



no bubble gum,
No pop bottles
no popsicles,
no lollipops,
no explosions
No cursive,
no serifs,



the stroke is the line
surrounding the font.

pop.

pop.

POP

POP

POP

pop

pop

pop

pop

POP

pop POP

pop

? ! ✓



The Logo needs a defining
subtle feature that takes the
word "POP" and makes it ours.