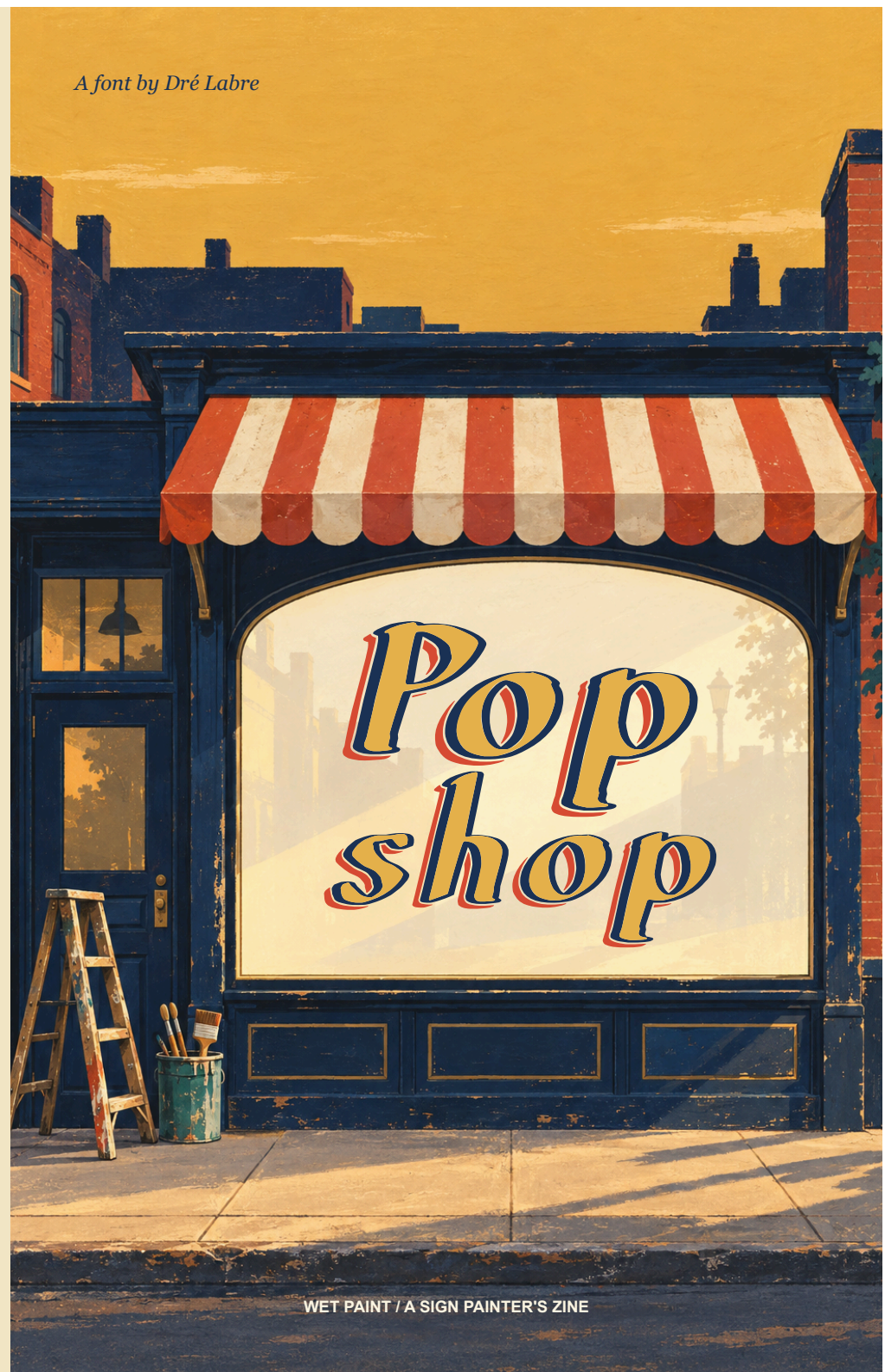


A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! ? & \$ % @ & £ €
à é î ò ù ç ñ ß æ œ

Popshop 1.000 · 207 mapped characters including the portrait signature.
Shade, Outline and Fill stack in three colours; Regular is one colour.



Three coats

1 SHADE

The shade goes on first, behind everything.

Sign

2 OUTLINE

Then the outline, to pull the letter forward.

Sign

3 FILL

Last, the fill, in the colour that sells.

Sign

A painted sign is built in coats, so Popshop is cut in coats: three fonts that stack, plus one finished font.

Blue Kettle

TODAY'S BOARD

Black coffee 5¢

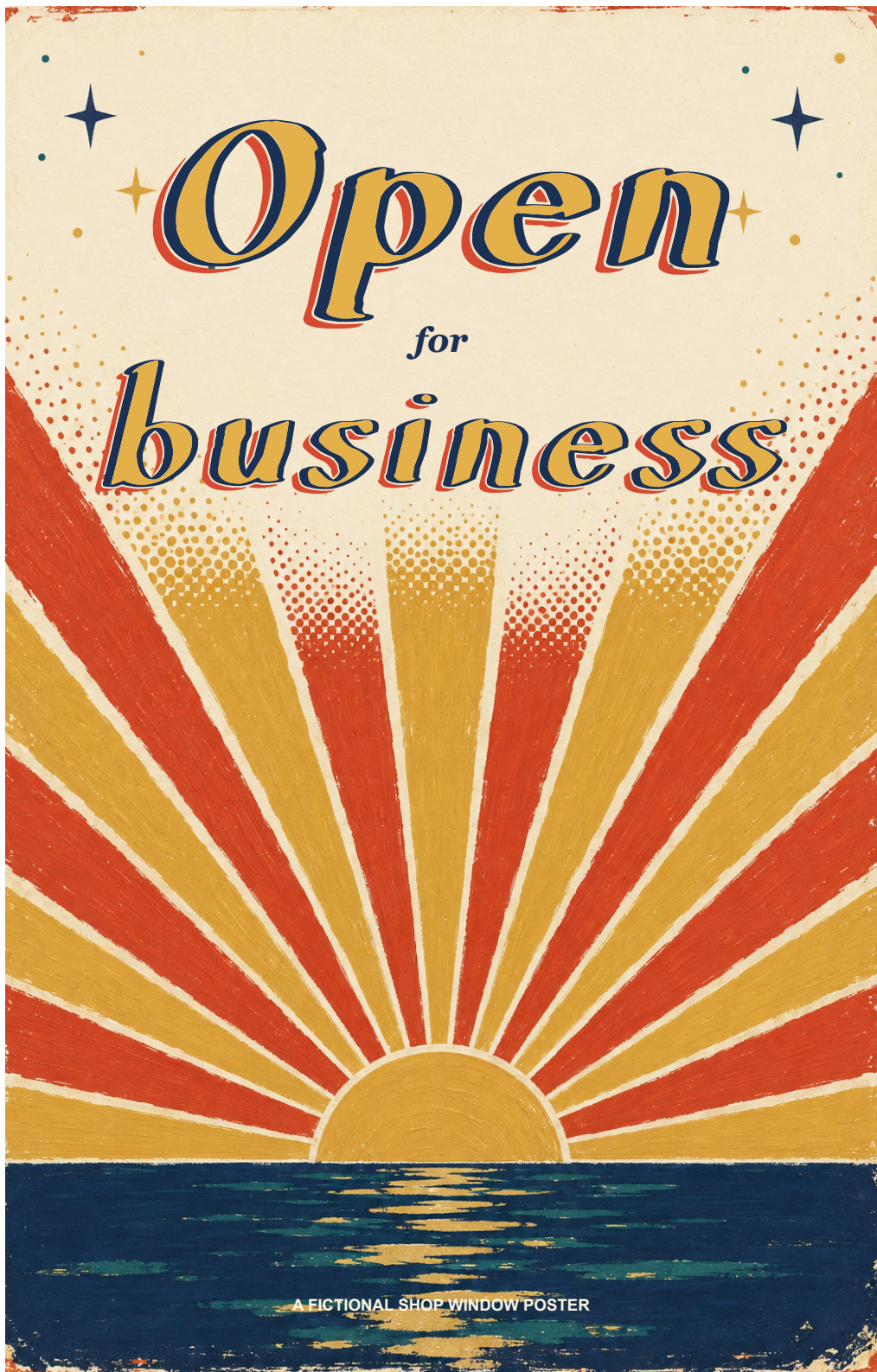
Egg cream 15¢

Peach pie 35¢

Daily plate \$1.25

Pie & coffee 40¢

Wet paint, sit tight!



The bench

Brush, mahlstick, chalk line, pounce wheel. Paint goes on in the order you read it: shade, outline, fill.



REGULAR
one colour, finished

Popshop

FILL
the letter

Popshop

OUTLINE
the brush line

Popshop

SHADE
the drop shade

Popshop

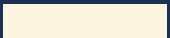


The brush sets the weight. Downstrokes press hard; rising strokes and curves thin to a hair.

Downstroke  148 units

Hairline  29 units

Outline, thinnest  7 units

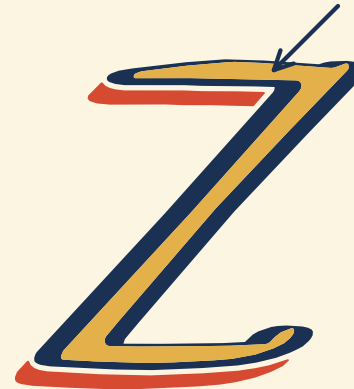
Outline, fattest  68 units

Measured on the finished outlines: the n's stem and the thin arch of the n, and the range of the brush-drawn outline.

Why 32°?

45°

the shade falls this way



The diagonal runs almost along the shade: next to no shadow.

32°

the shade falls this way



The diagonal now has a fine shadow; bars and stems a full one.

A block shade shows only where a stroke turns away from the direction it falls. At 45° the long diagonal of Z ran almost parallel to it and lost its shadow. At 32° the diagonal gets a fine one, and every bar and stem a full one.