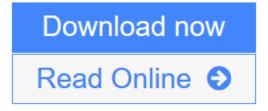


## **Type Rules!**

Clarence H. Benson, Ilene Strizver



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This guide for beginners and more advanced professionals explains the technical side of type and how it applies to effective design. It covers the history of type, current trends, methods for customizing fonts, techniques for setting type, and common mistakes to avoid, and gives guidelines for sele



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