

# Chiquita Typefaces

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Book

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Kind  
Original

**Chiquita  
Bananas**

Typeface Name:

## **Chiquita Bananas**

Character Count:

26 Uppercase

26 Lowercase

Basic Punctuation

Year Designed:

2017–

Description:

For 4 months at Wieden+Kennedy I had the opportunity for to draw type for Chiquita Bananas. During that time I drew a rough 13-20 sketches of typefaces. These are the collection of typefaces leading up to the final proposed typeface. More about the process can be seen in the separate Chiquita Typeface pitch book.

These should all be regarded as sketches. There is no spacing. Contrast and weight is off. They are all very much “works in progress,” and were used primarily to get the “idea” of what typeface could become. Since the original drawings some have been picked out and developed further.

Things I learned from it:

Drawing type isn't enough if it doesn't feel right for the very, very, specific purpose it's being used in. I used to work in FontLab and taught myself Glyphs for the project.

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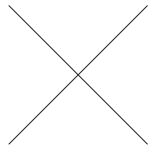
**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

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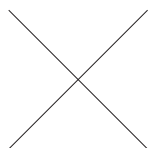
● **abcdefghijklmn  
opqrstuvwxyz**

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● **!"#\$%&'()\*+,-./:;?[\]^\_`  
{|}~¡.¿— —••●✱**



**• abcdefghijklmn  
opqrstuvwxyz**





**6a**



**M**



Olympic-style weightlifting, or Olympic weightlifting, often simply referred to as weightlifting, is an athletic discipline in the modern Olympic programme in which the athlete attempts a maximum-weight single lift of a barbell loaded with weight plates. The two competition lifts in order are the snatch and the clean and jerk. The snatch is a wide-grip, one-move lift. The clean and jerk is a close-grip, two-move lift. Each weightlifter receives three attempts in each, and the combined total of the highest two successful lifts determines the overall result within a bodyweight category. Bodyweight categories are different for male and female competitors. A lifter who fails to complete at least one successful snatch and one successful clean and jerk also fails to total, and therefore receives an incomplete entry for the competition. The clean and press was once a competition lift, but was discontinued due to difficulties in judging proper form. In comparison with other strength sports, which test limit strength (with or without lifting aids), weightlifting tests aspects of human ballistic limits (explosive strength); the lifts are therefore executed faster—and with more mobility and a greater range of motion during their execution—than other strength movements. While there are relatively few competitive Olympic weightlifters, the lifts performed in the sport of weightlifting, and in particular their component lifts (e.g. squats, deadlifts, cleans), are commonly used by elite athletes in other sports to train for both explosive and functional

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**chiquita  
bananas**

**CHIQUITA  
BANANAS**

**Intergalactic  
Wrestling Match**

**Zero Gravity  
Triple Suplex**

**Jack Knife  
Powerbomb**

**Right Through  
The Folding Table**

# Part 2

# Explorations

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz  
chiquita  
bananas**



**big body  
triple xl jacket**

**quit talking  
secrets**

**trustworthy  
partner**

**unlimited  
breadsticks**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz**

**chiquita  
bananas**

**delicious  
an nutritious**

**extremely rare  
gardening**

**machined  
airtight gasket**

**quality parts  
made in cuba**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
hijklmno  
pqrstuv  
wxyz  
chiquita  
bananas**



**mildly cheap  
full body massage**

**discount rates  
available now**

**traditional  
home remedies**

**international  
flair and flavor**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz  
chiquita  
bananas**

**cutting edge  
vape shop**

**marginal  
youth crew**

**interstellar  
dank kush**

**unlikely  
circumstances**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz**

**chiquita  
bananas**



**david lynch  
coffee maker**

**kanye west  
yeezy season**

**night terror  
soft serve**

**jr. jetsetter  
kawaii edition**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz  
chiquita  
bananas**

**nontraditional  
advertising**

**fake news  
elaborate hoax**

**lucid dreaming  
via nightcoffee**

**uncontrollable  
sleep zone**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz  
chiquita  
bananas**



**weird puffy font  
a little bit cool**

**should maybe  
say brillo pad**

**not the best work  
of the series**

**banana flavored  
bubble gum**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz  
chiquita  
bananas**

**paul walker  
the best driver**

**french cinema  
exotic skins**

**young trident  
on soundcloud**

**internet famous  
instagram heaux**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
chiquita  
bananas**



**traditional  
historic graphics**

**guaranteed  
super aesthetics**

**flirtatious  
and super natural**

**organic horticulture  
hydroponics**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz  
chiquita  
bananas**

**urban farming  
from the sky**

**underground  
waterways**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz  
chiquita  
bananas**

**extraterrestrial  
public transit**

**nonlinear  
narrative talk**



**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz**

**chiquita  
bananas**

**quarterback  
sneak on three**

**down and out  
touchdown**

**unconditional  
lover**

**meticulous  
mosaic**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
vwxyz  
chiquita  
bananas**

**jeff  
gordon**

**pizza  
magician**

**silk road  
journey**

**fortuitous  
kickflips**



**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
ghijklmnop  
qrstuvwxyz  
chiquita  
bananas**

**highly suspicious  
unmarked box**

**deep web  
illegal purchases**

**multiple flipping  
virus indexer**

**cyberattack  
uninitiated**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
hijklmno  
pqrstuv  
wxyz**

**chiquita  
bananas**

**the calmer  
chiller younger**

**brother who  
studied hard**

**minimal nonsense  
very focused**

**good grades  
positive activities**



**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

**abcdefghijklmnop  
hijklmno  
pqrstuv  
wxyz**

**chiquita  
bananas**

**secret forest  
meetup**

**flora and fauna  
anonymous**

**also not very  
good**

**but the g and i  
is cool**

**the  
perfect  
shaped  
curved  
yellow  
fruit**

**sweet  
treat  
for  
you  
and  
me**

# Chiquita Typefaces

4 of 4

Book