



featuring

Matryeshka

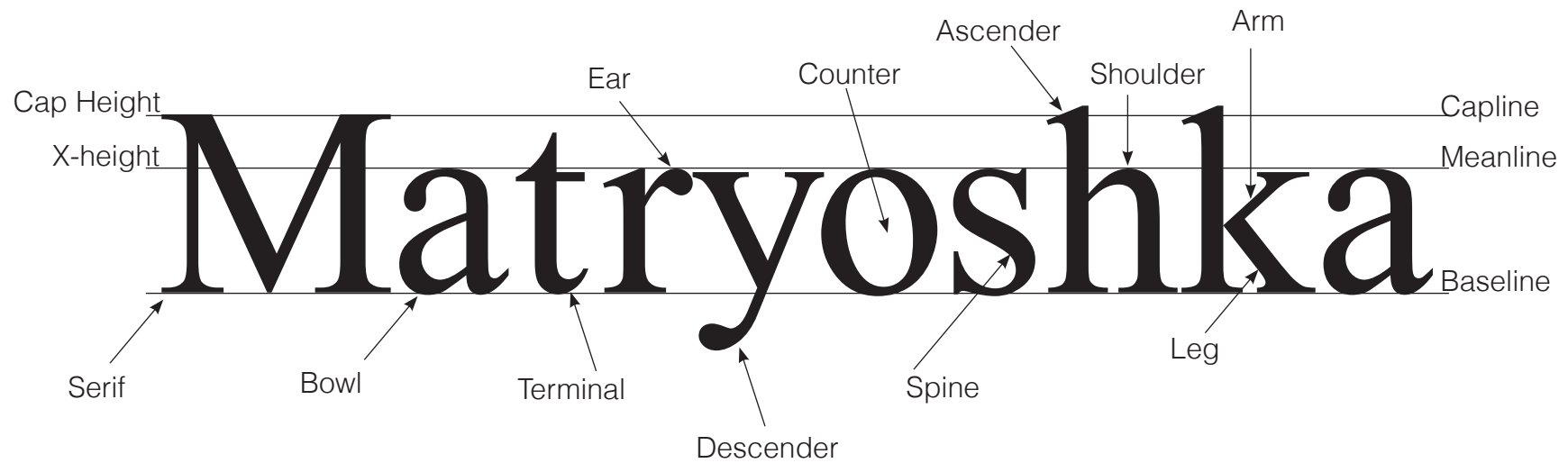
Booklet

BY ELLEN BARYSHEV

Typography

matk a





TYPE VARIATIONS

Font family:
Acumin Variable Concept

SIZE

100 pt

72 pt

36 pt

WEIGHT

Black (800)

Semibold (600)

ExtraLight (200)

WIDTH

Wide (115)

Regular (100)

Condensed (67.5)

SLOPE

Regular

Italic

KERNING

Skillful kerning
creates readable
text that's visually
pleasing

Matryoshka

Before kerning

Matryoshka

After kerning

TRACKING

Choosing the right
tracking space
helps legibility

Most nesting dolls contain three to twelve dolls

Letter spacing is too small (ex. -50)

Most nesting dolls contain three to twelve dolls

Regular letter spacing (ex. 0)

Most nesting dolls contain three to twelve dolls

Letter spacing is too big (ex. +75)

Times New Roman 14/16.8

Matryoshka dolls are a set of wooden dolls of decreasing size placed one inside another. They are round statuettes that hand painted as happy, kerchief-wearing women. The name Matryoshka goes from Russian female name Matryona.

Each wooden doll is imbued with the symbolism of fertility. The largest doll is considered the matriarch of the family, while the smallest is called the ‘seed’ and represents the soul.

They are seen as a representation of a chain of mothers carrying on the family legacy through the child in their womb.

Times New Roman 14/20

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Times New Roman 14/14

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Times New Roman 14/36

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LEADING

Choosing the right space between lines helps readability

Flush Left

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Centered

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Flush Right

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Justified

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TEXT ALIGNMENT

In languages where words are read left-to-right, flush-left text helps readability and has professional appearance

Matryoshka

Serif, Book Antiqua

Matryoshka

Sans Serif, Roboto

Matryoshka

Script, Edwardian

matryoshka

Decorative, Ravie

Matryoshka

MATRYOSHKA

CLASSIFICATION
OF SERIF FONTS

OLD STYLE
Garamond

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Each wooden doll is imbued with the symbolism of fertility. The largest doll is considered the matriarch of the family, while the smallest is called the 'seed' and represents the soul. They are seen as a representation of a chain of mothers carrying on the family legacy through the child in their womb.

Russian artists that specialize in painting matryoshka dolls draw inspiration from history, culture, and nature. Common themes of matryoshkas are floral and often Christmas, Easter, and religion. Modern artists created many new styles of nesting dolls, these include animal

collections, portraits and caricatures of famous politicians, musicians, athletes, astronauts, etc. Most nesting dolls contain three to twelve dolls. However, some sets are much larger. The largest set in history had 51 dolls.

Although the nesting dolls are most commonly associated with Russia, they have a counterpart in Japanese culture. These are the wooden dolls known as kokeshi on which were inspiration for the original matryoshkas. They are tall and slender rather than rounded, but one is still able to find nesting kokeshi. In the same vein as the matryoshka's representation of the mother, the kokeshi represents the child.

Matryoshka

MATRYOSHKA

CLASSIFICATION
OF SERIF FONTS

TRANSITIONAL
Times New Roman

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CLASSIFICATION
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MODERN
Bodoni MT

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CLASSIFICATION
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SLAB SERIF
Rockwell

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SANS SERIF
Montserrat

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Matryoshka Doll

MAGAZINE ARTICLE

Headline,
Body copy,
Drop Cap,
Pull Quote,
Wrapped Image

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**MAGAZINE
ARTICLE**

Individual Design

FORMAT TEXT

Type on a path
Type in a shape

To Russians, matryoshka dolls are more than just a toy, they are symbols of motherhood and fertility



Matryoshka
Russian wooden
dolls are set of cute dolls
with decreasing size placed
one inside another. Matryoshka
name goes from Russian woman
name Matryona. Russian artists that
specialize in painting matryoshka
dolls draw inspiration from history,
culture, and nature with floral
and other Russian ornaments,
flowers, leaves and more
symbols.