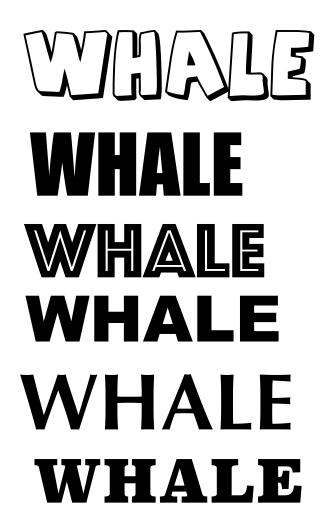


Find a typeface that represents your thing



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



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



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

Whole

Whale