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Custom Lettering Of The 40s & 50s



Synopsis

"A labour of loving typographic archaeology by the type designer and illustrator Rian Hughes" Eye, Winter 2010/2011 Custom Lettering of the 40s & 50s is a celebration of the stunning and stylistically varied headline lettering that predated modern computer type. Each a unique one-off, custom hand-drawn lettering had a stylistic freedom and creative energy unfettered by traditional typographic rules and regulations. This unique publication collects over 4,500 examples of custom lettering - from urgent rough block capitals to sophisticated looping copperplate scripts, elegant fashion brush scripts and dynamic illustrative sans serifs, the extraordinary range of graphic styles is as exciting as it is stylistically diverse. Custom Lettering of the 40s & 50s is an essential handbook for typographers, graphic designers, art directors, design students, and, of course, retro culture fans, lettering aficionados and printed ephemera collectors. Text in English, German & French.

Book Information

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Customer Reviews

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

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.

This book is AMAZING. Full of samples organized by style, over an inch thick. If you're a lettering artist, you need this book. You also need Custom Lettering of the 60's and 70's, also by Rian Hughes.

This is a thick, large book loaded with lettering examples from another era. It is a great reference and I recommend it to anybody who likes type/fonts/etc. I also recommend the other book in this series - Custom Lettering of the 60s & 70s

My brother had been drooling over this book every time he went in a bookstore. I bought it from , received it super fast and wrapped it up for Christmas. My brother said it was the best gift he received and he was glued to it for days. He is a graphic designer and said this is an amazing book!

showed up on time and was what I expected. It's full of interesting period specific type specimens.

Awesome book. Gave us some great ideas. Can't wait to put them into use!

Bought for a guy who loves art, lettering, unique designs. He says this book is great!

I bought this as a birthday gift for a friend who is a Graphics/Stripe Artist. He is enjoying the book very much.

Great book, very inspirational!!

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