HELVETICA

An able lettering artist can find many opportunities for expression when their letter styles stem from standard type forms. The letters may be expanded or condensed, the weights changed to produce a desired tone, and the arc of the curved strokes altered. Serifs can be removed, added, lengthed, shortened, thickened or thinned.

Several well known typefaces can be used as launching points for a lettering project some of the most widely used in the past have been:
Helvetica, Bodoni, Clarendon, Caslon, Futura, Franklin Gothic and Century Schoolbook

HELVETICA

Bouncing the Letterforms.

HƐLVƐTiCa

Mix It Up (Caps, Lowercase, Reverse or Alternates).

HELVETICA

Stencil It.

HELVETICA

Do the 3D Thing.

HELVETICA

Swashes and Ligatures.

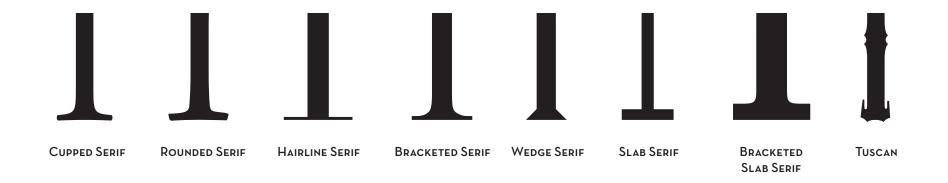*(note Helvetica isn't exactly the best launching point for this trick but you get the point.)*

Helvetica

Stroke It.

HELVETICA

Overlap Them.

HELVETICA

Distress Them.

HELVETICA

The Hokie Pokie (extend or shorten strokes).

CUPPED SERIF **ROUNDED SERIF** **HAIRLINE SERIF** **BRACKETED SERIF** **WEDGE SERIF** **SLAB SERIF** **BRACKETED SLAB SERIF** **TUSCAN**

Also a variety of Serifs can be added or changed, these are some of the most popular serif varieties.