

A font by Dré Labre



WET PAINT / A SIGN PAINTER'S ZINE

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.

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.

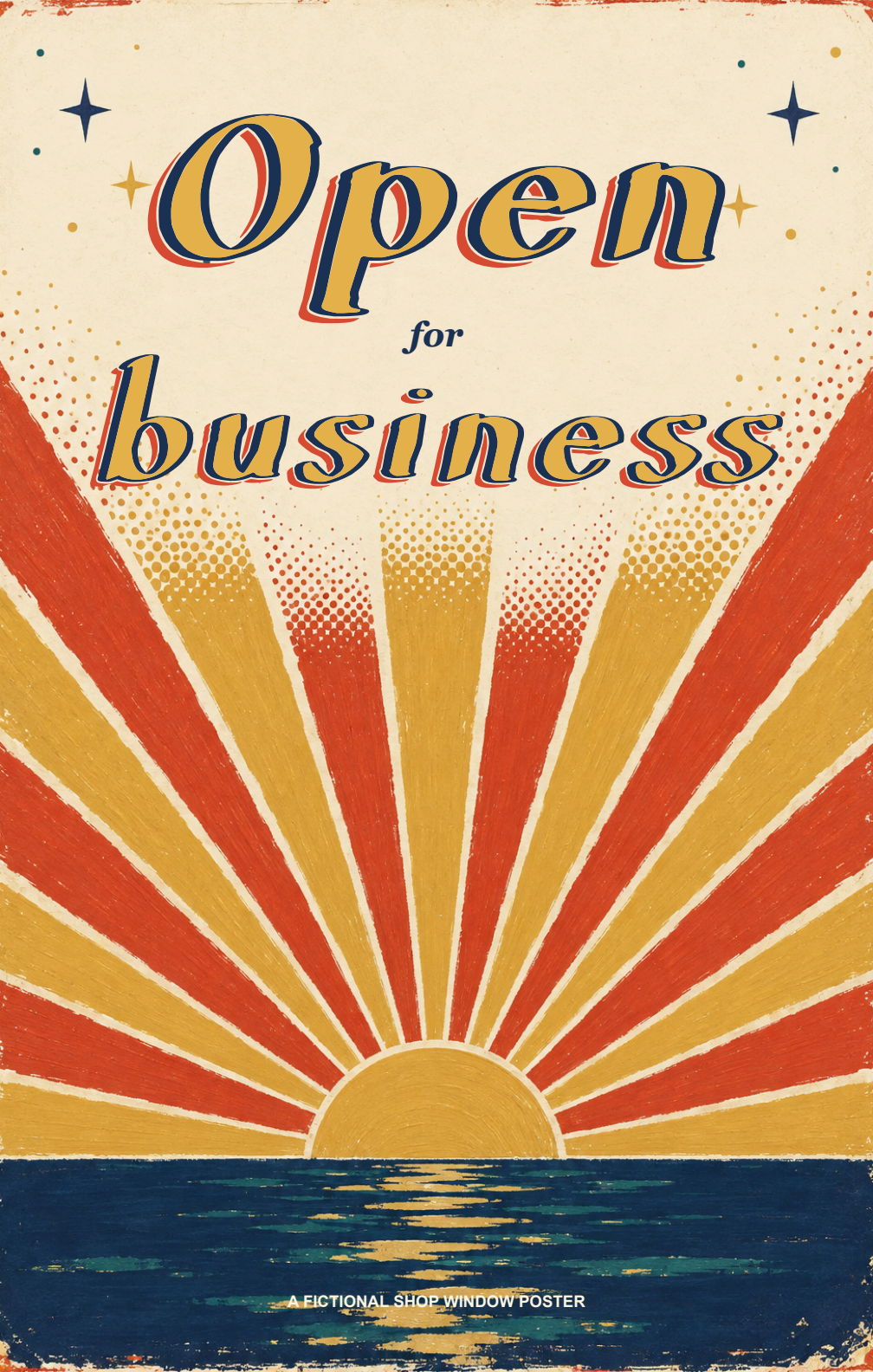
32°

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.



Open
for
business

A FICTIONAL SHOP WINDOW POSTER

THE BLUE KETTLE / A FICTIONAL DINER

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!

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

! ? & \$ % @ & £ €

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