**Week 2 Lecture Notes**

Story told — Reforming and projecting a new future in a type design

Johnson to be added to previous week\*\*

**Colophon Foundry – Anthony and Ed**

Visit Wales – Smorgasbord?

Intrinsically Welsh typeface

Always seen with English translation

Research into welsh typography – medieval, gaelic, celtic

Respect heritage and vernacular

Harp moment – curls back into form

28 characters in Welsh

Di-graphs – ‘DD’ ‘LL’

Is there a Norfolk equivalent? – Norfolk language?

Newspaper layout

**Negas and Negas – British Airways 1973**

Speed bird and flag union jack

Serif typeface

1984 – Landor associates update

Union jack in colour and shapes

Red speed wing

1997 – too British – conservative stuffy old fashioned.

Newell and sorell

Less formal

Identity can change

50 different tailfins

**Olympic Games**

Multilingual audience

Represent the identity of the location

Mexico 68

5 rings – 3 languages. Spanish French English

Mexico – sombrero cactus

Hands on. No computers

Op art?

Pre-Columbian parallel lines.

Sign painted

Icons for Mexico?

Sense of place

Things in motion

Silhouettes

Map similar to Becks Underground.