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have been designed to

represent characters of the

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same time evoke another

writing system. This group

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International reference work for all those concerned with type faces, their designers and their sources.

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The type's original founder or manufacturer, and date of its introduction. Along with dozens of new fonts, illustrations show cuts of many classic typefaces that can only be found here. Also revised: a glossary of technical terms and tips on how to classify types. 8 X 11 3/4.

A hugely entertaining and revealing guide to the history of type that asks, What does your favorite font say about you? Fonts surround us every day, on street signs and buildings, on movie posters and books, and on just about every product we buy. But where do

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Fonts come from, and why do we need so many? Who is responsible for the staid practicality of Times New Roman, the cool anonymity of Arial, or the irritating levity of Comic Sans (and the movement to ban it)? Typefaces are now 560 years old, but we barely knew their names until about twenty years ago when the pull-down font menus on our first computers made us all the gods of type. Beginning in the early days of Gutenberg and ending with the most adventurous digital fonts, Simon Garfield explores the rich history and subtle powers of type. He goes on to investigate a

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Range of modern mysteries, including how Helvetica took over the world, what inspires the seeming ubiquitous use of Trajan on bad movie posters, and exactly why the all-type cover of Men are from Mars, Women are from Venus was so effective. It also examines why the "T" in the Beatles logo is longer than the other letters and how Gotham helped Barack Obama into the White House. A must-have book for the design conscious, Just My Type's cheeky irreverence will also charm everyone who loved Eats, Shoots & Leaves and Schott's Original Miscellany.

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The most comprehensive, practical, and beautiful directory of type, organized by type category - Serif, Sans Serif, Display, and Script - and covering all styles throughout history. Type Directory offers 1,800 examples of the best in type design, spanning almost 600 years of design history. From classics such as Garamond, Baskerville, Futura, and Helvetica, to more idiosyncratic recent creations such as Gotham and Filosofia, Type Directory features illuminating profiles of the most important and influential typefaces ever created.

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Organized by type category - Serif, Sans Serif, Display, and Script - each typeface is presented in uppercase and lowercase alphabetical letters, along with numbers, key punctuation marks, and symbols. This comprehensive guide also features profiles and interviews with leading designers and type foundries, as well as inspirational examples of graphic designs using specific typefaces.

The Visual History of Type is a comprehensive, detailed survey of the major typefaces produced since the advent of printing with movable type in the mid-

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Typography, Referenced is the single most comprehensive volume covering every aspect of typography that any design student, professional designer, or design aficionado needs to know today. In these pages, you'll find:

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work on typography and
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Zahn, The Museum of Fine
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Before and After magazine's focus on clarity and simplicity and its insistence on approaching design not as mere decoration but as an essential form of communication have won it legions of fans. If you're among them, you'll welcome the first book from B and A's founder and publisher. John McWade walks his own talk, bringing you a beautifully clear, cohesive, and elegant primer on page design. You'll learn by example how to design single-page and multi-page publications, brochures, and advertisements, applying the

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