



# Typographic Specimens: The Great Typefaces

By Philip Meggs, Rob Carter

[Download now](#)

[Read Online](#) 

## Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter

Specimens of 38 of the finest type families in the world are brought together in *Typographic Specimens: The Great Typefaces*, making it an invaluable reference tool for graphic designers, editors, art directors, production managers, desktop publishers, and students. Each type family is shown in display and text specimens with complete fonts including italic and bold variations; extended families such as Futura and Univers include additional type weights and widths. Each type family's section opens with a full-page experimental design, created by an outstanding graphic designer to demonstrate its potential. The specimens are accompanied by a concise discussion of each type family's origins, characteristics, and usage. Typographic specimens provide an opportunity to study typefaces, to select and plan typography, and to increase one's knowledge of letterforms. Drawing and tracing specimens remain excellent ways to understand type and create logos and other typographic designs. Study of specimens aids in the selection of fonts to be purchased for the font library. Typographic specimens introduce unfamiliar typefaces in printed form and aid in the development of connoisseurship. Comparative analysis of similar faces in printed form becomes possible. Over one hundred prominent designers and design educators were sent a ballot listing all major typefaces and were asked to vote for the type families that best fulfilled their personal criteria for typographic excellence. The typefaces contained in this book represent the results of this poll, providing a compendium of excellent typefaces that have stood the test of time.

*Typographic Specimens: The Great Typefaces* will provide information, inspiration, and a keener knowledge of typography.

Akzidenz-Grotesk  
American Typewriter  
Baskerville  
Bembo  
Bodoni  
Bookman  
Caledonia  
Caslon  
Centaur  
Century Schoolbook

Cheltenham  
Clarendon  
Didot  
Folio  
Franklin Gothic  
Frutiger  
Futura  
Galliard  
Gill Sans  
Garamond  
Goudy Old Style  
Helvetica  
Janson  
Kabel  
News Gothic  
Optima  
Palatino  
Perpetua  
Plantin  
Sabon  
Serifa  
Stone Sans  
Stone Serif  
Stymie  
Times New Roman  
Trump Mediaeval  
Univers  
Zapf Book

 [Download Typographic Specimens: The Great Typefaces ...pdf](#)

 [Read Online Typographic Specimens: The Great Typefaces ...pdf](#)

# Typographic Specimens: The Great Typefaces

By Philip Meggs, Rob Carter

## Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter

Specimens of 38 of the finest type families in the world are brought together in *Typographic Specimens: The Great Typefaces*, making it an invaluable reference tool for graphic designers, editors, art directors, production managers, desktop publishers, and students. Each type family is shown in display and text specimens with complete fonts including italic and bold variations; extended families such as Futura and Univers include additional type weights and widths. Each type family's section opens with a full-page experimental design, created by an outstanding graphic designer to demonstrate its potential. The specimens are accompanied by a concise discussion of each type family's origins, characteristics, and usage.

Typographic specimens provide an opportunity to study typefaces, to select and plan typography, and to increase one's knowledge of letterforms. Drawing and tracing specimens remain excellent ways to understand type and create logos and other typographic designs. Study of specimens aids in the selection of fonts to be purchased for the font library. Typographic specimens introduce unfamiliar typefaces in printed form and aid in the development of connoisseurship. Comparative analysis of similar faces in printed form becomes possible. Over one hundred prominent designers and design educators were sent a ballot listing all major typefaces and were asked to vote for the type families that best fulfilled their personal criteria for typographic excellence. The typefaces contained in this book represent the results of this poll, providing a compendium of excellent typefaces that have stood the test of time.

*Typographic Specimens: The Great Typefaces* will provide information, inspiration, and a keener knowledge of typography.

Akzidenz-Grotesk  
American Typewriter  
Baskerville  
Bembo  
Bodoni  
Bookman  
Caledonia  
Caslon  
Centaur  
Century Schoolbook  
Cheltenham  
Clarendon  
Didot  
Folio  
Franklin Gothic  
Frutiger  
Futura  
Galliard  
Gill Sans  
Garamond  
Goudy Old Style  
Helvetica

Janson  
Kabel  
News Gothic  
Optima  
Palatino  
Perpetua  
Plantin  
Sabon  
Serifa  
Stone Sans  
Stone Serif  
Stymie  
Times New Roman  
Trump Mediaeval  
Univers  
Zapf Book

### **Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter Bibliography**

- Rank: #629833 in Books
- Published on: 1993-02
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x 8.50" w x 1.25" l,
- Binding: Paperback
- 416 pages



[Download Typographic Specimens: The Great Typefaces ...pdf](#)



[Read Online Typographic Specimens: The Great Typefaces ...pdf](#)

## Download and Read Free Online Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter

---

### Editorial Review

#### From the Back Cover

Specimens of 38 of the finest type families in the world are brought together in *Typographic Specimens: The Great Typefaces*, making it an invaluable reference tool for graphic designers, editors, art directors, production managers, desktop publishers, and students. Each type family is shown in display and text specimens with complete fonts including italic and bold variations; extended families such as Futura and Univers include additional type weights and widths. Each type family's section opens with a full-page experimental design, created by an outstanding graphic designer to demonstrate its potential. The specimens are accompanied by a concise discussion of each type family's origins, characteristics, and usage.

Typographic specimens provide an opportunity to study typefaces, to select and plan typography, and to increase one's knowledge of letterforms. Drawing and tracing specimens remain excellent ways to understand type and create logos and other typographic designs. Study of specimens aids in the selection of fonts to be purchased for the font library. Typographic specimens introduce unfamiliar typefaces in printed form and aid in the development of connoisseurship. Comparative analysis of similar faces in printed form becomes possible. Over one hundred prominent designers and design educators were sent a ballot listing all major typefaces and were asked to vote for the type families that best fulfilled their personal criteria for typographic excellence. The typefaces contained in this book represent the results of this poll, providing a compendium of excellent typefaces that have stood the test of time.

*Typographic Specimens: The Great Typefaces* will provide information, inspiration, and a keener knowledge of typography. Akzidenz-Grotesk American Typewriter Baskerville Bembo Bodoni Bookman Caledonia Caslon Centaur Century Schoolbook Cheltenham Clarendon Didot Folio Franklin Gothic Frutiger Futura Galliard Gill Sans Garamond Goudy Old Style Helvetica Janson Kabel News Gothic Optima Palatino Perpetua Plantin Sabon Serifa Stone Sans Stone Serif Stymie Times New Roman Trump Mediaeval Univers Zapf Book

#### About the Author

**Philip Meggs** is professor at Virginia Commonwealth University, contributing editor of *Print* magazine, and visiting graduate faculty at Syracuse University. He is the author of *Type & Image* and *A History of Graphic Design*, and coauthor of *Typographic Design: Form and Communication*. His design work has been exhibited widely, including *Print* Regional Annual, CA Annual, Graphis Posters, Photographis, and The New York Art Director's Club. Rob Carter teaches typography and graphic design at Virginia Commonwealth University. His design projects have been exhibited by the American Institute of Graphic Arts, New York Art Director's Club, Society of Typographic Arts, Graphis Annual, Creativity, and the New York Type Director's Club. He is the author of *American Typography Today* and coauthor of *Typographic Design: Form and Communication*.

### Users Review

#### From reader reviews:

##### George Hardy:

Book is actually written, printed, or descriptive for everything. You can recognize everything you want by a guide. Book has a different type. As you may know that book is important point to bring us around the world. Alongside that you can your reading talent was fluently. A reserve *Typographic Specimens: The*

Great Typefaces will make you to possibly be smarter. You can feel much more confidence if you can know about anything. But some of you think which open or reading some sort of book make you bored. It is far from make you fun. Why they are often thought like that? Have you seeking best book or acceptable book with you?

**Dwight Roberts:**

The feeling that you get from Typographic Specimens: The Great Typefaces could be the more deep you excavating the information that hide within the words the more you get serious about reading it. It does not mean that this book is hard to recognise but Typographic Specimens: The Great Typefaces giving you buzz feeling of reading. The writer conveys their point in specific way that can be understood by simply anyone who read it because the author of this book is well-known enough. This specific book also makes your vocabulary increase well. So it is easy to understand then can go along with you, both in printed or e-book style are available. We propose you for having this particular Typographic Specimens: The Great Typefaces instantly.

**Buddy Beckstead:**

Do you have something that you want such as book? The publication lovers usually prefer to decide on book like comic, short story and the biggest one is novel. Now, why not attempting Typographic Specimens: The Great Typefaces that give your entertainment preference will be satisfied by simply reading this book. Reading addiction all over the world can be said as the way for people to know world considerably better then how they react in the direction of the world. It can't be explained constantly that reading behavior only for the geeky individual but for all of you who wants to end up being success person. So , for every you who want to start examining as your good habit, you may pick Typographic Specimens: The Great Typefaces become your own personal starter.

**Jesica Simon:**

You can get this Typographic Specimens: The Great Typefaces by look at the bookstore or Mall. Just viewing or reviewing it may to be your solve issue if you get difficulties to your knowledge. Kinds of this book are various. Not only by means of written or printed but also can you enjoy this book by means of e-book. In the modern era including now, you just looking because of your mobile phone and searching what their problem. Right now, choose your own personal ways to get more information about your book. It is most important to arrange you to ultimately make your knowledge are still change. Let's try to choose suitable ways for you.

**Download and Read Online Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter #XEARWJZ8PQF**

# **Read Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter for online ebook**

Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter 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 Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter books to read online.

## **Online Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter ebook PDF download**

**Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter Doc**

**Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter MobiPocket**

**Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter EPub**

**XEARWJZ8PQF: Typographic Specimens: The Great Typefaces By Philip Meggs, Rob Carter**