

The Serif Fairy

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The Serif Fairy

Explorations in the World of Letters



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The Serif Fairy has lost her wing, keeping her from performing magic. This book follows

her through an airy, immaculately designed typographic landscape as she tries to recover the wing. Along the way, she makes friends and has adventures as she wanders through the Garamond forest, visits Futura town and eventually ends her quest at Shelley Lake. An amazing book for type aficionados and their children, The Serif Fairy epitomizes the synthesis of form and function, the ultimate goal of good design. In this Type Director's Club award-winning children's book, readers both young and old are sure to delight in the tale and illustrations. Children will marvel at the unique visual renderings of trees, towns and animals, hardly realizing that they are learning about typography.

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