



A Practical Guide to Picking a Typeface

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The choice of Delphine Gervais, Foreign Rights Manager
"A vital guide to surviving the wilds of typography!"

Every typeface has a history of its own, carrying cultural, historical, and social baggage and creating, through its mere presence on the page, an ambiance that transcends the meaning of the words written there. This volume presents nearly sixty typefaces, analyzing them, providing a biographical overview of their creators, and detailing the social contexts they evoke, as well as all implied meanings their uses have accrued.

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