



Expressive Type: Unique Typographic Design in Sketchbooks, in Print, and On Location around the Globe

Alex Fowkes

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Learn what type can say about a brand or product

Expressive Type showcases the work of major international designers working with typography in branding and advertising, environment, packaging and products, and self-initiated projects. The book concludes with a workbook section featuring four real-world "briefs" related to each category.

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