

ZC
CASUAL
V1.0

**NEW AND
IMPROVED**

Designed by:
Flavia Zimbardi and Caetano Calomino

Full family and single styles available at flviazim.com

A BRAZILIAN TAKE ON A CLASSIC SIGN PAINTING STYLE: GESTURAL, GRAPHIC, AND FULL OF ATTITUDE.

The casual script, often known as “speed stroke,” has been a staple of North American visual culture for over 75 years. ZC Casual takes that familiar vocabulary and gives it a warmer accent, translating Caetano Calomino’s dynamic brushwork into a design that stays true to his mannerisms. Built on single-stroke construction with non-connected lowercase forms, the family preserves the rhythm and pressure shifts of hand lettering while expanding the system with alternates, swash capitals, and decorative details rooted in show-card tradition. A true collaboration between analog and digital skills, from ink on paper to software.

ZC Casual Thin

ZC Casual Light

ZC Casual Regular

ZC Casual Bold

ZC Casual Black

REWARDING

ZC CASUAL THIN

BEHAVIOUR

ZC CASUAL LIGHT

FAVORITES

ZC CASUAL REGULAR

MAJESTIC

ZC CASUAL BOLD

ACADEMY

ZC CASUAL BLACK

Kitchenware

ZC CASUAL THIN

Maraschino

ZC CASUAL LIGHT

Overlaying

ZC CASUAL REGULAR

Achievers

ZC CASUAL BOLD

Subtitled

ZC CASUAL BLACK

THE BEGINNER AT SIGN PAINTING, SHOW CARD WRITING, OR COMMERCIAL ART, SHOULD LEARN TO DRAW A FEW STANDARD ALPHABETS PERFECTLY before selling their work. You may use a blackboard and chalk, wrapping paper and charcoal sticks, or a tablet and lead pencil in learning to draw the alphabets. Draw the letters carefully, giving close attention to every detail. Be careful to keep the letters in proper proportion—thus, the letter A is wider than the letter L.

ZC CASUAL THIN, 16PT

SIGN PAINTING IS THE ART OF PAINTING LETTERING ON BUILDINGS, BILLBOARDS, OR SIGNBOARDS FOR PROMOTING, ANNOUNCING, OR IDENTIFYING products, services, and events. The craft (often learned through apprenticeship) has a long history, and at its core is proficiency in manipulating a lettering brush, along with techniques including gold leafing (surface and glass), carving, glue-glass chipping, stencilling, and silk-screening.

ZC CASUAL LIGHT, 16PT

SHOW CARDS ARE CLASSED AS TEMPORARY SIGNS MADE IN AN ENTIRELY DIFFERENT WAY FROM PERMANENT ONES. THE COLORS ARE READY MIXED and not waterproof. The brushes are round, made of red sable hair trimmed square at the end—sizes 6, 9, and 12 make a good set. Dip the brush in the color and work it out flat by pulling back and forth over a piece of glass or cardboard before lettering.

ZC CASUAL REGULAR, 16PT

IN MAKING A GOLD WINDOW WITH FACE DECORATION, TWO COLORS OF GOLD LEAF ARE TYPICALLY USED. THE OUTLINE AND DECORATION are laid with deep gold, then backed up and the surplus gold removed before the body copy of lemon gold is laid. If you paint plain black letters on a white background, a drop shade of light gray will greatly improve the appearance of the letters.

ZC CASUAL BOLD, 16PT

FOR WORK ON GLASS, THE COLOR IS MIXED WITH VARNISH. FOR MUSLIN, WITH GASOLINE. FOR WOOD, WITH OIL AND TURPENTINE, and for brick walls, thinned with oil and gasoline. Sign painters mainly use strong, pure colors. Vermilion and Para reds—as they are more brilliant, opaque and durable. Prussian is the standard blue. Chrome or Lemon for yellow.

ZC CASUAL BLACK, 16PT



LUNCH SPECIAL

Bold

MASTERING A BRUSH
CAN TAKE YEARS!

Thin

*In Brazil, hand-painted signs make
a rich contribution to the visual
landscape. However, since the end
of the 20th century, digital printing
has undermined the local craft.*

Regular

ESPECIAL
SUCOS DE FRUTA
CAIPIRINHA
TORTAS & SALGADOS
MARMITEX
CERVEJA GELADA

TAPIOCA

AMENDOIN TORRADO

CHURROS

BRIDADEIRO

COXINHA

PASTEL DE CARNE

TÂMARA
FRUTA DO CONDE
SIRIGUELA
TAMARINDO
GUARANÁ
CUPUAÇU

BRUNCH
TACOS
COOKIES & CREAM
WAFFLES
QUICHE LORRAINE
BAGELS

**VEGAN
BURGER
GRILLED CHEESE
25¢ JELLO
MOCHA
ICED COFFEE**

*Hand-Painted
Murals & Window
Displays Ready*
Thin

*Baile Funk Dancing
Party @Salgueiro,
Till Sunrise: 12-6AM*
Regular

**AUTHENTIC
LETTERING!**
Black

1 2 3 4

5 6 7 8

9 0 \$ %

CG → CG

STYLISTIC SET 1

E → E

STYLISTIC SET 2

J → J

STYLISTIC SET 3

U → U

STYLISTIC SET 4

Y → Y

STYLISTIC SET 5

a → a

STYLISTIC SET 6

g → g

STYLISTIC SET 7

z → 3

STYLISTIC SET 8

& → &

STYLISTIC SET 9

ABCDEFGH → ABCDEFGH

SWASH CAPS

{gold} → {GOLD}

CASE PUNCTUATION

1234567890 → 1234567890

OLD-STYLE FIGURES

\$¢ → \$¢

STYLISTIC SET 11

.00 .25 .50 .75 → .00 .25 .50 .75

DISCRETIONARY LIGATURES

133/55 → 133/55

FRACTIONS + STYLISTIC SET 10

246 → ²⁴⁶₂₄₆

SUPERIORS / INFERIORS

