

Scaricare o Leggere Online **Typographic Style Handbook** Michael Mitchell & Susan Wightman PDF Gratis, An elegant handbook in typography, for the professional and amateur text designer. **Typographic Style Handbook** is an indispensable new manual for anyone

Scaricare **Typographic Style Handbook** PDF Gratis - Michael Mitchell & Susan Wightman



Scaricare o Leggere Online **Typographic Style Handbook** Michael Mitchell & Susan Wightman PDF Gratis, An elegant handbook in typography, for the professional and amateur text designer.

Typographic Style Handbook is an indispensable new manual for anyone working with text - books, journals, company reports, websites or marketing material - who wishes to develop an understanding of how to produce clean, clear and consistent typography.

The handbook is divided into three sections:

General typesetting covers the basic rules of setting text

Books and journals explains the typographic styles used within the publishing industry

Corporate style describes how the treatment of text can be integrated into an organisation's branding guidelines.

Typographic rules and styles are copiously illustrated with examples and diagrams

Alternative styles are listed and explained to enable users to develop their own 'house style'

Includes a glossary and appendices to aid students and self-publishers

Typographic Style Handbook is destined to become a classic manual alongside Judith Butcher's *Copy-editing*, *Hart's Rules*, *The Economist Style Guide* and the *Oxford Dictionary for Writers and Editors*.

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