

The image is a stylized, mid-century modern illustration. It features a large, bright yellow sun with a thick brown outline, dominating the upper half of the frame. Below the sun, a winding river flows from the bottom center towards the horizon. The river is depicted with a yellow center and brown borders. The landscape is composed of solid green hills on either side of the river. The entire scene is set against a solid yellow background.

Vintage in the Valley

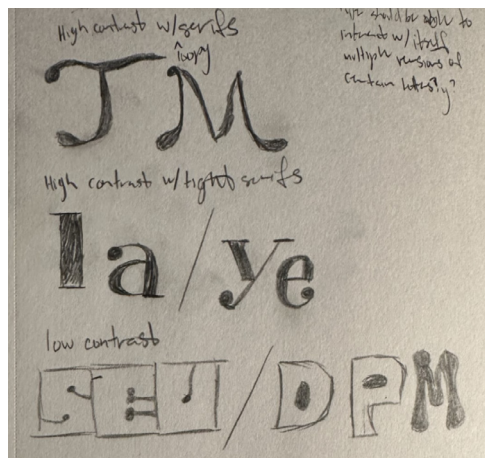
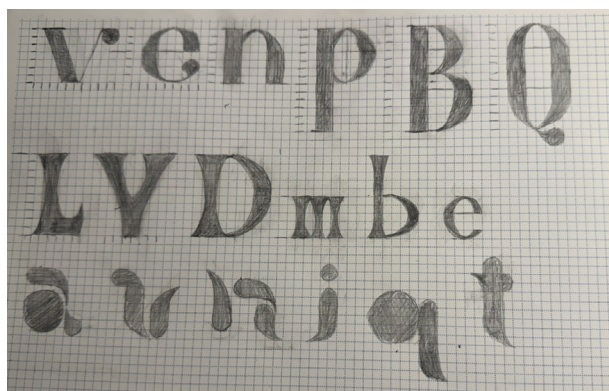
Research



The Vintage in the Valley typeface is based on the '60s and '70s. It draws off of the text of the time which was very free-form and interactive within itself.

Development

I started the development of this typeface by looking at the trends I saw in typefaces from the '60s and '70s.



From there, I moved on to developing some representative letters based on the trends I saw.

I continued to develop options for the typeface and moved toward refinement of the logo.



VINTAGE
Valley

Vintage
Valley

Vintage
in the Valley

Vintage
in the Valley

I ended with this finalized logo for the event and derived a typeface from it.

Typeface

de

All letters in the typeface are made out of the same few shapes.

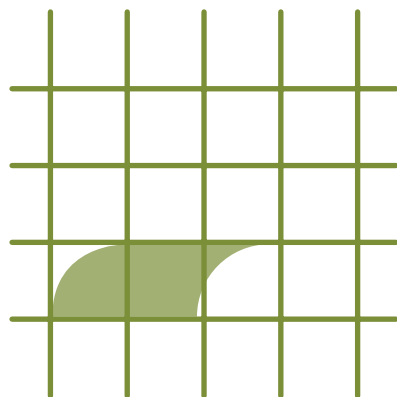
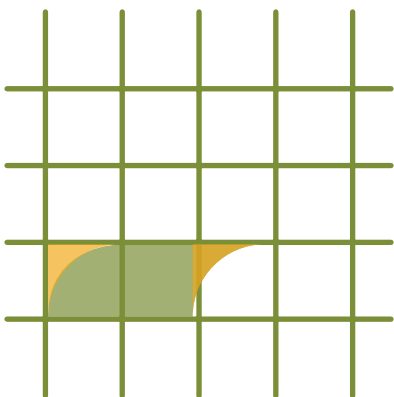
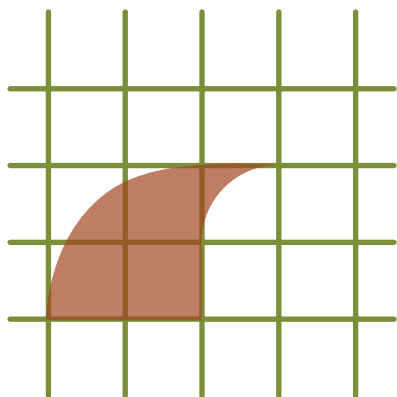
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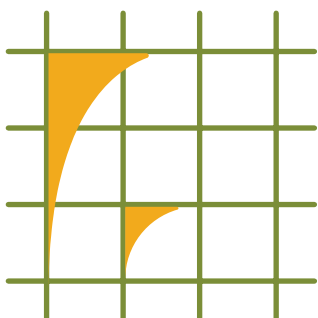
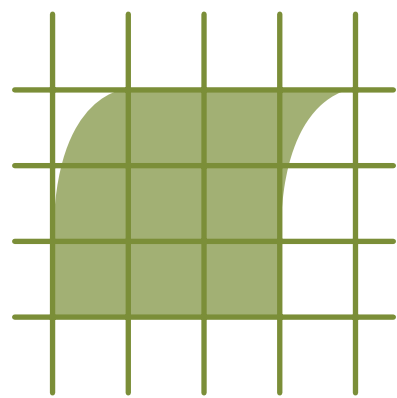
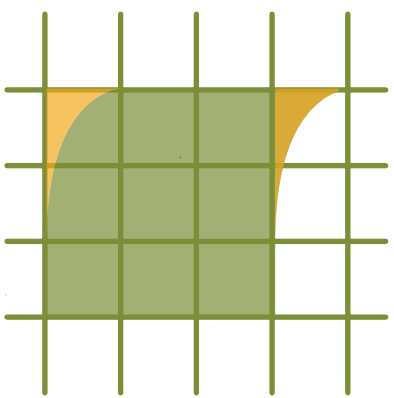
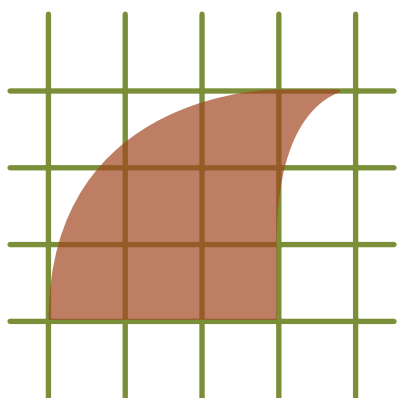
ecmkq

The shapes that make up the letterforms are based on a grid system. Lowercase shapes work with a 2x2 system. Uppercase shapes work with a 4x4 grid.

Some lowercase shapes.



Some uppercase shapes.



All flairs on the end of letterforms have been made blunt at the end so that they translate more effectively at small scales.

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

1 2 3 4 5

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

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6 7 8 9 0

Application





August 2-4, 2024
9am-5pm

Featuring:

Funky Finds Vintage & Retro ♦ Rumors Vintage ♦ Preservation ♦ A Trash Panda's Retro Boutique
Reclaimed ♦ Collectamania ♦ Barn Owl Vintage ♦ Divine Times Vintage ♦ Porch Light ♦ Atomic Garbage
VZZ Vintage ♦ Ragstock ♦ Memory Lane ♦ Bungalow By Design ♦ Jive Fines ♦ Blooming Chaology
Obsession Vtg ♦ Planted with Grace Vintage ♦ The Discerning Hoarder ♦ Rad Bonnie's Vintage
Moon River Vintage ♦ Extra Closet Vintage and Thrift ♦ Trouser Town Vintage

