

(Rethink)

**How to make your
typography amazing.**

Habitual thinking is the enemy of creativity.

ADVANCE TO
**HEALTHIER GUMS
&
STRONGER TEETH***
ON THE **OUTSIDE & INSIDE**

*fights plaque and gingivitis. Strengthens enamel.



Crest

Keep on the move in and around Medway with Arriva!

- Frequent local buses
- Money-saving tickets
- Links to surrounding towns and villages
- Buses to schools and universities



In order to free ourselves from the restrictions of convention, we need to take a risk.

Cadbury 'Eyebrow' TV commercial



<https://www.youtube.com/watch?v=s24UluxzeX0>

Dunlop 'Tested for the Unexpected' TV commercial



<https://www.youtube.com/watch?v=NLWWtgqDG2M>

For many years the brand Honda used the strapline the 'power of dreams' as the anchor for all of its' advertising.

Honda, 'Grrr' Power of Dreams TV Commercial



https://www.youtube.com/watch?time_continue=1&v=KagSgWKaE_8

Honda also explored this 'power of dreams concept in print with a highly creative typographical solution.

A photograph of a single banana, curved from left to right. The banana is yellow with some green at the stem and tip. It has handwritten text in brown ink. The text is arranged in several lines following the curve of the banana. At the bottom right, the word 'HONDA' is printed in a bold, red, sans-serif font. The background is a plain, light-colored surface.

Have you ever written on a banana in biro? It's crazy but it works like a dream.
You wish all writing could be this way. It flows. It's smooth. It's sensual.
You get the urge to write poems; sonnets; odes to lilies. A strongly worded
letter of complaint is impossible. It makes you realise that everything can be
improved. That even the familiar can be looked at in a new light.
And that imagination is more powerful than knowledge.
Do you believe in the power of dreams?

HONDA

You have a banana and a biro.

Write a poem, a piece of prose, lyrics from a song, what it feels like to write on a banana, a letter of complaint ... anything you like really. Your aim is to cover the entire surface with typography.