

Start with a shape of your object



Find a typeface that represents your thing

WHALE

WHALE

WHALE

WHALE

WHALE

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Adjust your font to fit the shape of your object. Select text > create outlines > ungroup.



Whale

Stretch the individual characters, then use the direct selection tool to move and adjust individual points. Be sure to really zoom in to see.



WHALE

Sometimes you do not have to change the whole word to come up with a great solution.

Whale

Whale