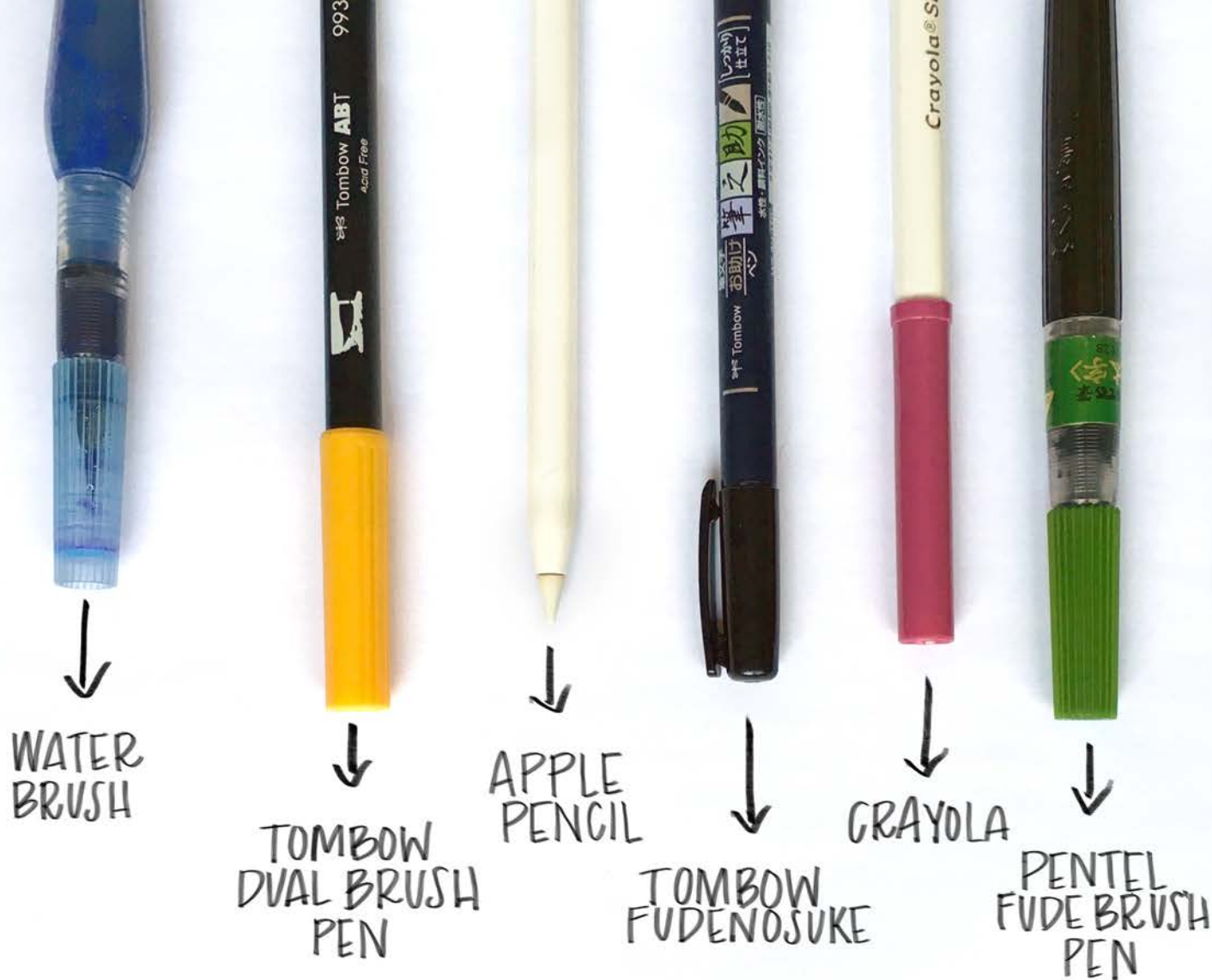


THE  
Everything You  
NEED  
to Know About  
Brush Lettering  
Workbook

BY  
I am Sam White.com  
DESIGNER · LETTERER · VLOGGER

# *Here's what we're working with:*

3	<i>Some Suggested Tools</i>	13	<i>Practice</i>
4	<i>Tool Continued</i>	12	<i>Uppercase</i>
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*The beauty (and fun) of brush lettering is there are a lot of tools you can use! Find the one that works best for you and keep practicing! Then, try all them! Get creative with your tools! All of the above are linked (click on the name)!*

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don't forget...

PENCILS ARE AMAZING  
TOOLS



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# THE Basics

up AND down  


*The key to most lettering and calligraphy is to mimic the traditional tools and pens.*

*What does this mean? In theory, its simple: all of the up strokes are thin, and the down strokes thick! The good news with brush lettering is the tools that we use make this quite possible by applying different levels of pressure and of course, practice.*

*Ready? Let's get started!*

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# ≡ All <sup>THE</sup> Right Pieces ≡

c c

l l

m m

n

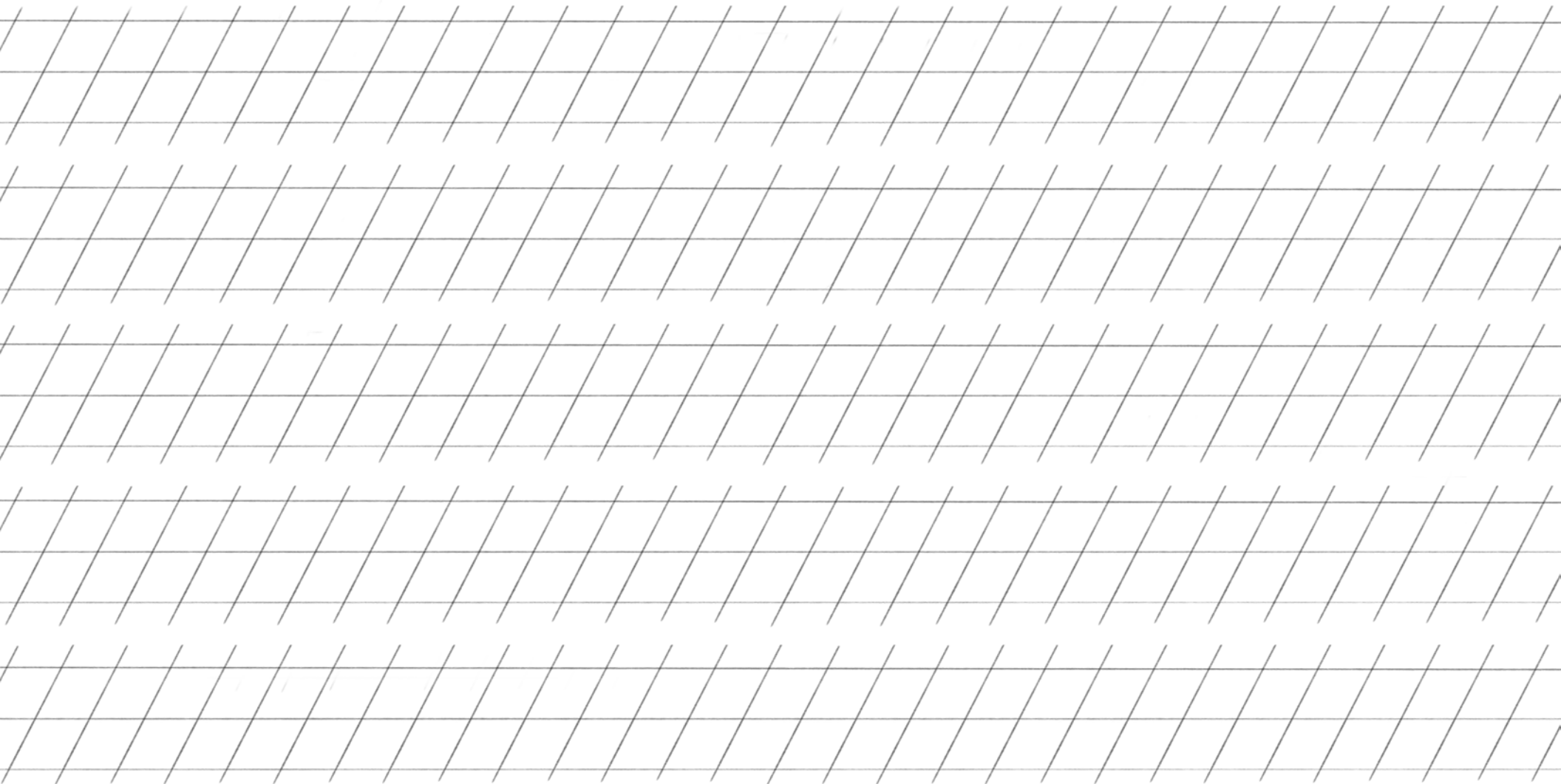
/ // //

Remember the key is pressure! Avoid changing the way you hold your pen or position your hand. Just add more pressure. Up is thin, down is thick. Become a master at these strokes! They are the foundation to success!

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= Your turn =



Practice makes perfect!  
Up is thin, down is thick.  
Up is thin, down is thick.  
And, don't forget to have fun!

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# ≡ Simple Addition ≡

✓ + c + l = a

✓ + l + n = h

✓ + c + l = d

✓ + c + j = g

✓ + l + n = m

Very nice! This is where it gets fun! Let's take all of the elements we just learned and simply add them together! In brush lettering it is TOTALLY OKAY to lift up your tool to plan your next stroke. After practicing these strokes separately, practice them together!

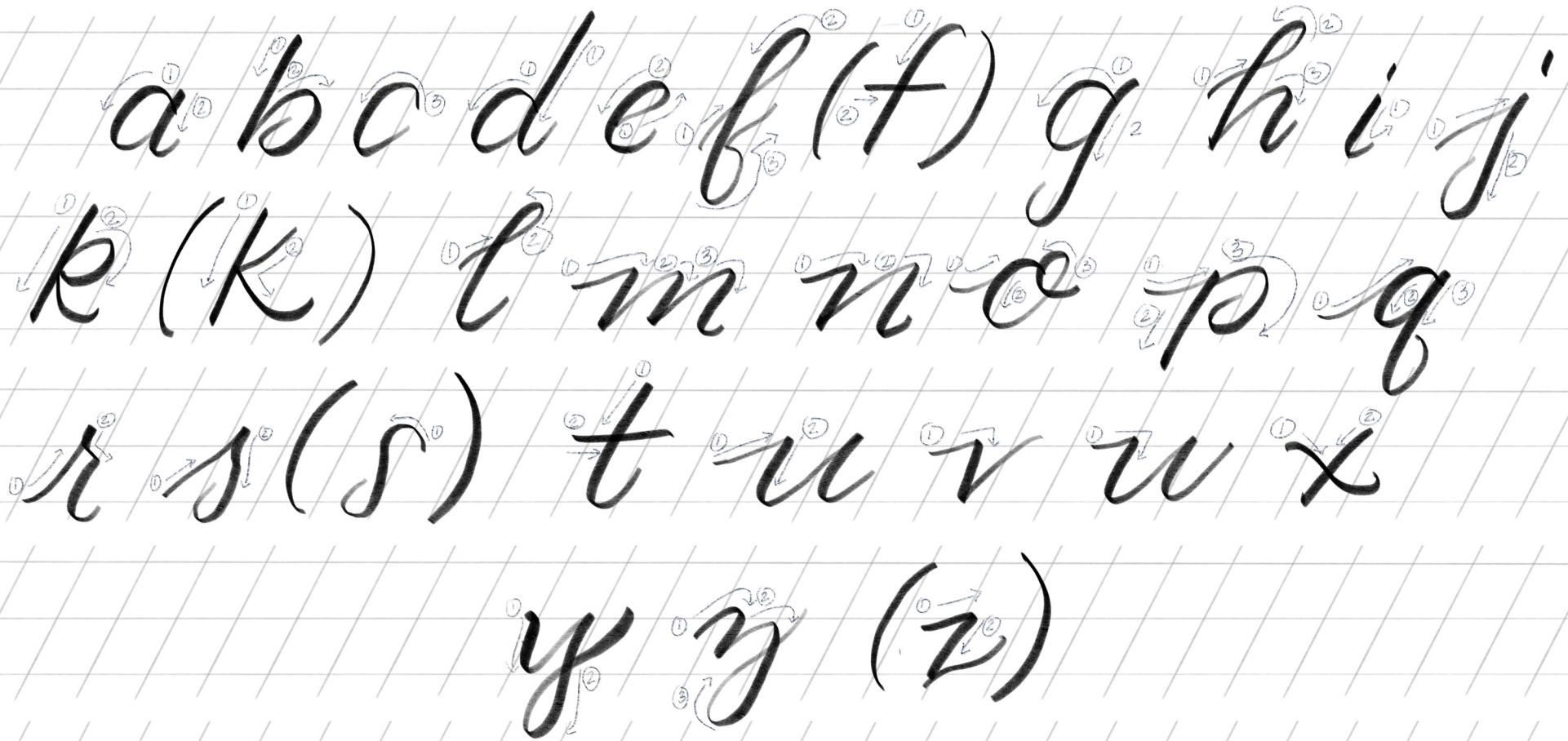
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⇒ Practice MAKES Perfect ⇐

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# ≡ LOWERCASE ≡



Would you look at that?! You're ready to write the alphabet!  
Look closely and you'll see I've drawn some arrows to show to order in which I draw the strokes that make up each letter! Print off many of these and feel free to trace to get a feel for it. Remember to pick up your tool! Also, *EXPERIMENT* with this! This is my alphabet, add your own personality to yours!

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⇒ You've Got this! ⇐

Be patient, take it slow and have fun!  
Which letters are hard for you? Write them over and  
over until they become more familiar to you! This takes time!

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# ≡UPPERCASE≡



Similar to the lowercase alphabet, I have drawn small arrows with suggested strokes. The uppercase alphabet can be a great place to really add unique elements, strokes and ideas. Play around with this! Did you draw a letter you're super proud of? I want to see! Tag me on IG @ iamsamwhite!

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= Ready? Go! =

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≡ Letter Spacing ≡

write

write

write

write

*In the world of design, this is called kerning. Some people spend a lot of time perfecting this and I'm glad they do! It's a large part of what makes type so beautiful! The key is to make sure your letters appear to have equal space between them. As you can see above, the letter spacing can really influence the look and feel of your words. Use the guides to experiment and remember to pick up your tool!*

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= Ready? Go! =

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# Let's Talk Baselines?



*Alternative baselines have become very popular in hand lettering. Again, this is a great place to play! See this line I have drawn here? I am using it as a rough baseline to alternate each letter. In the word "learn," the first letter comes to all the way to the original baseline and the second to the imaginary baseline I have added. This gives a "bouncing" feel.*

*In the word "hand" I used the same technique but used the imaginary baseline as a ceiling instead of a floor. Alternating each letter is a really great way to add movement and excitement to your lettering piece!*

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⇒ Practice MAKES Perfect ⇐

I have added the “imaginary” baseline here! Write away!

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# Flourishes

Flourishes are a great way to complete a piece of lettering and make it feel complete! It is important to not overdue it. Additionally, making the flourishes look natural and purposeful is essential. Check it out:

Just Something  
A LITTLE  
Extra

Start by writing your piece. Experiment with mixing styles if you're feeling adventurous!

Just Something  
A LITTLE  
Extra

From here you can start to look for places that feel unbalanced or empty. Start to think about how the elements you have in your piece could solve this.

Just Something  
A LITTLE  
Extra

This is an example of what NOT to do. These flourishes are an example of what looks unnatural and forced. It is a good rule of thumb to continue flourishes from the tails or ends of words. Again, (guess what I am going to say here) experiment and find what works for you! You'll start to create your own style over time!

Just Something  
A LITTLE  
Extra

As you can see in this example, all of the extra flourishes are coming off the ends of letters and fill the empty spaces naturally. Of course, this is not the only answer! From here, you can add more elements if you like, but remember, sometimes, less is more!

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≡ your turn ≡

# What's Next?

## 1 Practice

*What's next? Well, you practice! And then, you practice some more. And then, a little more!*

## 2 Questions

*The good news is, I am here to help! Head on over to [Youtube.com/iamsamwhite](https://www.youtube.com/iamsamwhite) and subscribe! I am posting all sorts of videos directly related to this workbook, lettering and thoughts on freelancing. I would SO appreciate it! Beyond that, I want you to love this as much as I do so, if you have any questions, I am @iamsamwhite on all of the social platforms and will answer any and*



*Sam White is visual designer, letterer and mural artist in Nashville, TN. Coupling her love for the thoughtful details of styling, events, and stationery, Sam uses her background in fine art and lettering to create memorable spaces and details for both events and retail. She is sharing her journey as a freelancer through her youtube series, Designing The Work.*



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Thank You  
to  
Good Luck