



## Design Services Lookbook

Click through each category to find **style examples**. Right click to **copy and paste** inspiration images directly into an email and send it to your Custom Ink representative.



There are an infinite number of styles we can use for inspiration, so please provide clear visual references and be specific when requesting designs.

# Cartoon

## Keywords:

Caricature      Sketch  
Anime            Illustration  
Comic            Hand-drawn

## Font Examples:

**COMIC STRIP**

**BANGERS**

Andy Bold

## Related Styles:



# Collegiate

## Keywords:

Classic

Scholarly

Athletic

Preppy

Timeless

Distinguished

## Font Examples:

*Brush Script*

COLLEGE

**Aachen Bold**

## Related Styles:



# Eroded

## Keywords:

Textured  
Grungy  
Rough  
Muddy  
Rugged  
Distressed

## Font Examples:

WASAU

SOILED

EVELETH

## Related Styles:



# Futuristic

## Keywords:

Technology  
Space Age  
Cosmic

Sleek  
Gamer  
Innovative

## Font Examples:

ASIMOV  
FEDERATION  
AMIGA

## Related Styles:



# Global

## Keywords:

International  
Regional  
Historic

Urban  
Worldly  
Cultural

## Font Examples:

CAESAR

TIKI HUT

SHOJUMARU

## Related Styles:



# Gothic

## Keywords:

Blackletter  
Medieval  
Spooky

Eerie  
Ancient  
Mysterious

## Font Examples:

**Blaktur**

**Germania**

**Canterbury**

## Related Styles:



# Illustrative

## Keywords:

Drawing  
Stylized  
Sketch

Doodle  
Lettering  
Hand-drawn

## Font Examples:

Unkempt  
Aromatic  
Gunny

## Related Styles:





# Modern

## Keywords:

Professional  
Minimal  
Clean

Simple  
Polished  
Contemporary

## Font Examples:

**NEUTRA**

MONTSERRAT

BOURTON

## Related Styles:



# Athletic

## Keywords:

Athletic  
Active  
Bold

Edgy  
Heroic  
Strength

## Font Examples:

*Signalist*

**DEMPSTER**  
**SUPERMOLOT**

## Related Styles:



# Trendy

## Keywords:

Popular  
Current  
New

Chic  
Stylish  
Nostalgic

## Font Examples:

Proxima Nova

**VODKA SANS**

**Grumpy Black**

## Related Styles:



# Rustic

## Keywords:

Outdoorsy  
Natural  
Earthy

Cozy  
Organic  
Charming

## Font Examples:

THE HAND BOLD

LOCAL BREWERY

*Viva Beautiful*

## Related Styles:



# Vintage

## Keywords:

Decorative  
Elegant  
Mature

Formal  
Refined  
Traditional

## Font Examples:

**BOURBON**

**TYPEWRITER**

*Speakeasy*

## Related Styles:



# Youthful

## Keywords:

Childish  
Playful  
Happy

Fun  
Lively  
Whimsical

## Font Examples:

Bubblegum Sans

**NICKNAME**

CATALINA SANS

## Related Styles:



# Retro

Pick a decade to narrow down the vibe.



# 20s, 30s, 40s

Always provide clear **visual references** and be specific when requesting this style.



**1920s**  
ANDERSON  
New Yorker



**1930s**  
**NOTABLE**  
Phoenix American



**1940s**  
Typewriter  
**HOUSE BRUSH**



# 50s, 60s, 70s

Always provide clear **visual references** and be specific when requesting this style.



**1950s**

*Vegas Fabulous*  
**LAS VEGAS JACKPOT**



**1960s**

*Banana Split*  
**cyberspace**



**1970s**

**Cooper Black**  
**Bauhaus**

# 80s, 90s, 00s

Always provide clear **visual references** and be specific when requesting this style.



**1980s**  
**Limelight**  
*Rage Italic*



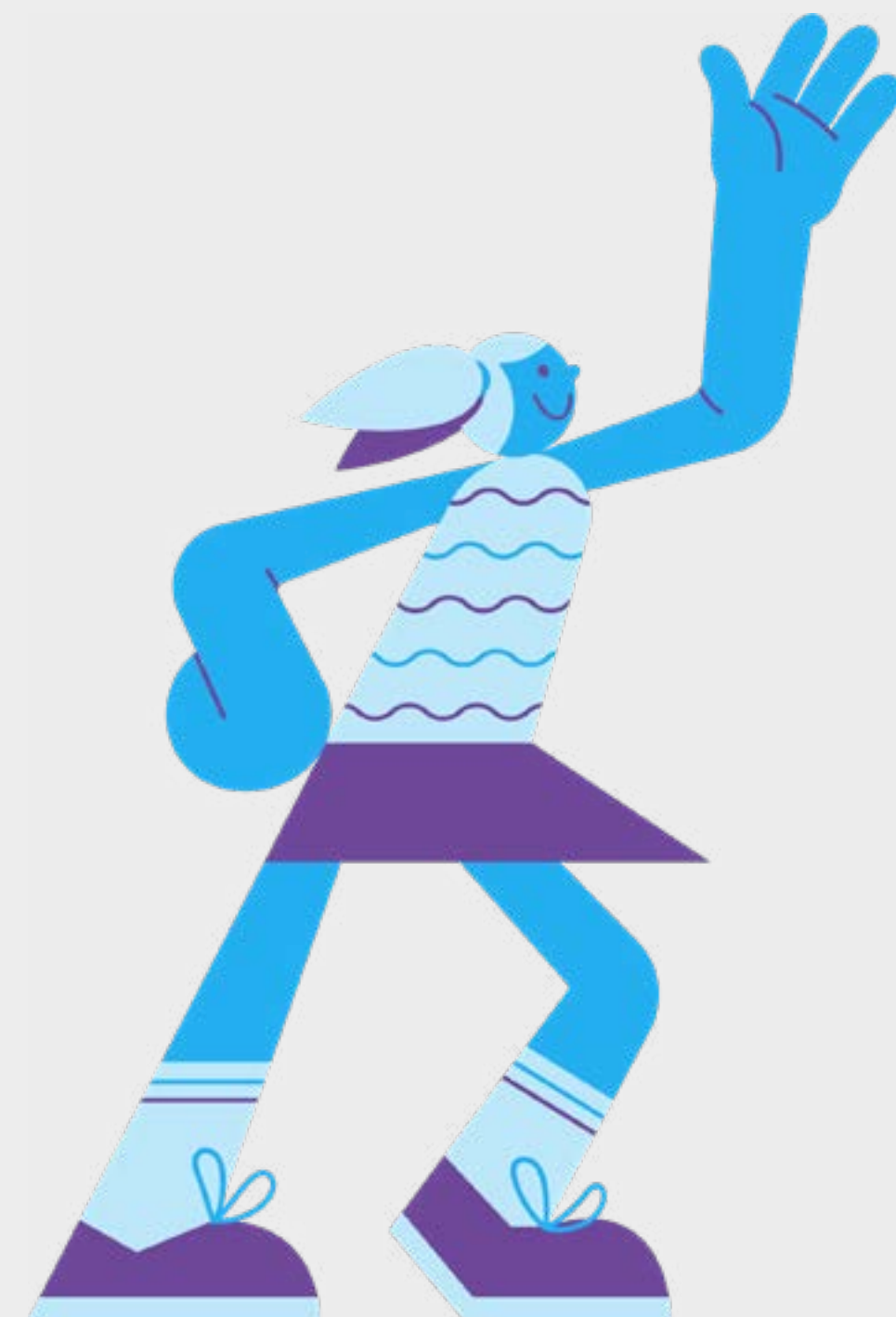
**1990s**  
**SEDGWICK**  
**COOP BLACK**



**2000s**  
**LCD**  
**FRIENDS**

# Character Styles

Refer to the following styles when submitting a **Custom Design**.



# Cartoon

Our clipart library is a great source for reference images.

## Keywords:

Caricature  
Drawing  
Anime

Comic  
Mascot  
Exaggerated



# Realistic

The level of realism can range from simple to complex.

## Keywords:

Authentic  
Detailed  
Portrait

Lifelike  
Complex  
Accurate



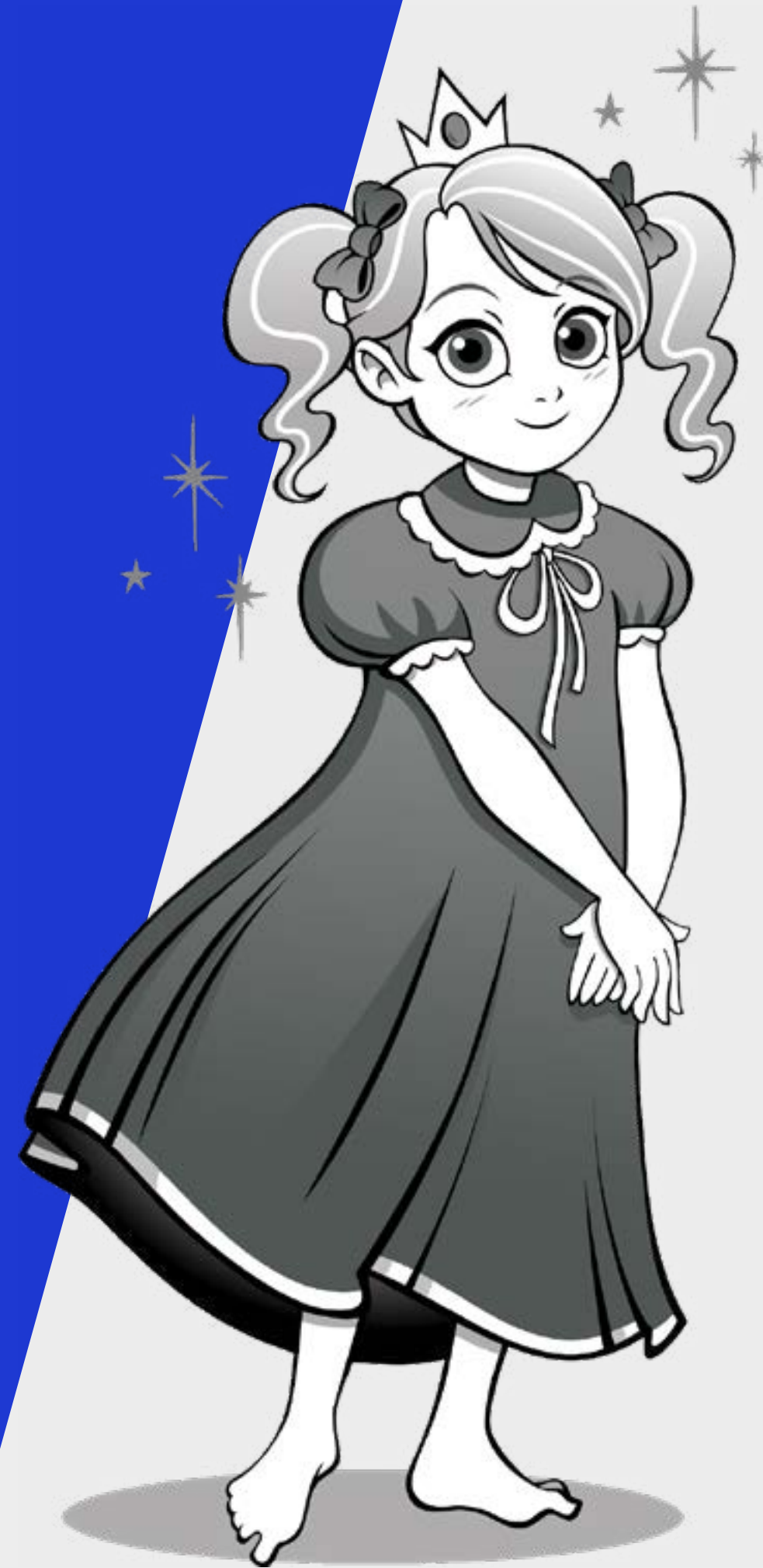
# SpooF

Graphic Illustrators can replicate popular styles when personalized by the customer.

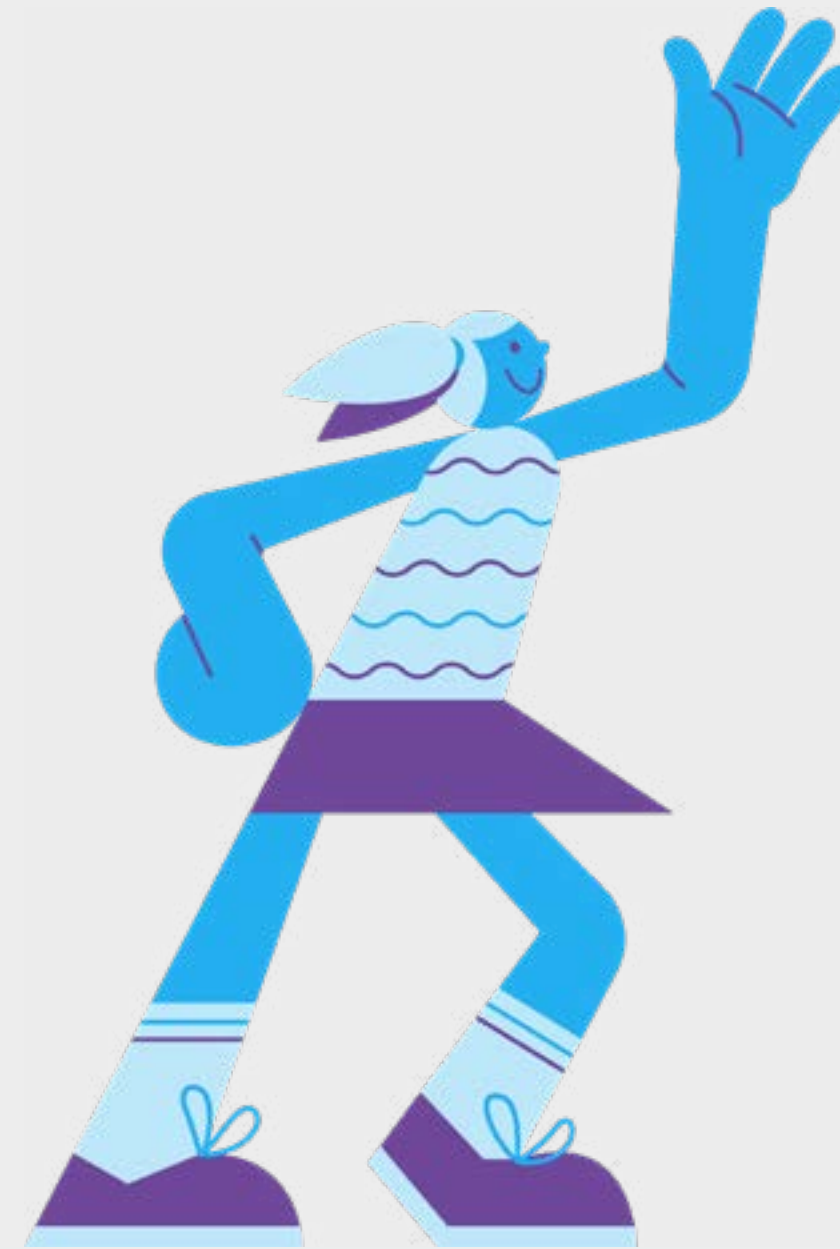
## Keywords:

Nickelodeon  
Disney  
Chibi

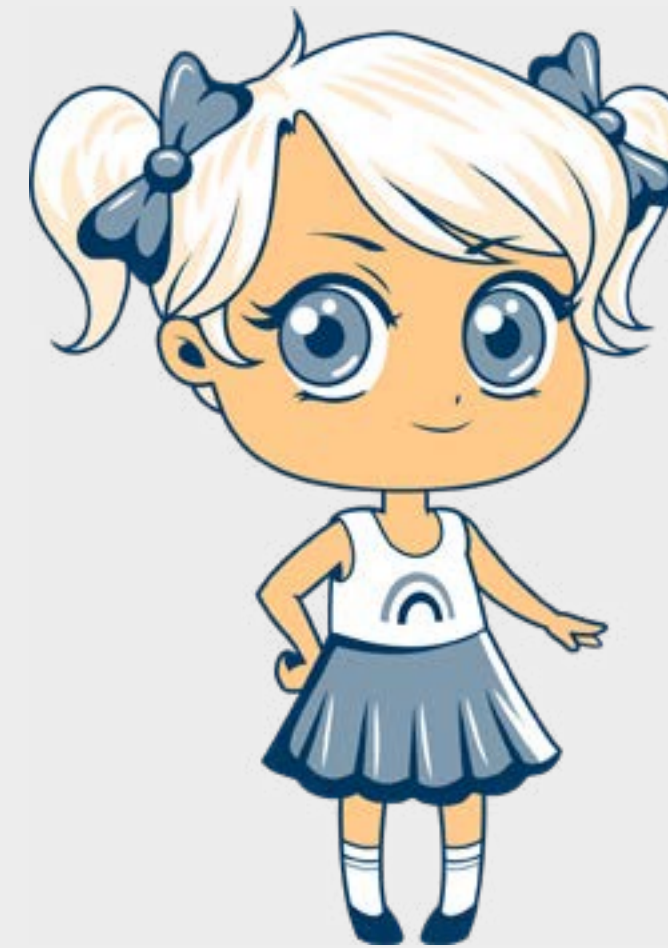
Bitmoji  
Parody  
Superhero



**Princess**



**Corporate Memphis**



**Chibi**



**Bitmoji**