



ABC's of Type

Allan Haley

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Intended for graphic designers, this text provides specialist information on typefaces. "ABC'S of Type", is a compilation of articles that originally appeared in "Step-By-Step Graphics" magazine. The book features 20 of the most popular type families, including Helvetica, Palatino, and Times Roman. It pin-points the "ABC'S" of each face under the headings "Attributes", "Background", and "Considerations for Use". Under "Attributes", Haley describes the distinguishing features of each face. "Background" provides interesting historical information about the various type styles, and "Consideration for Use" shows how each face is best used. Written in an informal but informative manner, this book is sure to become a reference resource for every graphic designer's worktable. The author Allan Haley, is the executive Vice President of International Typeface Corp. The author of "Phototypography", Haley is a regular contributor to "Step-By-Step Graphics" and "U & Ic".

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