

AMBIGRAM TIPS



(ambigram tip)

**RESEARCH TRADITIONAL
TYPEFACES AND
TYPOGRAPHIC PRINCIPLES**



(ambigram tip)

**ANALYZE YOUR CHOSEN
WORD FOR ANY POSSIBLE
LETTER PAIRINGS AND
SOLUTIONS, NO MATTER
HOW PREDICTABLE OR
DIFFICULT THEY MAY SEEM**



(ambigram tip)

**KEEP YOUR INITIAL
AMBIGRAMS SIMPLE, BOTH
IN WORD CHOICE AND
LETTERING STYLE**



(ambigram tip)

**SKETCH AS MUCH
AS YOU CAN**



(ambigram tip)

KEEP IT SIMPLE. SERIOUSLY.

**DO NOT USE ANY FILTERS,
EFFECTS, TEXTURES, OR
DESIGN ELEMENTS THAT
WILL IMPACT THE LEGIBILITY
AND READABILITY OF
YOUR AMBIGRAM**



(ambigram tip)

**IF YOU MUST MIX UPPERCASE
& LOWERCASE LETTERS,
KEEP THE LETTERING
STYLE CONSISTENT**



(ambigram tip)

**SEARCH FOR ALTERNATE
SOLUTIONS AND DON'T
GET FRUSTRATED**



(ambigram tip)

**DON'T BE AFRAID TO GO
BACK TO THE BEGINNING
AND START OVER**



(ambigram tip)

**SPEND AS MUCH TIME ON
YOUR AMBIGRAM AS YOU
NEED TO AND DON'T RUSH
TO FIND A SOLUTION**



(ambigram tip)

**TEST YOUR AMBIGRAM ON
OTHERS, AS YOU ALREADY
KNOW WHAT IT SAYS AND
MAY NOT BE THE MOST
ACCURATE JUDGE OF HOW
WELL IT READS**

