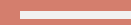




A-HOLE



The negative space that is fully or partially enclosed by the letter-form A.

A-holes: A type book
CSA Creative Studio, LLC. 2015

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“
EVERYTHING THAT
COUNTS IN TYPOGRAPHY
IS A SUBTLETY.
”

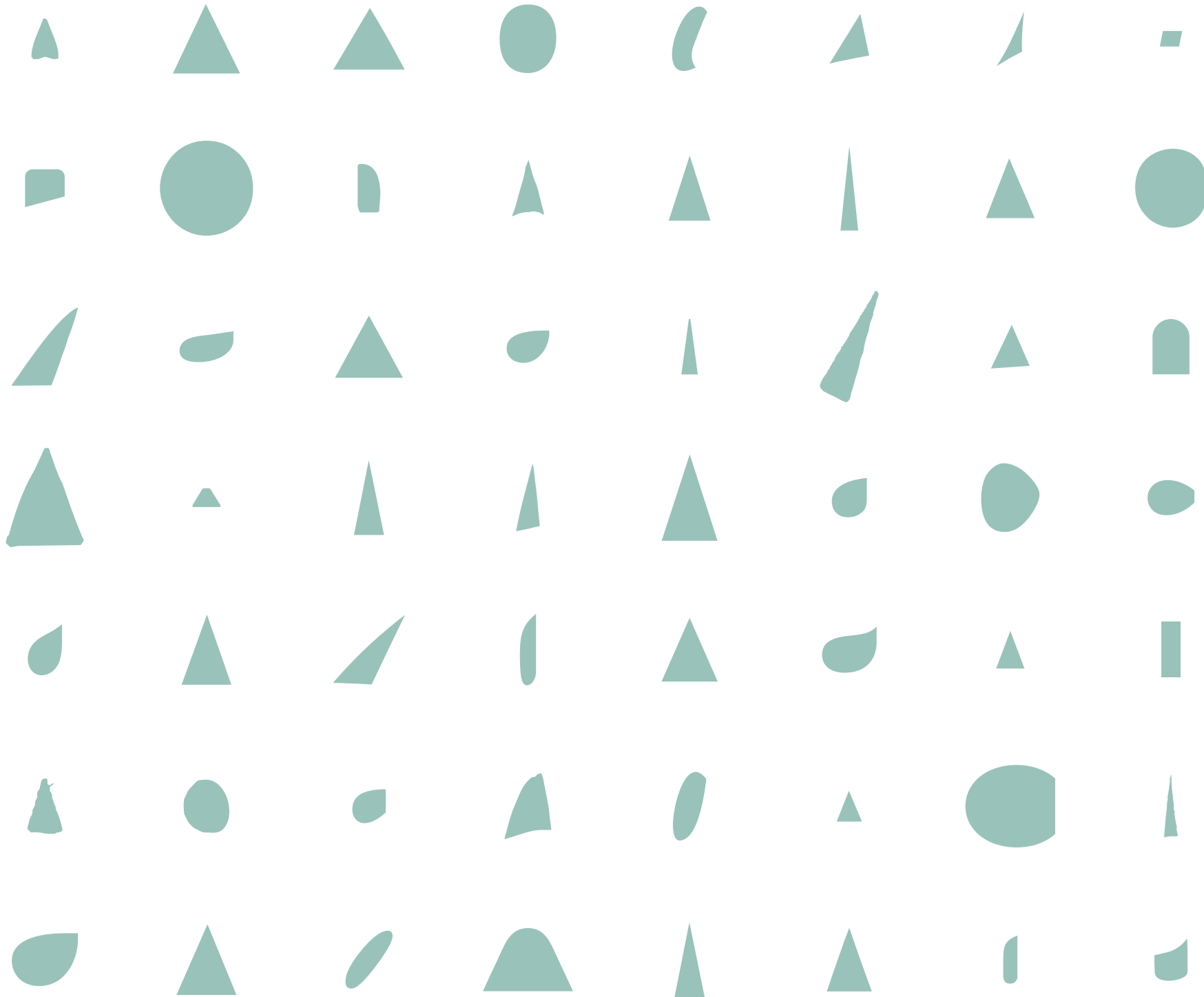
TO STEPHANIE,

students, teachers, graphic designers and typophiles.

SPECIAL THANKS:

First Name Last Name • First Name Last Name • First Name Last Name • First Name
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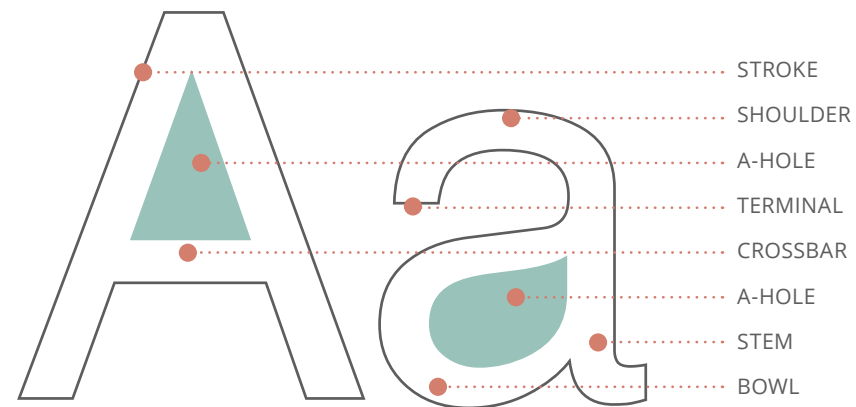
A-HOLES EH!

A-HOLES WITH A NAME



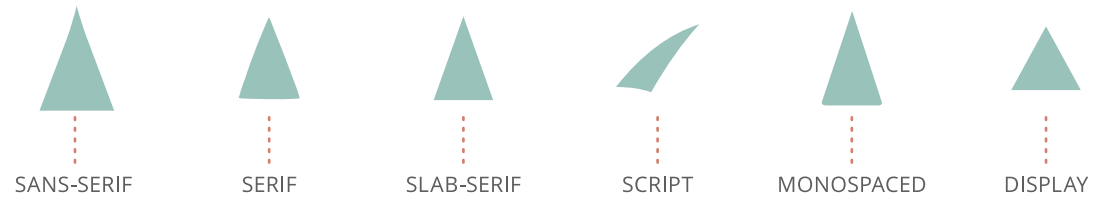
ABOUT A-HOLES

“Font” is a four letter word that starts with an “F”. At least that’s what I remember saying in college. Between Type and Design History classes, I was the student who struggled. I learned that good taste did not always equate to a good design. As an educator, I find myself reaching out especially to those students who tend to struggle as I did. They often have a good feel for design, but continue to fall short on execution. This coffee table book started as a side project with a running side joke, but as I dig deeper I hope that it reaches some of the students who are looking for an easier way to explore type.



A-HOLE ANATOMY

I recently had blood drawn for my annual physical. While I don't have a fear of needles, I experience a physical reaction to this procedure. Just the thought of it makes me ill. Regardless, it's something that has to be done and is important to my well-being. When the nurse was collecting my blood this last time, he looked at me and asked, "Are you breathing?" I replied, "No...," "Well, you have to breathe or you'll pass out!" he explained. I think this holds true for our designs. Understanding the anatomy and vocabulary of typography is essential to good design. Without the fundamentals your projects will forget to breathe and just pass out.

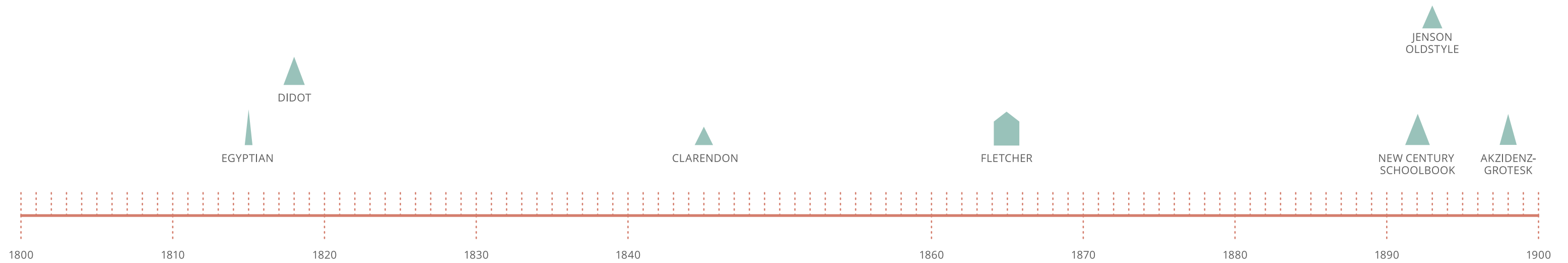


TYPEFACES

Every project calls for its own typeface(s). My favorite type story is how Woody Allen chose white Windsor on a black background for all of his films. The story goes something like this (Morgan Freeman's voice): Ed Benguiat would have breakfast every morning in the same small diner in New Jersey. Along with other regulars, there was Mr. Allen. On one occasion, referring to Benguiat as a "printer," Allen asked him what a good typeface was. Benguiat had an affinity for Windsor and suggested it to him that morning. He's used it in every film since. I love this story.

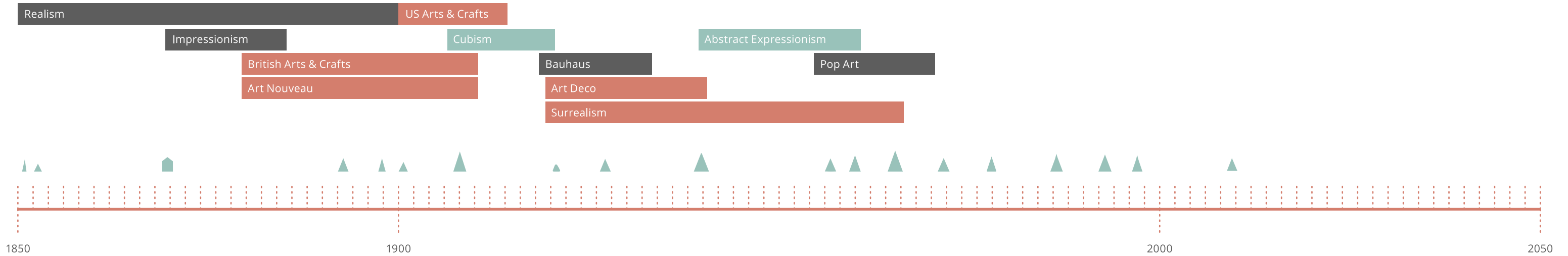
Now, if Ed could move to Upstate New York, I know a diner that has great coffee where he can help me with my typeface decisions.

19TH CENTURY A-HOLES

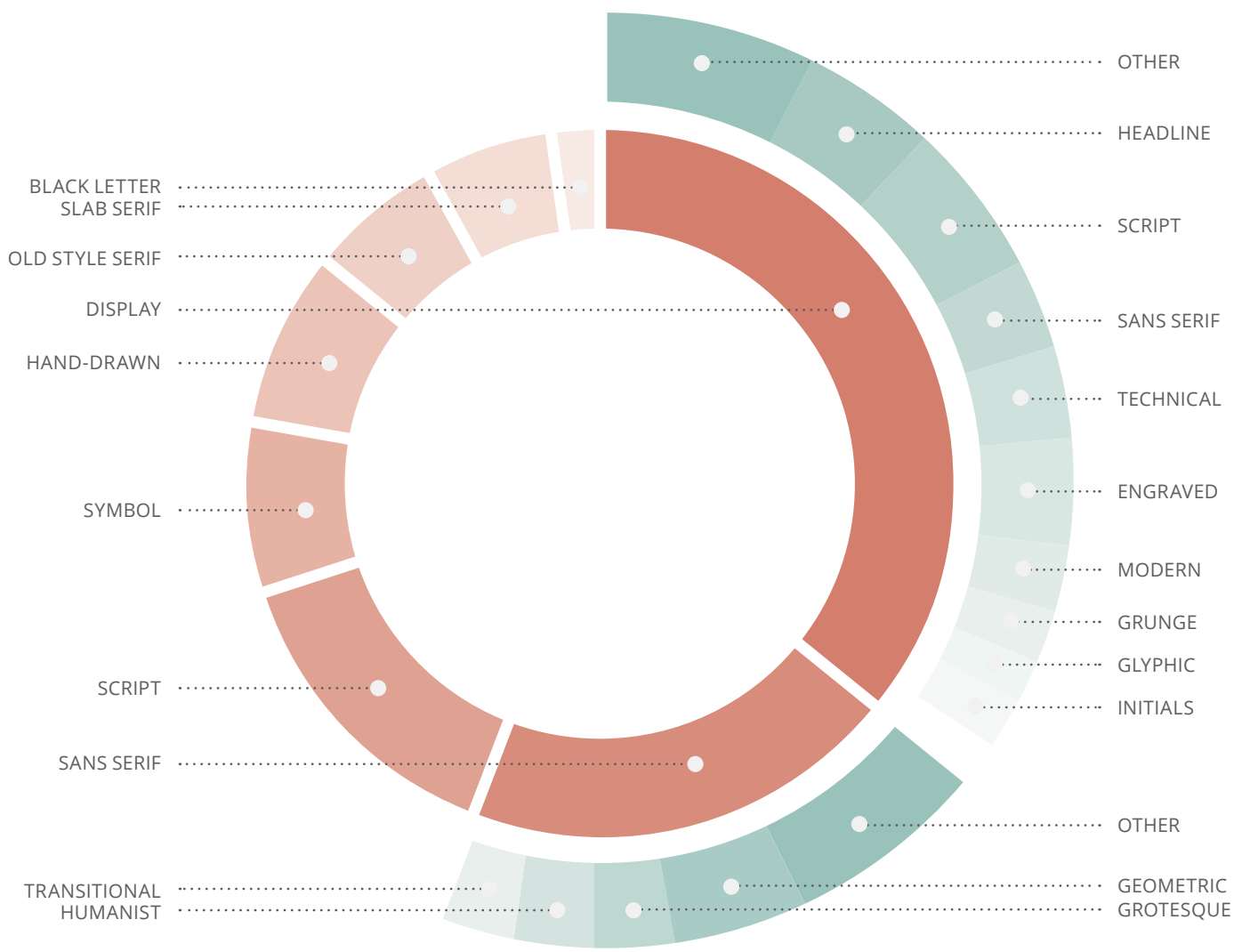


20TH CENTURY A-HOLES





OVER 90,000 TYPEFACES AVAILABLE TODAY



25,000
A-HOLE FAMILIES

That's a lot of A-holes!

HELVETICA

There are 111 styles to Helvetica. We couldn't possibly show the entire A-hole family.

We will save that for another book.

