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Retro or vintage design refers to a broad range of graphic design styles which lift influences and inspiration from different historical eras and retro style design, from mid-century modern graphic design and 50s art styles to vintage 70s graphic design.

*A Guide to Vintage Design Styles*

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Type alone did not make vintage signs and decor successful—composition had everything to do with it. The HighBall sign is strikingly simple, but makes use of color and size to achieve a dynamic and interesting sign.

*50 Beautiful Examples of Vintage & Retro Typography*

This vintage style is characterised by detailed decorations and ornate flourishes that produce extravagant designs. In today's inspiration showcase I present 50 type designs and hand-lettering pieces for posters, editorial designs, product labels, logos and more, all with a beautiful vintage aesthetic.

*50 Vintage Type Designs with Detailed Decorative Flourishes*

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Exquisite graphic design artifacts comprise this unusual collection culled from the pages of type and typography books dating from 1896 to 1936. Design professionals, students and teachers of graphic design, and anyone with an interest in vintage design will be delighted to find rare, never-before-reprinted type specimens, vintage layouts, logos, and decorations that will serve as an inspiration and resource for practicing and aspiring graphic designers.

A Revival and Celebration of the Golden Age of Typography Any type user and enthusiast will doubtless derive joy from the letters and ornaments in Vintage Graphic Design, gathered from the rare and forgotten sources that authors Steven Heller and Louise Fili have collected over the years. As type gourmets, Heller and Fili savor type in many forms—especially the aesthetically idiosyncratic and the printed artifacts of which historical or retro typefaces are samples. A period of rapid innovation and growth in printing and type technology, the late 1800s and early 1900s saw type foundries in Europe and America burst into wellsprings for bold compositions and arresting typefaces. However, this is not a history book; rather, it is a sampler of tasty typographic confections or so-called eye candy. The curated selection here reflects this era's printing material, including stock pictorial cuts, filigree borders, and cartouches galore. These aesthetic gems are the fruit of Heller's and Fili's labors after spending decades scouring the antiquarian book and flea markets of Paris, Berlin, Rome, Florence, Barcelona, eastern Europe, and elsewhere online and in auction catalogs to find examples of graphic design worth preserving and reviving. These beautiful—yet often absurd—rarities represent historic typeface catalogs and specimen sheets from an age when craftsmanship was at its zenith and attention to manufacture was rigorous. Paired best with the authors' 2011 book, Vintage Type & Graphics, this full color volume is not just about delectation for its own sake, but to prove beyond a drop-shadow of a doubt that just because a typeface or decorative device is "old" does not mean it is "old-fashioned."

Here is a lively and lighthearted survey that looks at the role that old and classic fonts from letterpress to slab serifs and beyond play in contemporary graphic design. Written and compiled by the world's leading graphic-design historian, the book provides hundreds of examples, as well as informed texts that will entertain, edify and inspire a new generation of students and practitioners to appreciate that the past contains typographic riches for the future.

More than three hundred images capture one hundred years of graphic design with design models that range

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from Art Deco and Gothic Revival to Pop Art and Post Modernism.

Drawn from a pair of early 20th-century sign-painting manuals, this reference abounds in color and black-and-white borders, frames, typography, and other images, all ideal for re-creating styles from the 1890s-1920s.

A history of calligraphy and lettering offers examples of typefaces found on formal announcements, invitations, advertising, and other "commercial handwriting" from the United States, England, Germany, France, and Italy.

Chronicles 150 years of type design with examples ranging from nouveau elegance to scrappy grunge

Designers often look to earlier decades or generations for inspiration, borrowing motifs and palettes that are recognizable through their ability to elicit nostalgia. New Retro focuses specifically on graphic designers that evoke bygone eras with their creative work. The first section showcases logo design and examines the ways in which designers are able to incorporate vintage typefaces and imagery to create innovative identities and logotypes. The second presents graphic output from poster and print design to fashion, product, packaging design and more.

A collection of Art Deco designs from across Europe features more than 1,200 images from packaging, advertisements, menus, and brochures from the period between World War I and the Second World War.

What is a true 1950s look, as opposed to a 1930s or 1940s look? This book aims to address that question by thoroughly surveying the development of graphic design over the course of the 20th century. Timelines for each decade highlight key moments, styles and movements, while profiles of thirty influential graphic designers three per decade are interspersed throughout the book.

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