

Lettering

DÉPANNEUR SIGNS

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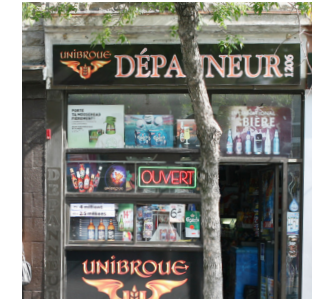
Seeing a dépanneur without a sign one day inspired me to do this lettering project, in which I designed various new signs.

Dépanneurs are typical Montreal convenience stores. They are sometimes part of a chain, or independently-owned corner shops, general stores or delis found throughout the province of Quebec, in Canada.

In several Montreal districts, smaller “deps” serve immigrant populations, offering specialty foods and discount long-distance telephone cards alongside the usual convenience-store fare. Many offer faxing, photocopying, Canada Post services, Western Union money transfers and occasionally Internet access.

Dépanneur exteriors photographed in Montreal in the fall 2008. Their signs are usually very different from one another, but generally look cluttered, banal and uninspiring.

- 1 Rue De la Roche/corner Rue Rachel
- 2 Avenue Du Mont-Royal/corner Rue De la Roche
- 3 Rue Marie-Anne/corner Rue St-Dominique
- 4 Rue Villeneuve E/corner De Grand-Pré
- 5 Rue Fairmount/corner Rue Clark
- 6 Rue St-Viateur/corner Rue Clark



1 2 3

4 5 6

- 7 Rue de Bienville/corner Rue Rivard
- 8 Boulevard Saint-Laurent/corner Fairmount
- 9 Rue Saint-Timothée/corner Boulevard
De Maisonneuve
- 10 Avenue Du Mont-Royal/corner Boulevard
Saint-Laurent
- 11 Boulevard Saint-Laurent/corner Rue Rachel
- 12 Rue Rue Roy/corner Rue Laval



The dépanneur at Rue de Bienville/corner Rue Rivard with the missing shop sign.



I sketched out the basic letter shapes of this geometric type style with a pencil. I scanned it and vectorized it.

12



13

I wrote the word “Dépanneur”
in a formal italic calligraphy style.
I scanned and vectorized it and
thickened the strokes quite a bit.

14



15

I wrote "Bienville" with a pencil and refined it using tracing paper. I did the same with the geometric type. I scanned it and vectorized it.

16



17

I was inspired to use this lettering style by the typeface on my washing machine, a North-American "Hotpoint" model. I sketched out the basic letter shapes with a pencil. I scanned it and vectorized it.

18



Dépanneur

19

This handwriting was
executed with a pencil. I scanned
and vectorized it.

20



21

The word "Bienville" is first handwritten with a pointed brush, then scanned, and vectorized using a stroke without angle. "Dépanneur" is written in a SansSerif.

22



23

A revival inspired by the book *Chant d'amour* printed by "Imprimerie Saint-Joseph", Canada, in 1942, is the basis for this lettering. The letters have been scanned and vectorized.



