

FRAUNCES SPECIMEN PROPOSAL  
05.01.19

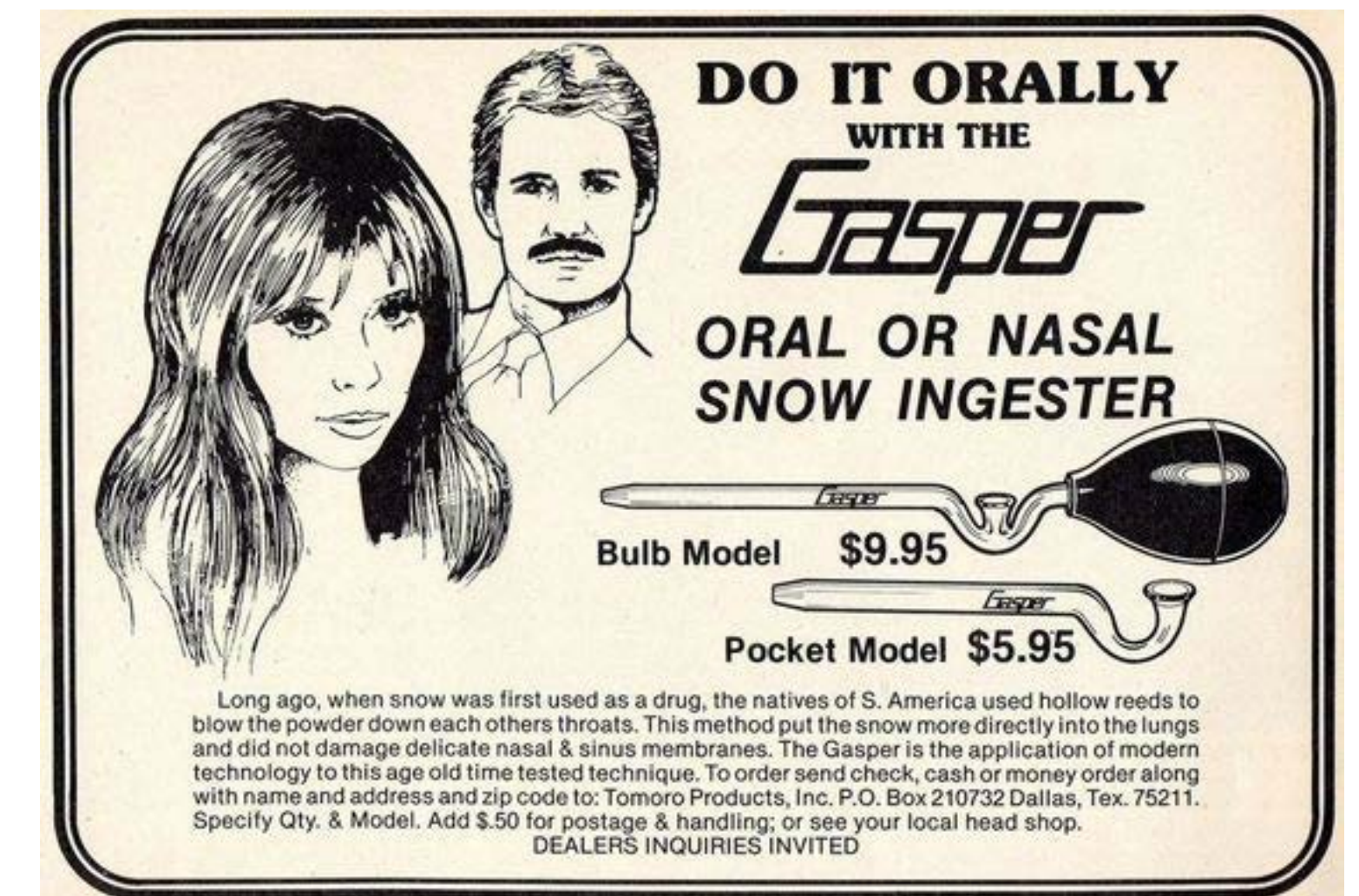
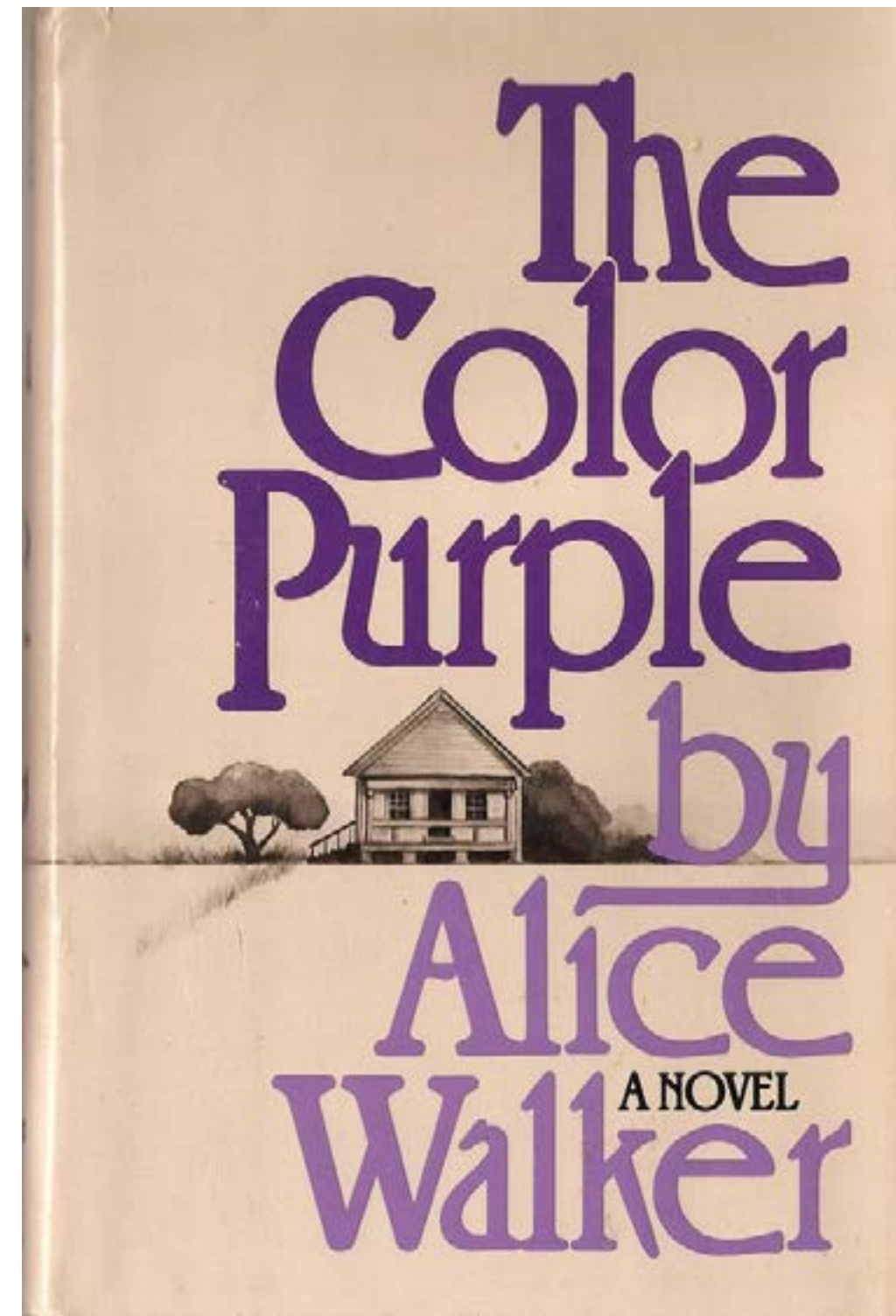
Charles&Thorn




# What Inspired Fraunces?

- Letterform-centric advertising/book covers.
- Fun typefaces (Cooper Black, Windsor) used in everyday, mundane/serious situations.

Type used in a context it wasn't necessarily designed for.







Specimen is a combination of High & Low  
printed materials (almost like a stack of paper  
you might find on your kitchen counter)

- Junk Mail
- Activity Booklet
- Coupons
- Stickers
- Restaurant Materials
- Take Out Menu

- Neon stickers, designed trash
- Verbose non-factual claims: BEST EVER, LAST CHANCE, GREATER VALUE, FOR A LIMITED TIME ONLY)
- Glossy Paper





- Advertising mats at restaurants
- Pointless and time consuming activities
- Jokes, Mad Libs
- Toothy/pulpy paper

JOKES!!

A

B

C

D

GAMES!!

THE

FRAUNCES

ACTIVITY

BOOK & TYPE

SPECIMEN

Ages 7–92

W

X

Y

Z

ADVICE!!

ADVICE!!

FONTS!!

Find the word DOG! How many are there?

O O D G O O G D D G G G O G D

G D D G O G O D O O O O D G O

D O G D O G G D O G O G O O D

G G O D G O G D D D G D O G O

D G G G O G G O D G O D D G D

D D D D O G O O D O G G O G D

D D D O D O G D D G G D G O D

D D G D O G O D D D O O G D G

G D O G G G O G D G D D D O G

O O G O O G O O O O D G G G D

O G D D D G G D O D G O D O D

D D D G O O D O D O O O D D D

O D D O O G O D G D G D G D G

G D G D D D O G O G D G O G D

D G O G D O D O G D O D O G D

Answer: There are 219 DOGs.

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

P T A Q H Z

Connect the dots to reveal the *secret* message!

YOU ARE A BIG

ALPHA

SMALL

Hillarious Font Jokes

(to impress your friends)

What did the F say to the G?  
“HI! JK.”

The letter S walks into a bar. A typogra-  
pher at the bar leans over to the bar-  
tender and says, “*That character’s got*  
*alotta’ **spine** to be walkin’ in here...*”

The letter R walks into a bar. A typog-  
rapher at the bar leans over to the bar-  
tender and says, “*Check out the **leg** on*  
*that character!*”

Why was the Optical Max version of  
Fraunces not allowed on the roller-  
coaster?  
*Its x-height was too short.*

BAD LIPS

I went down to the \_\_\_\_\_ to have a slice of  
(noun)

\_\_\_\_\_ before the end of the \_\_\_\_\_.  
(verb) (adjective)

PAID ADVERTISEMENTS

Looking for a  
workhorse?

My fiorse can do it all.

• Heavy Lifting

• Show Pony

• Emotional Support Horse

Come down to my ranch and  
I’ll show you everytfinf  
my fiorse fias to offer.

As& for Eri&.

PSYCHIC READINGS

Deb’s Computer  
Repairs

EARN \$\$ THROUGH  
OUR MEDICAL STUDY

YOUR AD HERE

555-555-5555

YOUR AD HERE

SPENCER’S  
MEATHOUSE

-

For 125 years, we’ve  
served *only the finest*  
cuts of meat to your  
mouth.

-

“You’ll like the way  
your mouth feels, I  
*guarantee it.*”

Like Fonts?  
Try Google  
Fonts.

ALPACA PETTING FARM

Come and behold our  
majestic Alpacas. We’ve  
got Huacaya and Suri  
Alpacas. Please tell your  
children to keep their  
hands away from the  
Alpaca mouths.

Exit 12, Off Interstate 15

PAID ADVERTISEMENTS

THAT'S ALL!

Charles&Thorn