

# ZC.CASUAL



***A CLASSIC SIGN PAINTING STYLE  
WITH A MODERN TWIST!***

DESIGNED by FLAVIA ZIMBARDI & CAETANO CALOMINO in 2018  
FIVE WEIGHTS – VERSION 0.3



**CRANBERRY SAUCE 4.99**  
16oz CAN

**\$12** HAPPY HOUR!  
TILL 8PM **DARK & STORMY**  
2 FOR 1

**"GREEN" SMOOTHIES 7.85**  
32oz CUP

**3.00 FRESH MOZZARELLA**  
PER POUND

**IN PERSON**

**"Lucille"**  
**LITTLE**  
**RICHARD**

**"GOOD GOLLY, MISS MOLLY"**

**"LONG TALL SALLY"**

**"TUTTU FRUITTI"**

**and his ORCHESTRA**



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ITALIAN GELATO

THIN

HONEY APPLES

LIGHT

CASHEW NUT

REGULAR

Off-the-shelf!

REGULAR - Adds in Lowercase and Swash caps

FRESH CORN

BOLD

DRAFT BEER

BLACK



ESPECIAL  
SUCOS DE FRUTA  
CAIPIRINHA  
BOLOS & SALGADOS  
MARMITEX  
CERVEJA GELADA

THIN - Default and Alternate Characters



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Default Characters: 28/30pt

*THE BEGINNER AT SIGN PAINTING, SHOW CARD WRITING, OR COMMERCIAL ART, SHOULD LEARN TO DRAW A FEW STANDARD ALPHABETS PERFECTLY, GIVING CLOSE ATTENTION TO EVERY DETAIL. BE CAREFUL TO KEEP THE LETTERS IN PROPER PROPORTION, THUS "A" IS MUCH WIDER THAN "L". KEEP THE SPACING WELL BALANCED: THE AMOUNT OF WHITE SPACE BETWEEN LETTERS OPTICALLY ABOUT THE SAME THROUGH THE LETTERING.*

Stylist Set 01: 28/30pt

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THIN - This new stlye has a basic character set with Uppercase, Lining figures and some Punctuation.



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TAPIOCA

AMENDOIN TORRADO

CHURROS

BRIGADEIRO

COXINHA

PASTEL DE CARNE

LIGHT - Default and Alternate Characters



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Default Characters: 28/30pt

*SIGN PAINTING IS THE ART OF PAINTING LETTERING ON BUILDINGS, BILLBOARDS OR SIGNBOARDS FOR THE PURPOSE OF ANNOUNCING OR ADVERTISING PRODUCTS, SERVICES AND EVENTS. THE CRAFT HAS A LONG HISTORY, AND AT THE CORE IS THE PROFICIENCY IN MANIPULATING A LETTERING BRUSH, AND TECHNIQUES SUCH AS GOLD LEAFING, CARVING, GLUE-GLASS CHIPPING, AND SILK-SCREENING.*

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**TÂMARA**  
**FRUTA DO CONDE**  
**SIRIGUELA**  
**TAMARINDO**  
**GUARANÁ**  
**CUPUAÇU**

LIGHT - Default and Alternate Characters



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Default Characters: 28/30pt

***SHOW CARDS ARE TEMPORARY SIGNS MADE IN AN ENTIRELY DIFFERENT WAY FROM PERMANENT ONES. THE COLORS ARE READY MIXED AND NOT WATERPROOF, THE BRUSHES ARE ROUND, MADE OF RED SABLE HAIR TRIMMED SQUARE AT THE END. FLAT BRUSHES MAY BE USED FOR LARGE WORK. IF THE INK HAS A TENDENCY TO RUB OFF, MIX A LITTLE MUCILAGE.***

Stylist Set 01: 28/30pt

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REGULAR - This stlye is more complete and has Uppercase, Lowercase, Swash Caps, Lining & Old Style Figures.



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Default Characters: 28/30pt

***Show cards are classed as temporary signs and are made in an entirely different way from permanent ones. The colors are ready mixed and are not waterproof. If your ink gets too thick, thin it with water. It has a tendency to rub off, mix a little mucilage. Show card brushes are round, made of Red Sable hair trimmed square at the end. Flat brushes may be used for large work.***

Stylist Set 01: 28/30pt

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**BRUNCH  
TACOS  
COOKIES & CREAM  
WAFFLES  
QUICHE LORRAINE  
OMELET**

BOLD - Default and Alternate Characters



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Default Characters: 28/30pt

**IN MAKING A GOLD WINDOW SIGN WITH  
FACE DECORATION, 2 COLORS OF GOLD LEAF  
ARE TYPICALLY USED. THE OUTLINE AND  
DECORATION ARE LAID WITH DEEP GOLD,  
THEN BACKED UP AND THE SURPLUS GOLD  
REMOVED BEFORE THE BODY COPY OF LEM-  
ON GOLD JOINS. FOR PLAIN BLACK LETTERS,  
ADD A DROP SHADE OF LIGHT GRAY.**

Stylist Set 01: 28/30pt

**IN MAKING A GOLD WINDOW SIGN WITH  
FACE DECORATION, 2 COLORS OF GOLD LEAF  
ARE TYPICALLY USED. THE OUTLINE AND  
DECORATION ARE LAID WITH DEEP GOLD,  
THEN BACKED UP AND THE SURPLUS GOLD  
REMOVED BEFORE THE BODY COPY OF  
LEMON GOLD JOINS. FOR PLAIN BLACK LET-  
TERS, ADD A DROP SHADE OF LIGHT GRAY.**

BOLD - This new stlye has a basic character set with Uppercase, Lining figures and some Punctuation.



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**VEGAN  
BURGER  
GRILLED CHEESE  
25¢ JELLO  
MOCHA  
ICED COFFEE**

BLACK - Default and Alternate Characters



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Default Characters: 28/30pt

**DIP THE BRUSH IN THE COLOR AND WORK IT OUT FLAT BY PULLING BACK AND FORTH OVER A PIECE OF GLASS OR CARDBOARD BEFORE YOU LETTER WITH IT. THE BRUSHES ARE ROUND BUT YOU SHOULD ALWAYS TRY TO KEEP THE HAIR WORKED OUT FLAT. EVERY TIME YOU DIP IT IN COLOR, WORK IT FLAT BEFORE STARTING TO LETTER.**

Stylist Set 01: 28/30pt

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UPPERCASE

*ABC CDE EFG GHI JKLM NOP QRSTU UVWXYZ*

ACCENTED UPPERCASE

*ÁÀ ÂÄ Ã Ç ÇÉ È Ê Ë Ì Î Ï Ñ Ò Ó Ô Ö Ù Ú Û Ü Û Ü Û*

SWASH CAPITALS

*A B D E F G H I J K M N O P Q R S T U V W X Y Z*

ACCENTED SWASH CAPITALS

*ÁÀ ÂÄ Ã Ä É È Ê Ë Ì Î Ï Ñ Ò Ó Ô Ö Ù Ú Û Ü*

LOWERCASE

*a b c d e f g h i j k l m n o p q r s t u v w x y z z*

ACCENTED LOWERCASE

*á à â ä ã á ç è é ê ë ì î ï ñ ò ó ô ö ù ú û ü*

FIGURES

*0 1 2 3 3 4 5 5 6 6 7 8 9 9 \$ £ € ¥ ¢ / / 0 1 2 3 4 5 6 7 8 9*

PUNCTUATION

*, . : ; ! ? & @ # % " ' ' \_ \_ \_ \**

\*In this version, the styles have different stages of completion. The Character Set above reflects the most finished one: Regular.

