

Twenty-Two Tips on Typography



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This is a recipe book of twenty-two tips in creating the best typography and twenty-two things you should never do with lettering. Secrets which many designers will never reveal. In an era of typographic fundamentalism and the cult of forms, this list of dos and don'ts explodes myths and provides a fresh view of typography.

Enric Jardi is Professor of design at prominent institutions including Eina, Elisava, and Universitat Ramon Llull. He is President of the ADG-FAD, based in Catalonia, one of the most important graphic design institutions internationally.

‘If they let you, use left justification; Don't fool too much with the default values; Condense and expand the lettering; Avoid certain ligatures.’ Enric Jardi

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