



Modern Display Alphabets (Dover Books on Lettering, Graphic Arts & Printing)

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This practical book has been created with artists, designers, and advertising and publicity specialists in mind. It gathers the complete fonts of 100 contemporary display alphabets which are becoming more and more frequently used for all facets of creative advertising. Each is arranged on a single page, letting you see at a glance all upper and lower case letters, as well as numbers and punctuation.

Discover the versatility of shadow types, such as Bubble and Uncle Bill. See the incredible variety of today's outline faces, including Arpad, Blippo Black, and Smoke. Get just the right nuance with such unique styles as Bullseye, Moore Computer, Rhapsodie, and Swash Buckle. Capture the flavor of the exotic and the essence of the historic with some of the finest alphabets ever to be designed. Choose from inlines and outlines, round looks and backslants, double shaded and highlighted, and scores of other styles in order to communicate your message and tell your story in the best of all possible ways.

Whether you're involved in advertising campaigns, packaging, book designs, or window displays, you'll find this to be a comprehensive reference source and a goldmine of ideas. Most important, it's a means of sharpening your understanding of the vast range of communication possibilities inherent in display alphabets.



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