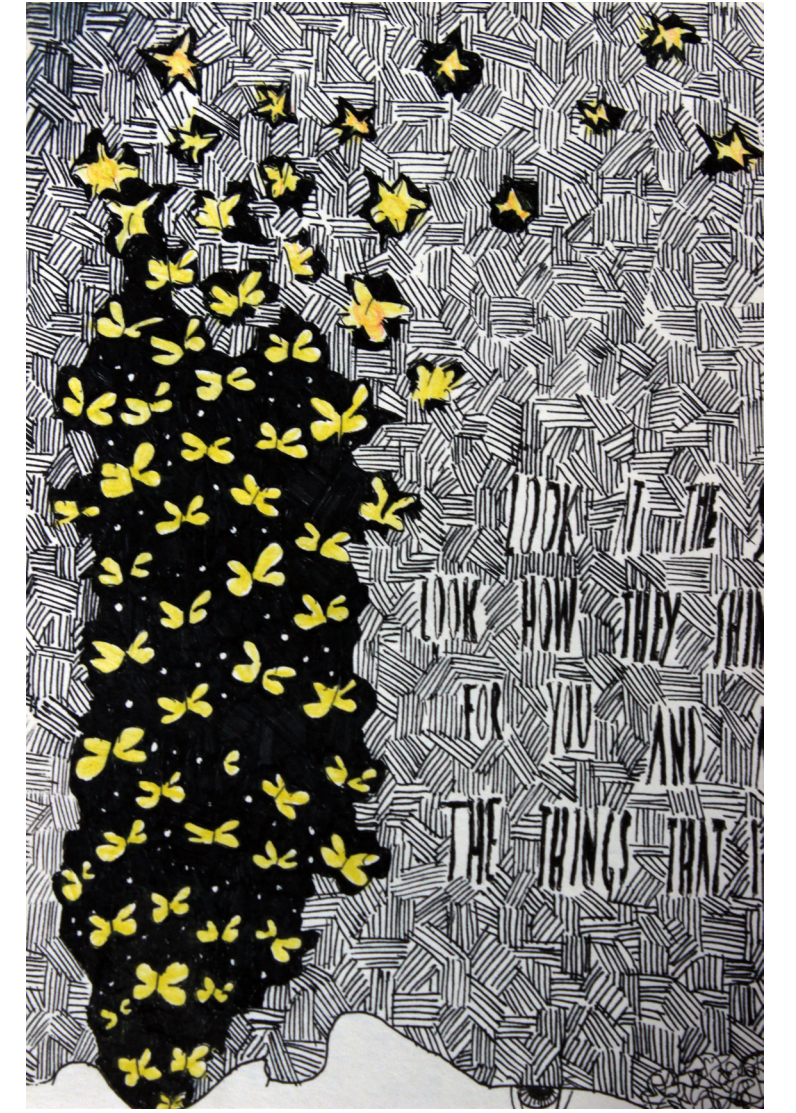
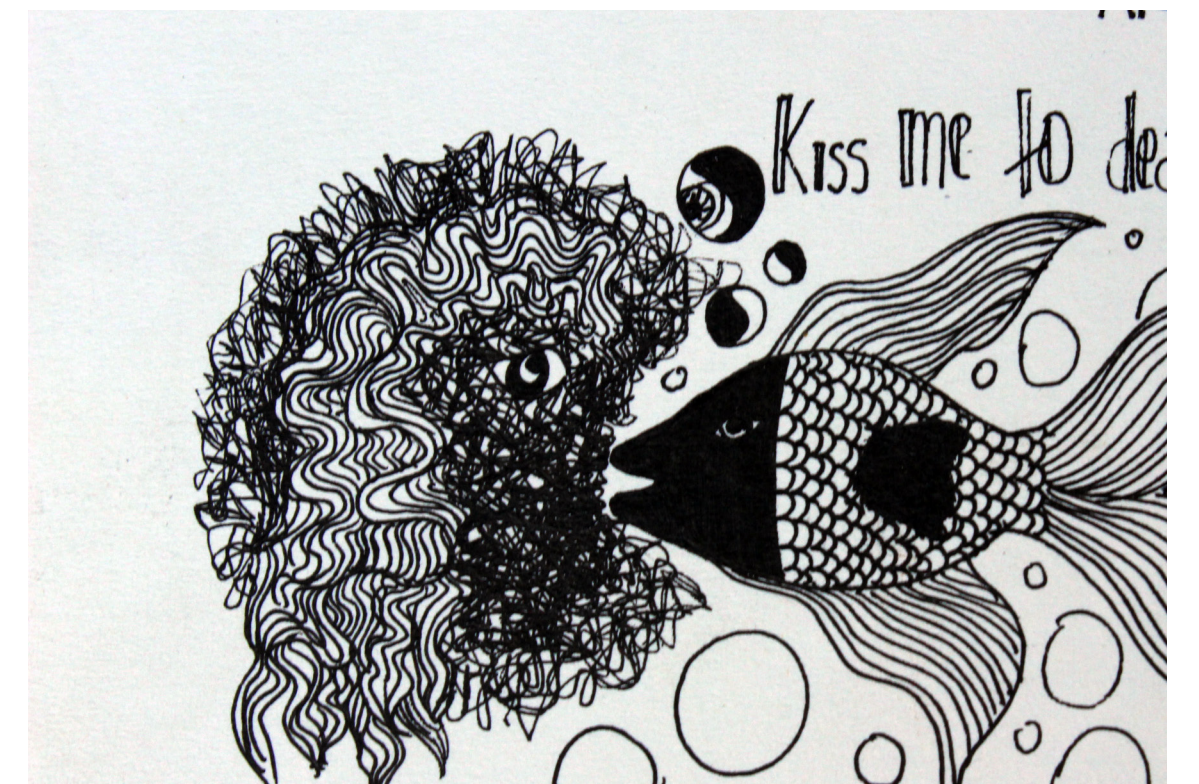


TYPE



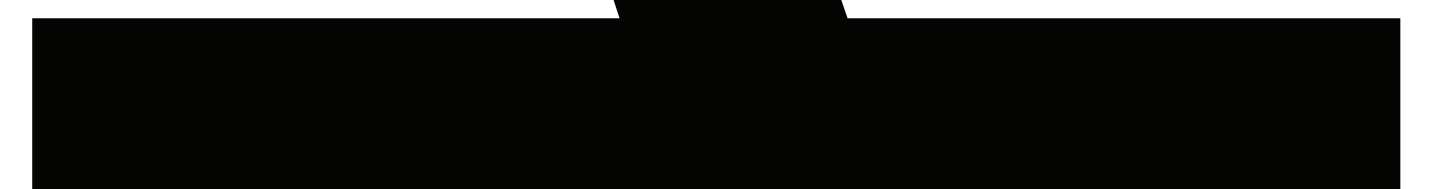
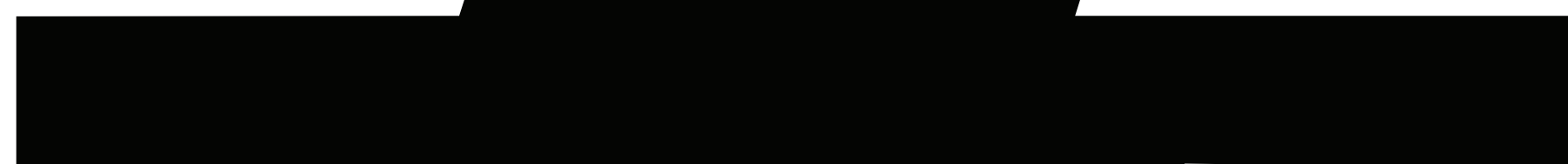
weight on the left. as observed from the doodles



replication of subtle curves used in the doodles



This project focuses on digging through, scrap-books in search of doodles. Through which we arrive at a typeface that is not only inspired from the doodles but also reflects the personality of the doodler.



DOODLE

Doodles are an insight into ones unconscious world. They not only reflect the doodlers' personality but are also an outlet of emotions that may not be expressed otherwise. Due to no conscious effort to modify the doodles for public approval they have the power to define the individual on a deeper level than words.

Visual identity has become increasingly more important in defining one's individuality. This project makes it easier for people to have a standard typeface so that they can use not only on their personal documents but also on many formal documents.

Keywords: : Student scrapbooks, Doodles, Typeface, Individuality

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