ADEMO

THE CLASSIC CARD TYPEFACE

SHADED · OUTLINED · TEXTURED

HOW-TO

astype✳

How to build a multi-layered text with Ademos font styles very fast?

1. Use a design or layout application with the ability to build and copy layers like Adobe InDesign, Illustrator or Photoshop.

2. Add a new layer to your document. For example call the layer TXT 0 and use Ademo Extra Light for a light background like white paper.

BOXER MAGAZINE

Layer: TXT 0

Hint: Don't use any automated kerning optimization like optical kerning of InDesign. Use a manuel kerning!

3. Copy layer TXT 0 and rename it to TXT 1. Select the text and chose an other color like *red* and select an other fill style of Ademo like Ademo Fill B.

BOXER MAGAZINE

Layer: TXT 1

4. Copy layer TXT 1 and rename it to TXT 2. Select the text and chose an other color like *orange* or *gold* and select an other fill style of Ademo like Ademo Fill C.

BOXER MAGAZINE

Layer: TXT 2

4. Copy layer TXT 2 and rename it to TXT 3. Select the text and chose an other color like *light orange* and select an other fill style of Ademo like Ademo Fill D.

BOXER MAGAZINE

Layer: TXT 3

As you can see at this sample, the text sample is growing like a sandwich you made. Of course you can avoid any layers and use multiple text boxes on top of each other.

Ademo

Extra Light

THE BOXER MAGAZINE.

Light

THE BOXER MAGAZINE.

Regular

THE BOXER MAGAZINE.

Gray

THE BOXER MAGAZINE.

Dark

THE BOXER MAGAZINE.

Black

THE BOXER MAGAZINE.

ADEMO is a classic, shaded and perspective looking display font. The design is based on two typefaces designed by Carl Albert Fahrenwaldt and published between 1931–1932 by the German SCHRIFTGUSS AG type foundry.

Fill A

THE BOXER MAGAZINE.

Fill B

THE BOXER MAGAZINE.

Fill C

THE BOXER MAGAZINE.

Fill D

THE BOXER MAGAZINE.

Fill BC

THE BOXER MAGAZINE.

Fill BCD

THE BOXER MAGAZINE.

Fill BCE

THE BOXER MAGAZINE.

Fill CE

THE BOXER MAGAZINE.

ADEMOs special Fill fonts can be used for building multi colored text or for special finishing needs like blind imaging, embossing, stamping, partial UV coating and laser cutting.

How to build a multi-layered text with ADEMOS font styles on a dark background, fast?

1. Add a background layer and choose a dark color like deep blue.

2. Add a new layer to your document. For example call the layer TXT 0 and use ADEMO BLACK and chose a light color like a *10% cyan*.

STARS & STRIPES

Layer: TXT 0

Hint: Don't use any automated kerning optimization like optical kerning of InDesign. Use a manuel kerning!

3. Copy layer TXT 0 and rename it to TXT 1. Select the text and chose an other color like *cyan* and select an other fill style of ADEMO like ADEMO FILL A.

STARS & STRIPES

Layer: TXT 1

4. Copy layer TXT 1 and rename it to TXT 2. Select the text and chose an other color like *red* and select an other fill style of ADEMO like ADEMO FILL B.

STARS & STRIPES

Layer: TXT 2

4. Copy layer TXT 2 and rename it to TXT 3. Select the text and chose an other color like *white* and select an other fill style of ADEMO like ADEMO FILL BCE.

STARS & STRIPES

Layer: TXT 3

As you can see at this sample, the text sample is growing like a sandwich you made. Of course you can avoid any layers and use multiple text boxes on top of each other.

The right combination of the colors will result in some very different emotional effects. For this name plate sample ADEMO was combined with *Astype Accolades C* ornament fonts.