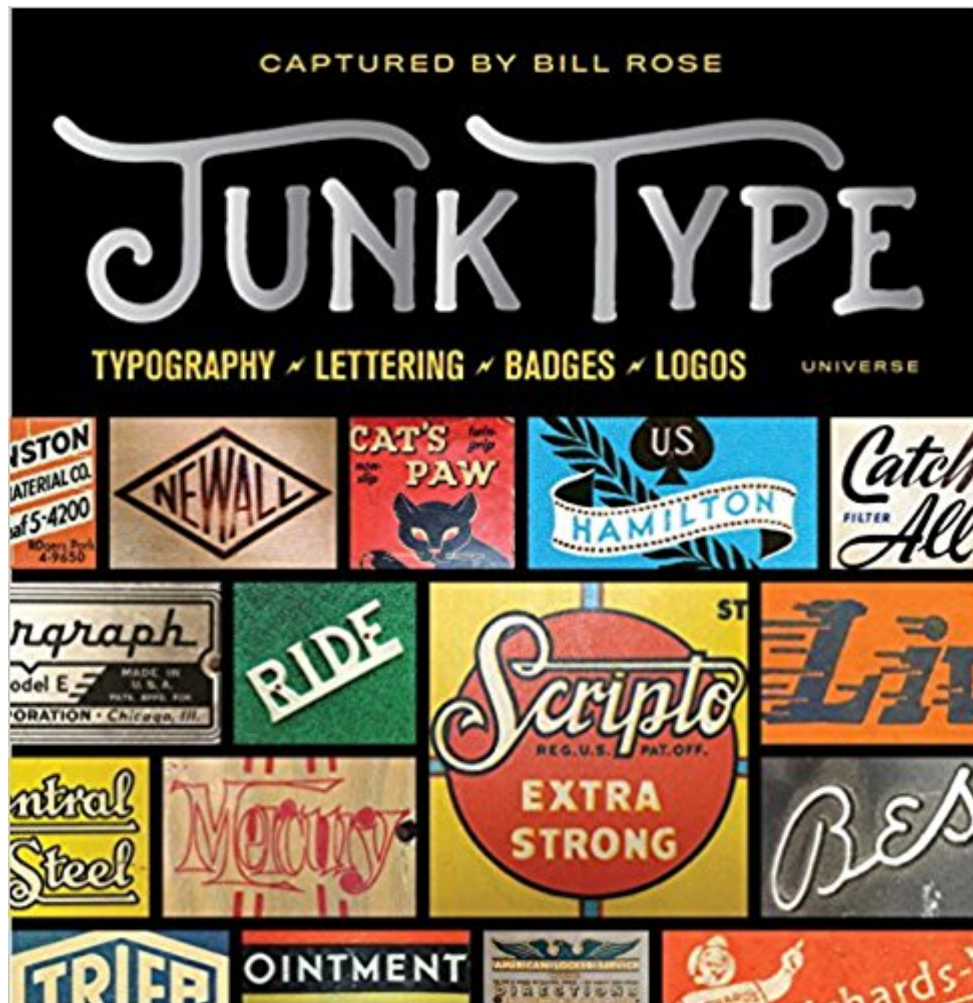


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# Junk Type: Typography - Lettering - Badges - Logos



## Synopsis

A graphic compendium of vintage American design and typography. *Junk Type* is a project driven by the passion of one man to document a disappearing aspect of American culture. Bill Rose "aka Recapturist" is a photographer and designer who has spent the last decade traveling across America looking for junkyards, yard sales, antique stores, and other unlikely sources of inspiration to capture examples of postwar American typography and design before they're lost forever. Bringing together more than 400 images, this invaluable book is a visual history of postwar America, told through the distinct typography, icons, badges, and branding of the country's industrial heritage. From Art Deco-inspired fonts and unique handmade cursive lettering to illustrated insignia and clean graphic logos bearing the influence of European design of the 1960s, these pictures together represent an encyclopedic reference of creative typefaces and graphics. With each photograph representing just a detail—an embossed logo, a specially created icon, or an advertising slogan—this book captures the optimism and pragmatism of a golden age of American industrial creativity and distills it into a charming resource for anyone with an eye (or nostalgia) for vintage design.

## Book Information

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## Customer Reviews

"Design porn, like regular porn, is popular—a guilty pleasure. I enjoyed leafing through it and I am sure many other designers, historians and collectors will too." —Paul Shaw Letter Design

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Bill Rose is a photographer who documents vintage Americana through his successful website Recapturist. Based in Minneapolis, he travels the country and specializes in neon signs and the typography and logo design of vintage American industrial objects.

This is a really fun book to look at. I collect things with fun lettering and logos...so this fits in my library really well.

What a treat, page after page is a fun adventure, some you recognize some are just weird but all are awesome. Thank you Bill Rose.

Great book

A new standard for every graphic designer's library!

Great resource for any design studio.

Mike Wolfe and Frank Fritze - You need to have this book in your shops and on your show "American Pickers!" This is a fantastic book and anyone who has an interest in vintage typography or antique signs would love this book.

Great way to get inspired and get over creative stuck in your lettering / typography projects.

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