
LETTRES

Sara VanderBaan

GD330 Advanced Typography | Fall 2018

LETTERS

RTTE
RTTE

12.12-18.18
Toronto
Society of
Typographic
Arts

Table of Contents

- 5 Introduction
- 7 Program
- 11 Poster
- 15 Lanyards
- 15 Postcard
- 17 Tote Bag
- 19 Website



Lettres

The Toronto Society of Typographic Arts is the leading international organization whose purpose is to support excellence in typography, both in print and on screen. Through our annual competition and exhibition and frequent salons and workshops, we hope to celebrate the current stars of the typographic field and educate its future leaders

Promotional designs for 'Lettres' draw inspiration from the city of Toronto, particularly the Toronto Transit Commission. The designer chose fonts and colors based on early subway signage.

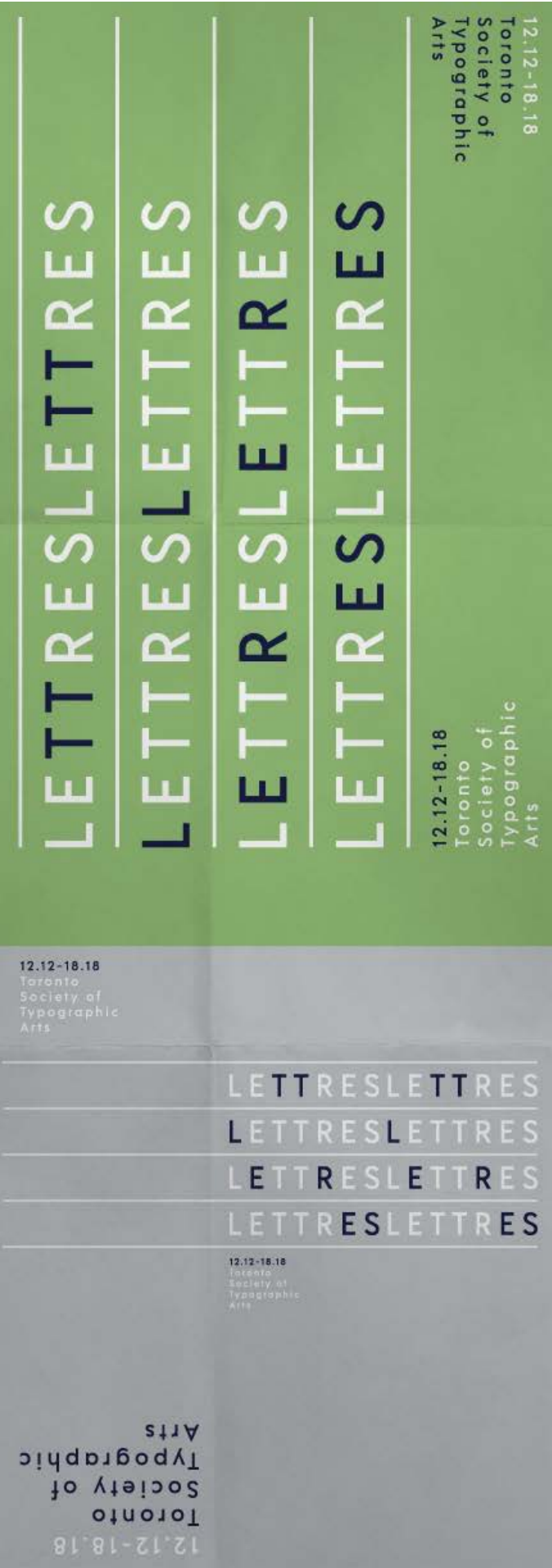
The name 'Lettres' simply means "letters" in French, a language spoken by many Toronto natives in addition to English.

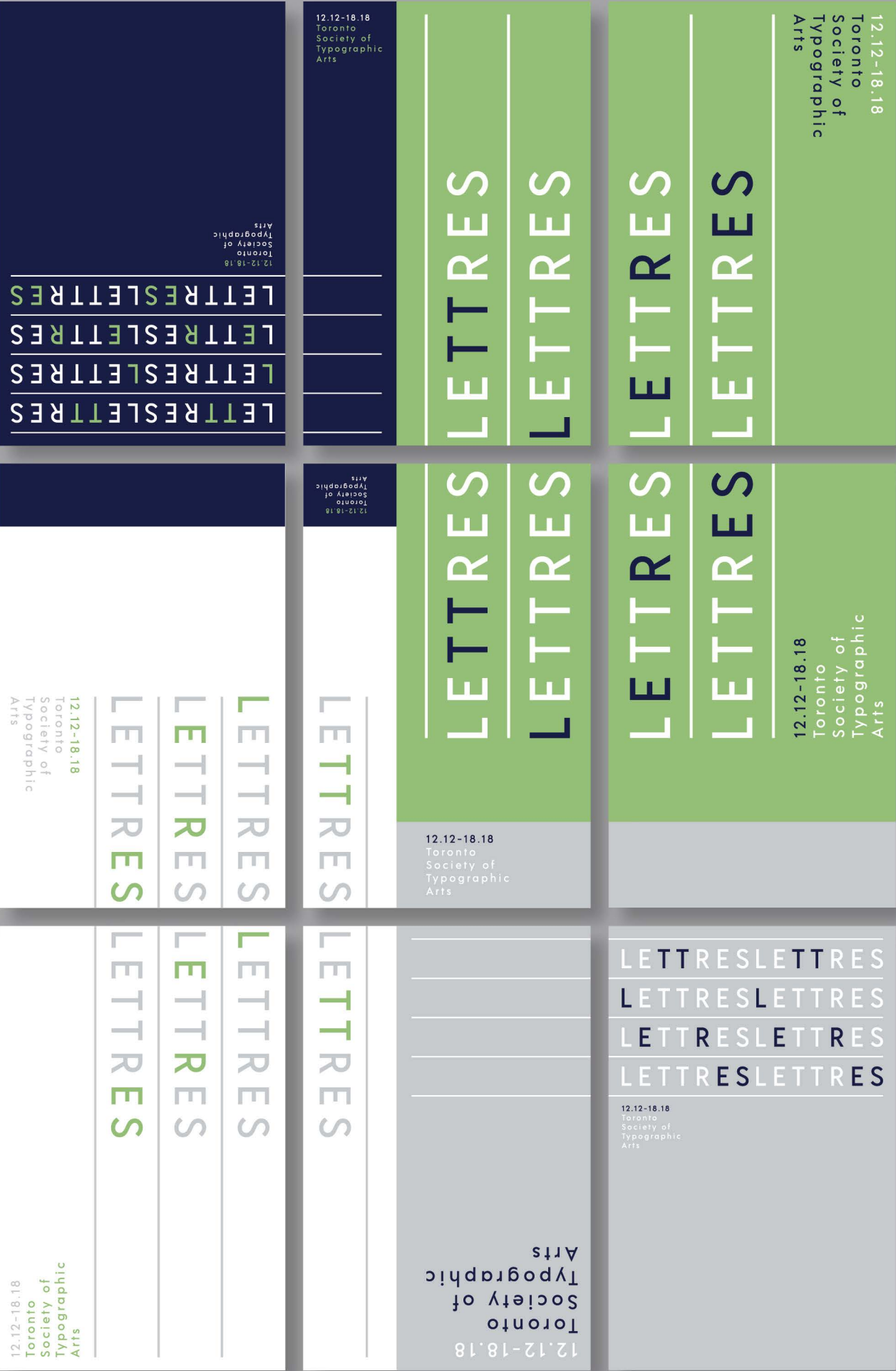


Program

The conference program consists of a single 11x17 sheet of paper which folds down into a 9-section pocket-sized guide. All information about the conference including schedule and workshops is contained on one side, while the other side contains a fold-out poster that attendees can take home. Above-left is the cover of the program when it is completely folded. Below-left is both sides of the program when it is completely unfolded. See next page for larger images of the unfolded program.

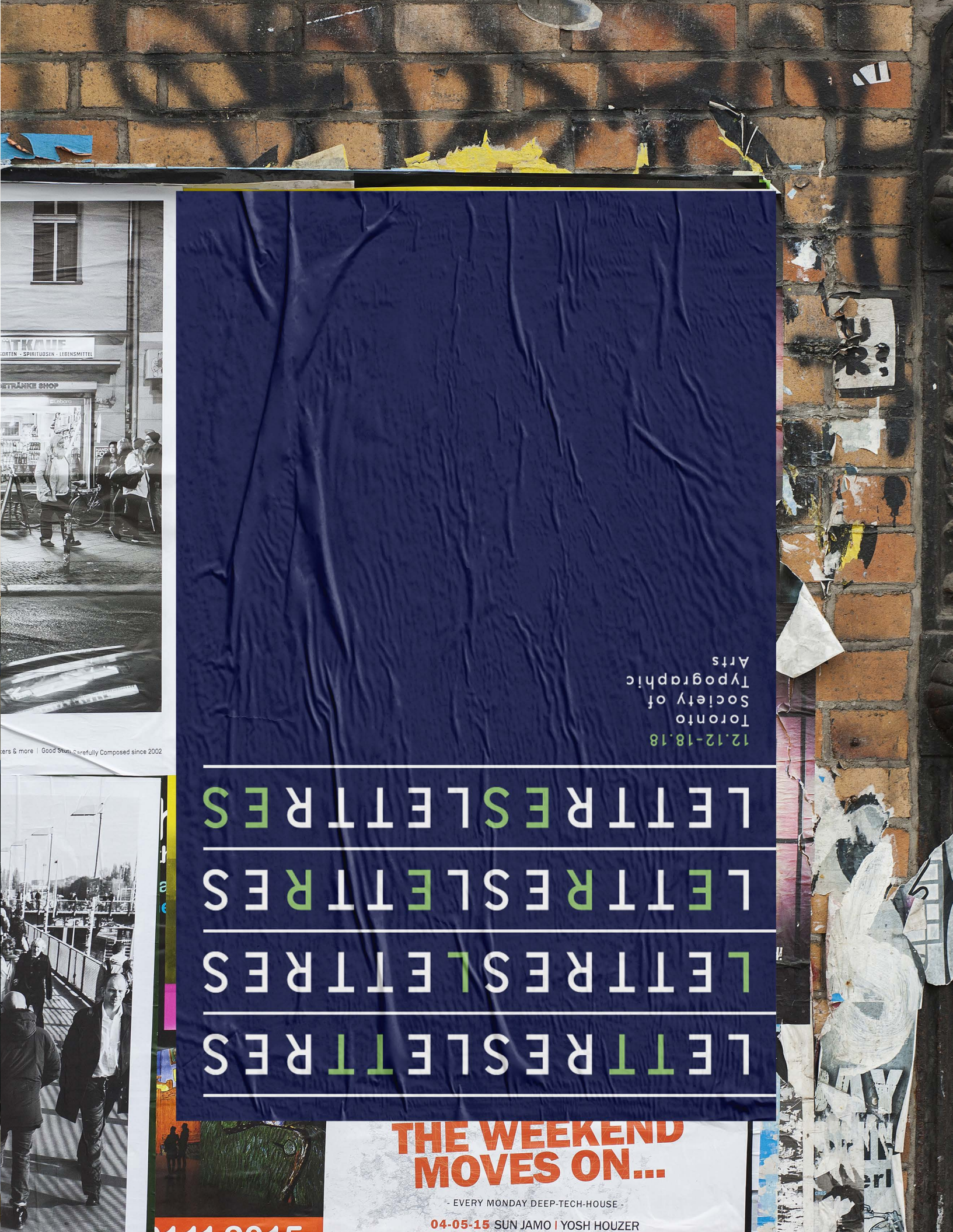






Posters

This series of 9 posters work both individually and together to advertise the conference. When all 9 are lined up correctly, a new image is created (the same image that appears on the back of the program). This alignment is displayed left. See next page for examples of this series used in an urban landscape.





Lanyards

There are two different lanyards to identify conference attendees. The blue badges with a stripe of green are for professionals while the green badges with a stripe of blue denote students. Both are displayed at left.



Postcard

Complementary postcards are also provided to attendees as part of the conference welcome package. Postcards contain the conference lockup and a description on the back.



Tote Bag

Tote bags displaying the conference lockup are also available for purchase by attendees.



Website

The website homepage for the conference is simple, showcasing the conference lockup and providing links to the about page, schedule, online shop, and ticket sales.

LETTERS
