



LETTERING STYLE Challenge 2025

PROMPT GUIDE

31 prompts to help you find your lettering style.

Tag @letteringstylechallenge



Hey!

Thank you so much for your interest in the Lettering Style Challenge and for downloading this prompt guide. Here are a few key points to keep in mind about the challenge:

What's the Lettering Style Challenge?

The **Lettering Style Challenge** is a month-long online event where lettering artists create daily pieces based on a set of prompts for the entire month of October.

It's your chance to experiment with different styles and techniques, connect with other lettering enthusiasts, and stay accountable by regularly sharing your work.

Whether you're looking to improve your skills, find your unique style, or simply get motivated, this challenge will get you creating consistently even when you're not sure where to start.

And it works, I promise!

Who can participate?

Anyone can join! Just share your creations using **#letteringstylechallenge2025** and tag **@letteringstylechallenge**.

The prompts are released early (on August 15th) so you can prepare. The challenge runs from October 1st to 31st.

There are no strict rules! Use any medium you like, and make your pieces as simple or as detailed as you want.

The 🙌 choice 🙌 is 🙌 yours! 🙌





2025 PROMPT LIST

DATE	PROMPT	PAGE
October 1	Script	4
October 2	Bubble	5
October 3	Serif	6
October 4	Aztec	7
October 5	Showcard	8
October 6	Spur	9
October 7	Floral	10
October 8	Negative Space	11
October 9	Fileteado	12
October 10	Y2K	13
October 11	Dotted	14
October 12	Western	15
October 13	Sans Serif	16
October 14	Punk	17
October 15	Rococo	18
October 16	Neon	19
October 17	Blackletter	20
October 18	Flared Serif	21
October 19	Horror	22
October 20	Art Deco	23
October 21	Multiline	24
October 22	Arabic	25
October 23	Bevel	26
October 24	Slavic	27
October 25	Flourishes	28
October 26	Bauhaus	29
October 27	Ornate	30
October 28	Contrast	31
October 29	Pixel	32
October 30	Tropical	33
October 31	Ampersand	34



OCT
01



SCRIPT

Let's talk about **script** typefaces! These fonts are inspired by hand-lettering with brushes or calligraphy pens, giving them a flowing, fluid look. You can think of them as letters that connect together with a smooth, graceful style.

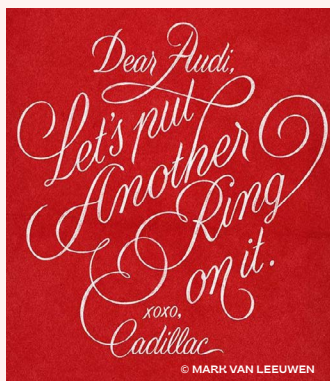
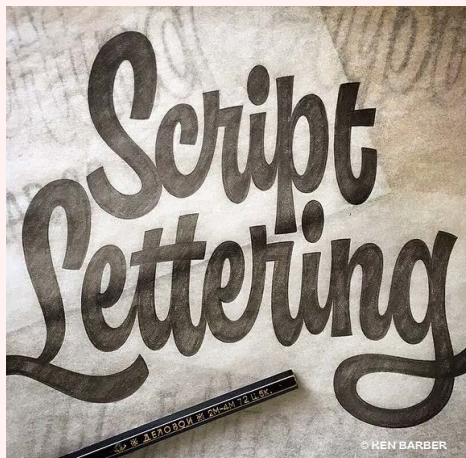
Script fonts were originally used in print packaging, signage, and advertising because they add a touch of elegance and creativity. They have a distinctive, stylish personality that can range from very formal to more relaxed.

There are two main types of script fonts: formal and casual. Formal scripts

are fancy and mimic the beautiful handwriting of master calligraphers. Casual scripts, on the other hand, are more relaxed and look like everyday handwriting, with fewer elaborate flourishes.

TIPS: When sketching script letters, focus on keeping a consistent slant and spacing between your strokes. Light, quick upstrokes and heavier downstrokes will help give your letters that smooth, connected rhythm.

EXAMPLES



OCT
02



BUBBLE

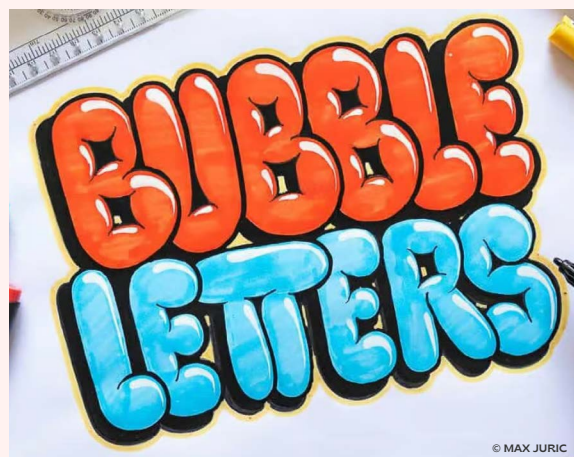
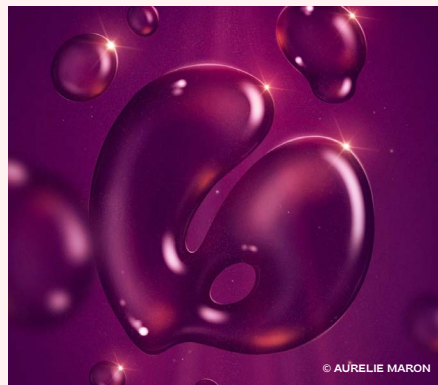
Bubble letters are big, round, and full of personality. This style first popped up in graffiti scenes in the 70s and 80s, where artists needed their names to stand out (fast, bold, and fun). The smooth, inflated shapes were quick to outline, easy to read from a distance, and impossible to ignore. From there, bubble lettering drifted into pop culture, showing up in cartoons, comics, toy packaging, and even the margins of school notebooks.

It's a style that carries both energy and nostalgia. There's something instantly approachable about its soft curves

and exaggerated proportions, it feels friendly, a little cheeky, and always ready to grab attention without taking itself too seriously.

TIPS: This prompt is all about embracing softness and volume. Whether you think of childhood doodles, street art tags, or playful retro logos, bubble letters are a reminder that lettering can be bold and lighthearted at the same time.

EXAMPLES



OCT
03



SERIF

Let's chat about **serifs**! A serif is the small line, curve, or "extension" added to the ends of the main strokes of a letter. They act like little finishing touches that help guide the eye along the text, making it easier to read.

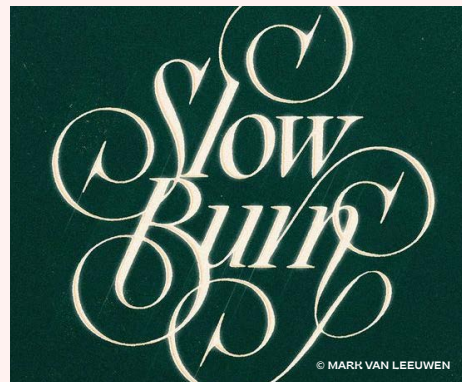
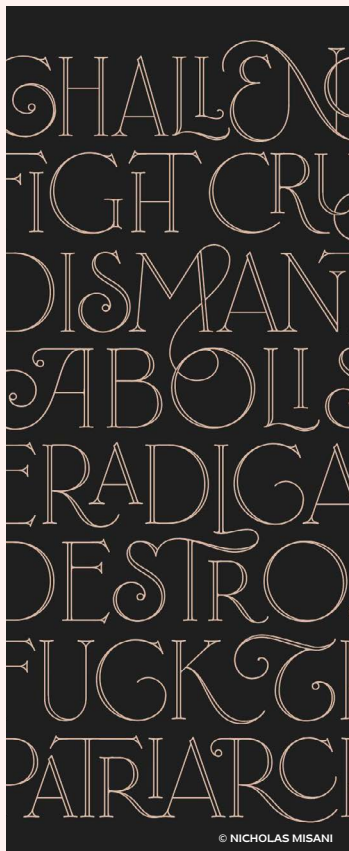
Serifs have been around since Roman times and originally came from Latin alphabet and inscriptional lettering.

Here's a fun fact: when Roman letters were first carved into stone, the carvers followed the brush strokes of the original designs. Their carving methods naturally caused flaring at the corners

and ends of the letters, which is how serifs came to be!

TIPS: When drawing serifs, start with your basic letter shapes, then add small strokes or curves to the tips of each main line. Think of them as "caps" or "feet" for your letters. They can be simple or highly decorative, depending on the style you're aiming for. Just remember, serifs not only add personality but also help connect one letter to the next visually, making your words flow.

EXAMPLES



OCT
04



AZTEC

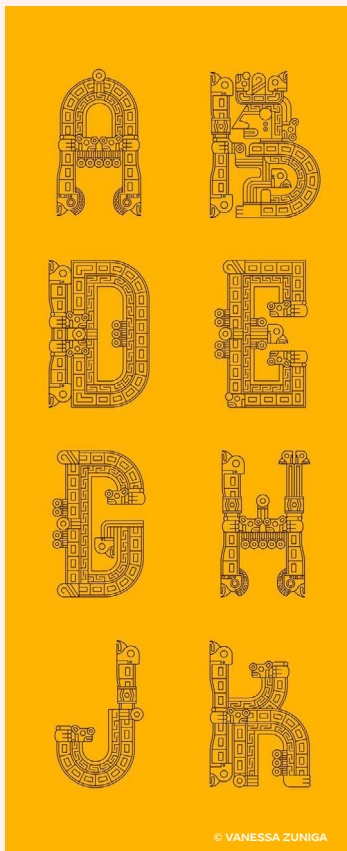
Aztec-inspired lettering draws from the rich visual language of ancient Mesoamerican cultures, with intricate patterns, bold shapes, and geometric forms seen in Aztec art and architecture. Think carved stone glyphs, stepped shapes, repeating borders, and symbolic motifs (most famously in the Aztec calendar shown below).

This style feels strong, angular, and rhythmic, with a sense of structure that reflects the monumental temples and decorative borders of the era.

It's a chance to blend history with design: bold lines, repeating patterns, and stylised forms that feel timeless and iconic.

TIPS: Take inspiration from traditional Aztec art and architecture, but make it your own. Start with a simple grid, build each letter from stepped rectangles or triangles, then weave in repeating motifs like zigzags, chevrons, or sun rays to capture that distinctive rhythm.

EXAMPLES



© VANESSA ZUNIGA



© A. BARDI



© RORY PHILLIPS



AZTEC SUN STONE



© SHANAF STUDIO

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05



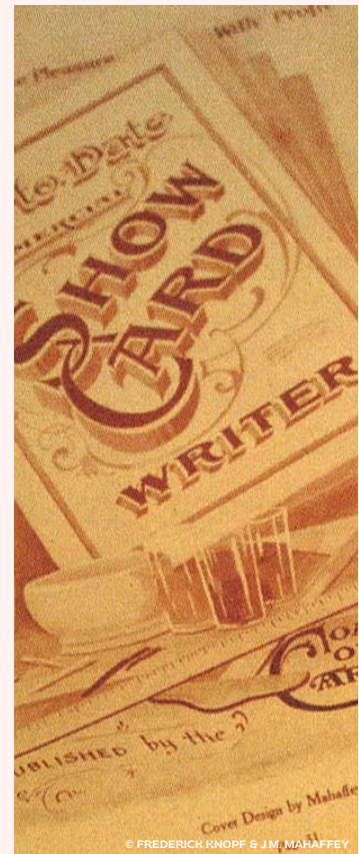
SHOWCARD

Showcard lettering comes from the golden age of hand-painted signs, when bold, eye-catching letters were painted quickly on paper or card to advertise sales, events, or special offers. You'd see them in shop windows, theatres, sports venues or anywhere a message needed to stand out fast.

Traditionally, "showcard writers" used flat brushes and quick, confident strokes to create big, readable letters with flair. The style is punchy, theatrical, and designed to grab your attention from across the street.

TIPS: Start with large, blocky letters and focus on clear shapes that can be read instantly. Then, add a bit of drama with bold contrasts, angled details, or decorative lines to give it that showcard energy. Keep each stroke single and confident if you can (even if you're using Procreate) to capture that authentic, hand-painted feel.

EXAMPLES



OCT
06



SPUR

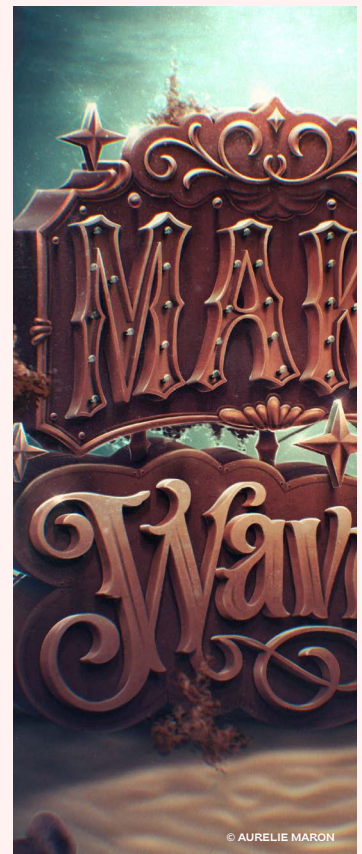
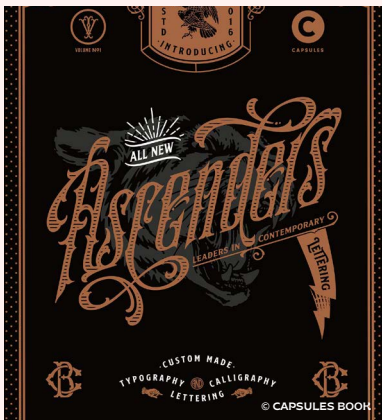
A decorative **spur** is a small ornamental shape that juts out from the middle of a letter's vertical stroke, most often seen in bold display styles like Western or Tuscan lettering. Instead of a structural detail, this type of spur is a deliberate design feature. Often in the form of a diamond, block, triangle, or other shape that breaks up the straight stem and adds personality.

Because they're purely decorative, median spurs give you the freedom to experiment. You can repeat the same shape across every letter for a consistent,

unified look, or vary the size and angles to match the mood of your piece.

TIPS: Start with a simple block letter and sketch a small, bold shape sticking out from the middle of each vertical stroke. Play with different shapes (pointed, rounded, geometric, or even illustrated) until you find one that feels unique to your design. Once you've chosen your spur style, keep it consistent across your lettering to make the whole piece feel intentional and cohesive.

EXAMPLES



OCT
07



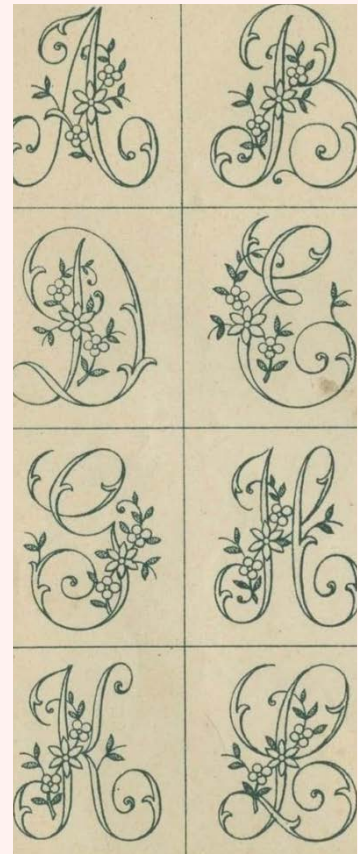
FLORAL

Floral lettering is where nature and design meet: think petals, vines, leaves, and blossoms weaving their way into your letterforms. This style has deep roots in art history, from illuminated manuscripts in the Middle Ages to the ornamental flourishes of Art Nouveau.

It's often used to evoke elegance, softness, or a sense of organic growth. You'll find floral elements in everything from Victorian wedding invitations to contemporary branding. Sometimes the flowers wrap around the letters, other times they are the letters.

TIPS: Let this prompt guide you into a more decorative and romantic space, and think about how natural forms can breathe life into your letter shapes. You can approach floral lettering in multiple ways: either construct your letterforms entirely out of botanical elements, or start with a basic letter shape and then embellish it with flowers, vines, and leaves both within and around the letterform.

EXAMPLES



OCT
08

NEGATIVE SPACE



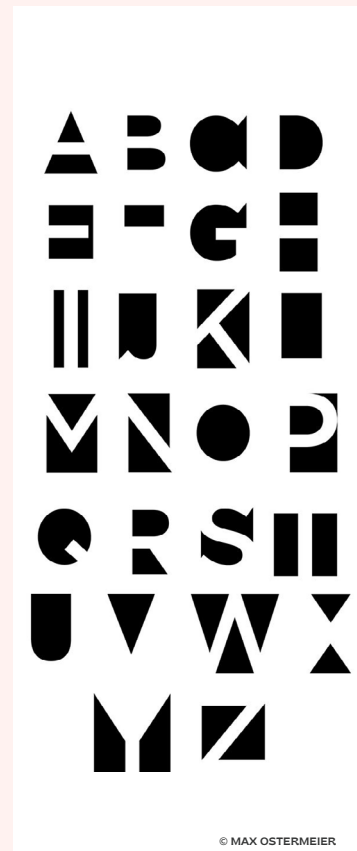
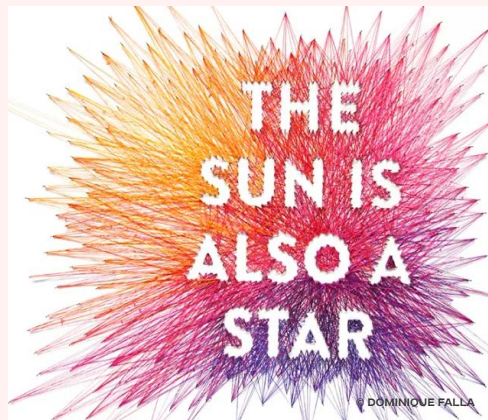
Negative space is the space around and between your letters, and sometimes, it's just as powerful as the letters themselves. Artists and designers have used negative space for centuries to reveal hidden images, create clever illusions, or simply let a design breathe.

In lettering, negative space can be used to shape the letters indirectly, carving them out of a background, or to hide playful elements within a word. From minimalist logos to optical illusions, this approach invites you to see not just what's there, but what's not.

This prompt is a reminder that lettering isn't just about filling space, it's about using it thoughtfully. What happens when the empty parts of your design do the talking?

TIPS: You can approach this prompt in different ways. You could carve your letters out of a solid block so the background forms the shapes, or use the gaps between letters to create a hidden image or word.

EXAMPLES



OCT
09



FILETEADO

Fileteado is an iconic ornamental lettering style that emerged in early 20th-century Buenos Aires. Originally hand-painted on horse-drawn carts, storefronts, and buses, it's instantly recognisable by its vivid colours, symmetrical flourishes, and highly stylised, uppercase lettering.

Fileteado letters are often serif, Gothic, or otherwise ornamental, designed to stand out as bold shapes framed by intricate decoration. They're not just text, they act as visual centrepieces, with the lettering and embellishments working together as one cohesive design.

TIPS: Start with tall, uppercase letterforms, treating each one like a custom logo. Surround them with symmetrical flourishes, ribbons, and classic motifs like flowers, diamonds, or scrolls. Keep the composition balanced by mirroring elements on both sides and leaving small areas of empty space between the letters and the decoration. This “breathing room” makes the ornate details pop without overwhelming the letterforms.

EXAMPLES



OCT
10

Y2K



Y2K lettering is a throwback to the late '90s and early 2000s, when the future felt neon, metallic, and a little bit glitchy. This style blends early digital aesthetics with sci-fi optimism: think chrome finishes, techno fonts, bubbly bevels, glossy gradients.

It was everywhere at the time: on CD covers, gaming magazines, movie posters, and fashion ads.

There's a sense of digital rebellion mixed with futuristic dreams, from matrix-style code to rainbow lens flares. It's design at the dawn of the internet age,

when every logo wanted to look like it could live on a spaceship dashboard.

Let this prompt take you back to that weird and wonderful moment in design history when the millennium felt brand new, and the future was all sparkle, pixels, and possibility.

TIPS: Start with bold, geometric letterforms and experiment with beveled edges to get that inflated, 3D look. Layer in high-contrast highlights and gradients (metallic silvers, glossy pink, electric blues) and don't be afraid to add subtle glows or motion lines for extra energy.

EXAMPLES



OCT
11



DOTTED

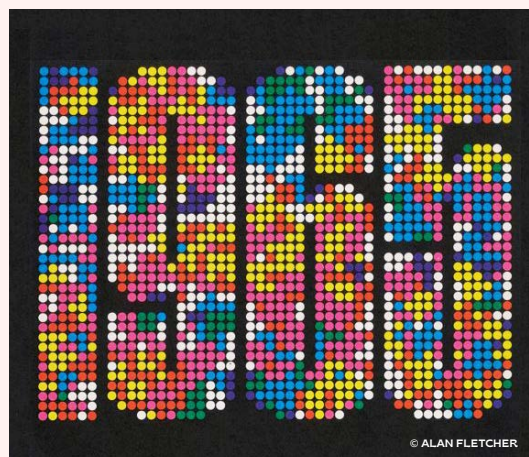
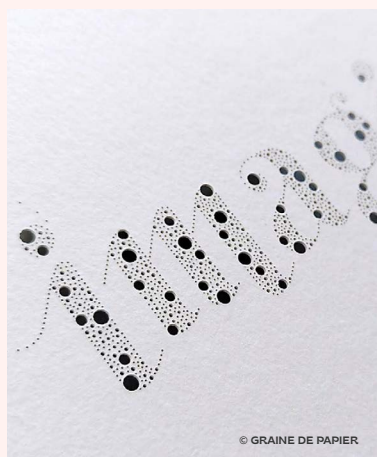
Dotted lettering is all about building your letterforms entirely from dots. Instead of using dots for shading or texture, here the dots themselves define the shape: whether they're perfectly aligned like a grid, evenly spaced in curves, or scattered in playful arrangements. This creates a design that feels rhythmic, graphic, and instantly eye-catching.

Dots have appeared across cultures and eras: from pointillism in art to comic book halftones and decorative signage. In lettering, using dots as the main construction element can make your

work feel lighthearted and whimsical, or bold and geometric, depending on size, spacing, and placement.

TIPS: Use this prompt to experiment with how dots can outline and define your letter shapes. Start with a simple letter sketch, then replace each stroke with evenly spaced dots: straight along verticals and horizontals, or flowing along the curves of your letters. Keep them uniform for a clean, polished look, or vary their size to add movement and personality.

EXAMPLES



OCT
12



WESTERN

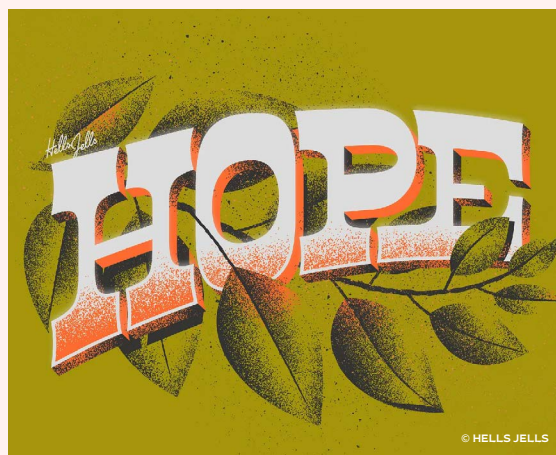
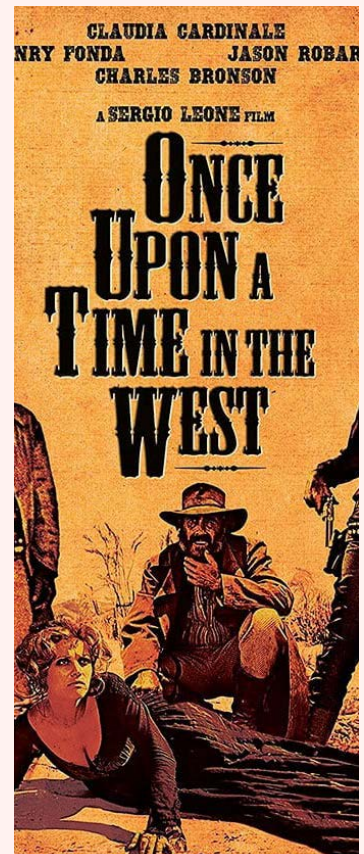
Western lettering captures the bold, adventurous spirit of the “American West.” You’ll recognise it instantly by its oversized slab serifs (often thicker than the main strokes of the letters), which is unusual in typography and gives it that unmistakable Wild West personality. These chunky serifs, paired with decorative details, recall the look of signs from saloons, circuses, and frontier towns.

This style was designed to be loud and attention-grabbing, perfect for posters, menus, and event signage where

you want to evoke cowboys, covered wagons, and wide-open prairies. Its strong, blocky shapes make it ideal for big headlines rather than small text, ensuring maximum impact.

TIPS: To nail the Western look, start with heavy block letters and exaggerate the width of the serifs so they feel almost like bold “platforms” on each stroke. Then, add decorative touches like inlines, spurs, shading, or patterns, and pair your lettering with rustic textures like wood grain or leather to complete the Old West vibe.

EXAMPLES



OCT
13



SANS SERIF

Sans serif lettering is one of the most essential styles to know. The name literally means “without serif.” In other words, the letters have clean ends with no extra strokes, curves, or “feet.” This simplicity gives sans serifs a modern, streamlined look and makes them super easy to read, even from a distance.

Sans serif typefaces first appeared in the early 1800s to meet the bold demands of advertising, but they didn't gain popularity right away. Early printers thought they looked too plain, even calling them “grotesque”

compared to the ornate serif fonts of the time. Today, their simplicity is exactly what makes them so versatile, working in everything from minimal branding to bold, high-impact headlines.

TIPS: To draw sans serif letters, start with simple geometric shapes and keep the stroke widths consistent from top to bottom. Avoid adding decorative edges or flares. The strength of this style is in its clarity and clean lines.

EXAMPLES



OCT
14

PUNK



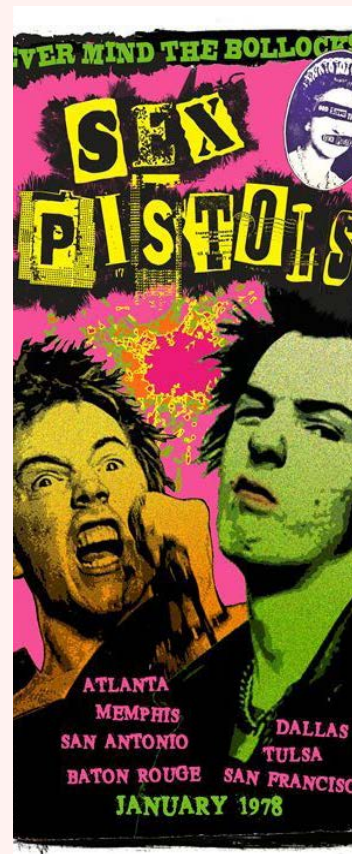
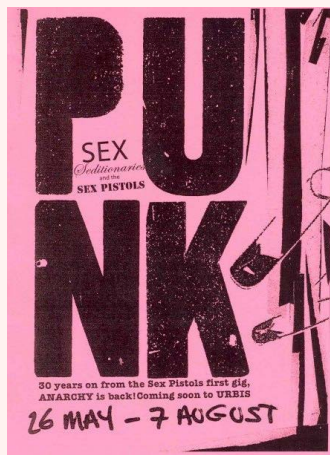
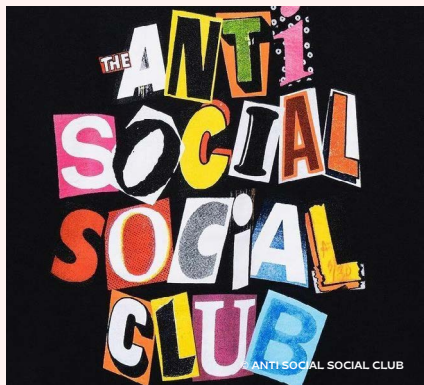
Punk lettering doesn't ask for permission, it shouts! Born from the DIY ethos of the 1970s punk movement, this style is raw, loud, and unapologetically messy. Think ransom note collages, jagged cuts, stencil spray paint, marker scrawls, and photocopied zines.

At its core, punk is about rebellion: against rules, against polish, against perfection. Punk lettering channels that attitude with bold contrasts, chaotic layouts, and a sense of urgency. This prompt invites you to let loose. Rip it up, tape it back together, draw outside the

lines, this is about energy over elegance, and expression over order.

TIPS: Start by sketching your letters loosely (don't worry about straight baselines or perfect spacing). Layer different textures: stencil one word, scribble another, or cut and rearrange letter shapes like a ransom note. Play with harsh angles, thick marker strokes, and rough outlines. The goal isn't refinement, it's attitude, so leave the "mistakes" in.

EXAMPLES



OCT
15



ROCOCO

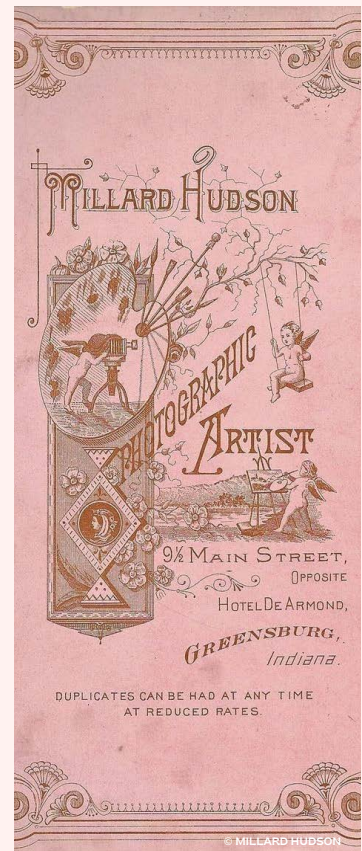
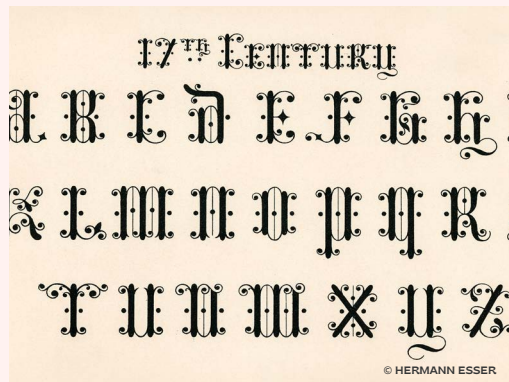
Rococo is the definition of ornamental drama. Originating in 18th-century France, this artistic movement was all about elegance, excess, and playful extravagance. You'll see it in gilded mirrors, swirling acanthus leaves, pastel palettes, and over-the-top flourishes everywhere from architecture to fashion. And yes, even lettering.

In typography, Rococo influence means delicate curves, ornate swashes, intricate detailing, and a sense of theatrical beauty. It's less about structure and more about flair, designed to charm, impress, and delight the eye.

This prompt is your chance to get carried away and go all out with the decorations. Remember that when it comes to Rococo, there's no such thing as too much!

TIPS: Begin with graceful, flowing letterforms that already have movement: think exaggerated curves, long ascenders and descenders, or rounded serifs. Allow the lines themselves to twist, loop, and overlap, as if the strokes are dancing. By shaping the letters to feel luxurious and fluid, you set the stage for any additional embellishment.

EXAMPLES



OCT
16



NEON

Neon lettering is loud, electric, and impossible to ignore. Inspired by glowing signs that lit up city streets from the 1920s onward, this style brings a retro-futuristic energy that feels both nostalgic and modern.

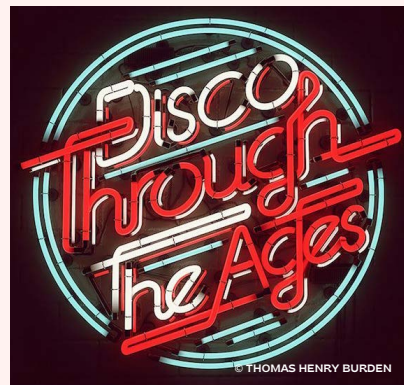
You'll find neon aesthetics in everything from vintage diner signs and Vegas marquees to synthwave posters and cyberpunk worlds. It's defined by glowing outlines, vibrant colours, and dramatic contrasts that mimic light against darkness.

Because neon signs are made from real glass tubing, the letterforms need to be

designed as if they could be physically bent and connected in one continuous path. This means planning how each stroke will connect to the next, avoiding shapes that would be impossible to form from a single piece of tubing.

TIPS: Build your neon letters from continuous, single-line strokes that loop and flow like bent glass. Keep shapes simple and open, rounding corners instead of making sharp angles, and think about the "travel path" of the tubing from start to finish. Include small breaks where wires might connect, just like in a real neon sign, to add authenticity.

EXAMPLES



OCT
17



BLACKLETTER

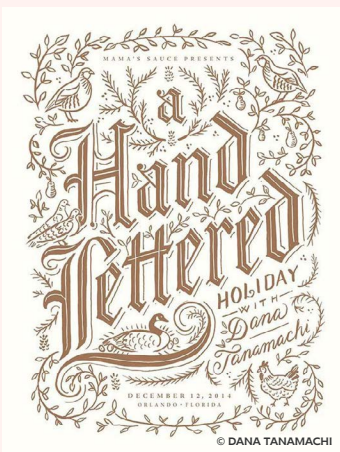
Blackletter lettering is inspired by the bold, angular calligraphy of the Middle Ages. You'll recognise it by its dense, upright letterforms, dramatic contrast between thick and thin strokes, and pointed, angular shapes that often break into sharp corners rather than smooth curves. Many styles also feature elaborate flourishes on ascenders and descenders, giving them a regal and ornamental feel.

This style was originally written with a broad-edged pen, held at a consistent angle to create its signature sharp edges and strong verticals. It was

used for everything from illuminated manuscripts to early printed books, and still carries a sense of history, formality, and craftsmanship.

TIPS: To draw blackletter, start with tall, narrow vertical strokes, keeping your angles consistent (around 30–45 degrees if you're using a pen or brush). Add horizontal strokes and diagonals with the same angle to maintain the rhythm, and finish with decorative flourishes if you want extra drama. If you've never tried blackletter before, it's super fun and not as intimidating as it seems once you start observing and breaking down the forms!

EXAMPLES



OCT
18

FLARED SERIF



Flared serifs (also known as bracketed serifs) are a classic serif style where the transition between the main stroke and the serif is smooth and tapered. Instead of sharp or blocky ends, the strokes flare out gracefully, often resembling a brush or chisel stroke.

This style has its roots in Roman stone carving and calligraphy, where tools naturally created flared terminals. It later became popular in typefaces that needed to feel both strong and refined, like editorial headlines, book covers, or high-end branding. Flared serifs can

even evoke a subtle retro vibe as their wide bases can resemble the flared pants of the 70s. So consider whether you want to lean into that look for extra personality.

TIPS: Start with clean, upright letterforms, then shape the serifs so they taper out from the main stroke in a smooth curve rather than an abrupt angle. Keep the flare subtle for a refined look or exaggerate it for extra drama, but always aim for a fluid, natural connection between stroke and serif.

EXAMPLES



OCT
19



HORROR

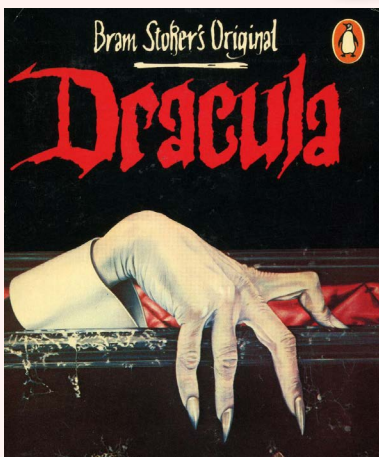
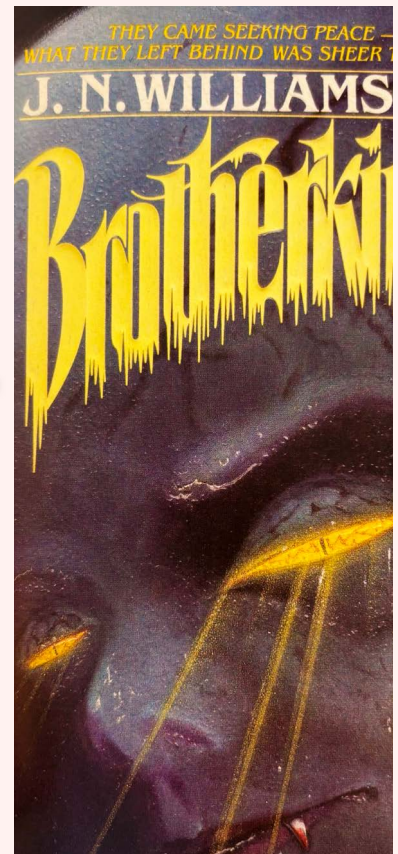
Horror lettering is all about atmosphere: creeping unease, sudden shocks, and a sense that something's lurking just out of sight. It's a style shaped by decades of movie posters, pulp novels, and Halloween graphics, often using jagged edges, dripping ink, scratchy textures, or distorted shapes.

From the bold, blood-red titles of vintage slasher films to the eerie, hand-rendered scripts of Gothic horror, this style thrives on drama and contrast. Sometimes it's loud and in-your-face, other times it whispers, letting the unsettling details draw you in.

For this prompt, think about how lettering can make your skin crawl... whether through chaotic energy, ominous shadows, or unsettling symmetry.

TIPS: Begin with basic block or serif letters, then degrade them with cracks, uneven edges, and varied thickness. Stretch strokes unnaturally, add sharp tapers, or distort angles for instability. For dripping effects, extend strokes downward with rounded ends resembling blood. Create unsettling letter shapes before adding texture or color.

EXAMPLES



OCT
20



ART DECO

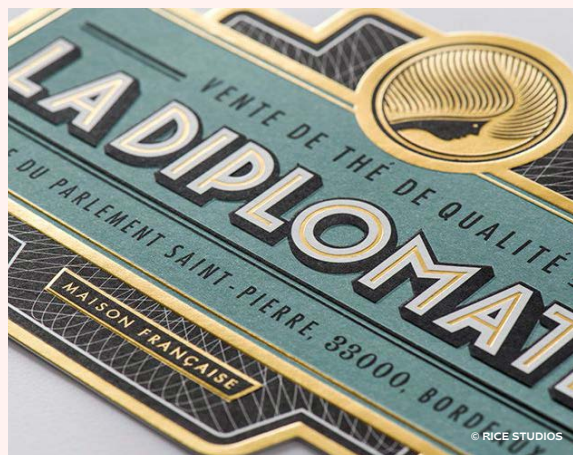
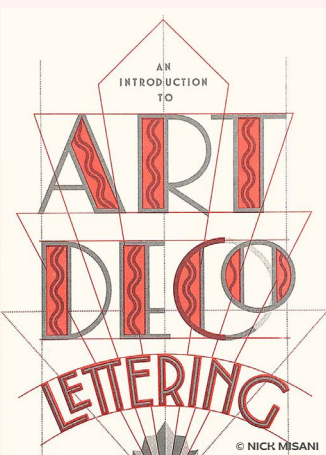
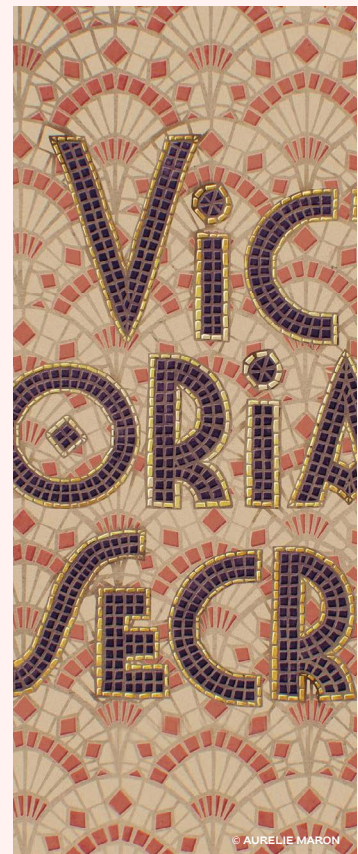
Art Deco lettering is one of the most recognisable styles of the 20th century. You'll spot it by its sleek, geometric shapes, monoline weight, and a sense of luxury and glamour. Letterforms can be tall and narrow with sharp lines, or bold and angular with rounded curves. Sometimes simple and minimal, other times decorated with inlines. Many Art Deco designs are all-caps and made for display, not body text, so they stand out as statement pieces.

This style emerged in the 1920s and 30s, influenced by architecture, fashion,

and the machine age, and became a symbol of sophistication and modernity. Whether angular or curvy, it carries that "swank" confidence of the Jazz Age.

TIPS: To create Art Deco lettering, start with tall, geometric letter shapes and keep the spacing tight for a strong, unified look. Add decorative touches like parallel lines, stepped edges, or stylised curves, and use bold, high-contrast colours or metallics to capture the period's glamorous feel.

EXAMPLES



OCT
21



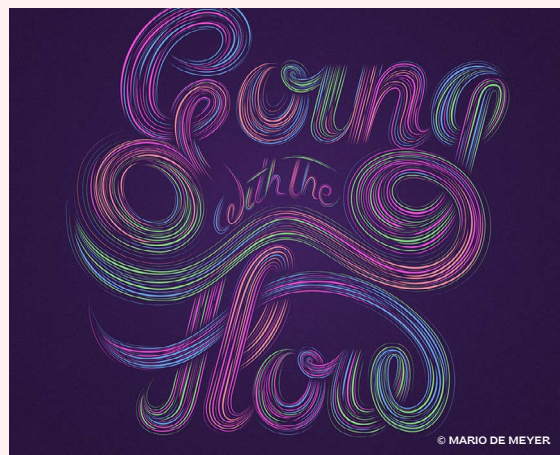
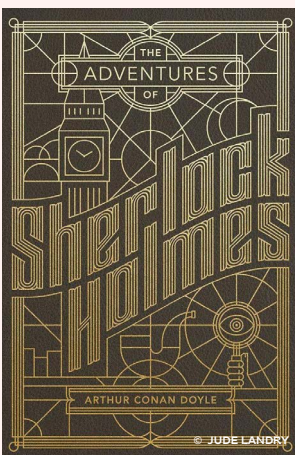
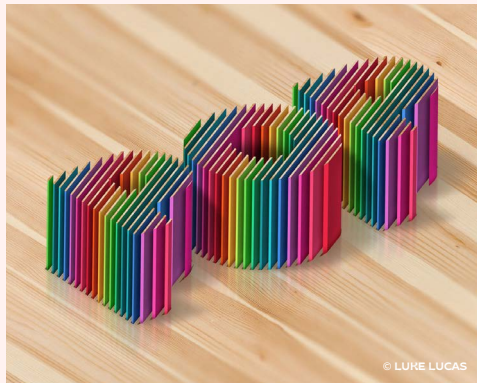
MULTILINE

Multiline lettering is exactly what it sounds like: letters built from multiple parallel lines instead of a single solid stroke. This style has appeared everywhere from Art Deco signage to psychedelic posters, often adding a sense of rhythm, dimension, or movement.

It can feel sleek and architectural when the lines are precise, or groovy and retro when they're wavy and irregular. Designers have used multiline effects to create depth, suggest shadows, or simply make a word feel more dynamic and eye-catching.

TIPS: This prompt is a chance to explore repetition and spacing as design tools. Start by sketching your letterforms as simple outlines, then evenly divide each stroke into parallel lines for example. Keep them perfectly straight for a clean look, or let them ripple and curve for a retro, psychedelic feel. Play with line thickness, spacing, and overlaps to see how small changes can transform simple shapes into striking patterns.

EXAMPLES



OCT
22



ARABIC

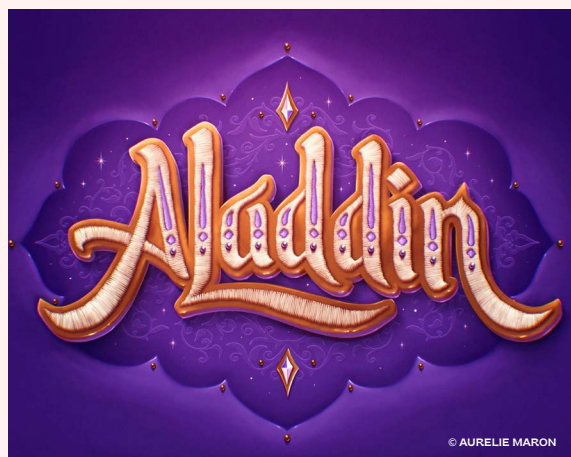
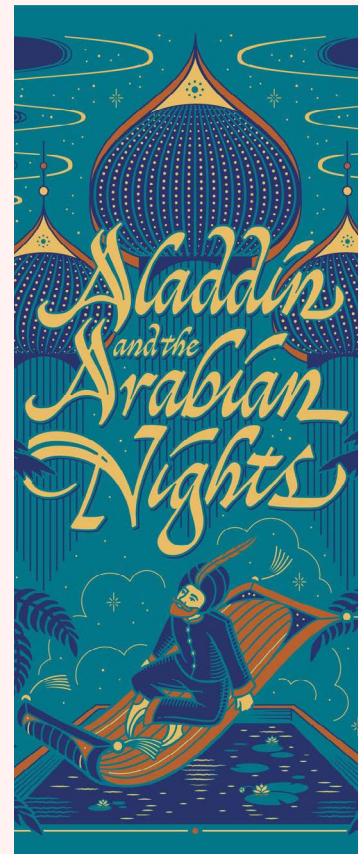
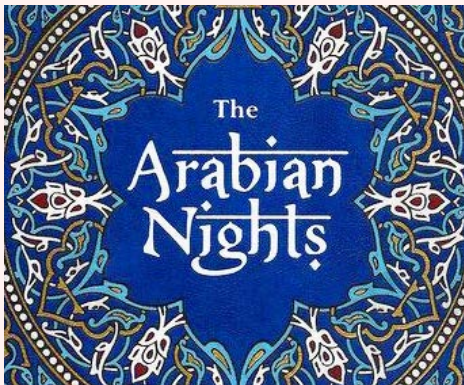
Arabic lettering draws from one of the world's most beautiful and historic writing traditions: Arabic calligraphy. Flowing, interconnected strokes and intricate curves give it a natural sense of rhythm and movement, making it as much an art form as a system of writing.

With roots going back over a thousand years, Arabic calligraphy has evolved into many styles (like the geometric Kufic, the fluid Naskh, or the elegant, sweeping Diwani) each with its own cultural and historical significance.

Beyond sacred texts, you'll find Arabic-inspired lettering in architecture, tilework, textiles, and modern graphic design.

TIPS: For this prompt, you don't have to write in the Arabic script. You can let its forms, patterns, and flow inspire your own letter shapes. Recognisable elements you might borrow include strong horizontal lines, angled strokes, and small square dots that echo the marks made by a traditional reed pen.

EXAMPLES



OCT
23



BEVEL

Let's break down what a **beveled** edge is. Imagine the edge of a shape that isn't straight up and down but slanted. In graphic design, adding a bevel effect makes an image or text look like it's popping out in 3D, even though it's on a flat surface.

Bevel effects are really popular in logos and other designs because they create that cool, raised look. By adding lines and shadows, you can make letters and objects appear embossed, like they've been carved or lifted off the page.

It's a simple trick that adds depth and dimension to your designs!

TIPS: When drawing bevel letters, start by finding the "skeleton" of your letter or the center line shape. Once you have that, you can add the beveled edges by connecting each angle. This will help you create that 3D effect!

EXAMPLES



OCT
24



SLAVIC

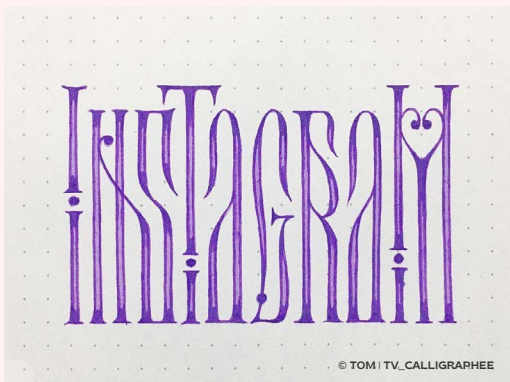
Slavic lettering takes inspiration from the bold, structured forms often found in traditional Cyrillic type and Eastern European design. While you don't need to write in Russian or any Slavic language, you can borrow the visual traits that make the style instantly recognisable.

Common features include condensed, block-like letterforms where every character shares the same baseline and x-height, giving the text a tight, uniform appearance. Strokes are often thick and sturdy, and you might see small decorative extensions, angled crossbars, or distinctive cross shapes

in certain letters. The overall effect is strong, rhythmic, and highly organised, perfect for designs that need a sense of structure and power.

TIPS: Start with upright block letters and keep the proportions consistent from one letter to the next. Add subtle Slavic touches like angled crossbars, rounded terminals, or little ornamental projections, and space the letters tightly to emphasise that condensed, unified feel. Even if you're working in the Latin alphabet, these elements will help your lettering echo the iconic look of Slavic design.

EXAMPLES



OCT
25



FLOURISHES

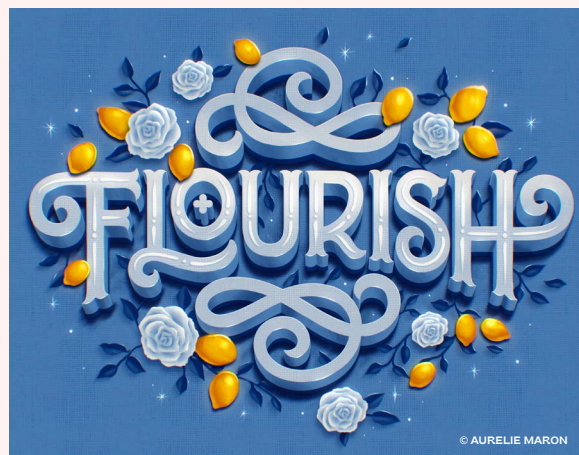
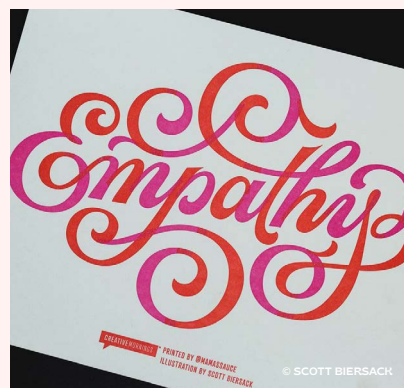
Flourishes are decorative extensions or swirls that add extra elegance and flair to your lettering. You'll recognise them as the flowing curves that extend from a letter's strokes, or sometimes as standalone elements, that guide the viewer's eye and give the piece a more ornate, hand-crafted look. They can be subtle accents or bold, sweeping shapes, depending on how much drama you want to add.

Used well, flourishes can balance your composition, fill empty space, and highlight important parts of a word.

Used too heavily, they can clutter the design and make it harder to read. It's all about finding the right balance.

TIPS: When drawing flourishes, let the letterforms lead the way. Match the thickness, style, and flow of your letters so the embellishments feel like a natural part of the design. Experiment with loops, spirals, floral elements, arrows, or frames. Remember, a flourish should look organic, so try to avoid sharp turns or excessively tiny curls.

EXAMPLES



OCT
26



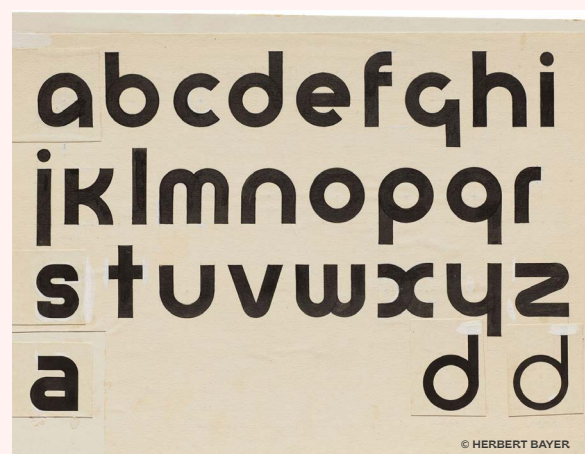
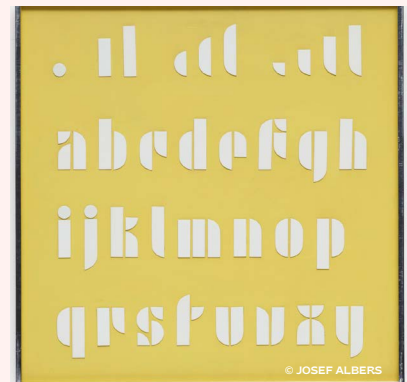
BAUHAUS

Bauhaus lettering is rooted in the influential German art and design school of the same name, active from 1919 to 1933. The Bauhaus approach favoured simplicity, functionality, and geometric clarity, stripping away ornament to let pure form shine.

In typography, this meant letterforms built from circles, triangles, and straight lines, often with minimal contrast and a focus on balance and proportion. Many iconic Bauhaus-inspired typefaces are clean, modern, and highly legible, yet still full of personality through their geometric construction.

TIPS: For this prompt, explore how basic geometry can form distinctive, readable letters. Start by sketching each letter from basic shapes (perfect circles for curves, rectangles for stems, and triangles for diagonals). Keep stroke weights consistent, align elements precisely, and resist adding decorative details. The challenge is to create clear, distinctive letters using only pure geometry.

EXAMPLES



OCT
27



ORNATE

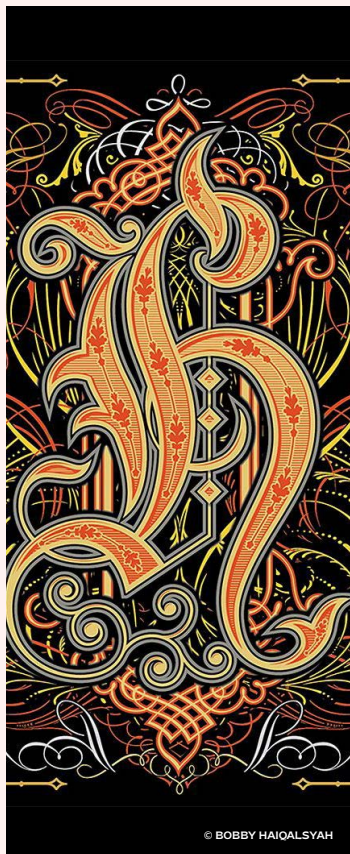
Ornate lettering is all about lavish detail and decorative flair. This style piles on the embellishments (scrolls, flourishes, filigree, or patterned fills), turning each letter into a miniature work of art.

Historically, ornate letterforms have appeared in illuminated manuscripts, Victorian signage, and decorative type specimens from the 19th century, where letters were often framed, shaded, or filled with intricate textures. The goal was to impress, delight, and sometimes overwhelm the eye.

For this prompt, think of your letters as canvases for decoration. Whether you take inspiration from historical styles or invent your own patterns, ornate lettering is your chance to make every curve and stroke count. And if this feels too complex for a full word, just focus on a single letter.

TIPS: Start with bold letterforms so the shapes remain legible under heavy decoration. Keep your embellishments flowing with the letter's form so the ornament feels integrated, not pasted on.

EXAMPLES



OCT
28



CONTRAST

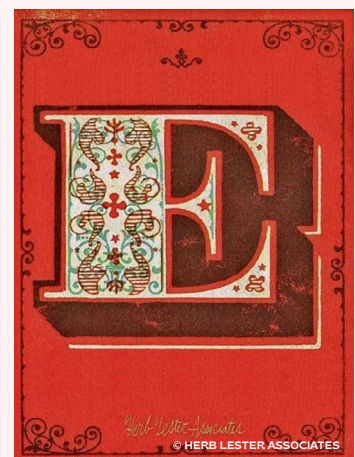
In lettering, **contrast** usually refers to the difference between thick and thin strokes within a letterform. High-contrast letters have dramatic shifts from very thick downstrokes to fine, delicate upstrokes, while low-contrast letters keep the stroke widths more uniform. This difference in weight gives lettering its rhythm, texture, and visual impact.

In typography, you'll often see extreme contrast in elegant, fashion-inspired typefaces like Bodoni or Didot, where the thinnest strokes are razor fine and

sit right next to very heavy verticals. This creates a sophisticated, high-end look that's instantly recognisable.

TIPS: To create contrast in your lettering, start with a basic letter shape and vary the pressure or thickness of your strokes, pressing harder for thick lines and lighter for thin ones. For digital work, you can adjust stroke widths manually, but keep the thick and thin transitions smooth, intentional and consistent.

EXAMPLES



OCT
29



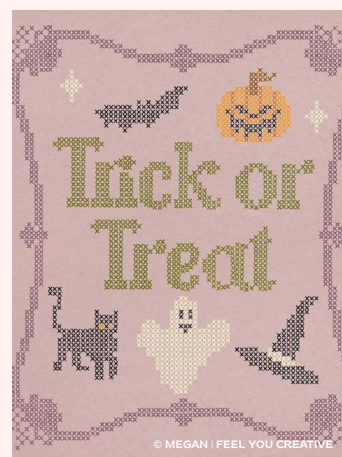
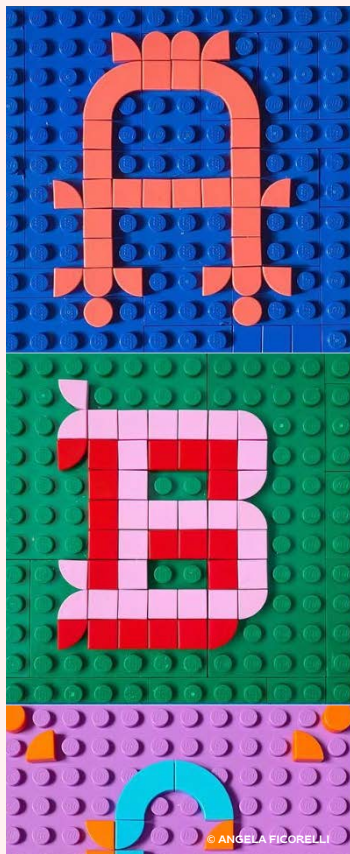
PIXEL

Pixel lettering recreates the blocky, grid-like look of old-school video game text. Each letter is built from tiny squares, or “pixels” arranged on a grid, giving it that unmistakable 8-bit aesthetic. The edges are always sharp and angular, with no curves or smooth transitions, which makes it instantly recognisable.

This style emerged in the 1970s and 80s, when early video games and computers had such low resolution that every pixel mattered. Today, it's a fun, nostalgic way to bring retro gaming vibes into your lettering.

TIPS: You can create pixel lettering in two ways: start by drawing your letterforms normally, then place a grid over them and fill in the squares to “pixelate” the shapes or, if you're working digitally, lower the resolution of your image to create a pixel effect and trace over it. Either way, keep your edges blocky and your shapes simple for the most authentic look.

EXAMPLES



OCT
30



TROPICAL

Tropical lettering can lean into an island-inspired look. Think Polynesian carvings, Maori patterns, and textures you might see etched into wood, stone, or bone. The style often has bold, geometric shapes, sharp edges, and repeating patterns, reflecting the craftsmanship of traditional hand-carving.

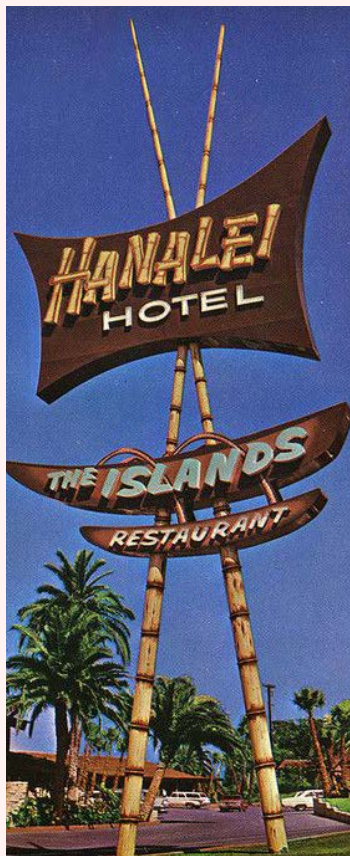
Think less “perfect digital polish” and more “handcrafted on an island.” Imagine letters carved into wood, etched into stone, or cut with a simple knife. This gives the style its distinctive sharp edges, chiselled details, and organic imperfections, as if it’s been shaped by

human hands and the elements.

You’ll spot tropical-inspired type in travel posters, beachside resort signage, and branding that wants to evoke escape, adventure, and the raw beauty of nature.

TIPS: Start with bold, slightly irregular letterforms that feel hand-cut rather than drawn. Let the angles reflect knife or chisel marks, and play with the spacing. Incorporate motifs like inlines, exotic patterns, or wave shapes, but keep the edges crisp to capture that carved, tropical energy.

EXAMPLES



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OCT
31



AMPERSAND

The **ampersand**, representing the word “and,” has a rich history dating back to Roman scribes who combined the letters “e” and “t” (from the Latin word “et,” meaning “and”) into a ligature. Over time, this evolved into the elegant symbol we now know as the ampersand. Interestingly, the ampersand was once the 27th letter of the alphabet, gaining its name from the phrase “and per se and,” which students used when reciting the alphabet.

As the ampersand became recognised as a single character, it took on various flowing designs. Today, you can find it in both the traditional (&) form and styles resembling an “E” or “et.”

TIPS: Since this is the final prompt in the challenge, feel free to interpret it however you like and explore any style that resonates with you! Get creative and have fun with this one!

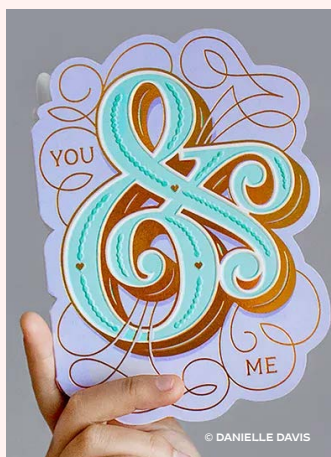
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