



REBEKAH MAURICE

ABOUT THE AUTHOR:

Rebekah Maurice currently lives in Vancouver, BC but has lived throughout Canada. She loves handlettering and typography and has fun experimenting with her own typographic creations through daily quotes and prints on her instagram @bekdesign. Her love of words and letterforms is influenced in part by her years studying literature in her first bachelor's degree in English. She is currently a student in the IDEA program at Capilano University which focuses on graphic design and illustration. She has previously written a book on the basics of brushlettering and plans to produce many more books in the future.

Check out her website at bekdesign.co to learn more.

JESSICA HISCHE
VERENA GERLACH
LAURA WORTHINGTON
VICTORIA RUSHTON
VERONIKA BURIAN
LOUISE FILI
SARA SOSKOLNE
CINDY KINASH
LAUREN HOM
MARINA CHACUR



IS FOR WOMEN

Badass Female Typographers and their Beautiful Ws

WRITTEN AND ILLUSTRATED
BY REBEKAH MAURICE

W is for Women features some of the most amazing female type designers of this era, and showcases their work through the lens of a single letter. Enjoy quotes from the badass femmes as well as short biographies on their career.

FONTS USED IN THIS BOOK:

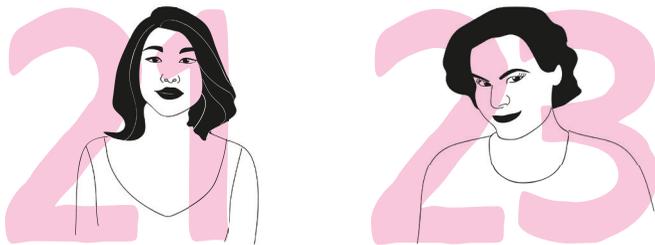
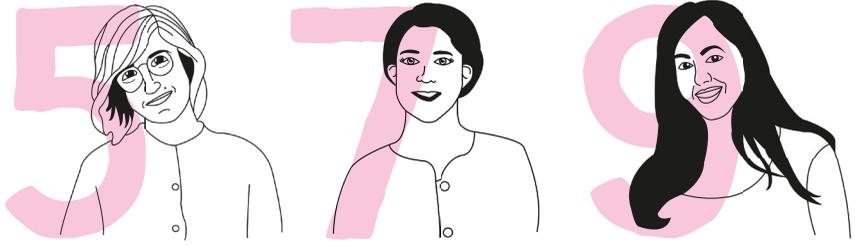
PT SANS by Alexandra Korolkova

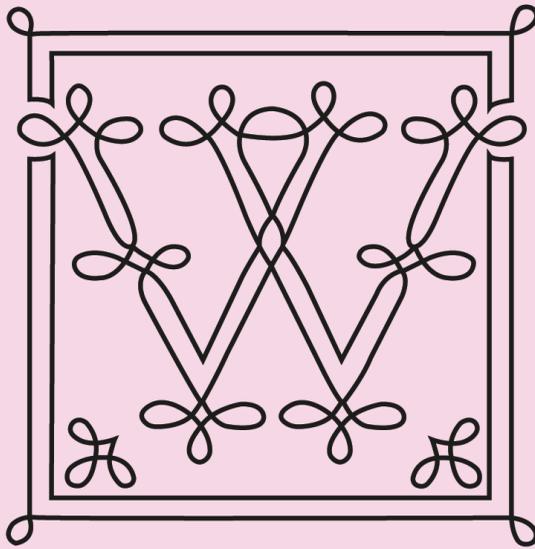
TRUE NORTH by Cindy Kinash

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*A strong
woman looks
a challenge in the
eye and gives it a
wink.*

GINA CAREY





W from Hische's typeface Minot

JESSICA HISCHE

“THE WORK YOU DO WHILE YOU PROCRASTINATE IS THE WORK YOU SHOULD DO FOR THE REST OF YOUR LIFE.”



Known as “That Drop Cap Girl” for her ornamental and beautiful drop caps, Jessica Hische is a renowned hand letterer, typographer, illustrator and procrastinator. Straight out of art school she landed her dream job with Louise Fili and moved to Brooklyn. However two years later her freelancing work had picked up so

much that she ventured out on her own. Since then she has worked for clients such as Wes Anderson and Penguin Books. She is a frequent speaker at universities and design conferences across America even at the AIGA. She has published her first book “In Progress” in it she lays her process bare for all readers.

TYPE FOUNDRY: Jessica Hische

NOTABLE FONTS: Tilda, Minot, Brioche, Snowflake, Buttermilk

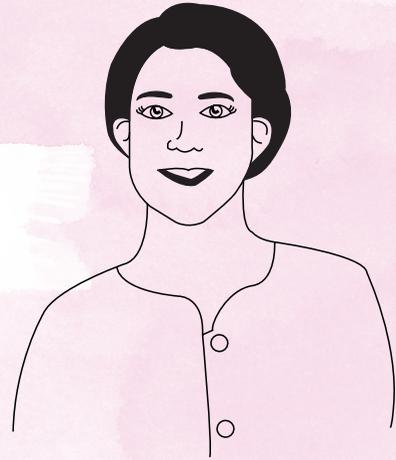
W

W from Verena's typeface FF Sizmo

VERENA GERLACH

“WHAT INTERESTS ME MOST ARE HAND-MADE LETTERSHAPES BY NON-PROFESSIONALS.”

Verena is a true badass, not only is she a typographer she's a jack of all trades. Berlin-born she has taught and worked all over Europe and even places such as Algeria and India. She finished art school in 1998 and opened her own studio, Fraugerlach,



shortly after. She's designed a cookbook for the blind, music packaging and even music videos, as well as many catalogues and art installations. Her typefaces pay homage to Berlin lettering and are incredibly useable.

TYPE FOUNDRY: Fraugerlach

NOTABLE FONTS: Chamber Sans, Berlin East, Karbid, Sizmo

W

W from Laura's typeface Al Fresco

LAURA WORTHINGTON

“MY PERSONALITY IS NOT WITHDRAWN DESPITE MY PASSION FOR INTRICATE AND EXACTING.”



Laura is a type superstar, she has published more than 80 typefaces and has created custom typefaces for Fortune 500 companies such as Starbucks and Microsoft. Her faces are based on her own hand lettering which she still works to improve through practice everyday. Her faces are used primarily for

display fonts because of their illustrious ornaments and swash forms. Laura has received awards from Communication Arts and Typographica. Unsurprisingly MyFonts has featured her in their “Best of the Year” lists for six years in a row!

TYPE FOUNDRY: Laura Worthington

NOTABLE FONTS: Adorn, Al Fresco, Spumante, Charcuterie, Boucherie, Yana, Samantha, Funkydori, Beloved

W



W from Victoria's typeface Marcia

VICTORIA RUSHTON

“PAPER SLOWS ME
DOWN, I’M NOT
SORRY.”



Victoria Rushton enjoys kerning, drawing and snacking. Originally she trained as an illustrator at Rhode Island School of Design before realizing her favourite thing to draw is letters. She trained in type design at the Font Bureau. She released her first typeface, Marcaj, in 2015, it included many ligatures and swashes.

Her typefaces are typically for display as they include elaborate ornamentation. She created her own Type Foundry, Victoria Rushton after leaving Font Bureau. She also works as a hand letterer and has been involved in many speaking engagements comparing the advantages and uses of lettering versus type.

TYPE FOUNDRY: Type Network

NOTABLE FONTS: Gautreaux, Embury, Marcia

W

W from Veronika's typeface Maiola

VERONIKA BURIAN

“THE MOST SATISFYING ASPECT OF DESIGNING TYPEFACES IS TO SEE THEM USED WELL; TO SEE THAT IT WORKS IN THAT PARTICULAR ENVIRONMENT”



Renowned as one of the hardest working women in type design, Veronika has used her international experience to craft beautiful and supremely functional typefaces. Born in Prague and educated originally in Industrial design in Munich, Germany, Veronika has also lived and worked in

Italy, Austria and the UK. Originally an industrial designer Veronika says that finding the world of type design was like “falling in love”. She later trained in the the MA program in Type Design at the University of Reading. In 2006 she founded Type Together with Jose Scaglione.

TYPE FOUNDRY: Type Together

NOTABLE FONTS: Tondo, Maiola, Crete, Adelle, Abril, Portada, Ronnia, Karmina

A large, bold, black outline of the uppercase letter 'W' is centered on a solid pink background. The letter is composed of four thick, black strokes that meet at sharp points, creating a classic, slightly stylized 'W' shape.

W from Veronika's typeface Maiola

LOUISE FILI

“I NAMED MY COMPANY LOUISE FILI LTD BECAUSE I WANTED TO SEND A MESSAGE, WHICH WAS THIS: IF YOU HAVE A PROBLEM WITH MY BEING FEMALE, THEN I DON’T WANT YOU AS A CLIENT.”



Louise Fili is a legend and for good reason. She has designed not one, not 100, not even 1000 book jackets, but over 2000! It’s easy to see why she has been rewarded the medal for Lifetime Achievement from the AIGA and the Type Directors Club as well as being inducted into the Art Directors Hall of Fame. Not only has she

designed over 2000 book covers, while working as the art director at Pantheon Books, she has also co-authored over 25 books. She is currently the director of her own design firm Louise Fili Ltd in New York and focuses on food packaging and restaurant identities.

TYPE FOUNDRY: Louise Fili Ltd

NOTABLE FONTS: Marseille, Montecatini

W

W from Sara's typeface Quatro

SARA SOSKOLNE

“I’M JUST ENGAGED WITH THE SHAPES AND MAKING SURE THEY ARE RIGHT AND FUNCTION WELL.”



Sara is the Senior Type Designer at Hoefler & Co, a highly coveted position in the type world. While there she has collaborated with her team to create beautiful, timeless designs such as Gotham and Sentinel which have become some of the most popular typefaces of the past decade.

Sara began her career in Canada as a graphic designer before realizing her love of type and pursuing her MA in Type Design from the University of Reading. She is highly interested in scripted languages and linguistics and continues to study the field.

TYPE FOUNDRY: Hoefler & Frere-Jone

NOTABLE FONTS: Gotham, Tungsten, Sentinel, Quartro



W from Cindy's typeface Wanderlust

CINDY KINASH

“I LOVE BEING AWAY FROM THE COMPUTER AND FEELING LIKE A CHILD DRAWING AT MY PARENTS’ DINNER TABLE”



Canadian type designer Cindy Kinash has a knack for blending the old with the new. Inspired by retro lettering of the 1920s and modern calligraphy she creates something whimsical and instantly delighting. Her work has been used in movies such as *Mood Indigo*, on ABC’s show *Cristela* and in

the signage at Gap Kids. She designed *Pacific Northwest* as a tribute to her Vancouver home and *True North* as a dedication to her outdoor loving father. *Luella* is her most famous type face and landed her, well deservedly, on MyFonts’ Hot New Fonts topsellers list.

TYPE FOUNDRY: Cultivated Mind

NOTABLE FONTS: *Viva Beautiful*, *Garden grown*, *True North*, *Pacific Northwest*, *Luella*, *Local Brewery*, *Northwoods*, *Mulberry*, *Wanderlust*



W from Lauren's handlettering

LAUREN HOM

**“SMART CREATIVES
VALUE COMMUNITY
OVER COMPETITION.”**

Lauren Hom is a hand letterer known for her bright colours and playful forms. She started lettering as a side hustle while in college with passion projects. One of which was Daily Dishonesty, a blog and now book of the lies we tell ourselves. She also created Lettering for Lunch in which



she would trade lettering menus and chalkboard signs for free lunch. This led to much larger work for clients like Starbucks, Google, AT&T, YouTube and Time Magazine. Now she travels the world lettering murals and teaching workshops wherever she goes.

TYPE FOUNDRY: Hom Sweet Hom

NOTABLE FONTS: Gourmet



W from Marina's typeface Arquitetura

MARINA CHACCUR

“I FEEL THAT MOST LIKELY, BECAUSE OF MY LACK OF APTITUDE TO EXPRESS MYSELF WELL THROUGH WRITTEN WORDS, I WENT INTO THE BUSINESS OF GIVING SHAPE TO THE WORDS OF OTHERS.”



Marina Chaccur is a lover of letters. She began in design, thinking she would spend her life designing chairs. That was until she discovered her true passion: lettering. She holds a Bachelor's and Master's Degree in Design as well as a Master's in Type and Media from the Koninklijke

Academie van Beeldende Kunsten. She lives in The Hague, Netherlands and works freelance at her studio, Marina Chaccur Designs. Her focus is solely on letters and ornamentation as they are her specialty. She creates and sells her fonts through Type Network.

TYPE FOUNDRY: Marina Chaccur Designs

NOTABLE FONTS: UOL, Alright Sans, FF Unit, FF Unit Slab, Arquitetura

