



## Custom Lettering of the 60s & 70s

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"A labour of loving typographic archaeology by the type designer and illustrator Rian Hughes" Eye, Winter 2010/2011

Custom Lettering of the 60s & 70s is a celebration of the beautiful and stylistically diverse hand-drawn lettering that was a unique feature of headline type before the advent of Letraset and the computer. Custom lettering gave designers' imaginations full rein to develop individualistic solutions unconstrained by typographic practicalities.

This unique publication features over 4,500 examples of custom lettering - from craggy fonts that look like they're hewn from rock, to type with bullet holes, type made of rope, type on curved baselines, type with drop shadows, inlines, outlines, dramatic flourishes and feminine curlicues - it is all here!

Custom Lettering of the 60s & 70s is an essential handbook for typographers, graphic designers, art directors, design students and just about anyone interested in the art of type or seeking typographic inspiration.

Text in English, German & French.

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## **Editorial Review**

### Review

"A labour of loving typographic archaeology by the type designer and illustrator Rian Hughes" Eye, Winter 2010/2011

### About the Author

Rian Hughes is an award-winning graphic designer, illustrator, comic artist, logo designer and typographer. He studied graphic design at the London College of Printing before working for an advertising agency, 'i-D' magazine and a series of record sleeve design companies. In 1994, he founded his own studio, Device, and has since worked with a wide range of international clients in publishing, advertising, music and fashion. He has also worked extensively for the British and American comic book industries, both as artist and designer.

## **Users Review**

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As people who live in often the modest era should be change about what going on or facts even knowledge to make these individuals keep up with the era and that is always change and move ahead. Some of you maybe will update themselves by reading through books. It is a good choice for you but the problems coming to you actually is you don't know what one you should start with. This Custom Lettering of the 60s & 70s is our recommendation so you keep up with the world. Why, because this book serves what you want and wish in this era.

#### **Scott Barbour:**

This Custom Lettering of the 60s & 70s is great guide for you because the content which is full of information for you who have always deal with world and also have to make decision every minute. This particular book reveal it details accurately using great plan word or we can say no rambling sentences inside. So if you are read the idea hurriedly you can have whole facts in it. Doesn't mean it only provides straight forward sentences but tough core information with beautiful delivering sentences. Having Custom Lettering of the 60s & 70s in your hand like keeping the world in your arm, information in it is not ridiculous just one. We can say that no book that offer you world throughout ten or fifteen small right but this e-book already do that. So , this really is good reading book. Hello Mr. and Mrs. busy do you still doubt which?

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