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The Field Guide to Typography: Typefaces in the Urban Landscape

Peter Dawson

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From American Typewriter to Zapf Dingbats - this highly engaging and fascinating visual reference helps novices and experts alike identify the typefaces we encounter every day. A quarter of a century ago hardly anybody knew what a font was, let alone the difference between Times Roman and Palatino. But in the present era of blogs, social media, and even a feature film devoted entirely to Helvetica, choosing a typeface is as important as picking the right tie for a job interview, and identifying fonts has evolved into a 21st-century urbanite's version of bird-watching. Written for type fanatics of all stripes, award-winning designer Peter Dawson draws on his immense knowledge to help readers identify and understand the fonts that appear in our daily lives. Inspired by traditional field guides, each spread examines one typeface in depth, listing its designer, year of release, and a brief history that addresses its origins, common uses, and distinguishing characteristics. Hundreds of color photographs reveal typefaces at work in airports and train stations, on smartphones and book jackets, online and in signage. Also included are interviews with influential designers such as Freda Sack, Henrik Kubel, and Jason Smith, and tips for distinguishing between similar-looking fonts. Brimming with facts and photos, this helpful guide offers aspiring as well as proficient "font spotters" all the information they need to identify type in the real world.

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