



Replace  
**LETTERS WITH ICONS**  
for Unique  
Typographic Designs

100 Slides for  
Instant Download

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# INTRDUCTION

# ADD MAGiC TO YOUR WORDS

See, what we did there. We did not just type the word down on the slide, we designed it.

Unfortunately, all of us have fallen out of love with words. It wasn't the same always. When we were kids learning new words every day, we looked at each letter, carefully drew it out on paper- the word as well as its corresponding visual. Now, we just dump words, be it on paper or a PowerPoint slide.

The lack of time is a big and an understandable factor. But we can pause for a while, look at the words we are saying and treat our audience to more engaging content. How do we do that? We just showed you the trick- **Replace a letter in a word with an icon!**

The shape of the icon and the letter should match so that the audience can easily read the word and get the magic trick you played. They'll love it and admire your creative approach.

**Download All 100 Editable Sample Designs at the end of this eBook**

# HOW TO APPLY THE TYPOGRAPHIC TRICK

We will be sharing 100 PowerPoint slides where we have applied this hack and giving it to you for instant download. But it might happen that you would want to apply it on a topic not available in the presentation. And you might also want to learn how to do it yourself.

So, here's the intellectual process to follow while designing words:

### **Step 1 - Find the Focus Keyword**

Say the Presentation Title is "7 Strategies to Grow Your Business". Find what is the focus word here. Business? No. It is "Grow". Because you are sharing strategies to grow the business.

### **Step 2 - Do Icon Search on the Focus Word**

You can find icons on all topics on our website [www.slidegeeks.com](http://www.slidegeeks.com). You can also access websites dedicated to icons to explore more options.

Finding an icon for growth is relatively easy. You will get fairly accurate results on any website. It gets tricky when the words are relatively unique. If you search the word "impactful", you might not get any results. Use the simpler "impact" instead and you will begin to see some results. These results may or may not be good enough. In such cases, type "impact" on Google and hit the Images section. You will see how impact is represented visually. Punching bag, swinging pendulum, and meteor impact are the three most common results. That brings us to the third step.

### **Step 3 - Pick an Icon whose Shape Matches that of the Letter**

In the case of growth, the search is easy. You will find many upward rising graphs to symbolize growth. Pick the one that matches the letter "w" in the word "Grow" and replace the letter with the icon. Your typographic effect is complete!



In case you are not able to find any icon that can replace a letter in your word, try searching for more options. Look for synonyms of the focus word. For example, impact can also be searched with collision, crash, smash, clash, bump, bang, knock, jolt, thump, whack, thwack, slam, smack, contact. Now, search for icons on these and you will come up with a lot more options. The jolt icon, for example, is perfect for the message you wish to convey and replaces the letter "i" seamlessly.

 → **IMPACTFUL** →  **MPACTFUL**



**HAS ANYBODY  
ELSE DONE IT?**

Many have! Let's take for example Pixar Animation Studios, a subsidiary of Walt Disney Studios. The studio behind the blockbusters *Toy Story*, *Incredibles*, and *Finding Nemo* among others beautifully used this typographic trick in the display of their movie titles. Pixar itself uses this magic in its logo.

Don't you remember the hopping lamp squashing the "I" of Pixar and shining its light on the audience! It's one of the best animated logos of all time.



Pixar has gone on to use the same in their movie posters too.