



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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