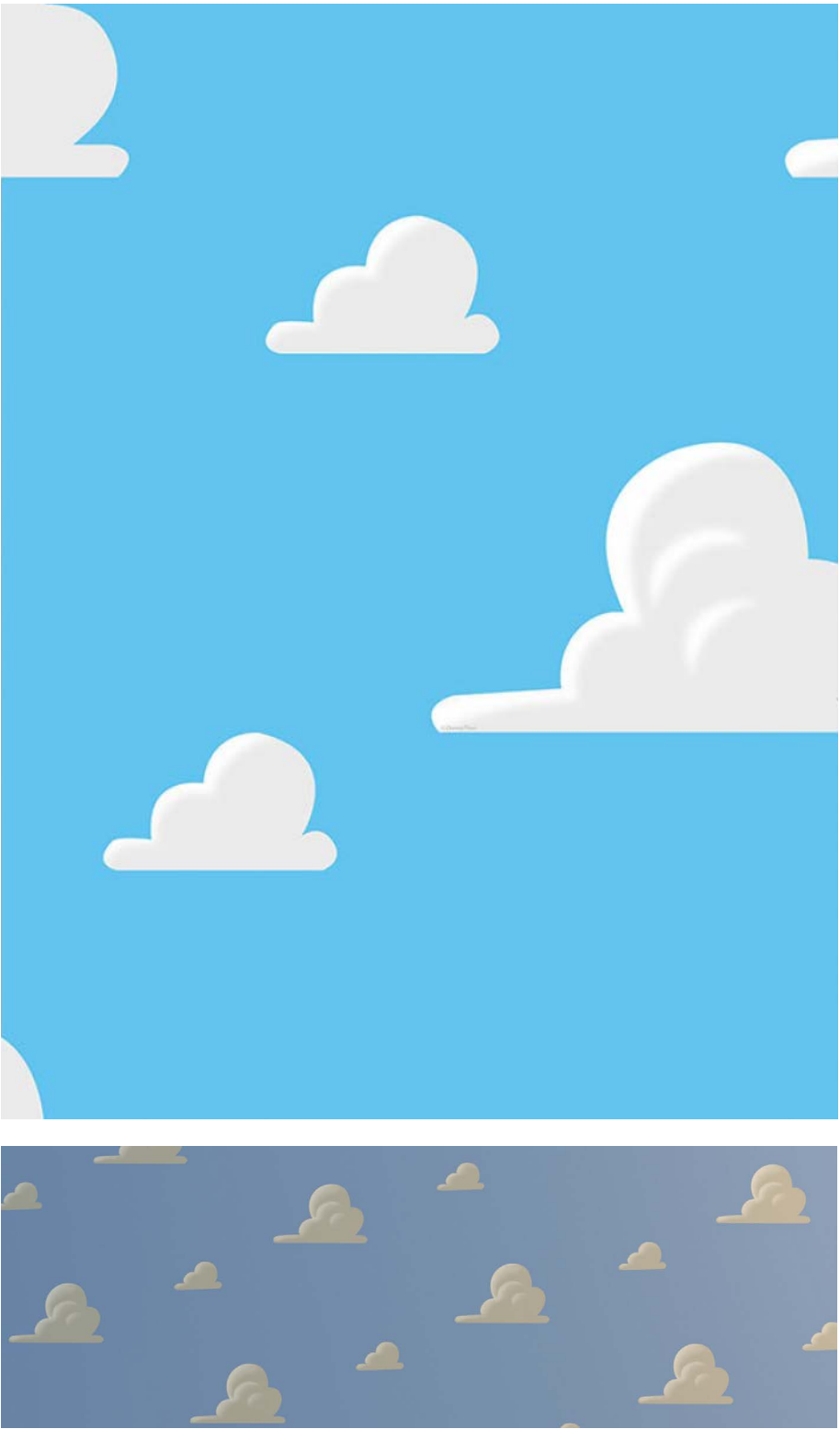
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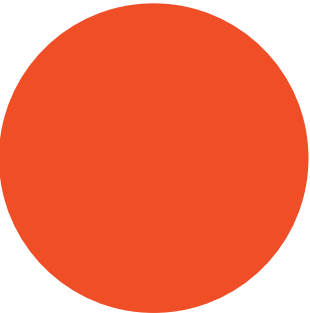
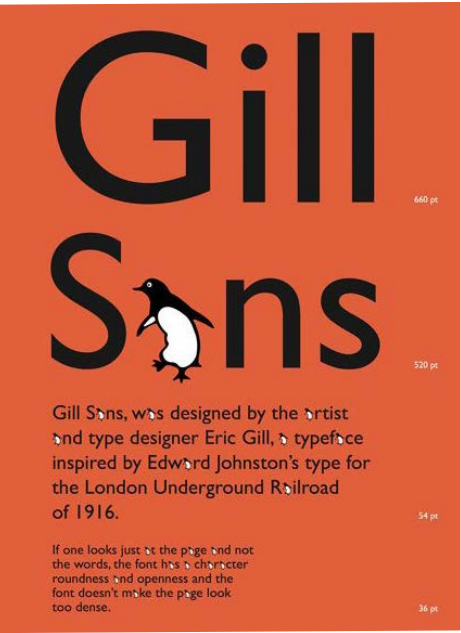
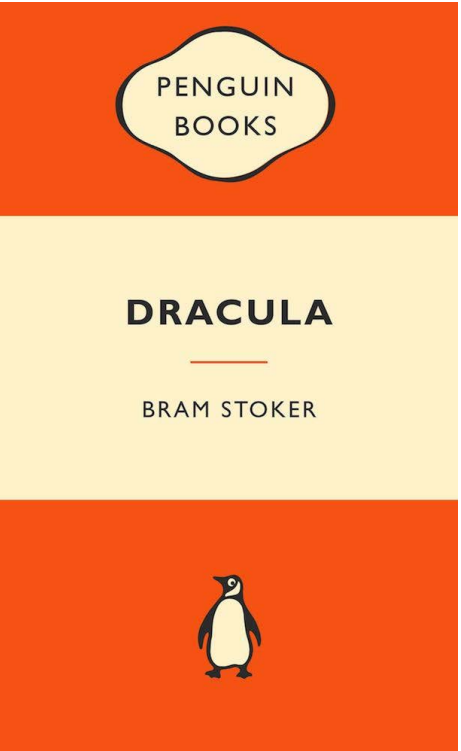
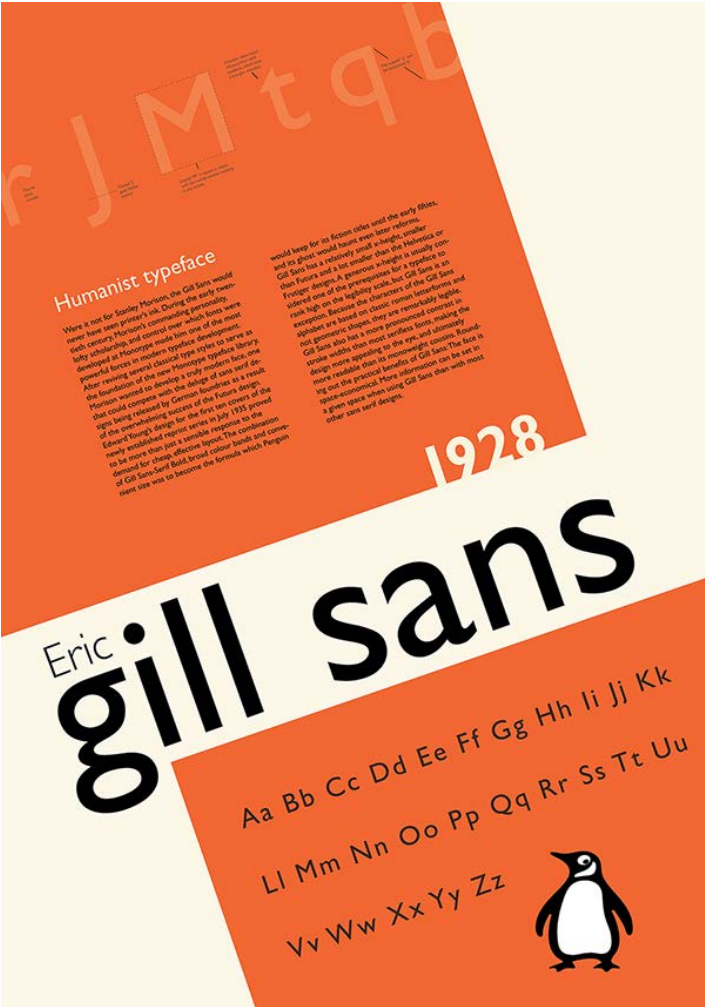


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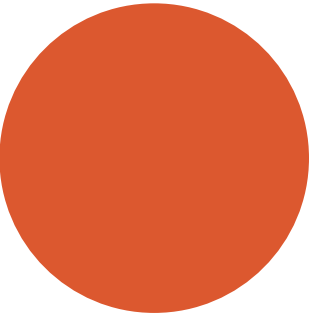


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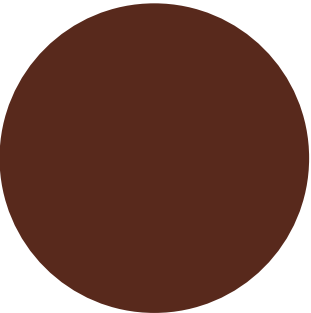
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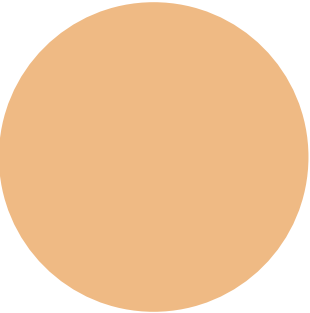
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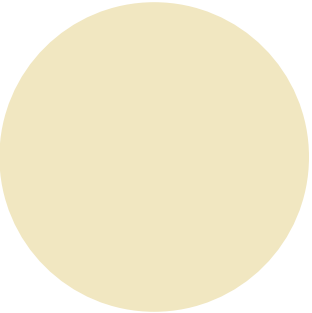
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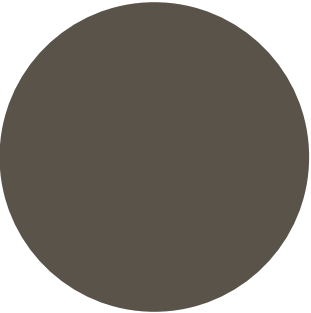
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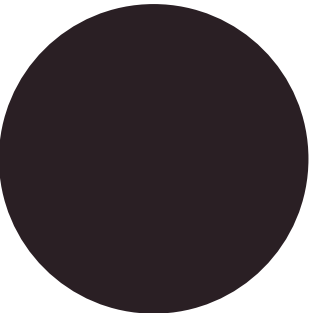
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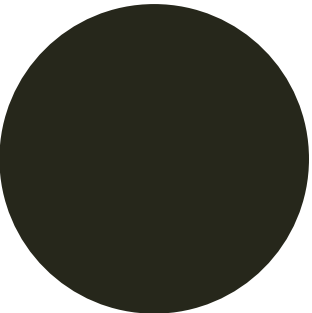
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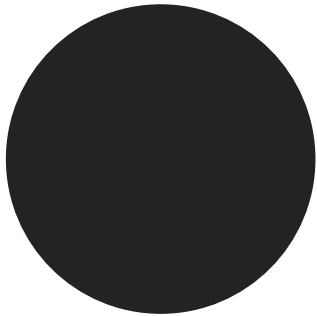


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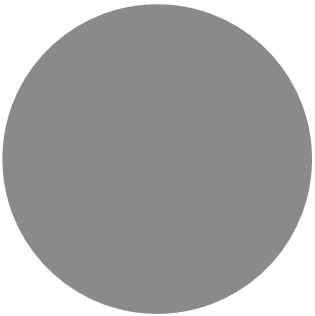
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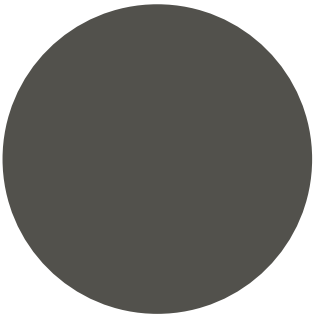
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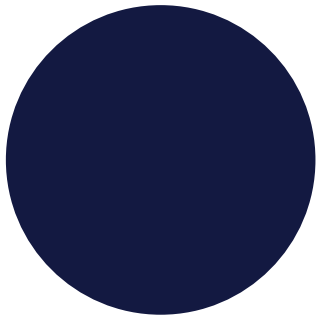
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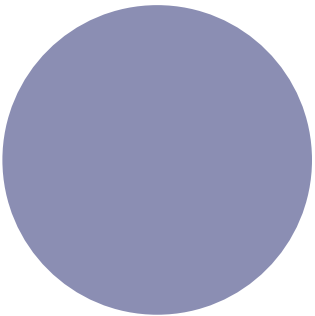
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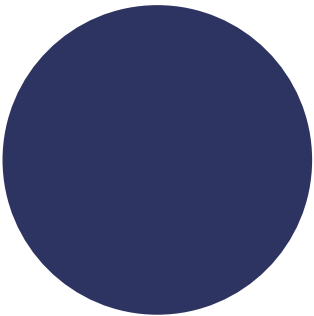
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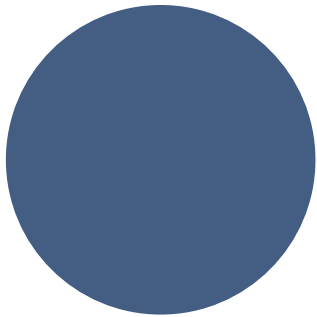
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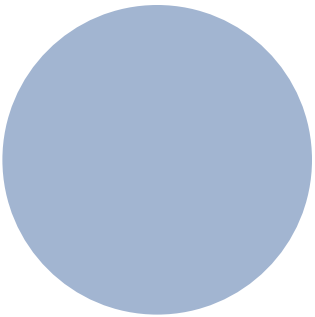
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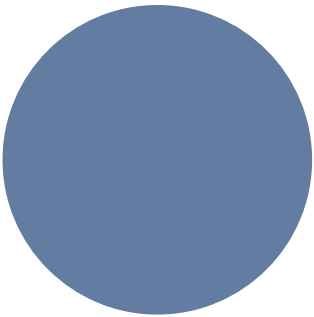
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#445d82



#a3b5d1



#647ca1



# THEME

# COMPS

I used my research and theme ideas to start creating comps. I definitely struggled a bit when coming up with comp ideas. I thought a little too much about the theme that I struggled to come up with ideas. Eventually I just stopped thinking about themes and instead just let my creativity take over.



# COMP I

My first comp was inspired by Toy Story. I decided to highlight the clouds that appear in the promotional wallpaper. It's a subtle element, but one that I loved the idea of. This comp was interesting, but it was not very interesting. It felt like there was something missing since I was so focused on adding the clouds.

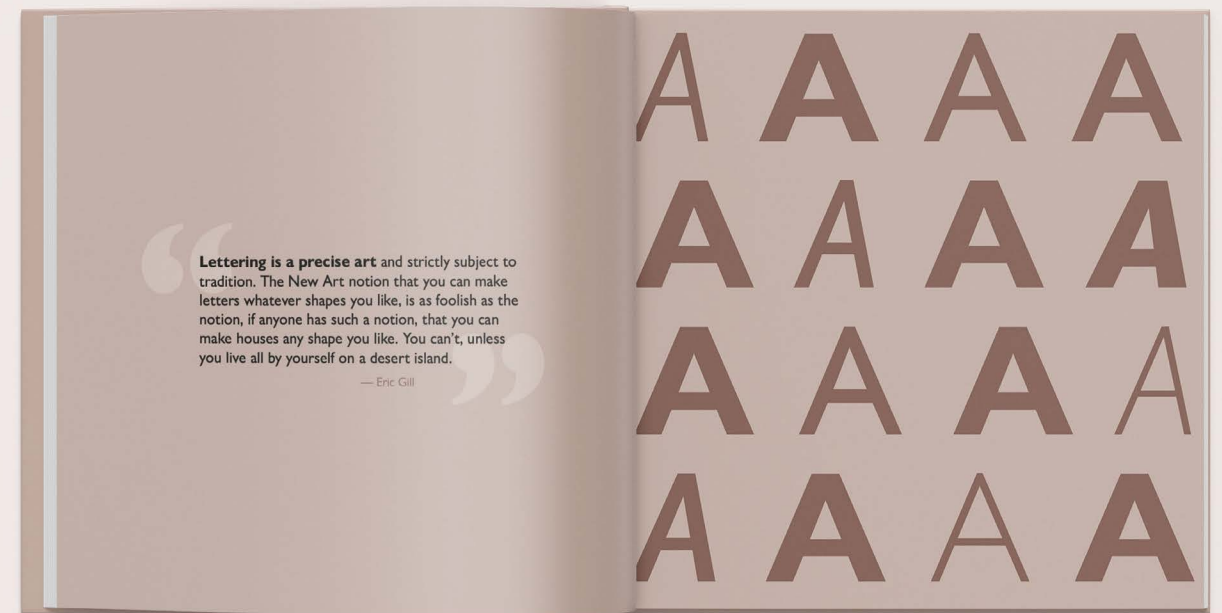
See full comp [here](#)



# COMP 2

This design used many of the same comp ideas as the toy story one. Except this time, I added some geometric shapes to simulate an art deco theme. I tried adding multiple colors to this comp, however each page only used one color (except for the one on the left). Overall, I liked this design but it was not cohesive.

See full comp [here](#)





# COMP 3

This was the next comp where I tried a very new design. A lot of my favorite type spreads were black and white and overall simple but timeless. I decided to forget the theme ideas and instead just try out designs that looked nice and intentional. I loved this design, but was critiqued that the black and white might be too jarring.

See full comp [here](#)



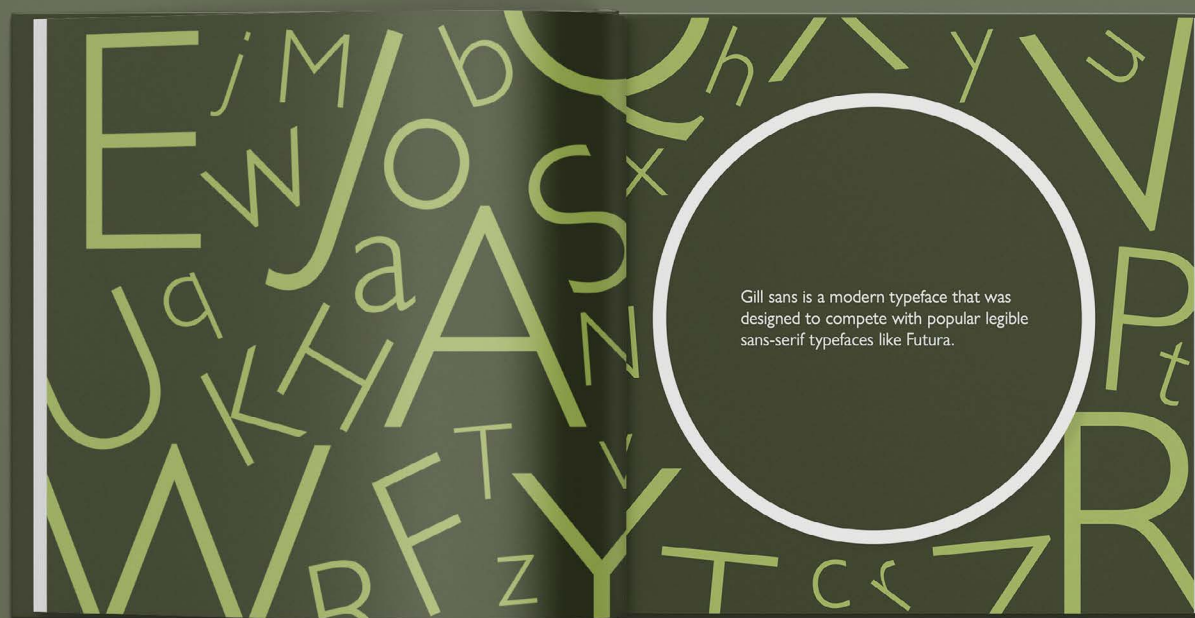
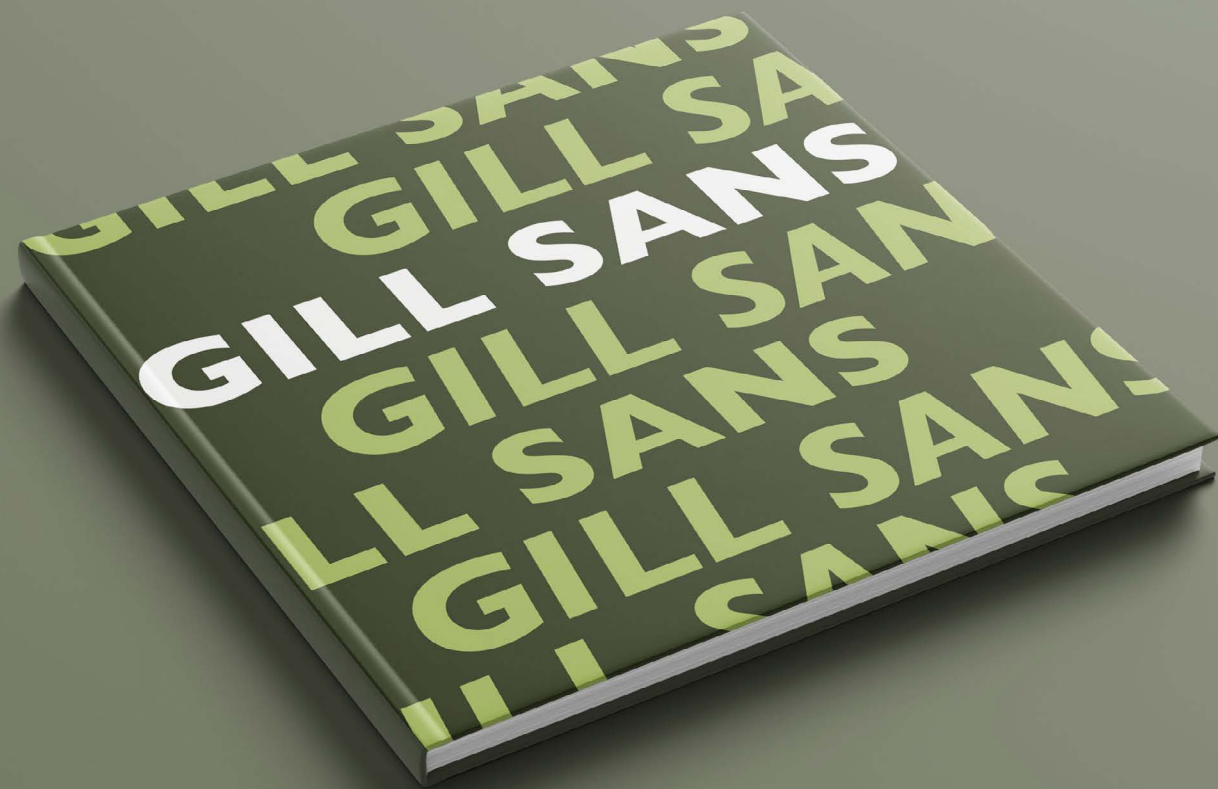
# SECOND VARIATION

Based on feedback, I tried a design that had a white background rather than grey. I liked the way some of the pages looked, but it was a little boring compared to my other comps.

See full comp [here](#)







# SECOND VARIATION

I also wanted to see how it would look in a mono color design. I chose a shade of green and decided to do the entire booklet with this color. I'm not in love with the color I chose, and I feel like it's missing something.

See full comp [here](#)

# FINAL DESIGN

I knew that I wanted to add color to my black and white comp. I went through a few variations but eventually liked the idea of reincorporating my theme ideas. I looked at the colors from the Toy Story logo and didn't like the idea off all priary colors. Then I was given the idea to use Buzz Lightyear's colors. After that, the design fell together.

View Full Publication [Here](#)







