



# New Vintage Type: Classic Fonts for the Digital Age

*Steven Heller, Gail Anderson*

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Choose, use, and understand great vintage type with this authoritative guide. Retro is the new modern. And nowhere is that fact more evident than in typography, which today uses vintage type in ads, book and magazine design, movies, and everywhere words convey meaning. Viewers may not even realize that the type itself conveys mood, information, and a sense of style, but graphic designers know the power of vintage type. Now the world's foremost historian of graphic design presents *New Vintage Type*, a remarkable rethinking and rediscovery of old and classic typefaces for today's modern needs. Hundreds of amazing, astounding, and obscure examples from around the world are gathered here, organized into five historically and stylistically grouped sections: the Victorian Age, the Woodtype Era, Art Deco Style, Modern Movement, and the Eccentric Movement. With hundreds of lively and one-of-a-kind examples, plus informed, intriguing text, *New Vintage Type* is the graphic designer's guide to choosing and using vintage type for maximum impact.

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