

LETTERING

guidelines

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Among the many tasks in a librarian's busy workday is the production of clear, legible lettering to convey information, whether it be signage, shelf labelling, notices or displays. In order to make this task easier we have produced three large sheets of A2 size (420 x 594mm) alphabets in different typefaces. They are printed on heavy duty paper to cope with wear and tear and must be used as a template or master copy from which you can make photocopies to the same size, larger or smaller, as needed. The letters are white with black outline which allows you to copy on coloured paper as well. If you require black lettering, fill the letters in with black pen or koki. Remember white and light coloured lettering on strong dark colours are very striking and effective, for example, yellow on dark blue, light green on dark red or purple. The emphasis is on strong contrast. We suggest you cut out all the letters and keep them in a safe place in a labelled box, then when you need them you can select only those you need, which will cut down your paper usage.

Photocopy the selected display letters onto coloured paper of your choice then cut them out carefully, using a sharp scissors or cutting knife. To make sure your letters are always on a straight line, draw a light pencil line to follow which can later be erased. Place all your letters loosely to see if they fit the space available before you stick them down. If you use Prestik for securing them, you can move them easily, but remember to use a piece of sellotape under the Prestik otherwise you will have a greasy mark on

the letters which will spoil your display. It is advisable to check the spacing between letters before final placement, to be sure they are easily readable and not too squashed or too widely spaced - both of which are not easy to read. If you receive promotional material of any kind, take note of the colours



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◀ Featured in **CL** Nov/Dec 2005 p.41 was a display where the lettering used is from sheet number ABC 1. Note that the strong primary colours (normally used for children) are used for the heading and placed on a white background for contrast. The hanging circular mobile of the alphabet echoes these colours. The choice of type is casual and friendly and the letters ABC at a slight angle add an element of fun



▲ The third letter type is from sheet number ABC 3 and was used for the display on p.44 of this issue. It is strong and bold for maximum legibility, and suitable for most subjects. It would be a good choice for signs and information



▲ This display appeared in **CL** Mar/Apr 2006 p.40. We used the lettering in sheet number ABC 2 - slightly decorative with curves and serifs - suitable for art, music and cultural subjects, yet still bold enough for eye-catching headings. Refer to the article to see how to create the shadow effect for the lettering. Note how this shadow is in a contrasting colour which lifts it out of the dark red background