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Letter Fountain

Joep Pohlen

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Letter Fountain

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Letter Fountain Joep Pohlen
The anatomy of letters: Everything you could ever want to know about printing letters and numbers

Now available at a bargain student price, *Letter Fountain* is the **ultimate typeface handbook**.

In addition to examining the form and anatomy of every letter in the alphabet, punctuation marks, and special characters, the book examines over **150 typefaces**, their origins and font characteristics, with full page tables including scale, weight, and useful alternatives.

Cross-references allow these typefaces to exist in a **broader visual culture context**, comparing important designs with **seminal artpieces and movements** from Gutenberg's era to the aesthetics of the digital age.

With special attention to finding the right typeface for a given job, the handbook also includes a **manual for developing digital fonts**, advice on typographic rules, an in-depth comparison between sans-serif and serif typefaces, and an essay about measuring systems and indications. The extensive appendix contains a general index, a typeface index, an index of over 250 type designers, an exhaustive index of type foundries, a graphical dictionary, and a bibliography for further reading.

This book received a **Certificate for Typographic Excellence from Type Directors Club New York** (TDC) in 2010, and a **red-dot design award** from the Design Zentrum Nordrhein-Westfalen, Germany.

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