

JUST

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A BOOK
ABOUT
FONTS

TYPE

SIMON GARFIELD

JUST MY TYPE is a book of stories. About how Helvetica and Comic Sans took over the world. About why Barack Obama opted for **Gotham**, while *AMY WINEHOUSE* found her soul in 30s Art Deco. About the great originators of type, from Baskerville to Zapf, and people like Neville Brody who threw out the rulebook. About the pivotal moment when fonts left the world of Letraset and were loaded onto computers ... and typefaces became something we realized we all have an opinion about. And beyond all this, *Just My Type* reveals what may be the very best and worst fonts in the world – and what your choice of font says about you.

The cover of the book mixes eight eclectic fonts:

- J** Adiator regular
- H** Aeronaut
- S** Flirt Bold
- T** Cyclone
- M** Adam Gorry-Inline
- E** Shutterstock decorative alphabet
- T** PopUps
- Y** Adiator regular
- P** Aeronaut
- E** Polytone Reliant

The author's name is in Gill Sans.

£14.99

C TABLE OF TYPEFACES

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JUST MY TYPE

A book about fonts

Simon Garfield

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PROFILE BOOKS

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To Ben and Jake

JUST MY TYPE: A BOOK ABOUT
FONTS © 2010 Simon Garfield.

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The main chapters of this book are typeset in Sabon MT 11/15pt. Sabon, a traditional serif font, was developed in the 1960s by Jan Tschichold, a Leipzig based designer. Its story is told on p 251. Interspersed with the chapters are a series of 'FontBreaks', which are set in Univers 45 Light 9.5/15pt, except for their initial paragraphs, which appear in the font under discussion. Univers is a Swiss font, designed in 1957, the same year as its compatriot, Helvetica. Their story is told in *Chapter Nine: What is it about the Swiss?* But, being a book about fonts, *Just My Type* also samples more than 200 other fonts, from Albertus to **Zeppelin II**.

Design, layout and font wrangling by James Alexander of Jade Design (www.jadedesign.co.uk).

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In Budapest, surgeons operated on printer's apprentice Gyoergyi Szabo, 17, who, brooding over the loss of a sweetheart, had set her name in type and swallowed the type.

Time magazine, 28 December 1936

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A BOOK
ABOUT
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*** "ADA" Kitab Mərkəzi ***

Just my type

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