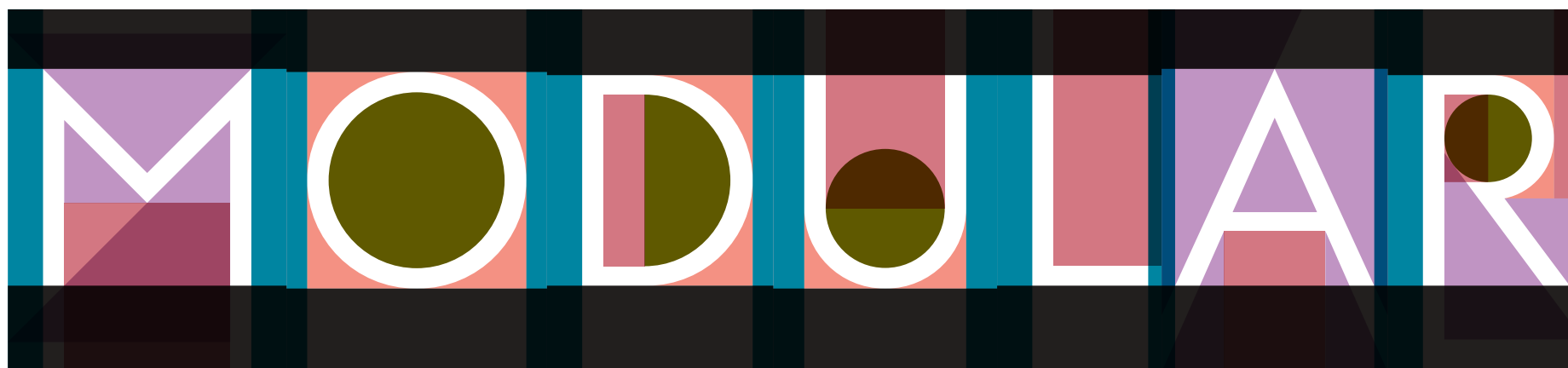




ONE TYPEFACE – ENDLESS POSSIBILITIES



www.letterwerk.ch

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WHAT IS MODULAR?

Modular is a six layer stacking display typeface. Six different shapes fill counterpunches and spaces between the letters. Six different layers build the type. In Modular each layer can be colored differently. Further more it is possible to adjust the order of the layers as well as the «blend mode». This gives you the opportunity to design a huge range of different moods. Don't go nuts by this universe of possibilities!

AVAILABLE CUTS

- ▶ Modular Sans Roman
The shapes are exactly arranged.
- ▶ Modular Slab Roman
The Shapes do overlap and are out of alignment.
- ▶ Modular Slab Bold
The Shapes do overlap and are out of alignment.

WHAT SHOULD I DESIGN WITH MODULAR?

Modular works best for headlines, posters, flyers, logos & animations. It's not made for small sizes, although it can work here too, if you use appropriate colors. If you want to combine Modular type with another typeface we recommend the slab cut; PMN Caecilia and the sans cut; ITC Avant Garde, Neutraface or Futura. The recommended fonts have similarities in shape and contrast with Modular.

WHERE TO BUY?

- ▶ letterwerk.ch
- ▶ myfonts.com

WHAT TECHNICAL CONDITIONS DO I NEED?

Use Modular ONLY in graphic applications which allow you to utilize layers such as Adobe Illustrator, Adobe InDesign and Adobe Photoshop. Modular does NOT work in programmes such as Microsoft Word or Microsoft Excel. We programmed scripts and actions for Adobe InDesign and Adobe Illustrator. It's pretty easy to create stacked Modular text in those programmes – just load the actions and press play! For detailed information check Page 23.

FONT FORMATS

- ▶ OpenType PS (MAC + PC)
(for Adobe InDesign, Illustrator, Photoshop, ...)

MODULAR

SANS

[ROMAN]

SHAPES

The following six shapes do build Modular Sans.

LAYER SYSTEM

Each layer has its own character of shape. Each layer is programmed as a separate font style.



1. Outer Circle



2. Triangle



3. Vertical



4. Horizontal



5. Rectangle



6. Circle



All together



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Q: *What is the difference between a vowel and a consonant?*

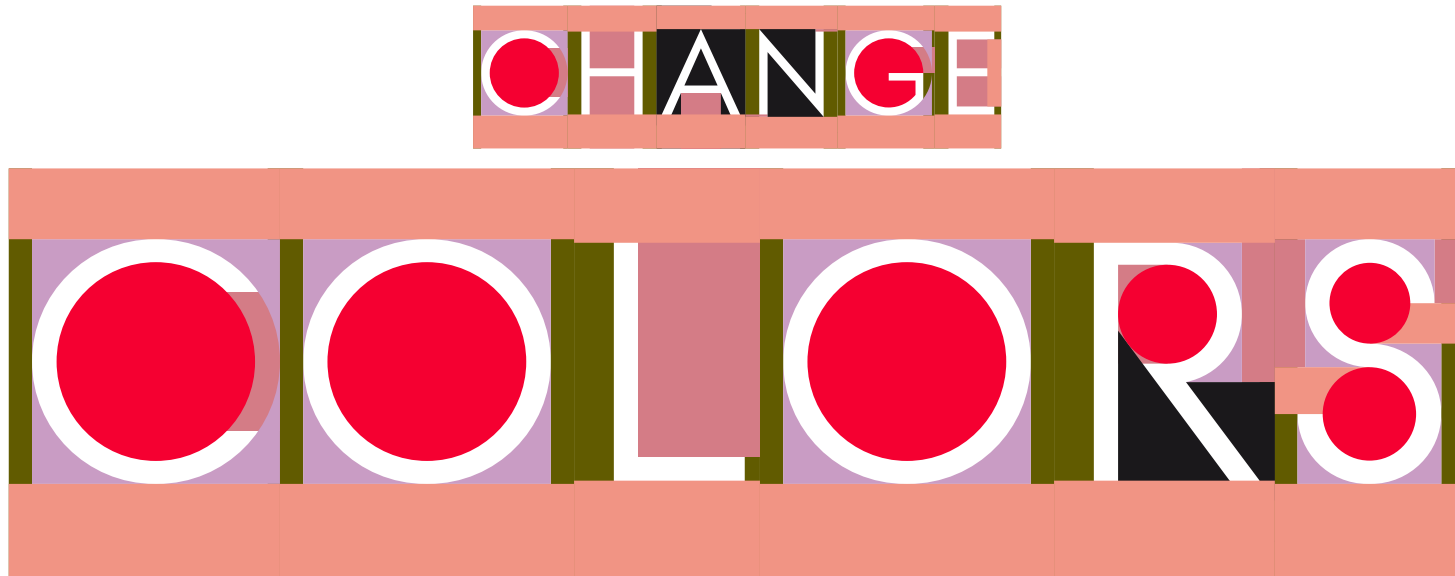
EXAMPLES

TYPEFACE

MODULAR SANS ROMAN

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

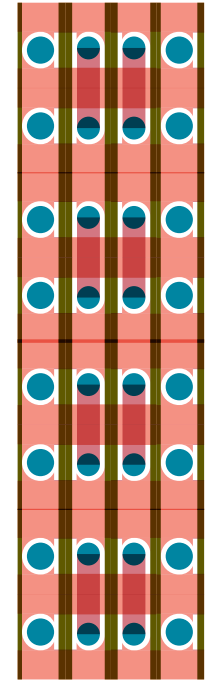
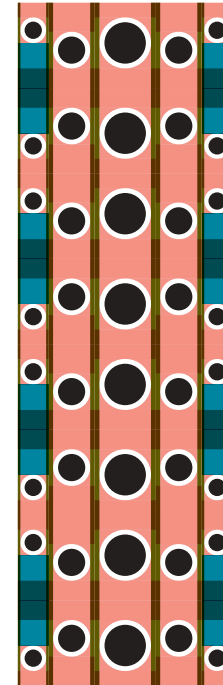
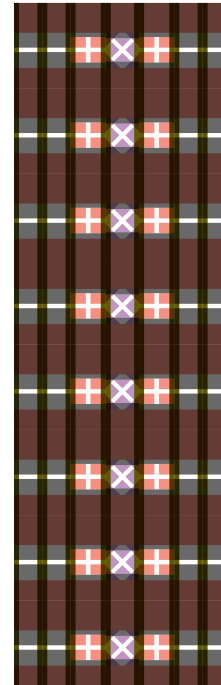
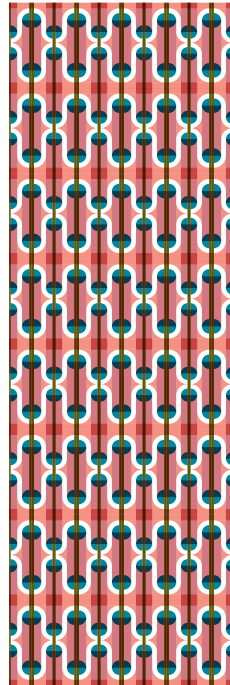
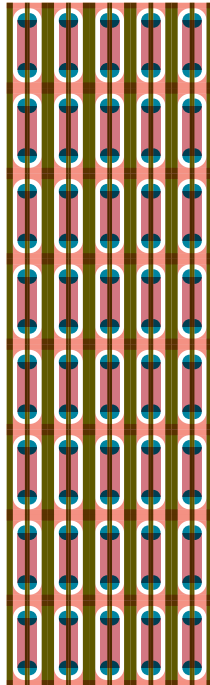
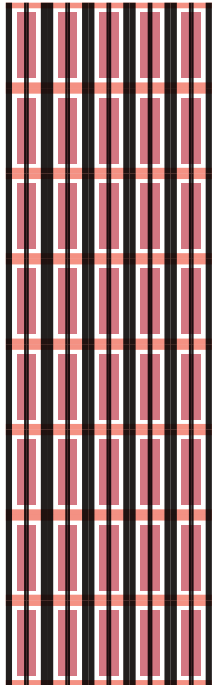
Mix and change
everything: Colors, opacity
and sequence of layers.

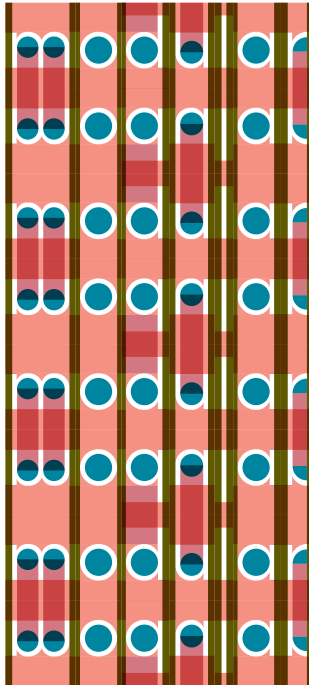


CHANGE
SEQUENCE
OF LAYERS





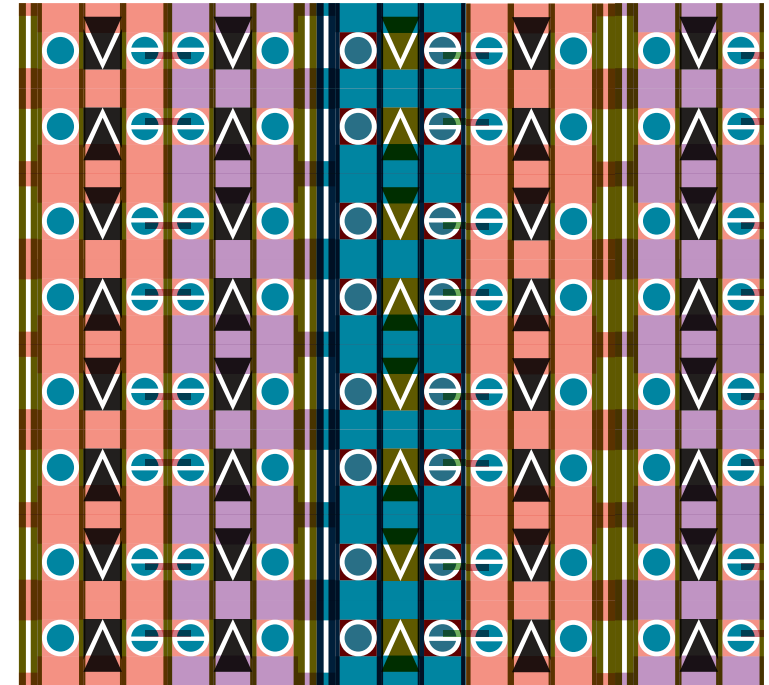




modular



in love with colors



love

MODULAR
SLAB
(ROMAN & BOLD)

SHAPES

The following six shapes do build Modular Slab.

LAYER SYSTEM

Each layer has its own character of shape. Each layer is programmed as a separate font style.



1. Outer Circle



2. Triangle



3. Vertical



4. Horizontal



5. Rectangle



6. Circle



All together

Examples

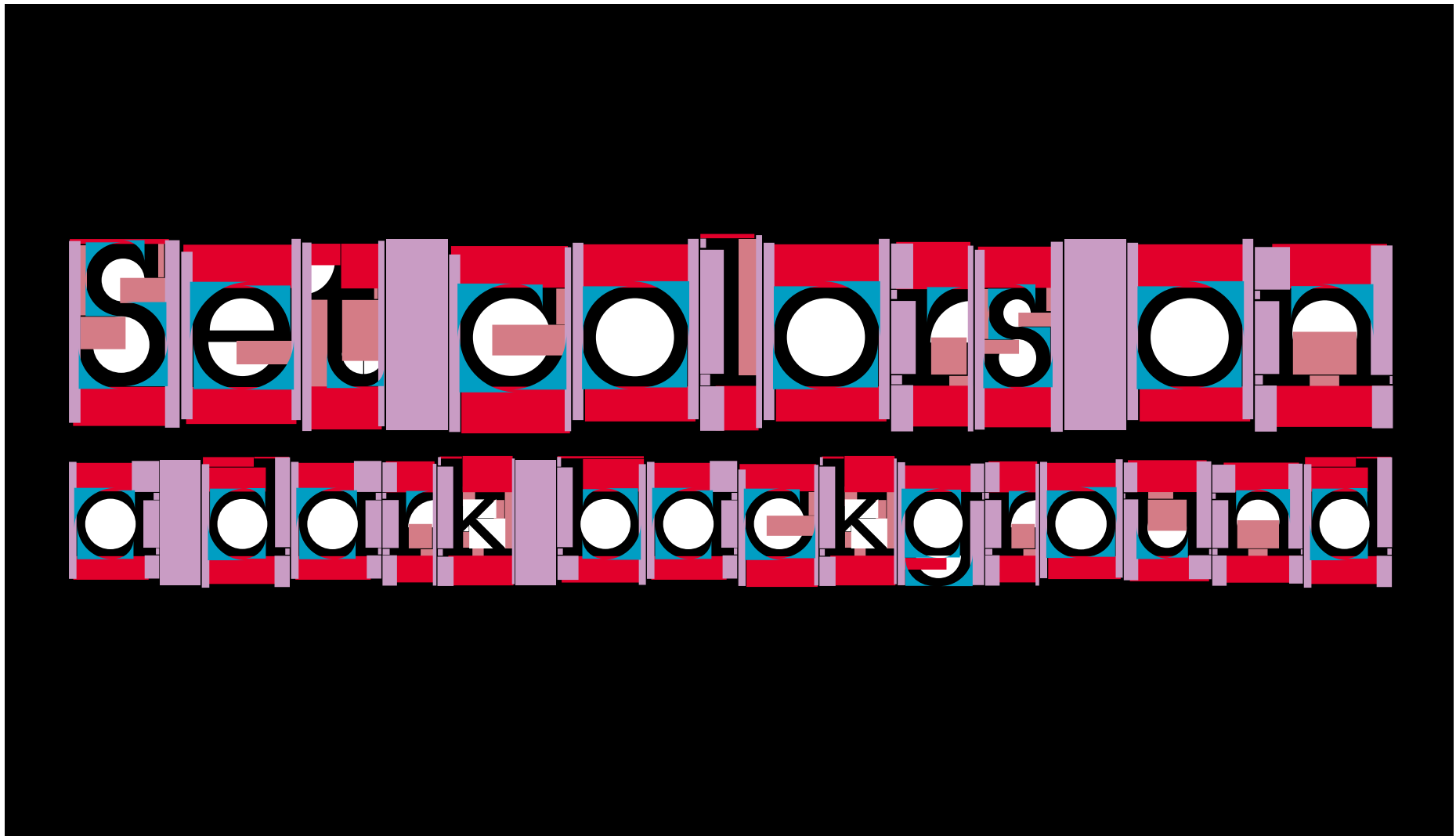
TYPEFACE

Modular Slab

The quick brown fox jumps over the lazy dog.







SET COLORS ON A DARK BACKGROUND.

MANUAL [WITH LAYERS]

1. Set your text using the «O» font style of Modular. (This font style contains all shapes. It works as a place holder.)
2. Copy the block of the text you have created.
3. Create a new layer above your existing layer and paste your text back in the exact same place on this new created layer. (Use the «paste in place»-command in InDesign/Illustrator!)
4. Select your new created text and choose one of the six Modular styles.
5. Color the text with a new color.
6. Then repeat step 2. - 5. five times. Choose another Modular style and color each time.
7. Experiment with the colors until you're happy with the result.

Tip: Try effects/transparency like «multiply». That's the way the layers underneath appear.

WITH SCRIPTS* IN ADOBE INDESIGN

1. Load the JavaScripts («ModularSansRoman.jsx», «ModularSlabRoman.jsx» & «ModularSlabBold.jsx») in your Indesign «Script Panel»-Folder (AdobeInDesign > Scripts > Script Panel)
2. Start InDesign and set your text using the «O» font style of Modular. (This font style contains all shapes. It works as a place holder.)
3. Select your textblock with the arrow tool and run the appropriate script.
4. Adjust the colors in the swatcher window (color window) until you like it! Just double click on the colorfield in the swatcher window and change the color.

*Works in Adobe InDesign CS 3 - 6 / Mac + Windows

You will receive all necessary scripts and actions with your Modular purchase.

WITH ACTIONS* IN ADOBE ILLUSTRATOR

1. Open the File «Open_this_file.ai». (You have received this file with your Modular purchase.)
2. Import the action in Illustrator. (Choose «Load Actions» from the actions palette menu. Select the file «Modular-Action.aia».)
3. Type your text in Modular «O» font style. [Select the text tool > place the textcursor on your document by clicking only ONCE > set your text. (Do not drag a field with the text tool. The action will not work like this.)]
4. Select your textblock(s) with the arrow tool and run the appropriate action.
5. Adjust the colors in the swatcher window (color window) until you like it! Just double click on the particular colorfield in the color window and change the color.

*Works in Adobe Illustrator CS 3 - 6 / Mac + Windows

Watch the «How-to-use-Modular»-Movie online: www.letterwerk.ch