



Typeface: Classic Typography for Contemporary Design

Tamye Riggs

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If there is one experience that any graphic designer can relate to, it's the quest for the perfect typeface. The right typeface communicates the visual essence of the content while enhancing the impact of the overall design. The dozens of type samplers available are often more confusing than helpful, offering hundreds of choices but little guidance. *Typeface: Classic Typography for Contemporary Design* is a unique sourcebook featuring sixty classic typefaces that continue to resonate with today's most influential graphic designers. The book is organized using typographic classifications such as sans serif, serif, display, script, and dingbats. Each typeface is presented in detail, including its origin, main characteristics, and uses. The main character set of each type specimen is accompanied by typesheet style examples including technical specifications and non-Latin characters.

In addition, *Typeface* includes a unique feature certain to delight designers: a choice of similar typefaces is given for each font, so that alternatives can be easily compared, taking the stress out of tracking down typefaces. Characteristics such as vertically stressed oblique serifs or abrupt contrasts are highlighted and easily cross-referenced, allowing designers to make educated type choices without having to trawl through the seemingly endless pages of type vendor libraries. Accompanying the main character sets and typesheets are examples of the typefaces in use. Leading practitioners such as Pentagram, karlssonwilker inc., and Why Not Associates provide a working context for each typeface, making *Typeface* both a fully functional sourcebook and an inspirational showcase of international typographic design.



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