

Self-Affinity

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Ideation: 10 Choices

When deciding this typeface, I wanted to pick a theme that had some sort of personal connection to me, and can also inspire people who use it.

I came up with 8 different choices:

- Gothic/Medieval styled font with a mirror design.
- [Messy Childhood](#) Handwriting font.
- Made of [bracelet beads and thread](#).
- [Candle-styled](#) font inspired by my own “[happy birthday](#).”
- Wavy-font based on the “[Welcome to Alameda](#)” Sign.
- A font based on what remains of the [Alameda Navy Base](#).
- A [worn](#), [stamp-styled](#) typeface inspired by a [history book](#).



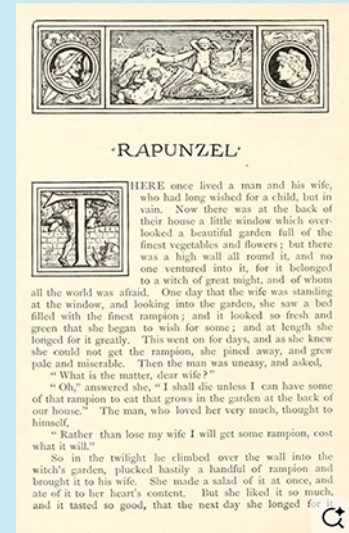
Ideaation: Final Choices

When thinking back to most of the work I have done in college, most are out of learning to embrace all parts of myself that make me unique, as well as making my younger self proud as I started creating art at a young age.

Thus, I came up with Self-Affinity, a mirror-themed typeface with a slight nod to Medieval-style fonts. I chose this theme as a nod to fairytale books I loved growing up.

In particular, this typeface and presentation is inspired by My Treasury of Princess Stories, a fairytale-anthology that specialized in this magical, swirly, serif-inspired typeface.

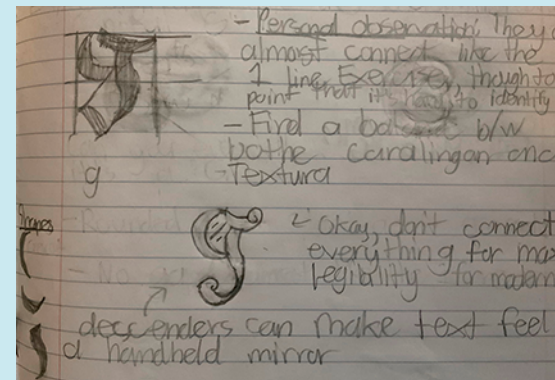
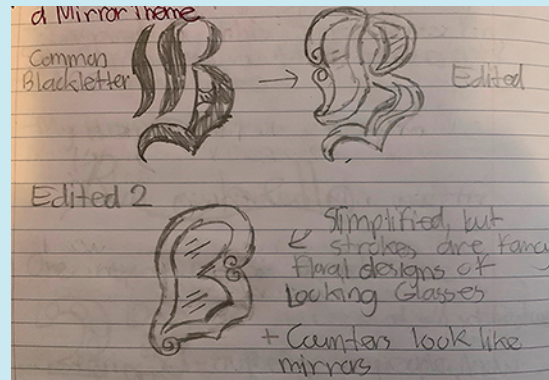
(Also, as you can see, I mimicked the beginning letters of a fairytale book using this typeface).



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Research



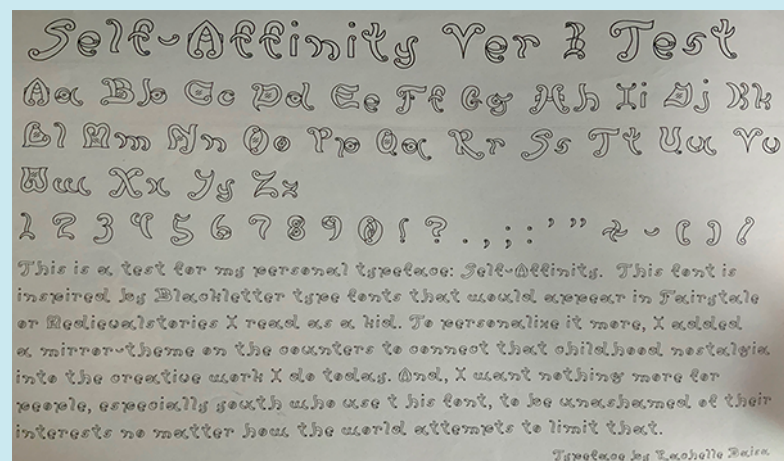
elving into more research, I wanted to learn more about Medieval-style fonts to see why they were created and how they were utilized.

The most common medieval typefaces are [Black-letter fonts](#), so I went to research some old versions of them. I took two versions for inspiration: Carolingian Minuscule and Textura.

[Carolingian Minuscule](#) is a 6th-9th Century font. It is known for having rounded strokes that are spaced out for maximum legibility, and strokes that slant in a natural direction. They are designed as such as the Renaissance era prompted easier typefaces that were easier to read and write. With this in mind, I made sure my typeface was round and easy to read.

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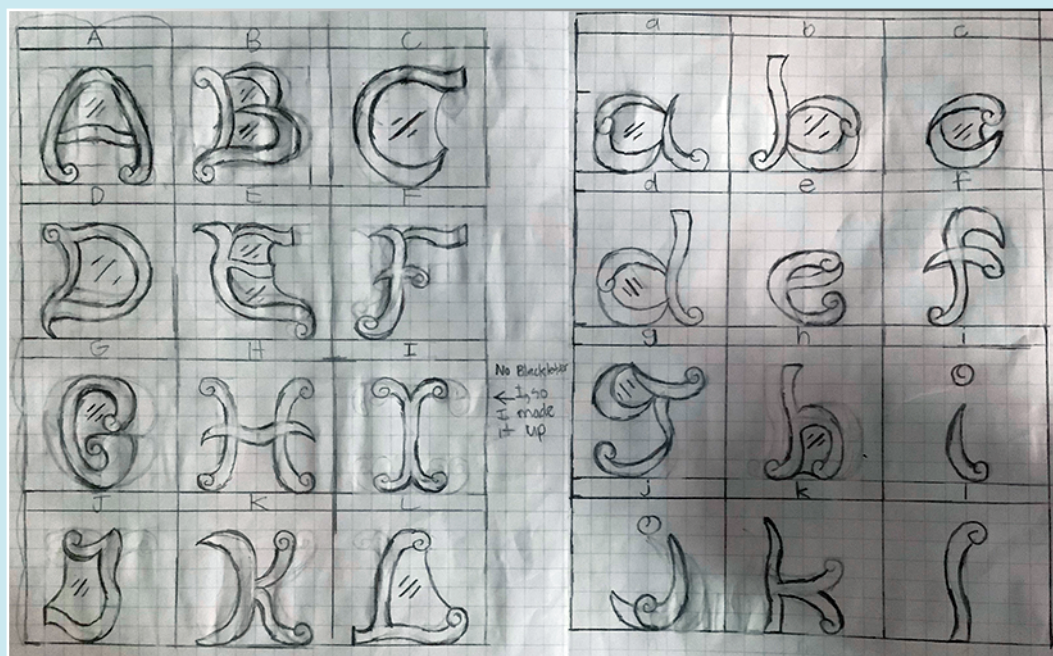
Of course, I needed my own unique way to personalize my font, so for letters that have counters (e.g. D) I added a mirror design. It is inspired by the mirror in Snow White as well as [“Girl in the Mirror” by Bebe Rexha](#). The mirror theme is meant to encourage those who use this typeface to be themselves and not carbon-copies of others, something I wish I could tell my younger self.

a	b	c	d	e	f	g
A	B	C	D	E	F	G



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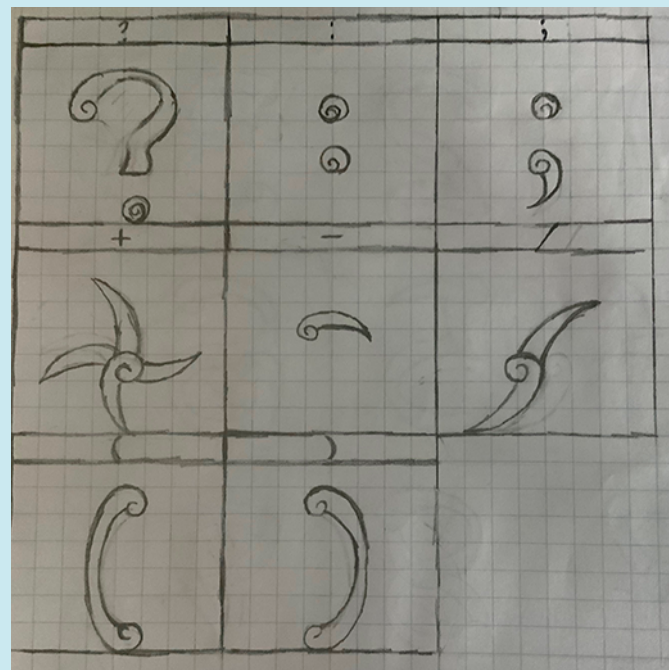
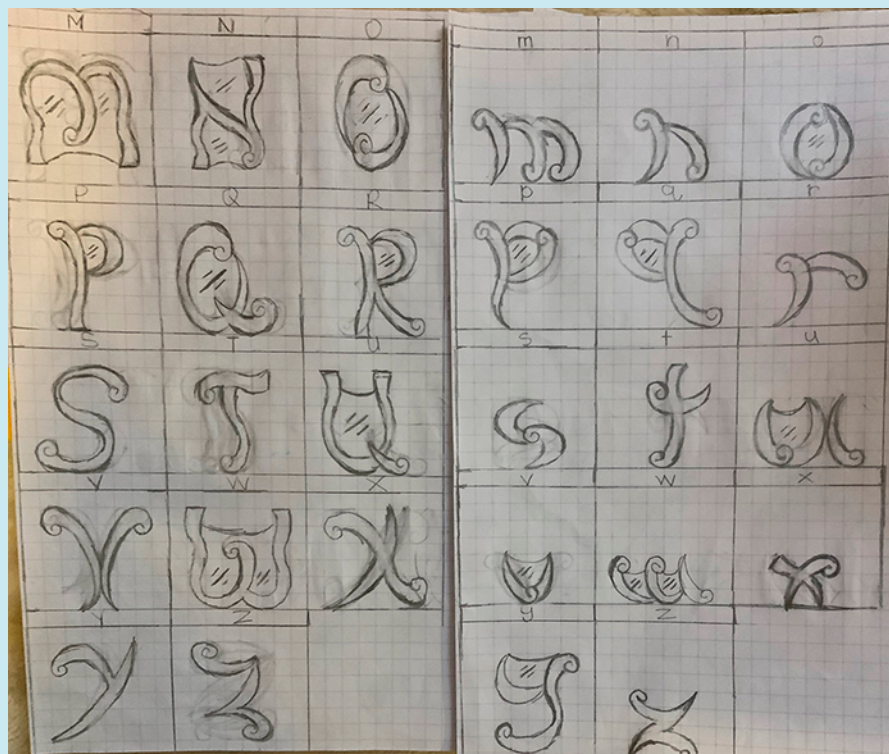


2.1

As suggested by Professor Zach, I opted for a bigger space for each character on graph paper. I made sure each letter occupies at least the majority of its 8 x 8 square. In addition, I also used tracing paper to make sure each letter used similarly-sized strokes and swirls.

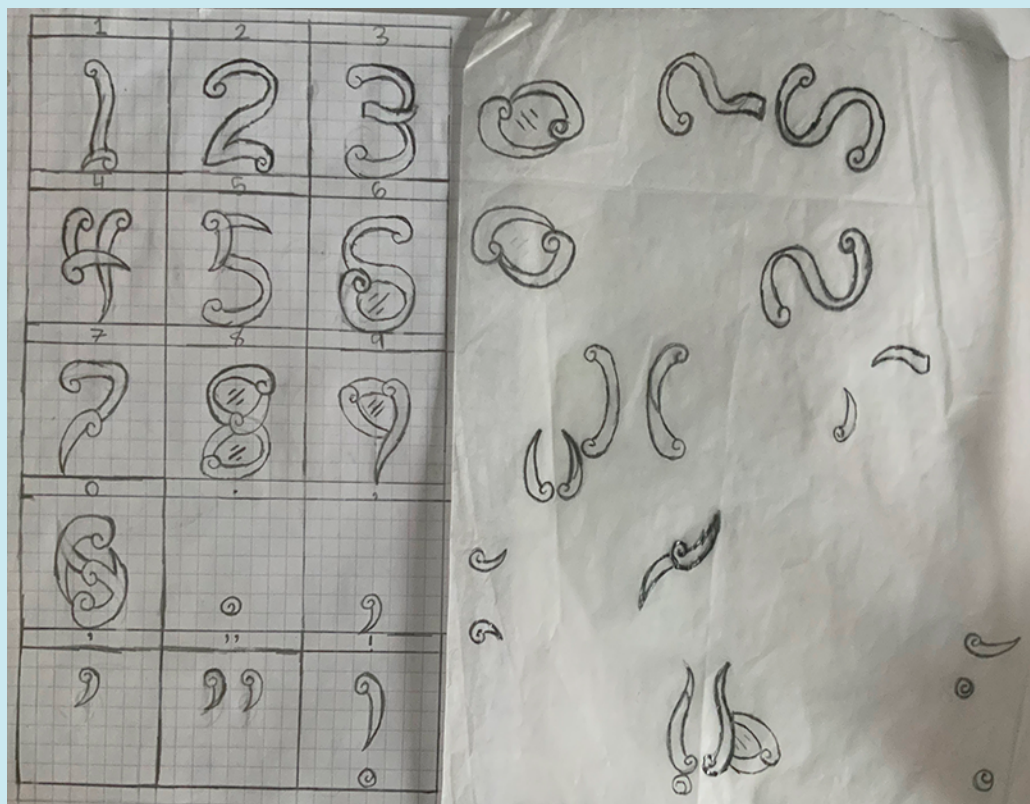
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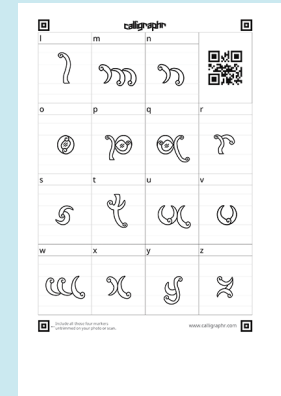
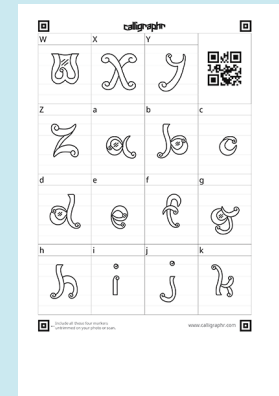
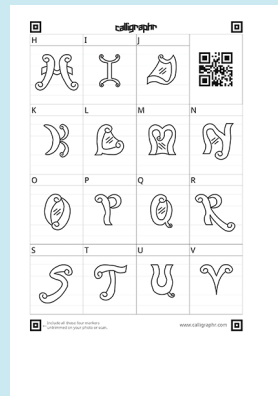
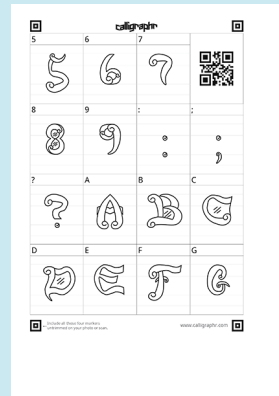
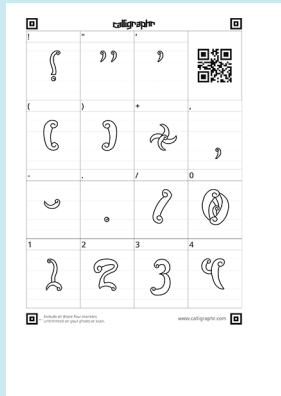
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Illustrator Process



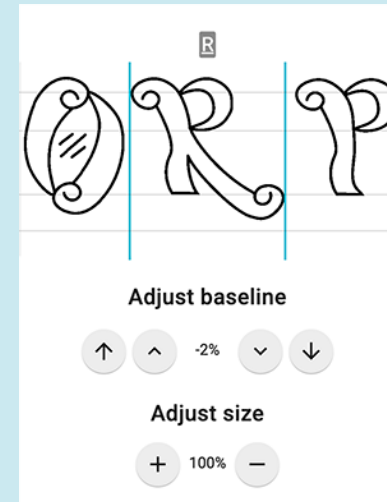
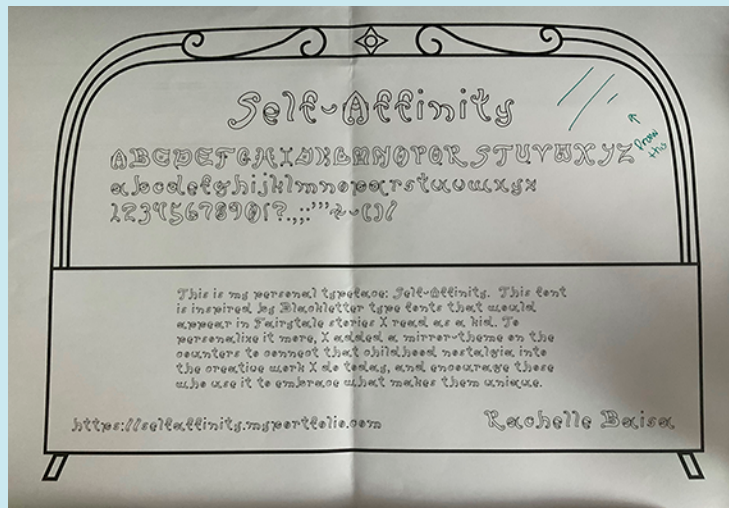
Once my designs were approved, I moved on to Adobe Illustrator to make its final digital version.

Similar to the tracing paper method, I wanted to keep elements consistent for the most part. I copy and pasted similar components of swirls and wavy strokes together until they make a letter, then used the selection tool to piece them together properly.

And of course, three lines for the mirror design!

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2.)

To stylize the typeface a bit more, I made some of the swirl terminals touch the baseline from the middle. Helps give the letters a bit more of a unique flair.

For the final specimen chart, I decided to display them on a vanity-desk with the typeface in the mirror part, just to emphasize the mirror theme a bit more!

I also used [Calligraphr](#) to make sure that each typeface was on the baseline before finalizing it, then used the website to turn it into a real font, just like magic!

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Where to Apply

Because the typeface is stylized, it is better off as a display font for headers of Slide decks or Posters, rather than writing for full length paragraphs. Here, I used it as the logo for my [Honors Contract Magazine!](#)

Regardless, this font is meant to feel wondrous and motivating, reflecting the users for who they are rather than those around them. So have fun with this typeface!



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Self-Affinity

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

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 6 7 8 9 0 ! ? , ; : ' " ~ [] ^

This is my personal typeface: Self-Affinity. This font is inspired by Black-letter type fonts that would appear in Fairytale stories I read as a kid. To personalise it more, I added a mirror-theme on the counters to connect that childhood nostalgia into the creative work I do today, and encourage those who use it to embrace what makes them unique.

<https://rachelledaisa.com>

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