

A handwritten signature in black ink, consisting of a stylized 'J' followed by 'ew'.

The Drayer

Vector

10.11.2017

Yes

Team.

Good evening.

It'll hopefully be morning next we chat.

I'm finished with a sweet potato (too much of one) and a Chinese chop salad, (if I were at Noodles & Co). *My old alma mater*. Salad from a bag, actually.

Doesn't matter much.

I'm fed, and I'm here.

Challenge

I worked today and last night getting this vectored out for you.

The mutation took more of my jam than I expected. I apologize. Rather to get it right than pass off junk.

I was looking for something that felt hand-drawn, something elegant, warm, with an air of the macabre, legible at small and large sizes.

And the D needed to 'pop' more.

Cameo

Since we need the business cards foremost, and beyond that, a logo in general, the D seemed the best place to start.

You've dropped the Cameo to a secondary branding item.

Before I move on from it: two questions.

How young are you hoping the Cameo gal to seem?

Are you imagining purely a silhouette? Details?

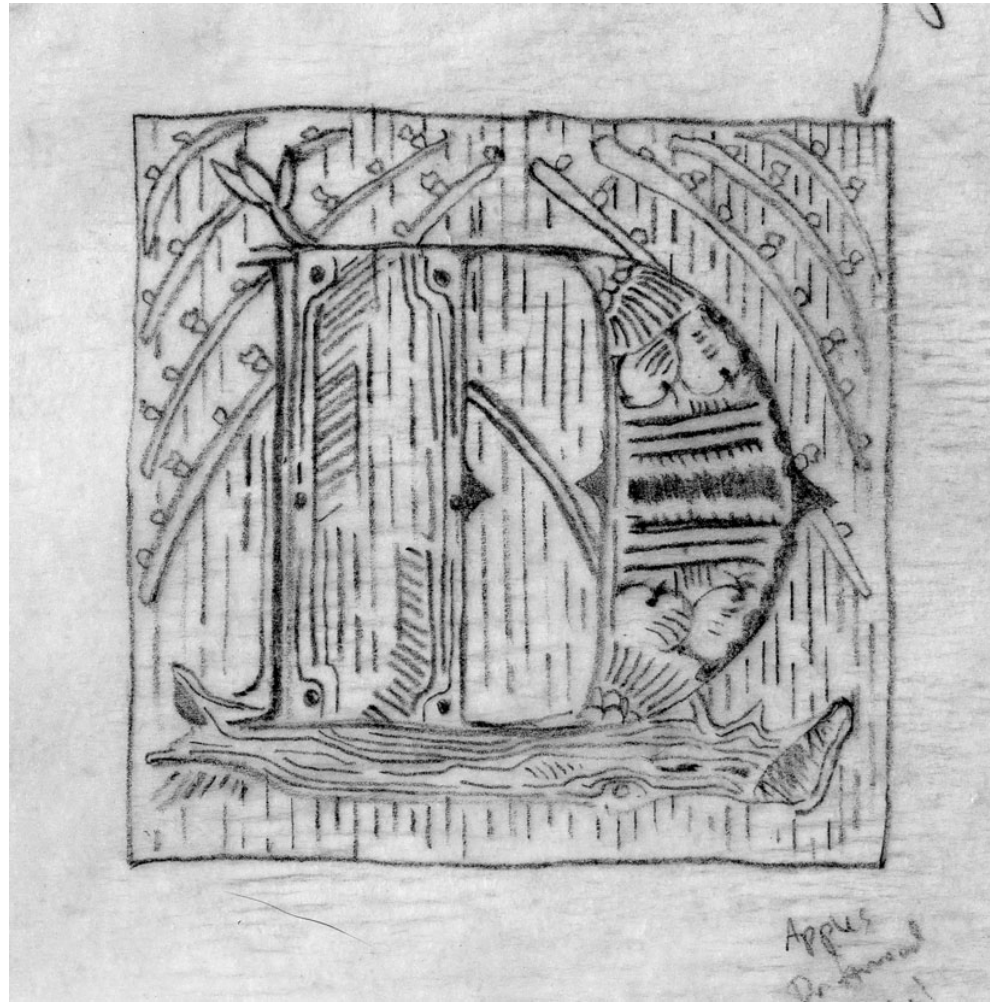
Onward though.



Fellow woodcutter imitators abound the internet: 'Woodcut logo' in Google will turn up a portion to feast on.

Some are over-saturated with a digital quality; others are more true to the scratchboard & carving knife.

As to how another designer accomplishes quality & less quality imitations of an old form, there are any number of possibilities: some folks scan their work at a high resolution to make larger and smaller versions. Some redraw. Some use Illustrator's 'trace image' function to get a recognizably computer-generated version of their image.



Because we needed to make modifications—“[we’d] like to see the bees pulled into this a bit more and perhaps have some part of the branch from the last images pulled into this”—I traced all my lines from the sketch.



You wanted the bees worked in, and what's a bee without a flower?

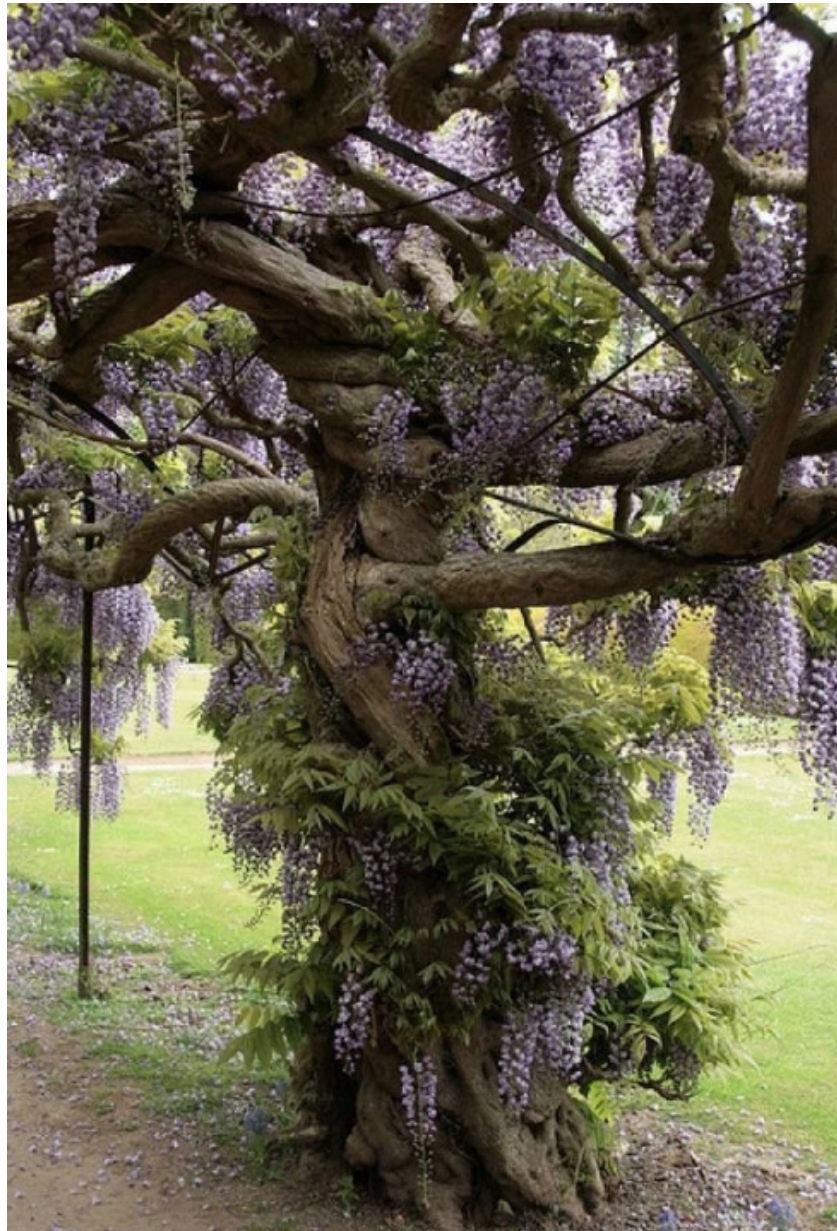


(Thirsbee).



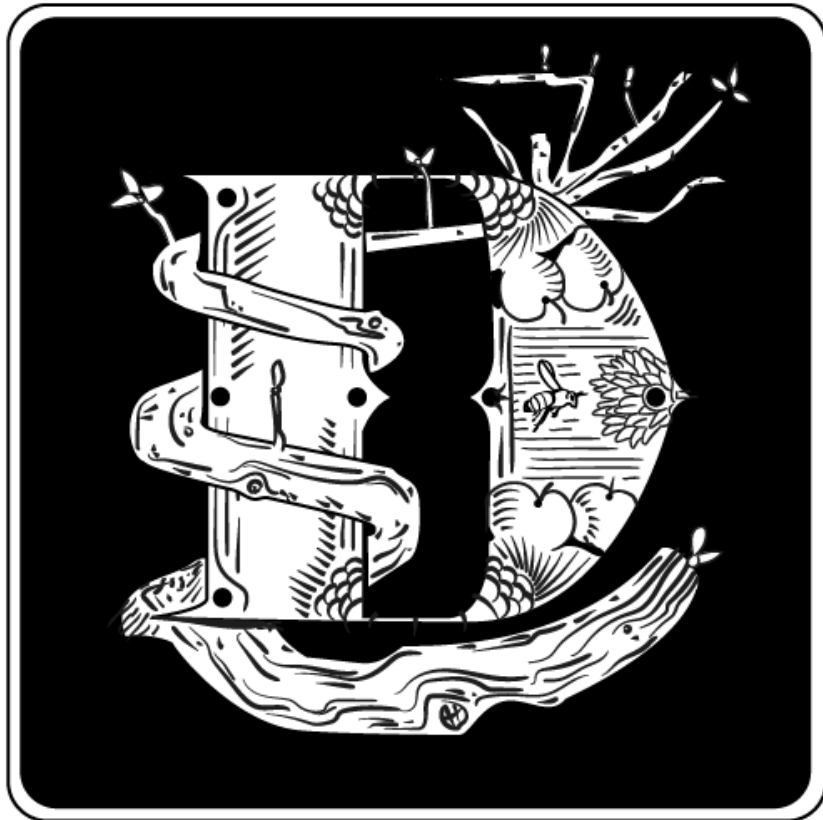
An initial wave of nausea struck me here as I thought, *perhaps I am doomed to not actually make woodcut-looking-things.*

I had some lunch and sat with my mom quietly and came back.



This image of a tree wrapping a pole gave me glad hope. I believe it's a wisteria, something I smelled for the first time blooming here in Seattle.

There is a long, old growth a few blocks down from my apartment. Lucky spring.



I felt comfortable handing this coaster-shaped iteration over to Matt Legrice, who is my best cheerleader.

He has gentle ways of saying what's wrong.

“The top branch feels a bit handy. Catches my eye.”

I said I would de-hand it. No *Nightmare Before Christmas*.

I also said I would texture it, and color it correctly.



I've been loving just looking at so many of these old drop-caps while working on this project. I had no idea how many scenes were played out in their haunches.




There is a texture one gains in two spots:

- 1) where the ink is heaviest, since the stamp is imperfect in its pressure;
- 2) at the edge of the lines, where the human hand slips.

Those can be mimicked.






 The Drayer

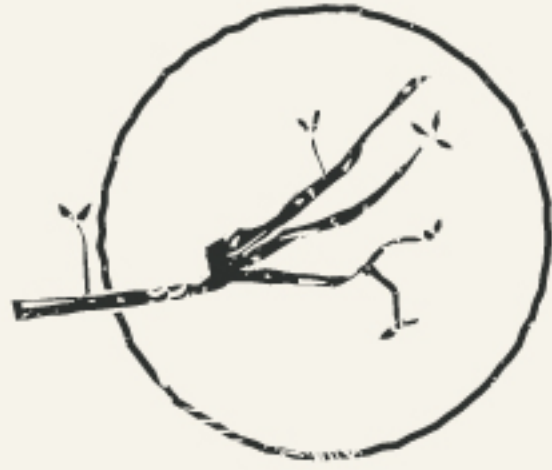
A stamp needs to be monochromatic, unless you have a dedicated stamping-staff with good craft skills.





 The Drayer

I was fond of either of these, and also found that they provoked me to break the drawing down into its separate parts.





Fonts I've selected for their age and longevity.

Jenson, Caslon, & Walbaum were all major type designers of the 1800's, all still being worked past their obit date.

I've tried out several small differences in how the type might be treated on a business card so you can discuss where, how, and what you like.

We do need to know what information you want on the card for this go-around.

I figured name of restaurant, the logo, your name, phone number were a must.

Consider email and physical address. They are not mandatory.

It depends what you're using the card for.

The Drayer, staff

Brittany Martens

Daniel Veliz

Eric Lee

1 2 3 4 5 6 7 8 9 0 - —

the Drayer, staff

Brittany MARTENS

Daniel VELIZ

Eric LEE

1 2 3 4 5 6 7 8 9 0 - —

THE DRAYER, STAFF

Brittany Martens

Daniel Veliz

Eric Lee

1 2 3 4 5 6 7 8 9 0 - —

The Drayer, staff

Brittany Martens

Daniel Veliz

Eric Lee

1 2 3 4 5 6 7 8 9 0 - —



My next aim, if this meets your approval, would be to pursue the Cameo.

I think matchboxes, chef's jackets, and a frosted 'decal' or similar on a mirror are all fantastic ideas.

I've also been thinking about window decals: a low-x-height 'the Drayer' in calligraphy is simple and beautiful.

I would love to hear what you're thinking as far as menus and how you imagine Lara's handwriting will be incorporated. There are interesting things you can do to make usable fonts out of hand-written ones,.

I'm sure there'll be plenty to talk about.

Thanks again. Very fun.