

Iskra Johnson

Calligraphy
United States

View the full portfolio at <http://www.thecreativefinder.com/iskraj>

Professional Experience and Curriculum Vitae

As a designer of expressive letterforms I make the spoken word visible on the page and screen. Like an actress I can access many voices, with styles ranging from grafitti and casual handwriting to traditional calligraphy and highly finessed typography.

Custom lettering conveys the much-needed human touch that is missing from commonly available fonts. I create wordmarks, logos, book titles, film titles, handwriting campaigns and calligraphic illustrations in collaboration with art directors and designers all over the world.

My work has been featured in Print, Communication Arts, Upper Case, and the annuals of the Type Director's Club. I am also included in Trademarks & Logotypes of the World II, The Creative Stroke, Super Logo Design II (Tokyo), Excellence In Lettering & Typography and numerous other anthologies. I am most recently featured in Martin Dawber's anthology of global lettering artists, New Illustration With Type.

Follow my newest work at my blog, <http://www.alphabetroadtrip.com>

Previous Clientele

Unilever, Kraft, Lexus, The United Nations, Elizabeth Arden, L'Oreal, Elizabeth Arden, Clairol, Procter & Gamble, NASCAR, Lexus, NFL, Dreamworks, Disney, Kimberly Clark, Merck, Chase, American Express, Fritolay, Reader's Digest, Hachette, Penguin, Random House, Simon & Schuster, PBS, Cuervo, PepsiCo, Anheuser-Busch, Saatchi & Saatchi

Awards and Accolades

Please kindly get in touch for more information.

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Communication Arts, Print, Creativity, Type Director's Club, Calligraphy Review

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Do you ever get the feeling
that part of your **DNA**, your unique WAY
of **expressing** your **AFFECTIONS**
has been stolen

by **FACEBOOK**?

That COLD CORPORATE BLUE, that ridiculous thumb-
REALLY.

No WORRIES, you can get it BACK

... with the AUTHENTIC

“**LIKE**”

Stickers

available for a limited time as a

free download

at **ISKRA DESIGN**:



See the live version of this at <http://www.alphabetroadtrip.com>

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Doppio • JUST
PLAIN
DRIP
hot coffee
AMERICANO
ESPRESSO
Macchiato
EXTRAFANCY
MOCHA
SKINNY VANILLA NONFAT
NO FOAM
DECAF
(WHY?)

If you want to improve your understanding, drink coffee;
it's the *intelligent* beverage.

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HEADLINES & TAGLINES

In the Heart of the City

Auction of Northwest Wines

Colby & Monterey Jack

Quiet Moments

That's fresh!

*Nobody does chocolate
like Russell Stover does chocolate.*

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HEADLINES & TAGLINES

Peanuts. Eat Well. Live Happy.

Chronicle Cooks!

Get a Bug in your Hard Drive?

Warner Bros. Family Entertainment

Mandarin Orange Fizz

FOXTROT TANGO MAMBO JITTERBUG

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HEADLINES & TAGLINES

My friend - don't drink and drive!

When your child says NO to kindergarden

Eating good just got great.

The perfect Romantic Getaway

Splendor in the Bath

How to keep the teens trouble-free

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HEADLINES & TAGLINES

Hummingbird Garden

JAZZercise

*One barrel. One place.
A singular taste.*

the feminine Musique

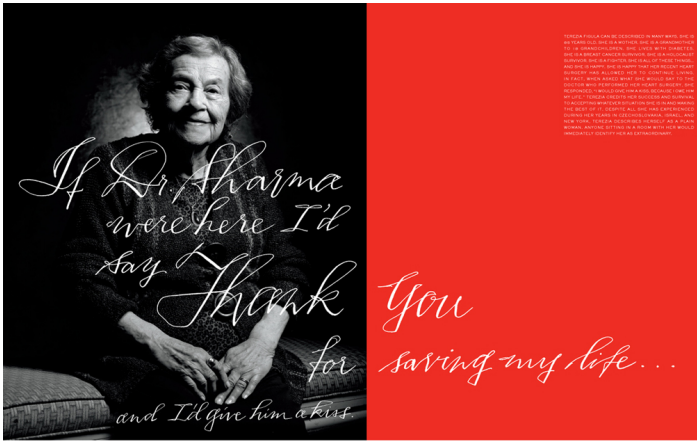
Why is Nora Jones always waiting?



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HANDWRITING | OVERVIEW

Amid visions of Voltaire,
I took another sip, and
let the aromatic sweetness
of this tantalizing blend
continue to transport me....

KEVALI COFFEE

AUGUST 23rd
DEAR DIARY,
TERRIFIED
MORE PEOPLE TODAY.
WHY DO THEY
STUN ME?
F DANKS W/TCOR 4:50 PM

CHAMER-KRASSALT

Quand je me souviens, je sais que nous étions
destinés à nous rencontrer. Ton bateau à côté du
mien dans le port, un couple passant sur la

NORDSTROM

My dreams are... you
hey, that's personal. You
better think I'm gonna put 'em
really think I'm gonna put 'em
down here for the whole world
to see?

MERCK

Best advice my own mom
ever gave me about being a
good parent: always
know the FACTS.

This holiday season, allow the
spirit of sharing to spread.

CORPORATE CHRISTMAS CARD

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HANDWRITING | OVERVIEW

"you fleas are not very nice.
you should be ashamed
of yourselves biting on little
guys like us. We'd really like
to bite you back, but we use
Advantage instead."

BAYER ADVANTAGE (CAT & DOG)

"Fleas, I am not normally
prone to addressing wretched
little insects like yourselves;
but I delightfully inform you
I am using Advantage.
So effective, with just a few drops
on the back of my neck, you
and your larvae will be
destroyed for an entire month."

Women change the world every day.

EILEEN FISHER

THOUSANDS OF MIDSIZE
COMPANIES USE SAP?

YOU MEAN I'M NOT THE MAVERICK
NON-CONFORMIST I THOUGHT I WAS?

SAP SOFTWARE

A Worldly Paradise
There is something
about the ambience of
this island that sets
it apart from others
in the Caribbean.

GOURMET MAGAZINE

SAP solutions can start small and grow over time?
Now, it's like you read our business plan.

I was with legible election proofs
with the patent magnet system
I bought with ink
introducing

CHASE "INK" CARD CAMPAIGN
(DR. HANDWRITING)

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HANDWRITING | PERSONALS

Helpless Romantic
Seeks Soulmate
for Life Long Affair.
Bald & Short ok,
Sense of humor
a Must.

What if you could see those heart-felt positioning
statements in their actual handwriting instead of
in Verdana, with those blinking neon emoticons....

60 IS THE NEW 30!
RETIRED CEO OF
MAJOR FORTUNE 500,
CLIMBER, TRIATHLETE,
SAILOR, SEES NERDHEAD,
25-30. WILL TRAVEL
ON MY NEW CUSTOM BUILT
BENETTI GALAXY 102
TO MY HOMES IN HAWAII
AND ANTIBES. YOU: FORMER
MODEL, GORGEOUS IN
SWIM SUIT OR PEARLS,
COMFORTABLE WITH
LIFE'S REWARDS. MUST
BE ABLE TO SWIM.

AWARD WINNING
BARTENDER
needs cedepondant
for late night
myology. Please
no AA girls.
LIFE IS SHORT!
Why repent
Early? As
someone famous
said, EXCESS
is its own reward.
Must be over
21 with
valid
drivers
license

Bookish Babe, mild
myopia, strong opinions
seeks literate man for
intense political
discussions, Red Wine
and organic espresso
foreign film and spicy
Pad Thai.
Are you ready for a
hardcore romance?

conscious of meaning beyond word
or image, no beliefs. healthy with
love & share. POT smoke ok.
MO? SAILBOAT & F20R, BUT FREE.

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HANDWRITING | PERSONALS

*I saw you in the Dog Park
Me, ear muffs, brown skirt,
English Setter. You, buzz cut, blue eyes,
Rin Tin Tin. You asked me my
dog's name but you didn't ask mine.*

*Vegan Chef seeks barefoot princess for
life in organic paradise. All inquiries,
Star Ponte, Box 573,
Path 2 Light Road,
GuruDori, Oregon.*

*WM, 32, pale, skinny, socially inept.
Post doc, future biogenetics billionaire,
tired of sequencing fruit flies in solitude.*

*I have never placed an advertisement such as this
but it's been a year since Grace passed on and
he wouldn't mind if I had some fun. My
daughter told me I am eighty years young.
I have all my original teeth and you should too.*

Poet with trust fund seeks Muse...

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I find strength in...

a fundamental belief and understanding of the California DNA - we are diverse, innovative and always looking for the new bright idea.



Solange Brooks
Investments Management

Leadership means to me...

being unselfish, listening, showing patience and most of all, displaying these qualities in a manner that would make those you lead or care about proud of you.



Carmen Atkins-Wasi
Executive Office

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Respect in the workplace begins with...

*treating people with courtesy and listening
to what they have to say. Respect for others
helps create a positive work environment.*



Lisa Hoover
Client Outreach & Guidance

Trust as a core value
is important because...

*it motivates me to approach every aspect of
my work with the member's interest in mind.*



Patricia Falloon
Service Retirement

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