

Type Explorations: “Close Encounters” aka CE3K



Examining text and arrangement in posters

In these sketches I have worked on two things:

- simplifying the imagery (reduce to iconic/symbolic shapes)
- finding a workable font

In the first sketch, (figure 1) I have introduced - “Spielberg” - the Director’s name - the name is iconic in itself and requires no further introduction (a modification is made to match final “CE3K” logo). After looking through hundreds of fonts the final font choice is narrowed down to “Distant Galaxy.” It is based on “Star Wars” and thus highly appropriate to this project. The only difficulty is the square-shaped “E” which needs to be rounded. In the sketches, figure 3 hints at the potential unity between the “E” and “3.”



Figure 1



Figure 2



Figure 3



Figure 4

Marketing today demands efficient slogans and icons. “Close Encounters of the Third Kind” is a mouthful. It’s also already hugely famous and still resonates when shortened to the CE3K abbreviation. The chart below shows the process to arrive at the final configuration (the “3K” in figure 4 alludes to the year 3000 and led to the final result). The font is “Distant Galaxy.”

	1 “Distant Galaxy”
	2 Flip “3”
	3 Offset, flip “K”
	4. Create icon