

# live laugh love

a typography study

inspired by herbert bayer



a satirical reinterpretation of sentimental typography  
through bauhaus form and layout

**DREW KAZANIS**

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a typography study

inspired by herbert bayer

herbert bayers universal typeface stood out to me for its

clarity and geometric restraint

while my personal style often leans toward more

expressive typography

something about bayers strict rationality felt bold in a

different way

clean deliberate and confident

that influence led me to an idea

what if i stripped one of the most overused and

sentimental phrases

live laugh love

of all its emotional embellishments

could i turn it into something structured balanced and ironic

purely through typography and layout

i took to indesign and the risograph printer and made it

happen

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