



Letter Fountain

Joep Pohlen, Geert Setola

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Everything you could ever want to know about printing letters and numbers

Looking back as far as man's first efforts to communicate with visual signs and drawings, *Letter Fountain* is a completely unique typeface handbook: in addition to **examining the form and anatomy of every letter in the alphabet** (as well as punctuation marks and special characters), the book cross-references type designs with important works of art and art movements **from Gutenberg's times until today**. Further attention is given to the esthetics of the digital age and **typographical recommendations** such as the choice of the right typeface for a job. Rounding out the guide are an **in-depth comparison between sans-serif and serif typefaces**, an essay about measuring systems and indications, advice about typographic rules, plus a manual for developing digital fonts.

Over 150 typefaces, their origins, and font characteristics are **discussed in detail**, visually explained by full page tables including scale, weight, and slope increments. The **extensive appendix** contains a general index, one on typefaces (more than 300 are depicted in the book), an index on **over 250 type designers**, an exhaustive index on type founders from Gutenberg to present, a graphical dictionary, and a bibliography for further reading.

The original Dutch edition *Letterfontein* received a **Certificate for Typographic Excellence** from Type Directors Club New York (TDC) in 2010, and a **red-dot design award** from the Design Zentrum Nordrhein-Westfalen, Germany.

Special features include:

- thoroughly hardbound in half linen with three ribbon bookmarks
- 144 pages appendix with resourceful glossary and indices
- convenient typographic ruler with conversions between four measurement systems and hidden shortcuts for your Apple keyboard!

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