

## **Cool Type**

Spencer Drate, Jutka Salavetz, Mark Smith



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An explosive look at the modern art of typography, Cool Type contains the trendsetting work of Chip Kidd, Fred Woodward, Bruce Mau, Why Not Associates and 40 other modern type artists respected just as much for their great design work as for their type design. Organized by designer, the book includes short bios, fonts (many shown here for the first time in a type collection) and designs that show the typefaces in action. Captions include information from the designers on how the typeface in each piece was created or manipulated. Complete with a directory telling you where you can buy the featured typefaces, Cool Type is a book of trends, innovations and inspirations.



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