



Type Style Finder: The Busy Designer's Guide to Type

Timothy Samara

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Choosing the wrong typeface or type style can destroy the effectiveness of a design, and finding the perfect typeface is not as easy as it sounds. There are hundreds of options and after a day in front of the computer screen, it's hard to be convinced that any one of them is the right choice. Type Style Finder is the answer for many weary designers.

This rich volume is the easy to navigate, sourcebook for choosing type and color. Divided into four sections- aspect, mood, time frame era, and age group-this book aids readers in recognizing the best font and color combinations to complete their design projects with effective results. A virtual catalog of typefaces, Type Style Finder is destined to be on every designers desk.

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