

The book was found

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

Paperback: 576 pages

Publisher: Carlton Books Ltd (December 7, 2014)

Language: English

ISBN-10: 1906863318

ISBN-13: 978-1906863319

Product Dimensions: 9.2 x 1.6 x 9.1 inches

Shipping Weight: 4.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 10 customer reviews

Best Sellers Rank: #490,653 in Books (See Top 100 in Books) #185 in [Books > Arts & Photography > Other Media > Calligraphy](#) #222 in [Books > Arts & Photography > Decorative Arts & Design > Design History & Criticism](#) #223 in [Books > Arts & Photography > Graphic Design > Typography](#)

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!!

[Download to continue reading...](#)

Custom Lettering of the 40s & 50s Lettering: Beginners Guide to Lettering and Calligraphy Fonts for DIY Crafts and Art (Typography, Hand Writing, Paper Crafts, Thank You Notes, DIY wedding, Drawing, Hand Lettering Book 1) Hand Lettering Workbook (Italic font) Training, Exercises and Practice: To improve your lettering skill. Calligraphy book (Lettering calligraphy) BEST OF CALLIGRAPHY NOTEBOOK. Creative Hand Lettering: 4 Types of lined pages to practice Hand Lettering + 2 illustrated Hand-Lettered styles. Calligraphy Workbook (Lettering calligraphy) Calligraphy for Beginners. Hand Lettering: Training, Exercises and Practice: Lettering calligraphy.

Calligraphy book (Lettering book) It's Not Over Yet!: Reclaiming Your Real Beauty Power in Your 40s, 50s and Beyond Vintage Face: Period Looks from the 20s, 30s, 40s, & 50s Crash!: Twisted Steel, Mangled Bumpers and Shattered Windshields from the '40s, '50s and '60s Terrific Tablecloths from the '40s & '50s (Schiffer Book for Collectors) The ABC of Custom Lettering: A Practical Guide to Drawing Letters Hand Lettering 101: An Introduction to the Art of Creative Lettering Lettering For Beginners: A Creative Lettering How To Guide With Alphabet Guides, Projects And Practice Pages Creative Lettering and Beyond: Inspiring tips, techniques, and ideas for hand lettering your way to beautiful works of art (Creative...and Beyond) Calligraphy Practice NoteBook : Hand Lettering: Calligraphy Workbook :Watercolor Flower: (Training, Exercises and Practice:Lettering calligraphy. Calligraphy book) Brush Lettering: An Instructional Manual Of Western Brush Lettering Lettering and Alphabets: 85 Complete Alphabets (Lettering, Calligraphy, Typography) Script Lettering for Artists (Lettering, Calligraphy, Typography) The Art of Brush Lettering: A Stroke-by-Stroke Guide to the Practice and Techniques of Creative Lettering and Calligraphy Lettering: Traditional Lettering & Calligraphy with Chinese and Arabic Script- Learn to Ink & Border like a Pro The Joy of Lettering: A creative exploration of contemporary hand lettering, typography & illustrated typeface

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)