



Type: A Visual History of Typefaces & Graphic Styles

Alston W. Purvis, Jan Tholenaar

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Know your type: A visual history of fonts and graphic styles: 1628–1938

This book offers a connoisseur's overview of typeface design, exploring the most elegant fonts from the history of publishing. Taken from a distinguished Dutch collection, this exuberant two-volume edition traces the evolution of the printed letter via exquisitely designed catalogs, showing type specimens in roman, italic, bold, semi-bold, narrow, and broad fonts. Borders, ornaments, initial letters, and decorations are also included, along with lithographic examples, letters by sign writers, inscription carvers, and calligraphers.

Featuring works by type designers including: **William Caslon, Fritz Helmuth Ehmcke, Peter Behrens, Rudolf Koch, Eric Gill, Jan van Krimpen, Paul Renner, Jan Tschichold, A. M. Cassandre, Aldo Novarese, and Adrian Frutiger.**

In order to accommodate a vast amount of material, we have divided this text into two volumes. The **first volume** covers pre-20th century typeface specimens, with texts by editor Cees de Jong and collector Jan Tholenaar. The **second volume** covers the period from 1900 to the mid-20th century, and contains a historical outline by Alston W. Purvis.

Includes exclusive access with TASCHEN keycard to online image library: over 2,400 high-resolution scans of type specimens downloadable for unrestricted use.

Text in English, French, and German

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