Google Drive



Just My Type: A Book About Fonts

Simon Garfield

Download now

Click here if your download doesn"t start automatically

Just My Type: A Book About Fonts

Simon Garfield

Just My Type: A Book About Fonts Simon Garfield
A hugely entertaining and revealing guide to the history of type that asks, What does your favorite font say about you?

Fonts surround us every day, on street signs and buildings, on movie posters and books, and on just about every product we buy. But where do fonts come from, and why do we need so many? Who is responsible for the staid practicality of Times New Roman, the cool anonymity of Arial, or the irritating levity of Comic Sans (and the movement to ban it)?

Typefaces are now 560 years old, but we barely knew their names until about twenty years ago when the pull-down font menus on our first computers made us all the gods of type. Beginning in the early days of Gutenberg and ending with the most adventurous digital fonts, Simon Garfield explores the rich history and subtle powers of type. He goes on to investigate a range of modern mysteries, including how Helvetica took over the world, what inspires the seeming ubiquitous use of Trajan on bad movie posters, and exactly why the all-type cover of *Men are from Mars, Women are from Venus* was so effective. It also examines why the "T" in the Beatles logo is longer than the other letters and how Gotham helped Barack Obama into the White House. A must-have book for the design conscious, *Just My Type*'s cheeky irreverence will also charm everyone who loved *Eats, Shoots & Leaves* and *Schott's Original Miscellany*.

Download Just My Type: A Book About Fonts ...pdf

Read Online Just My Type: A Book About Fonts ...pdf

Download and Read Free Online Just My Type: A Book About Fonts Simon Garfield

---

From reader reviews:

Dawne Feliciano:

In this 21st hundred years, people become competitive in every way. By being competitive now, people have do something to make all of them survives, being in the middle of typically the crowded place and notice by simply surrounding. One thing that occasionally many people have underestimated the item for a while is reading. Yes, by reading a book your ability to survive raise then having chance to stand than other is high. For you personally who want to start reading any book, we give you that Just My Type: A Book About Fonts book as starter and daily reading e-book. Why, because this book is usually more than just a book.

Richard Hennessy:

Precisely why? Because this Just My Type: A Book About Fonts is an unordinary book that the inside of the guide waiting for you to snap the item but latter it will zap you with the secret this inside. Reading this book beside it was fantastic author who also write the book in such amazing way makes the content inside easier to understand, entertaining approach but still convey the meaning totally. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This unique book will give you a lot of gains than the other book include such as help improving your expertise and your critical thinking approach. So , still want to delay having that book? If I had been you I will go to the guide store hurriedly.

Derrick Tompkins:

Many people spending their time period by playing outside having friends, fun activity having family or just watching TV 24 hours a day. You can have new activity to spend your whole day by studying a book. Ugh, think reading a book really can hard because you have to accept the book everywhere? It okay you can have the e-book, having everywhere you want in your Mobile phone. Like Just My Type: A Book About Fonts which is obtaining the e-book version. So , try out this book? Let's notice.

Julie Chambers:

Is it you actually who having spare time in that case spend it whole day by simply watching television programs or just telling lies on the bed? Do you need something totally new? This Just My Type: A Book About Fonts can be the answer, oh how comes? It's a book you know. You are and so out of date, spending your free time by reading in this brand-new era is common not a geek activity. So what these guides have than the others?

Download and Read Online Just My Type: A Book About Fonts

Simon Garfield #3QPSDBOTH07

Read Just My Type: A Book About Fonts by Simon Garfield for online ebook

Just My Type: A Book About Fonts by Simon Garfield Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Just My Type: A Book About Fonts by Simon Garfield books to read online.

Online Just My Type: A Book About Fonts by Simon Garfield ebook PDF download

Just My Type: A Book About Fonts by Simon Garfield Doc

Just My Type: A Book About Fonts by Simon Garfield Mobipocket

Just My Type: A Book About Fonts by Simon Garfield EPub