

## ASSIGNMENT 3

# LIGHT, BOLD AND ITALIC

A lot of new dimensions in type are added through the use of varied weight or italicized text. The Helvetica family contains number of different variations in weight or stroke thickness. These range from 25 Ultra Light to 95 Black, though we were restricted to a smaller subset.

Italic text also presents new possibilities not only as a tool for formal typography, but in the way it evokes motion. This week's parameters forced us to consider a third dimension of depth to be instilled through varied weight in type, and the momentum to be instilled through use of italics.

Helvetica Neue 45 Light  
*Helvetica Neue 46 Light Italic*

Helvetica Neue 55 Roman  
*Helvetica Neue 56 Italic*

**Helvetica Neue 75 Bold**  
***Helvetica Neue 76 Bold Italic***

Still a single point size per cover.

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06 SPOT COLOR

05 STRIPES AND BLOCKS

T-SHIRT, POSTER AND FORMAL TYPE

04 COMBINATIONS IN TYPE SIZE

03 LIGHT, BOLD AND ITALIC

02 COMPOSITION, SPACE AND SIZE

01 COMPOSITION AND SPACE