



Artist Series 2014

SAMANTHA DION BAKER & ATC OVERLOOK

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Samantha Dion Baker

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ATC OVERLOOK IS AVAILABLE FOR \$20 (PERSONAL LICENSE)
AT AVONDALETYPECO.COM/ATC-OVERLOOK

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BIOGRAPHY:

Samantha Dion Baker is an award-winning graphic designer and illustrator living in Brooklyn, New York. With a background in designing for fine art institutions, fashion and the non-profit sector, she has recently gone back to pen and paper, and is creating unique letters and alphabets, illustrating logos, and building a second career in pen and ink illustration. She loves drawing straight lines, vintage handwriting, travel, and spending time with her two boys.

COLLABORATION:

When Avondale Type Co. approached me to be a part of their Artist's Series, I had created about 10 different small pattern alphabets. I wasn't sure what I would do with them, but there was always the thought to make them into working typefaces. Avondale sent me their fonts and I fell in love with Rosemary and Overlook. Overlook, I noticed, right away, has a "heavy" option, and after finishing my larger pieces for their series, I was inspired to go back to the small alphabets and use Overlook Heavy as a starting point. ATC Overlook Baker is a culmination of all of the pattern-work I found to be most successful in the earlier alphabet experiments. I am thrilled that ATC helped to make this happen! To be able to key in my letters, right on the keyboard, is such a fun experience for me!