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## Custom Lettering of the 40s & 50s

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**Custom Lettering of the 40s & 50s** From Brand: Goodman / Fiell Publishing

"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.

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## **Custom Lettering of the 40s & 50s** From Brand: Goodman / Fiell Publishing Bibliography

- Sales Rank: #820955 in Books
- Brand: Brand: Goodman / Fiell Publishing
- Published on: 2014-12-07
- Original language: English
- Number of items: 1
- Dimensions: 9.09" h x 1.56" w x 9.24" l, 4.29 pounds
- Binding: Paperback
- 576 pages

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## **Editorial Review**

### **Review**

"A labour of living typographic archaeology by the type designer and illustrator Rian Hughes" Eye, Winter 2010/2011

### **About the Author**

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.

## **Users Review**

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