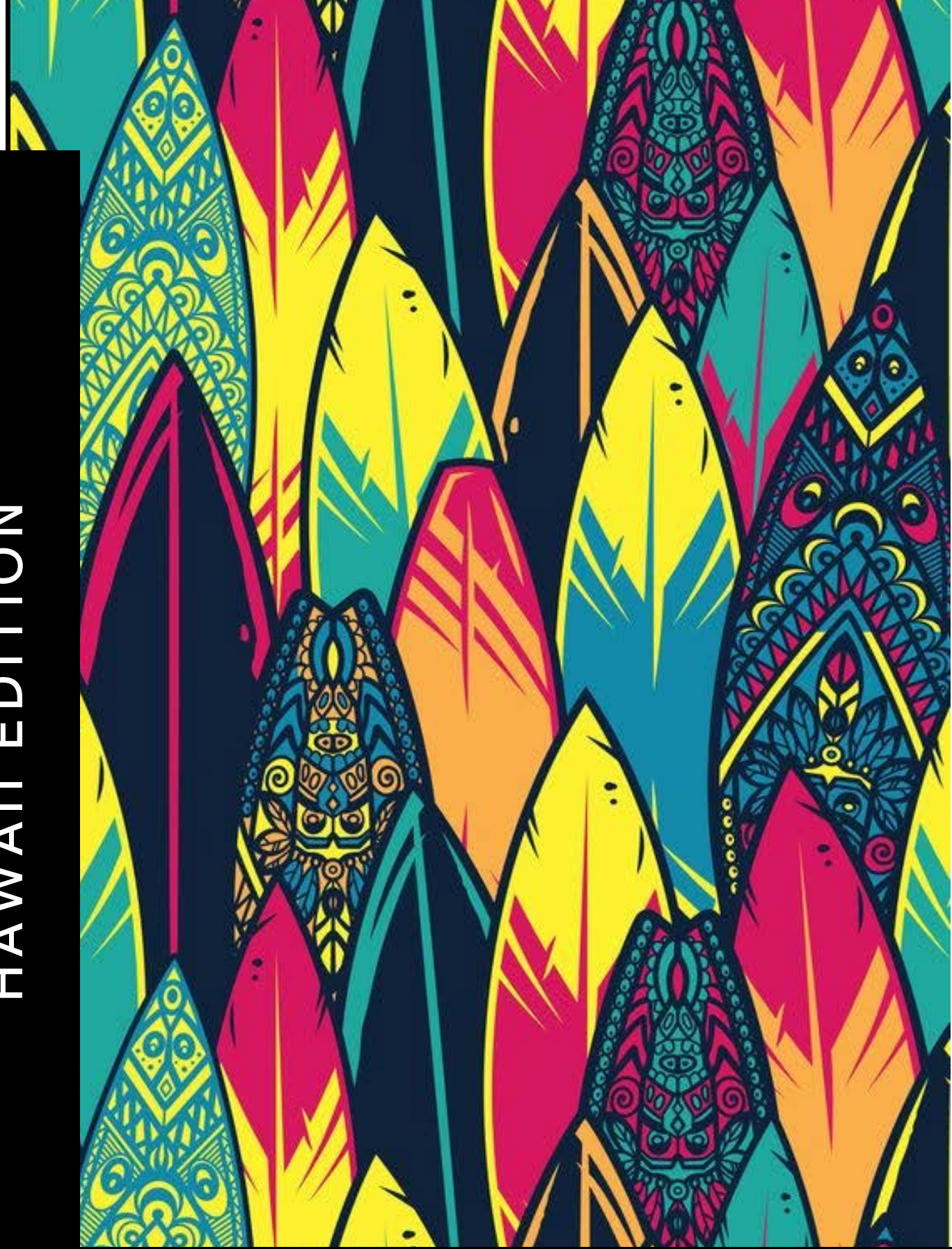


HAWAII EDITION



VANS



CONTENTS

TOPICS TO DISCUSS

Idea

Sketch

Typography

Outcome

THE IDEAS

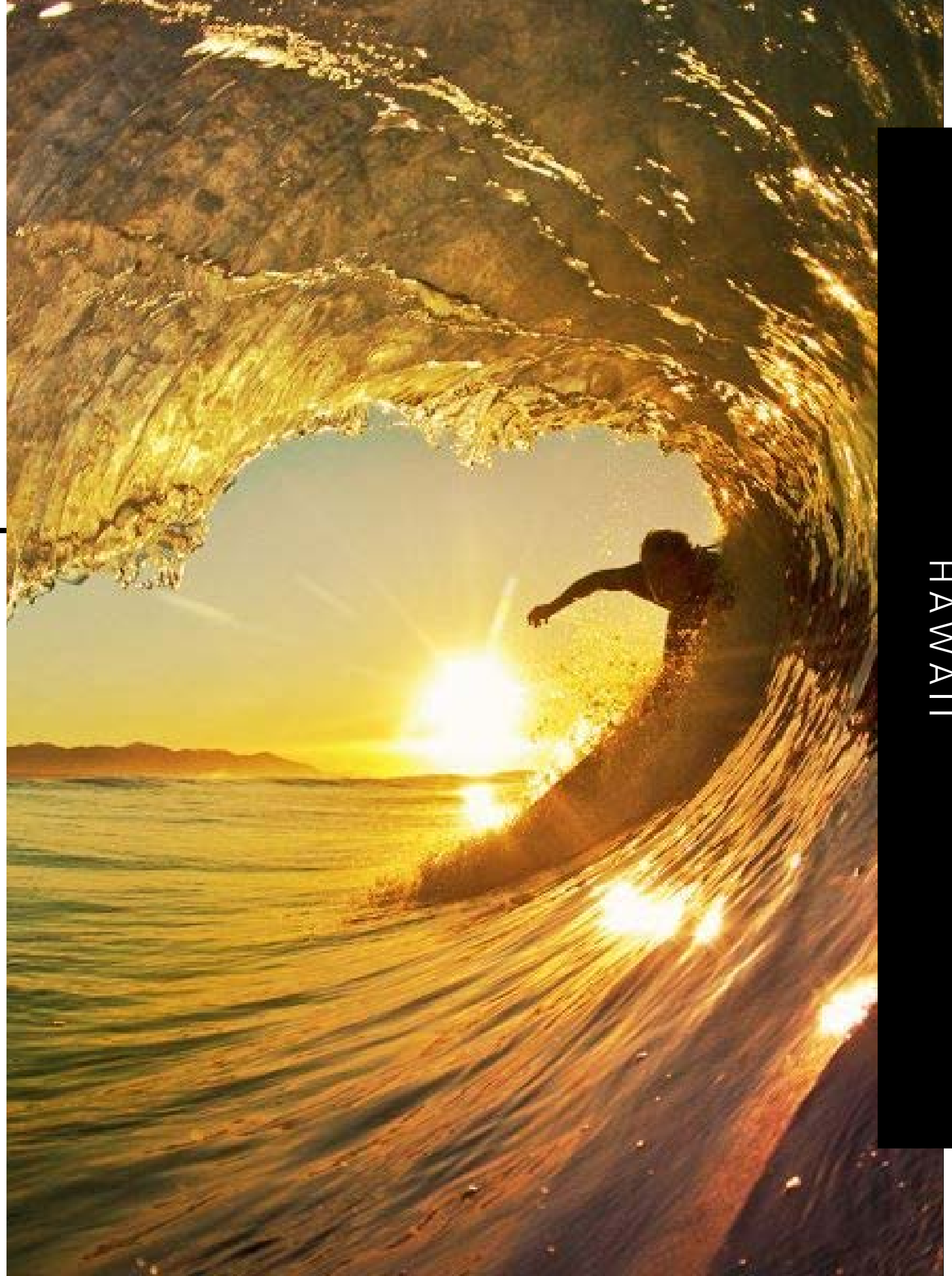
SKATEBOARDING

SURFING

HAVENT GOT A
SPECIFIC
TYPEFACE

A BRIEF BACKGROUND

Hawaii is a famous place for beautiful beaches, which lead to be ideal place for surfing

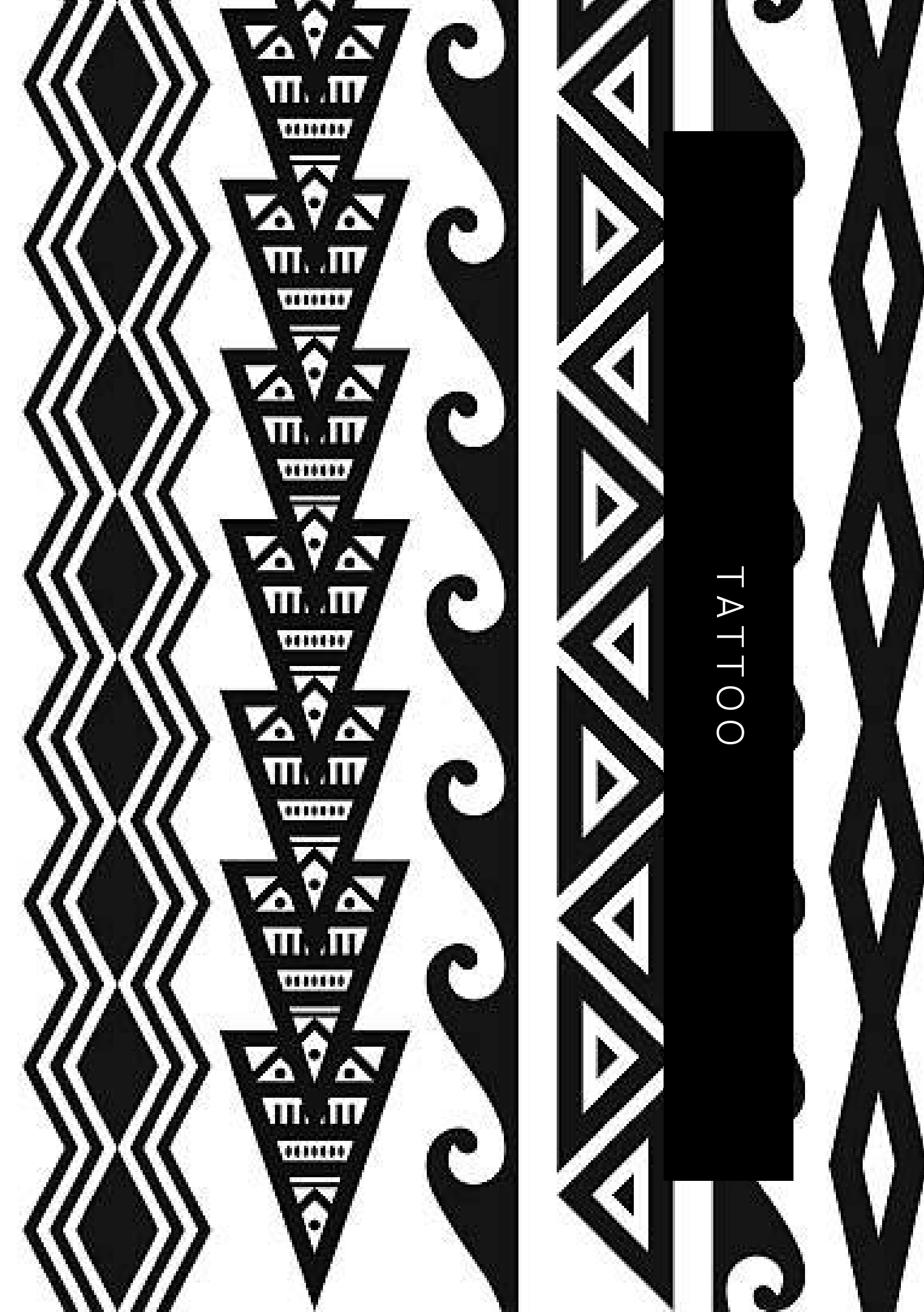


HAWAII

HAWAIIAN TRIBAL PATTERNS

I found that hawaiian tribal patterns on tattoos, funiture, masks are geometric shapes.

TATTOO







SKETCHING

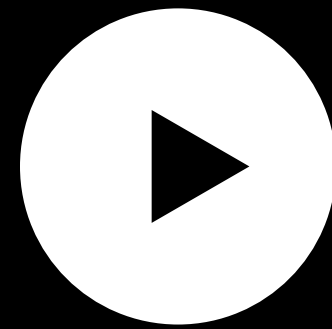
Apply the patterns into letters. At first I cut the letters but realized it destroy the structure

TYPEFACE

Uppercase Letters

A	B	C	D	E	F	G	H	I	J	K	L	M
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
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

TEPENO SANS



THE PROCESS

DIFFICULTIES OCCUR



ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
(.:>—=[%ÉÊÈ+*]--<:,.)
¶&A/M®©™

BYREDO TYPEFACE

I found difficulties when adjusting the proportion of Tepeno sans typeface so i switched it up to ByRedo typeface.

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

VANS

**HAWAII
EDITION**



ARTWORK FOR SHOES



HAWAII EDITION



THANK YOU!

FOR LISTENING