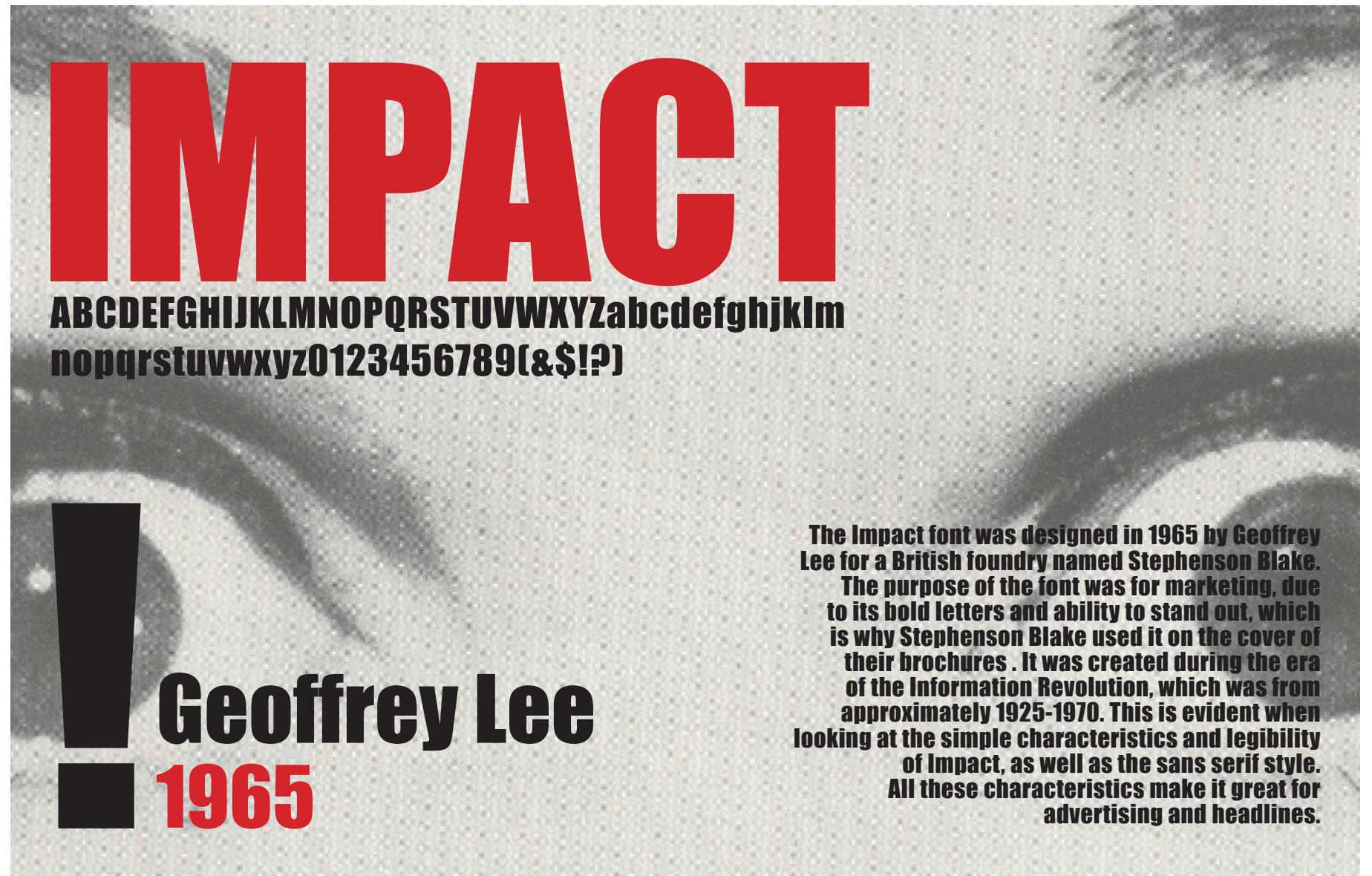


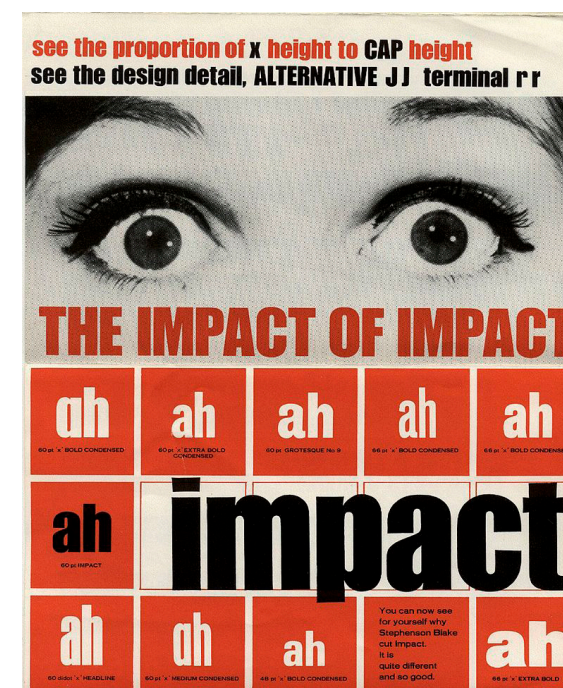
Typeface Poster

This poster was made as an homage to the Impact font. The goal was to select a typeface and design a poster based on its style, and provide information and some history about its creation. I found a brochure made for the typeface, when it was created in 1965, and based my design off of that.



The Impact font was designed in 1965 by Geoffrey Lee for a British foundry named Stephenson Blake. The purpose of the font was for marketing, due to its bold letters and ability to stand out, which is why Stephenson Blake used it on the cover of their brochures. It was created during the era of the Information Revolution, which was from approximately 1925-1970. This is evident when looking at the simple characteristics and legibility of Impact, as well as the sans serif style. All these characteristics make it great for advertising and headlines.

My Poster Design



Original "The Impact of Impact" Brochure Design