



FABER-CASTELL
since 1761

Pitt Artist Pen Calligraphy





A new forest project in Colombia secures the livelihoods of small farmers and the wood supply for Faber-Castell – a unique environment protection programme, certified by the UN.

With a socially exemplary and sustainable reforestation project in Colombia, Faber-Castell continues to reinforce its leading role as a climate-neutral company. On almost 2,000 hectares of grassland along the Rio Magdalena in Colombia, small farmers are planting tree seedlings for future pencil production. The fast-growing forests not only provide excellent erosion protection for this region plagued by overgrazing and flooding, they are also a reliable source of income for the farmers living in modest circumstances, who are paid for forest maintenance and benefit from the proceeds from the timber. The environmental project was one of the first in the world to be certified for the UN “Clean Development Mechanism” (CDM) programme. This is because Faber-Castell makes an active contribution to climate protection and is one of the first private companies world-wide that is permitted to sell emission certificates from forestry.

As the world’s leading manufacturer of wood-cased pencils, Faber-Castell uses 100% sustainable wood, of which more than 95% is FSC™ certified.


Ökomanager des Jahres 2008 (WWF Deutschland und Capital)



Faber-Castell stands for quality

Founded in 1761, Faber-Castell is one of the world’s oldest industrial companies and is now in the hands of the eighth generation of the same family. Today it is represented in more than 120 countries. Faber-Castell has its own production sites in nine countries and sales companies in 23 countries worldwide. Faber-Castell is the world’s leading manufacturer of wood-cased pencils, producing over 2000 million black-lead and colour pencils per year. Its leading position on the international market is due to its traditional commitment to the highest quality and also the large number of product innovations.

Its Art & Graphic range allows Faber-Castell to enjoy a great reputation among artists and hobby painters. Prestigious creative minds have recognised this expertise since time immemorial – from Vincent van Gogh to Karl Lagerfeld. High quality artists’ pigments ensure light resistance and thus brilliance and colour intensity for decades. All products are based on the same colour system, enabling reliable mixing techniques of artists’ pencils, whether water-soluble or indelible.



What is calligraphy?

Basic definitions

Express your personality through calligraphy, and transfer exceptional messages.

What is calligraphy?

The word "calligraphy" originates from the Greek language, and means the art of beautiful writing. Even centuries ago, it gave people all over the world the opportunity to communicate with each other. Whether in the form of cave painting, hieroglyphics, Asian characters or in the form of Arabic or western writing, calligraphy was and always will be seen as an art of communication.

What is calligraphy at Faber-Castell?

In this brochure, Faber-Castell wants to introduce you to the world of calligraphy. Using our Pitt Artist Pen, we want to show you how you can magically change simple things to great artworks in a personal way. Your imagination knows no limits!



Techniques

The basics of calligraphy



① Base line

The writing line upon which the body of a letter sits.

② Ascender line

The guideline which sets the height of an ascending letter.

③ Cap line

The guideline which sets the height of a capital letter.

④ Ascender

The portion of a letter that is between the ⑦ x-line and the ② ascender line.

⑤ Descender

The portion of a letter that lies below the ① base line.

⑥ x-height

The height of a letter or the portion the script that is located between the ① base line and the ② ascender line (the height of the lower case „x“).

⑦ x-line

The guideline showing correct position for upper limit of the ⑥ x-height.

⑧ Slant line

The guideline showing the correct slant.

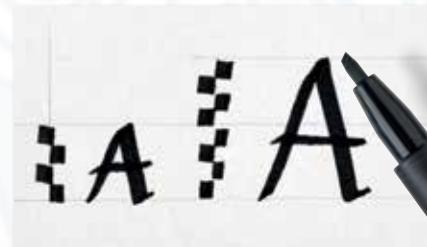
In order to achieve optimal results, it is advisable to learn the basic techniques of calligraphy first. You will enjoy experimenting with different colours, techniques and nibs.

Slant

The slope of a letter, measured from the vertical.

Nib width

The width of the writing tool. A letter written at 4 nib widths high will appear twice as heavy as one written at 8 nib widths using the same writing tool.



Downstroke

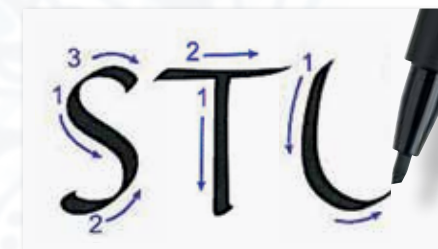
A stroke directed downwards towards the base line or descender line.

Cross bar

Horizontal stroke forming part of a letter (such as the „t“ or „H“).

Ductus

The number, the direction and sequence of the strokes which make up a letter.

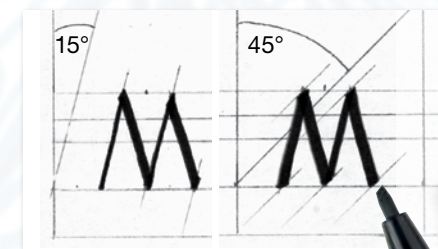


Hairline

A very thin line.

Pen angle

The angle at which the nib meets the paper, relative to the base line.



Flourish

A non-structural embellishment added to a letter.

Nib Variations

Brush or chisel nib



The brush nib

The brush nib is one of the main tools of calligraphists. Until now they have been used above all for Asian characters. Because of its versatile application options, the brush nib can also be used for modern scripts and even for impulsive, artistic writing.

Classic calligraphy is practised using a quill, reed pen or metal nib. However, calligraphy nibs exist in many types and variations. The most frequently used nib variations are brush and chisel nib.



The Pitt Artist Pen is available in a wide variety of colours and nib variations.



The chisel nib

In contrast to the brush nib, the chisel nib represents the classic image of calligraphy: writing composed of thin and thick lines. This nib variation is widely used, especially in western and Arabic calligraphy. The chisel nib can be used on its thick side as well as on its corner.

The correct grip

Take the pen between your index finger and your thumb, and support it with your middle finger. The pen should be guided securely, and in a controlled yet comfortable manner.

It is important not to apply too much pressure, because the hand will otherwise become tired very quickly, and this will result in your writing looking stiff. Depending on the angle at which you hold the brush nib, the writing will become thinner or thicker. A more vertical angle creates a thinner line and a flat angle a thicker line.

Vertical grip



Flat grip



Techniques

Varying pressure



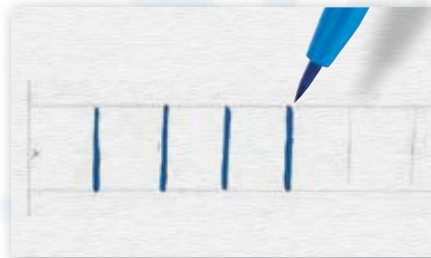
Pressure with the brush nib

Depending on the pressure, the brush (B) will open to a greater or lesser extent, which creates a completely different effect. Greater or lesser pressure will make the lines appear thicker or thinner. The pressure applied depends on the desired type of script.

Varying the writing pressure changes the width of the line from very thin to thick. Apply pressure on the downward strokes, and release the pressure on the upward strokes.

Calligraphy with a brush nib is a lot of fun, but needs some practice. Because of this, it is advisable to draw some lines with greater or lesser pressure before starting to exercise using the alphabet.

Upward strokes – less pressure



Downward strokes – more pressure



Used in combination



Pressure with the chisel nib

Using the chisel nib (C), the pressure applied should be maintained without variation. You should try to apply a soft and steady pressure to the nib.



Techniques

Writing rhythm and pen angle



The writing rhythm

In the art of calligraphy, the rhythm is especially important. This means that making each stroke should take roughly the same time. To work with control, you should start working at a slower pace, and increase your pace only later.

Spacing and width

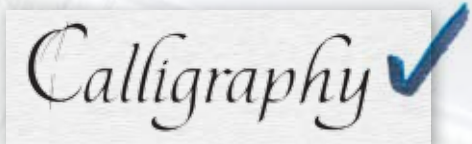
The width of a letter is based on the type of lettering as well as the structure of the word. Two thin letters next to each other, like the “double l”, will need an increased internal separation, and also from the next letters than an “A”, for example.

Choose the spacing between the letters so that the script has a harmonious effect.

Rhythm with the B-nib



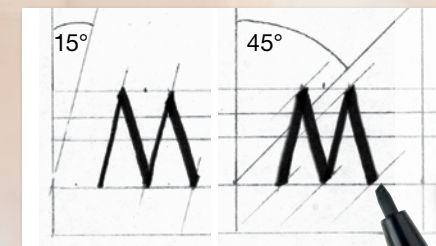
Rhythm with the C-nib



Ideally, you should practice with a pencil first. A pencil is also perfectly suited for sketching script.

The pen angle

To achieve an even and harmonic result, it is important to have a steady pen angle. The larger the angle, the greater the contrast between the thick and thin lines. This combination of the different widths of the lines creates the character of a script.



Lettering types

Alphabet with the brush nib



The Simple Brush Alphabet

In calligraphy with the brush nib, the width of the line can be varied. In this alphabet, the x-height letters are half as high as the ascender and descender. The capital letters are 1.5 times the size of the x-height letters.

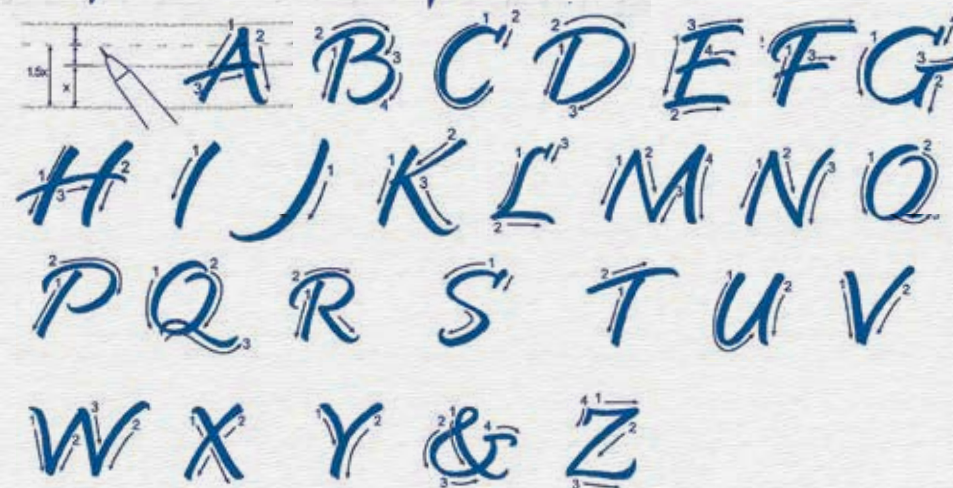
The Faber-Castell Pitt Artist Pen Brush (B) is a versatile and flexible tool which can be used in many different ways. It is available in 60 different colours. Varying the writing pressure changes the width of the line from very thin to thick. Apply pressure on the downward strokes and release the pressure on the upward strokes. Calligraphy with a brush nib is a lot of fun, but needs some practice. Because of that, it is advisable to draw some lines with more and less pressure before starting to exercise using the alphabet.



Characteristics of the Simple Brush Alphabet

x-Height	x
Ascender	2x
Descender	2x
Capital letters	1.5x
Slant	15°

Simple Brush Alphabet



Templates and exercise sheets are available at www.Faber-Castell.com.

Lettering types

Alphabet with the chisel nib



The Simple Roman Alphabet

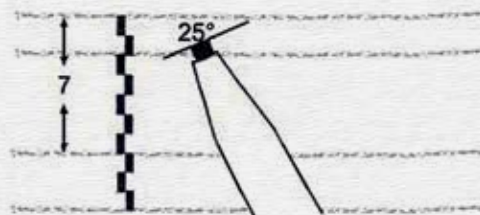
This script achieved fame at the beginning of the 20th century through the so-called “father of modern calligraphy”, Edward Johnson, and is based on the 10th century Carolingian minuscule style. Many beginners start with the simple Roman capital letters in order to obtain a feeling for the classical proportions.

Capital letters

To achieve an even downstroke, increase the pen angle to 45° when making the diagonal strokes of the letters V, W and X. Decrease the pen angle to 20° when making the diagonal strokes of the letters K, Q, R and Z.

Lower case letters

The lower case Roman letters are based on circles and straight, vertical lines. Similarly to the capital letters you should increase the angle to 45° in order to avoid excessively strong lines for the letters v, w, x and y. For the letter z, the angle should be flattened to 20°.



Characteristics of the Simple Roman Alphabet

x-Height	5 nib widths
Ascender	2 nib widths
Descender	3 nib widths
Capital letters	7 nib widths
Pen angle	25° for most capital letters/ 30° for lower case letters
Slant	None

This lettering forms the basis of today's modern writing.

Simple Roman Alphabet



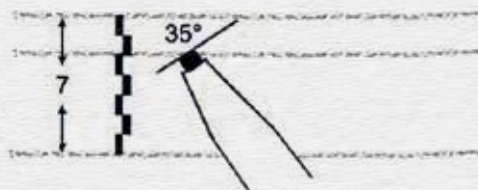
Lettering types

The Simple Italic Alphabet



The Simple Italic Alphabet

This graceful, flowing hand is one of the most popular and versatile styles of calligraphy. It is often used to address invitations and design greeting cards. Dating back to the 15th century Italian Renaissance, it features an elliptical “o”, asymmetrical arches and a gentle slant.

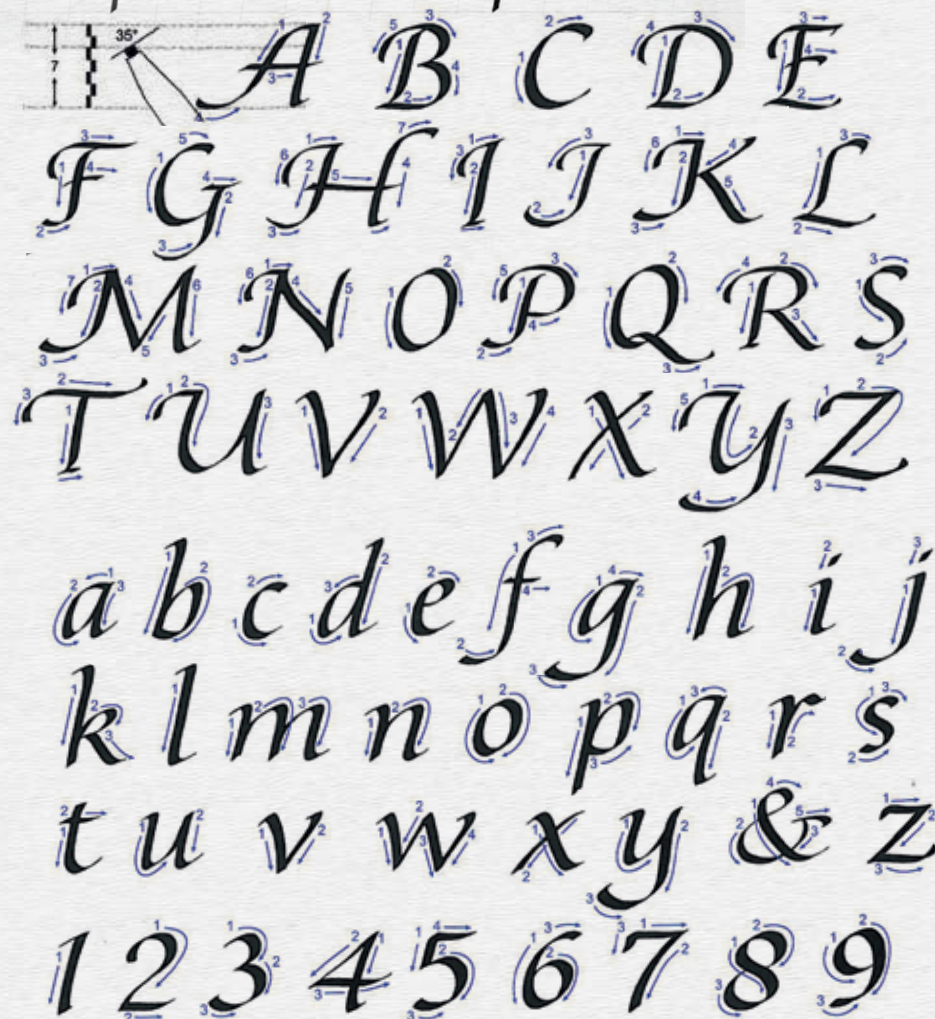


Characteristics of the Simple Italic Alphabet

x-Height	5 nib widths
Ascender	2 nib widths
Descender	3 nib widths
Capital letters	7 nib widths
Pen angle	35° for lower case letters
Slant	7°

The italic script exudes sophistication and is perfect for special occasions.

Simple Italic Alphabet



Getting creative with calligraphy

Embellishments and variations



Embellishments and variations using the brush nib

Do it yourself – experiment with the colours and types of lettering, and explore the variety which the Pitt Artist Pen assortment has to offer. Use techniques like shadows, colour combinations, and two-coloured drawing. In particular, calligraphy using one light and one dark tone of the same colour creates plasticity and spatiality.

Pink

Shadows

Flame

Colour gradients

Earth
laughs
in flowers

Artistic writing

Tree

Special first letters

Happy Birthday

Ornaments

FOREVER
FRIENDS

Two colours

DREAM
LAUGH
HOPE
BELIEVE
INSPIRE
LOVE

Multi-coloured

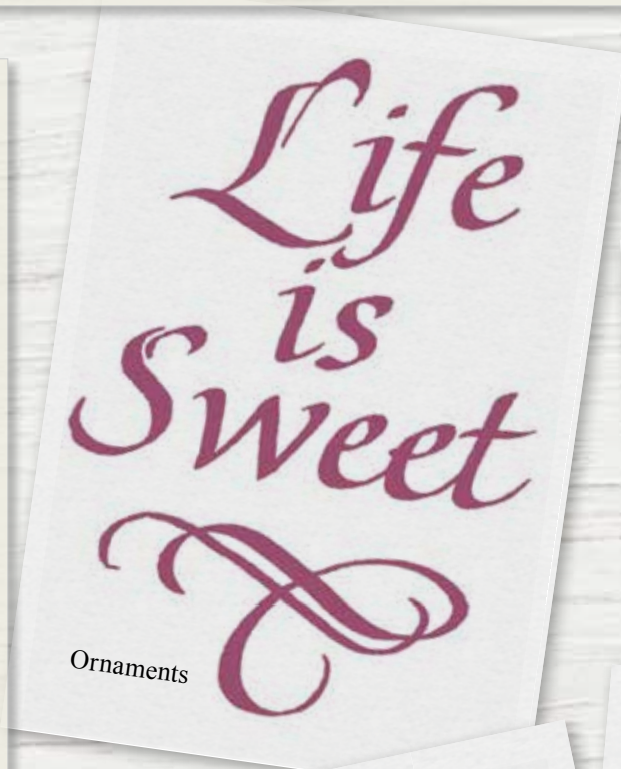
Getting creative with calligraphy

Embellishments and variations



Embellishments and variations with the chisel nib

Get creative with the chisel nib as well: Mix the capital and lower case letters as you wish, or as you go, change the lettering from straight to wavy or slightly bent. A combination of brush and chisel nib is a great also a great option.



Getting creative with calligraphy

Envelopes



Formal envelopes

Invitations to a wedding or a formal affair not only require the mastering of calligraphy, but also familiarity with the etiquette of addressing envelopes.

Many formal invitations are sent in two envelopes. The outer envelope is addressed using the complete name (e.g. Mr. and Mrs. John Sample), number and street, city, and possibly the country. The inner envelope should be addressed simply "Mr. and Mrs. Sample".

Formal envelopes are usually hand-addressed in either an italic or copperplate style. The name and address may be written left justified, centred or staggered. Put the italic lining guide inside the envelope to keep the writing straight without having to draw lines on each envelope.

Left justified

*Mr. and Mrs. Thomas Johnson
928 West Seagate Drive
Huntington New York 11875*

Centred

*Mr. and Mrs. Thomas Johnson
928 West Seagate Drive
Huntington New York 11875*

Staggered

*Mr. and Mrs. Thomas Johnson
928 West Seagate Drive
Huntington New York 11875*

Tip: Be sure to test the envelope paper before deciding to address a set of invitations. It is a good idea to request extra envelopes in case of errors.

Creative envelopes

Creative script adds great flair to personal correspondence, such as letters, greeting cards, and invitations.

Use a combination of contemporary brush and traditional calligraphy styles to transmit your message in a unique way. Try lettering the recipient's name large, and then writing their address in a different colour in a much smaller size. Experiment with different layouts, such as writing the name at an angle, in a shape or on a curve.



Getting creative with calligraphy

Hand lettered cards

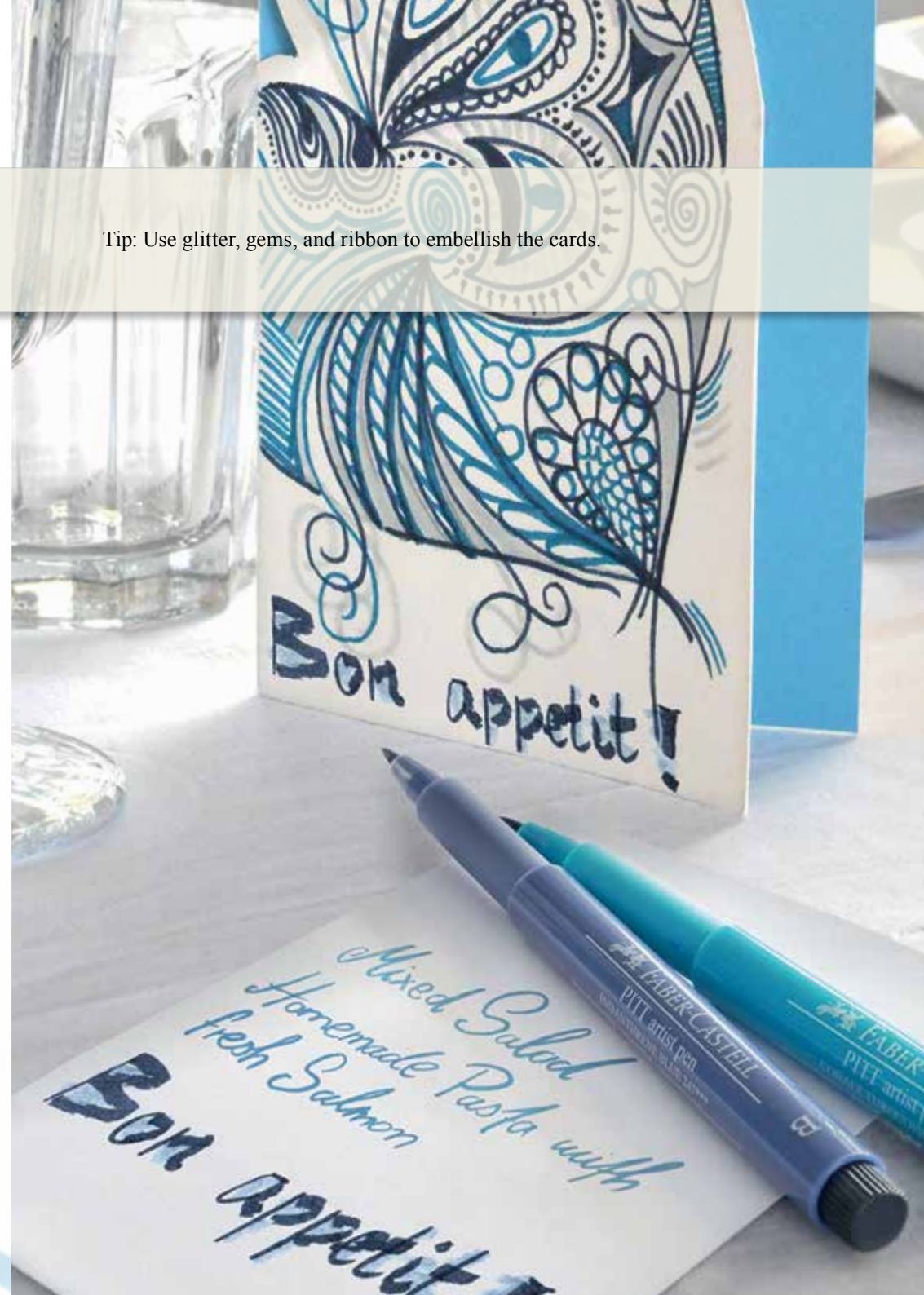


Designing greeting cards is a great way to master new calligraphic styles.

Delight friends and family by creating customised cards just for them. Enhance the design with a calligraphic border, or hand drawn image (e.g. heart or star).



Tip: Use glitter, gems, and ribbon to embellish the cards.



Getting creative with calligraphy

Inspirations

Collage

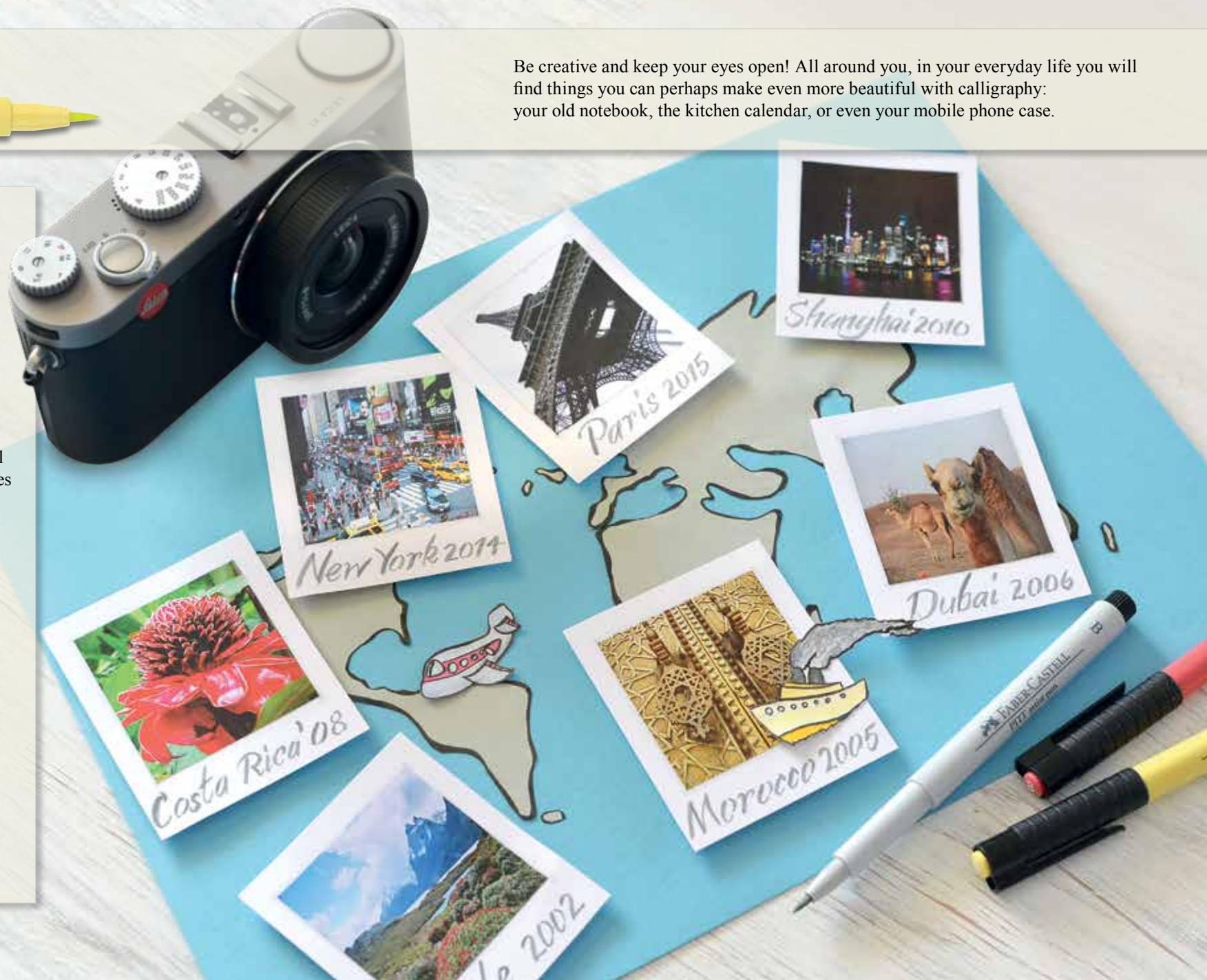
Hand lettering is a wonderful way to add a personal touch to a collage. Letter a caption, a name, date or the title of an event in between the pictures, in order to add interest and drama to the page.

Lanterns

Coloured transparent paper is perfect for lanterns with a personal touch. That way, even old lampshades shine in a new light.



Be creative and keep your eyes open! All around you, in your everyday life you will find things you can perhaps make even more beautiful with calligraphy: your old notebook, the kitchen calendar, or even your mobile phone case.



Getting creative with calligraphy

Inspirations

Gift tags and labels

Give a homemade gift to your loved ones! Chocolates, jams, biscuits or pesto: it is almost too much of a shame to unwrap such a beautiful package with its personal dedication, and then to eat the treat.

With homemade tags, even a boring kitchen herb container can become an eye-catcher! They are also perfect for the flowers on your balcony.

Bookmark

Design your own bookmarks which match to your favourite book.



