

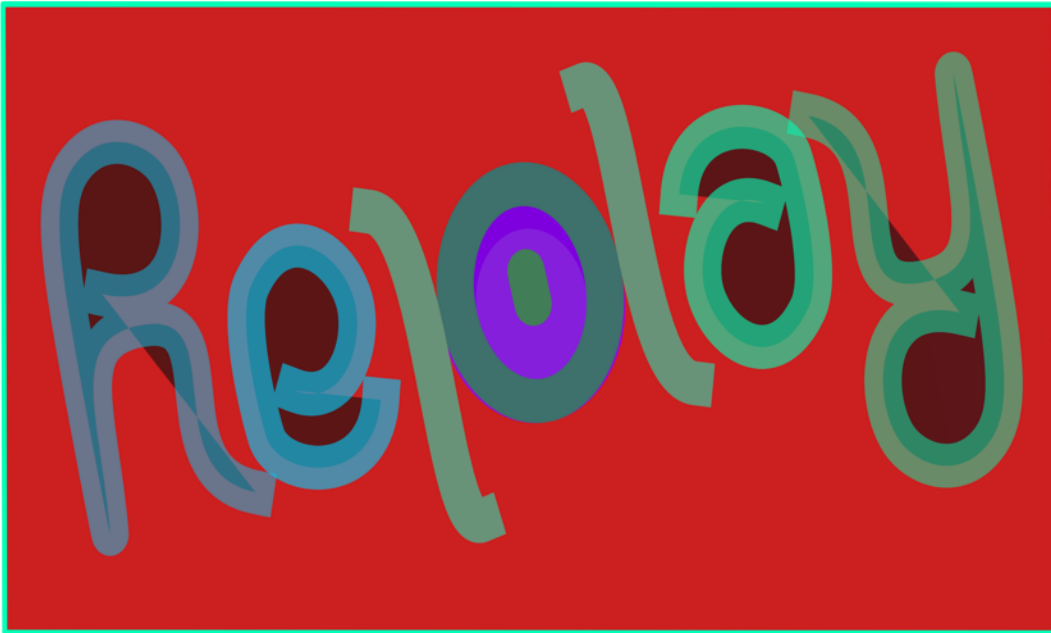
The Basics of creating “Inversions/ Roundels”

How to create unique names and logos that are legible even when turned upside down

We learned our alphabet from the Roman Letters and their unique shapes. Even partial or abstract letterforms are recognized because we are quite accustomed to quickly decipher a letter by their general shape(s).







Can you recognize these letterforms?



HINOSX



Some single letters
and /or dual letters
can rotate legibly

n u d p m w b q
h y l i a e o s x



alpha



belinda



Chris

We as lettering artists can continue to push the limits of how letterforms can be accepted as legible letters and numbers, that's because our alphabet letters have for centuries become quite varied and flexible. And whether a letterform is abstract or twisted, particular letters can be accepted because of their basic shape

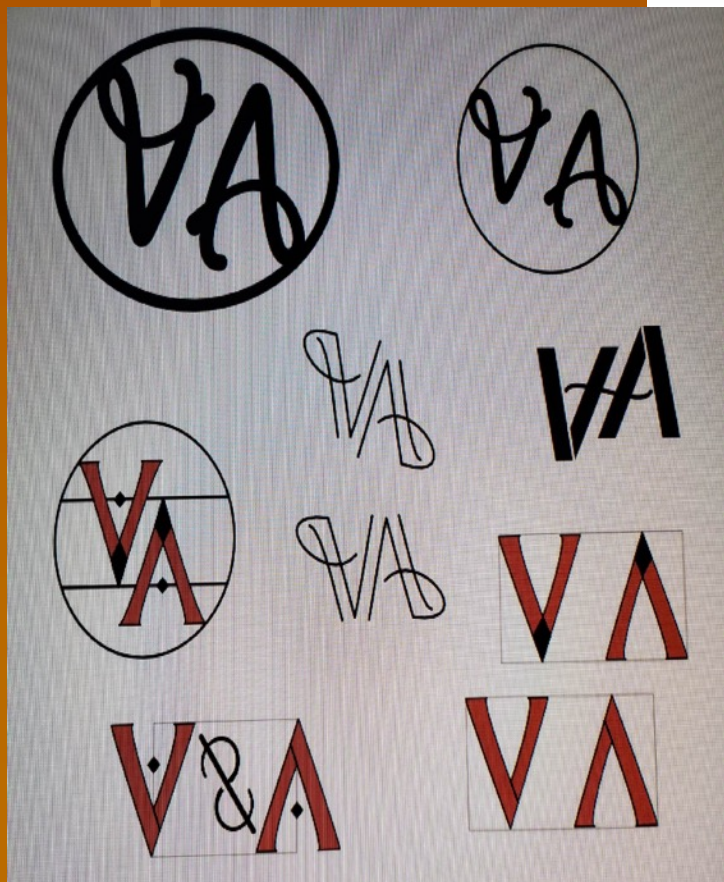
After doodling a name or logo with possibilities of turning out a good “inversion / roundel”, I use my computer and graphics programs to manipulate and layout my rough drafts into final designs. With such graphic software, I usually only need to design half of the chosen name, then copy and paste the inverted portion for a complete piece.

I truly enjoy watching a person do a double-take when that name or logo is presented in front of them and then they rotated it. Their puzzled look is peaked and changed into one of wonder. It’s fun to see them turn the name around again and again.

The reason the illusion works is because I try to make you accept the full name and not concentrate on each letterform or the subtle changes needed for a legible “inversion/ roundel”.

Therefore, I hope you enjoy this display of my unique “Inversions”.

V A V A V A V A



Basics for designing or creating a name or logo as an “Inversion / Roundel:

- Choose a name or logo, preferably one that has similar beginnings and ending shapes
- Write out this name in Majuscules, then underneath it write it again upside down
- Also write this name in minuscules and again invert it underneath
- If you can notice similarities in the letter forms throughout the name, you're half way there.