ADVE-705 | Spring 2022 | Prof. Judy Salzinger

Specimen Card Deck Project

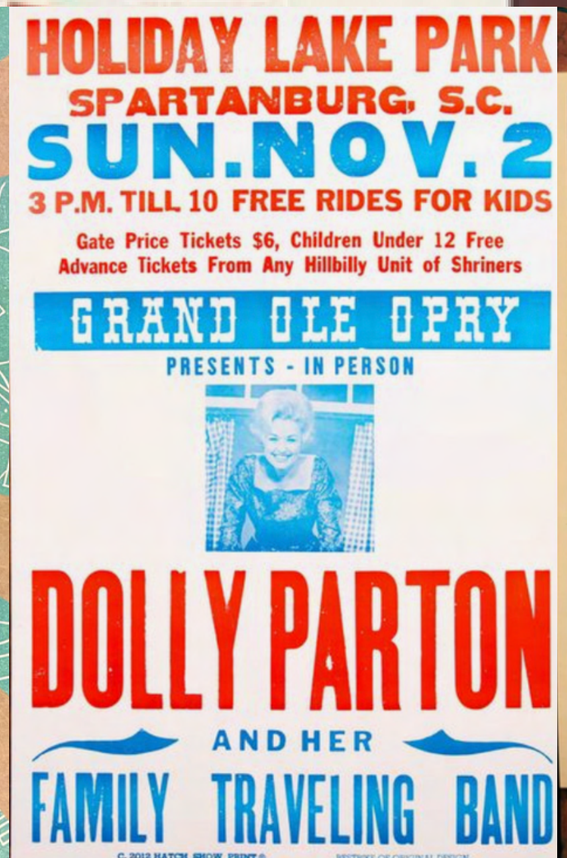
Peyton Brooks | 5/2/22

Theme - Women in Country Music

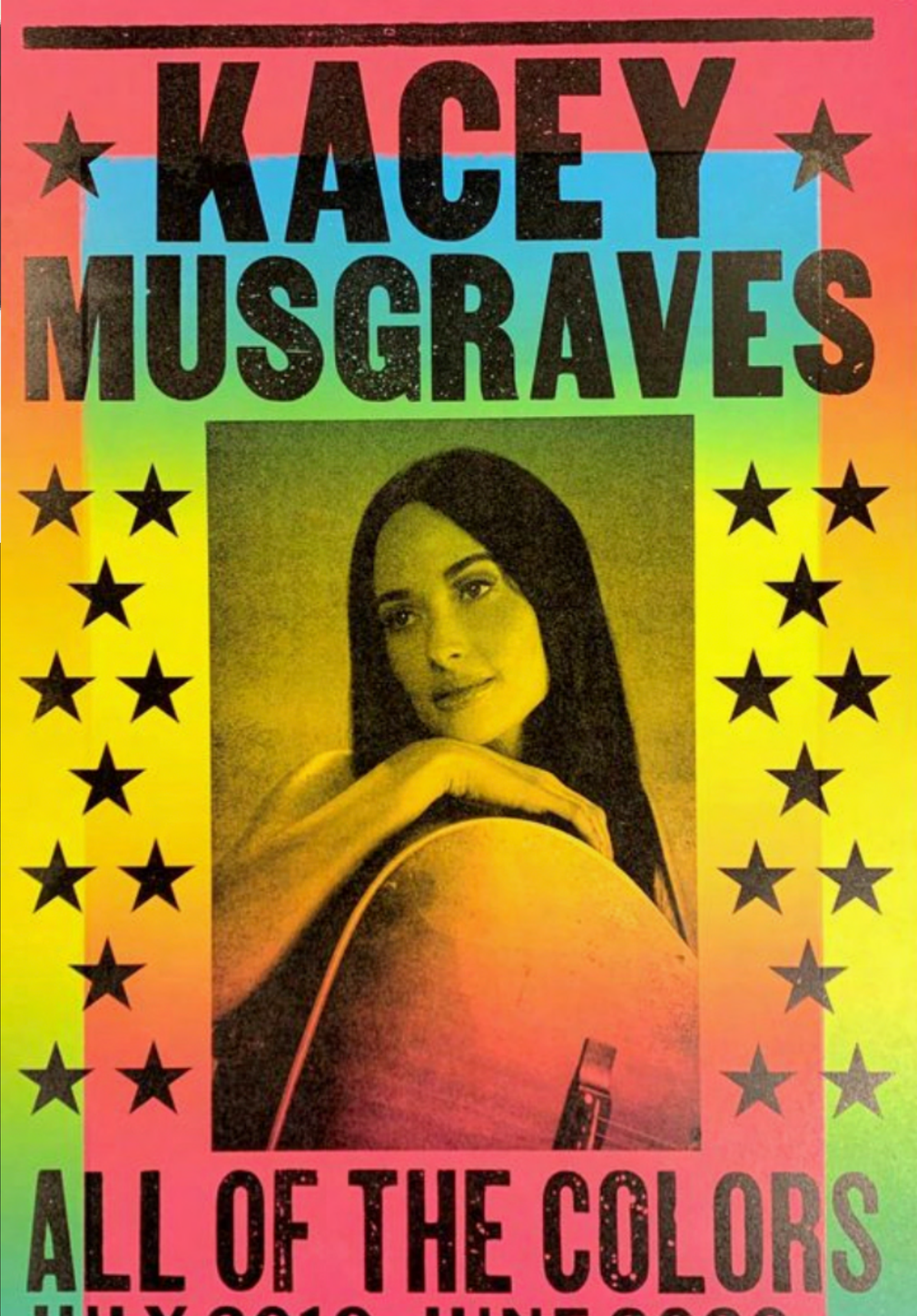
- 4 singers, 4 decades/eras
- 60's - Loretta Lynn
- 70/80's - Dolly Parton
- 90/2000's - Shania Twain
- 2010's/Today - Kacey Musgraves

GRACE
PO

TRAVIS
TRITT
FEBRUARY 22-23-24 2019
THE
CMA THEATER
at the country music hall of fame and museum
NASHVILLE ***TN


HOLIDAY LAKE PARK
SPARTANBURG, S.C.
SUN.NOV.2
3 P.M. TILL 10 FREE RIDES FOR KIDS
Gate Price Tickets $6, Children Under 12 Free
Advance Tickets From Any Hillbilly Unit of Shriners
GRAND OLE OPRY
PRESENTS - IN PERSON
DOLLY PARTON
AND HER
FAMILY TRAVELING BAND

PATSY
CLINE
THE FIRST WOMAN INDUCTED INTO THE COUNTRY MUSIC HALL OF FAME
1973


KACEY
MUSGRAVES
ALL OF THE COLORS

Font - Hamilton Wood Type (HWT) AETNA

HWT AETNA

Alphabet

AaBbCcDdEfGgHhIiJ123

HWT AETNA CONDENSED

Pictograph

AaBbCcDdEeFfGgHhIiJiKkLl456

HWT AETNA EXTRA CONDENSED

Writing System

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp789

HWT AETNA DOUBLE EXTRA CONDENSED

Romance Languages

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz@&!?

Story

- 2 - Font History
- 3 - Name/DOB
- 4 - Hometown
- 5 - Event Poster feat. songs as descriptors
- 6 - Philanthropy
- 7 - Lyrics in Image
- 8 - Lyrics of Breakout Song
- 9 - Ligatures/Glyphs
- 10 - Quotes/Related Words
- J - Jack of Trades/Instruments
- Q - Queen (Them)
- K - Their Muses
- A - Type Letter w/ Shadow

A

K

Q

J

10

"IT'S HARD
TO BE A DIAMOND
IN A RHINESTONE WORLD"

9

ligature

8

Your beauty is beyond compare — justify left
With flaming locks of auburn hair
With ivory skin and eyes of emerald green

justify center

Your smile is like a breath of spring
Your voice is soft like summer rain
And I cannot compete with you, Jolene

right align — He talks about you in his sleep
There's nothing I can do to keep
From crying when he calls your name, Jolene

7

6

Imagination
Library

Inspired by her — 24 PT
father's inability to — 20 PT
read and write Dolly — 18 PT
started her Imagination — 16 PT
Library in 1995 for kids — 14 PT
within her home county. The — 12 PT
program has gifted 20 million books. — 10 PT

5

★DOLLY is★
"BACKWOODS BARBIE"

feat. the original song
"DUMB BLONDE"
ONE★NIGHT★ONLY

4

IN MY TENNESSEE
Mountain Home

★SEVIERVILLE, TN★

3

DOLLY
rebecca
PARTON
January 19th
est 1949

2

Hamilton Wood Type presents
AETNA

HWT Aetna is
a revival of the
sturdy Roman
style of wood type.

A

K

Q

J

10

9

glyph

fj

8

The best thing about being a woman
Is the prerogative to have a little fun and...

justify left

justify center

Oh-oh-oh, go totally crazy
Forget I'm a lady
Men's shirts, short skirts

right justify

Oh-oh-oh, I wanna be free
Yeah, to feel the way I feel
Man! I feel like a woman!

7

6

Shania
Kids Can

Inspired by her — 24 PT
own hardships as a — 20 PT
child, Kids Can was — 18 PT
founded in 2010 to help — 16 PT
children struggling with — 14 PT
social, health, and economic — 12 PT
issues within elementary schools. — 10 PT

5

SHANIA is
"THE WOMAN IN ME"

feat. the original song
"ANY MAN OF MINE"
ONE NIGHT ONLY

stress

4

to the NORTH

TIMMINS, ONTARIO

3

eilleen
SHANIA
TWAIN

August 28th
est 1965

2

Hamilton Wood Type presents

AETNA

Hamilton Wood Type Collection, established in 2012, created this digital foundry based on scarce printed specimens and actual wood types.

tracking (45 pt)

A

J

glyph

“IN THE LONG RUN, MAKE YOUR OWN LUCK - GOOD OR BAD”

glyph

glyph

μ

justify left

You've come to tell me something
you say I ought to know
That he don't love me anymore

justify center

And I'll have to let him go
You say you're gonna take him,
oh but I don't think you can

justify right

It'll be over my dead body,
so get out while you can
'Cause you ain't woman enough to take my man

Loretta Lynn Foundation

Established to — 24 PT
help preserve and — 20 PT
promote the history — 18 PT
of country music, Lynn — 16 PT
started the foundation in — 14 PT
2006 with help of many famous — 12 PT
friends and puts on regular concerts. — 10 PT

★LORETTA is★
“COAL MINER'S DAUGHTER”

stress

feat. the original song
“FIST CITY”
ONE★NIGHT★ONLY

come home to KENTUCKY

★BUTCHER HOLLER, KY★

LORETTA
★webb★
LYNN
April 14th
est 1932

Hamilton Wood Type presents
AETNA

kerning (60 pt)

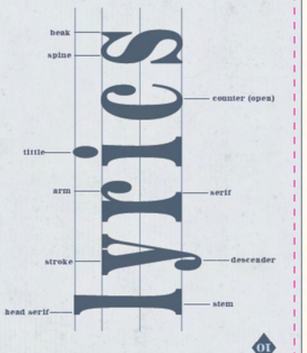
This digital version
features four widths,
plus four Streamer
versions that allow the
ability to create
chromatic layer effects.

A

K

Q

J



10

9

ligature

œ

8

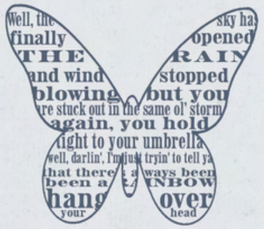
Mama's hooked on Mary Kay
Brother's hooked on Mary Jane
And Daddy's hooked on Mary two doors down

justify center

Mary Mary quite contrary
We get bored so we get married
And just like dust we settle in this town

justify right

On this broken merry go 'round
And 'round and 'round we go
Where it stops nobody knows



7

6

Feed the People
Dallas

When the winter — 24 PT
storm of 2021 hit — 20 PT
Texas, millions of — 18 PT
people were displaced — 16 PT
The East Texas native sold — 14 PT
shirts, raising 100k in just a — 12 PT
week, and hosted a benefit concerts. — 10 PT

5

★KACEY is★
"PAGEANT MATERIAL"

feat. the original song
"HIGH HORSE"
ONE★NIGHT★ONLY

stress

4

going back to TEXAS

★GOLDEN, TX★

3

KACEY
★lee★
MUSGRAVES
August 21st
est 1988

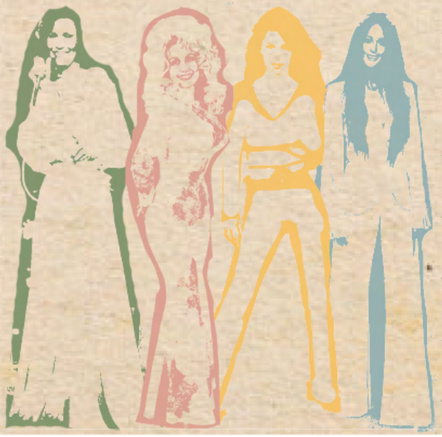
2

Hamilton Wood Type presents
AETNA

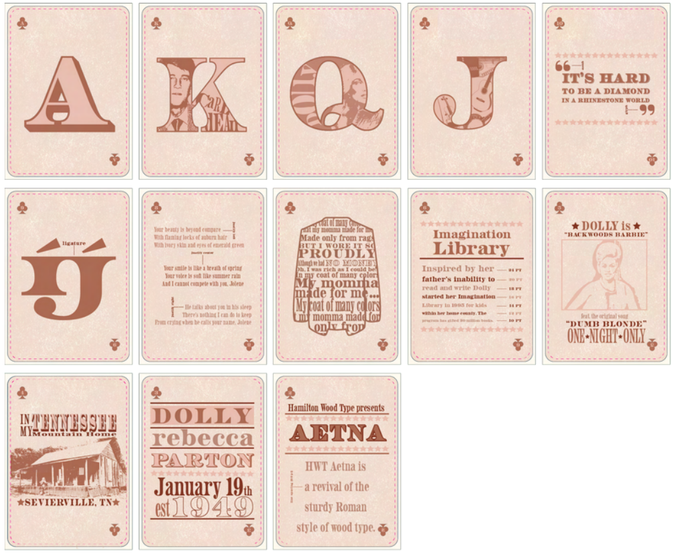
Aetna and other serif fonts are commonly used in wood type handmade posters, commonly seen in retro country music posters from the mid-century.

kerning (45 pt)

WOMEN in Country MUSIC



This deck of playing cards was created by Peyton Brooks for ADVE-705 - Typography in Spring 2022.
It is inspired by wood type printing of retro music posters.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lyrics
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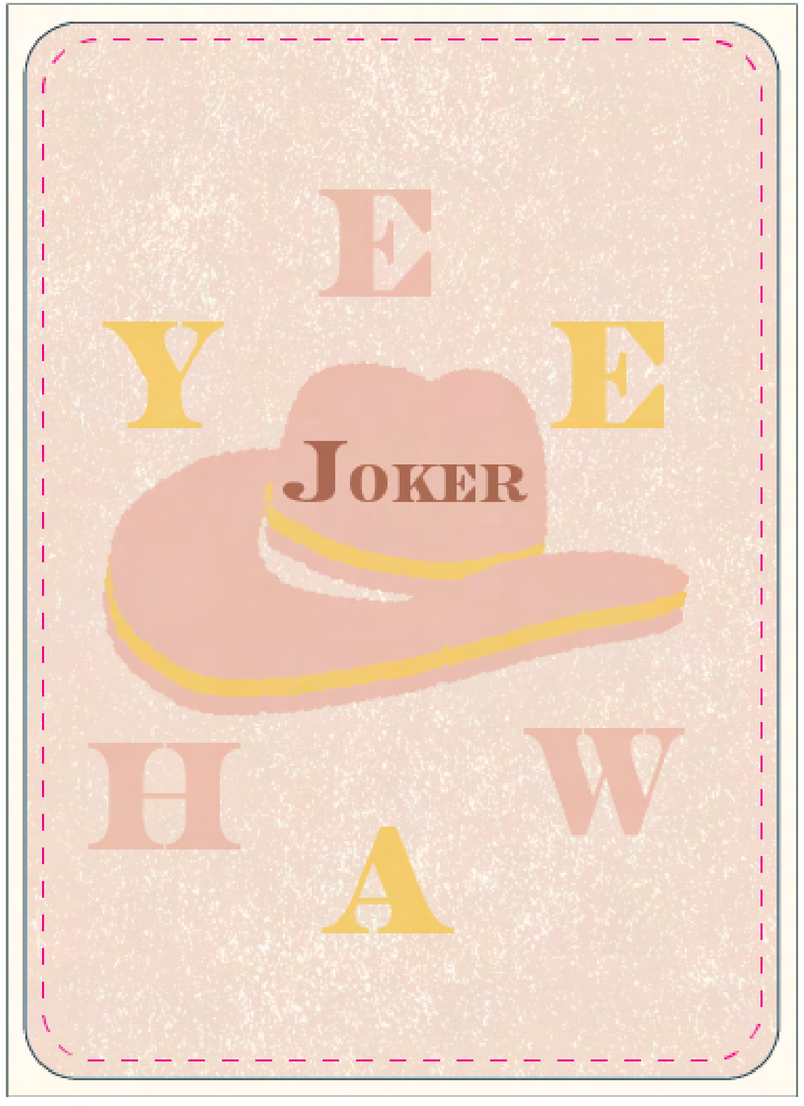
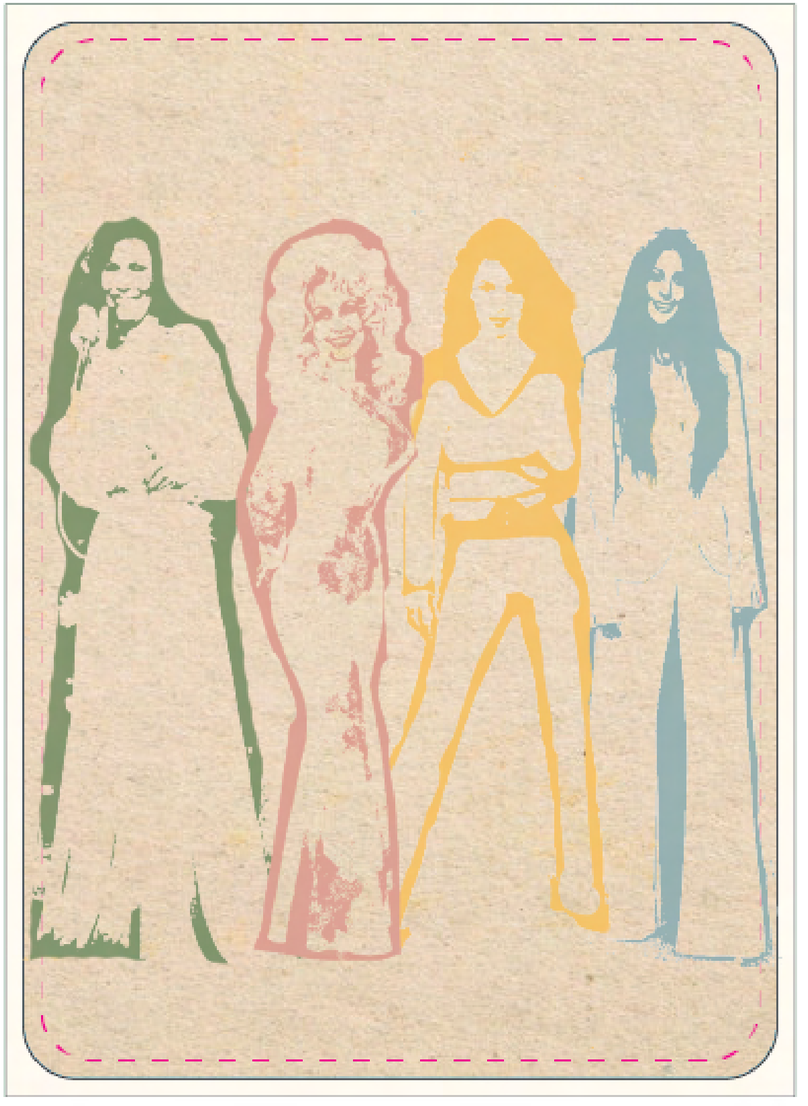

E
Y E
Joker
H W
A

E
Y E
Joker
H W
A



Head serif

ligature

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