djr.com/backasswards
Reverse Contrast or, Reverse Stress
Contrast

Contrast: 0.56
Stress: 0°
Falafel № 1

Kebab-Teller mit Falafel, Reis oder Pommes
mit Truthahnfleisch oder Hähnchenfleisch, Salat und Saucen
3,60 €

Schawarma
Truthahn- oder Hähnchenfleisch mit Salat und Saucen
2,80 €

Lahmacun
Teigblätter mit Salat und Saucen
3,70 €

Mousakas mit extra Kebabfleisch
Tomatensauce, Kartoffeln, Auberginen und Zucchinis
4,50 €

Falafel-Teller
Salat, Taboulé, Kichererbsenmus und Saucen
5,90 €

Falafel-Rolle
in arabischem Brot mit Salat
5,10 €
Roman Rustic
Latin calligraphy, 1st–9th centuries
If the type is too small, we can’t decipher the letters and the words cannot be read.

A comfortable point size for text is usually around 8-10 points.

Type that’s too big is also hard to read. The eyes can be overwhelmed and have a hard time focusing on enough of the word at once.
“Extraordinary” Poster
Eric Smith
Opposite Texture Funkiness Dynamism
“ITALIAN”
Opposite
THE TRAVELLER.

Remote, unfriended, melancholy, slow,
Or by the lazy Scheld, or wandering Po;
Or onward, where the rude Carinthian boor
Against the houseless stranger shuts the door;
Or where Campania’s plain forsaken lies,
A weary waste, expanding to the skies;
Where-e’er I roam, whatever realms to see,
My heart, untravell’d, fondly turns to thee:
Still to my Brother turns, with ceaseless pain,
And drags at each remove a lengthening chain.
Trained Horses

The Magnificent Spectacular Drama, Mazeppa

And

Turpin's Ride to York

In the Same Evening.

On Monday, March 7th, and every evening during the week,

The Performance will commence with the grand Equestrian Spectacle, founded on Lord Byron's Poem of Mazeppa

Or, The
ITALIAN.

FIVE-LINE PICA.

BRISTOL

TWO-LINE GREAT PRIMER.

CHESTERFIELD,
£ 1234567890.
Caslon's Italian, five line pica punches
Photo from Eye Magazine 75, Spring 2010
Paragon Italian Shaded
Caslon & Catherwood, 1830

Paragon Italian, Shaded.


Courtesy of David Shields
American Type Founders Library Collection, Columbia University, Butler Library
Four-Line Pica Italian.

COMIC Tricks

Market Garden

The Mechanics Institution London
ITALIAN.

TWO-LINE SMALL PICA.

ABCDEFghijklmnopqrstuvwxyz & ,;:. £ 1234567890

TWO-LINE BREVIER.

ABCDEFghijklmnopqrstuvwxyz & ,;:. £ 1234567890

TWO-LINE PEARL.

ABCDEFghijklmnopqrstuvwxyz & ,;:. £ 1234567890
than Printing;

THE ACADEMY OF MUSIC, NEW YORK.

1855.

The discoveries which have been made, we conceive the real
interest of society than Printing; in truth it would be almost im-
possible for any other art to have admitted more to the improve-
ment of society than Printing.
CHELSEA
HAMMERSMITH
SHEPHERDS BUSH
KENSINGTON
HACKNEY MARSH
KINGS CROSS
PADDINGTON
Chelsea
Hammersmith
Shepherds Bush
Kensington
Hackney Marsh
Kings Cross
Paddington
Bon Appetit Magazine, 2013
Using Caslon’s Italian

CALL-PERSIAN

The elegantly balanced and supremely fresh flavors of Persian cooking are right at home in the Bay Area, where SAMIN NOSRAT brings out the best in summer’s produce

PHOTOGRAPHS BY PEDEN + MUNK
Beauty + ugliness = neutral
UGLINESS
monstrosity
hideous
degenerate
"IT'S SUCH A STUPID, WEIRD GENRE THAT I THOUGHT I'D HAVE A CRACK AT IT."
Welcome to Texas
Drive Friendly - The Texas Way
Autobiographical Interlude!
IT WAS A WET, BAD YEAR ON THE
Old Western Trail
FROM RED RIVER NORTH WAS HERD AFTER HERD
WATERBOUND
BY HIGH WATER IN THE RIVERS
The South Canadian
TUMBLED OVER HER BANKS
FOR SEVERAL DAYS
Where the action happens
Fish Vignette
M.C. Escher, 1954
QUALITÉ
3,503,904
American
Cheating
YAMS

YAMS
The railroad track effect
Texture
12 Line Pica Italian.

12 line Pica Italian Open Shaded.
Gothic Tuscan Italian
Wells & Webb, 1854
Figure 9. Italian, 1855. Conner & Sons, Great Primer (18pt). Shown reduced.

Figure 10. The first example of French antique: French Antique, 1854. Robert Beasley, eight line (96pt).

Above any others these types are seen today as visually indicating the American frontier at the end of the nineteenth century and are typically referred to as 'Wild West' or 'Circus' types. The French Antique was first introduced by Robert Beasley in 1854 (figure 10), quickly to continental Europe and America. It became adopted the strengths of the Italian, namely the predominate semi-ornamental display face, the French Antique. This was a lasting influence of the horizontal visual stress, without assuming the idiosyncratic details of the turned tapers. Nicolete Gray declared it 'a surprisingly winning and unpretentious kind of type'. The French Antique was first introduced by Caslon & Catherwood's Italian of 1821 and gaining tremendous popularity in the French Antique in the 1880s, with an expansive range of stylistic variation. Out of the Italian developed a much more refined graceful roman form (figure 9). Conner & Sons included their Italian types, offering a unique Italic, Back Slope & Web introduced the unique Gothic Tuscan Italian tric forms. The incremental refinements in the 1855 specimen book originating in wood before being available in metal. In their 1855 specimen, Conner & Sons greatly expanded their French Antique type.}

Courtesy of David Shields American Type Founders Library Collection, Rare Book and Manuscript Library, Columbia University.
American Wood Type: Collected, catalogued and printed by Rob Roy Kelly.
Leeds Playbills

GRAND THEATRE,
New Briggate, Leeds.

Sole Lessee and Manager Mr. WILSON BARRETT.

ON CHRISTMAS EVE
WILL BE PRODUCED THE
1878

GRAND PANTOMIME

Written especially for this Theatre by JOHN F. MCARDLE, Esq., and entitled

BLUE BEARD

OR,
HARLEQUIN THE AMOROUS AMEER OF AFGHANISTAN

CHARLIE MISS KATE

The Queen of Serio-

Will sing, for this night only, "Ludgate Hill," and "

ON TUESDAY EVEN
The performance will commence [for this night]

From Leeds Playbills Collection: www.leodis.net/playbills
Wanted Posters
19th century

**PROCLAMATION**

$5,000.00

REWARD

FOR EACH of SEVEN ROBBERS of THE TRAIN at
WINSTON, MO., JULY 15, 1881, and THE MURDER of
CONDUCTER WESTFALL

$ 5,000.00

ADDITIONAL for ARREST or CAPTURE

DEAD OR ALIVE

OF JESSE OR FRANK JAMES

THIS NOTICE TAKES the PLACE of ALL PREVIOUS

REWARD NOTICES.

CONTACT SHERIFF, DAVIESS COUNTY, MISSOURI

IMMEDIATELY

T. T. CRITTENDEN, GOVERNOR

STATE OF MISSOURI

JULY 26, 1881
Tuscan Egyptian
Shown in Hamilton, 1870

ABC
DEF

GHIJKLMNOP

QRSTUVWXYZ&

1234567890$

abcdef

ghijklmnop

qrstuv

wxyz

abcdefghijklmnopqrstuvwxyz

American Wood Type: Collected, catalogued and printed by Rob Roy Kelly.
Favorite Westerns of Filmland
1960

First Issue—
The Wild West you’ve never seen—
Collector’s Edition

Paladin! Are you hurt?
Mont Vernon General Store
Mont Vernon, New Hampshire
Terni's Pendleton Sportswear
Middleton, New York

Courtesy of Kent Lew
See America: Welcome to Montana
Richard Halls, 1930s
Panama Pacific Line
Unknown artist, 1930s?
To understand what the director wants, sometimes you have to listen for what he means, rather than what he says.
Art directors, typographers and designers will welcome this Victorian revival under its new name. Playbill is rich in colour, strange in design, forceful in display. It has a real place in contemporary display typography. We have produced a booklet which should be in the hands of all designers and typographers. In addition to the alphabets of Playbill in various sizes, the booklet shows the type in a variety of typical present-day settings - from booklets to dust wrappers; from leaflets to press advertisements. Send for this prospectus today.
Werbung ist der ungebeteunte Gast, der alle Register ziehen muss, um sich nicht rauschmeißen zu lassen.
SEEREISEN NACH AUSTRALIEN!

FAHRE MIT MERCEDES

DEUTSCHER PREMIERE

KERNSPALTUNG
P.T. Barnum
ATF, 1950

ABCDEF

GHIJKLM

NOPQRST

UVWXYZ

Fashion comes and goes, but style is eternal.
Gebrauchsgraphik
Using P.T. Barnum, 1958

INTERNATIONAL ADVERTISING ART

1/1958  VERLAGSORT MÜNCHEN
RESTRICTED

AAF MANUAL 51-126-6

This revised edition supersedes the 2nd edition (brown cover) Pilot Training Manual for the Superfortress. All copies of this and other editions are rescinded.

B-29

Headquarters Army Air Forces
Washington, 15 December 1945

The use and authentication of this manual are governed by the provisions of AAF Regulation 50-17.

BY COMMAND OF GENERAL ARNOLD

OFFICIAL
H. G. CULTON
Colonel, Air Corps
Air Adjutant General

Additional copies of this manual may be obtained in accordance with the provisions of AAF Regulation 50-17

Initial distribution revised edition:
Headquarters AAF, Continental Air Force, and AAF Training Command.
Pro Arte (Haas)
Max Miedinger, 1954
ABCD
EFGHIJK
LMN
OPQRSTUVWXYZ

Politicians are like diapers. They should be changed often, and for the same reasons.
Knoll Logo
Herbert Matter, 1947
Comfort is the keynote of this side chair, another revelation of Saarinen's genius for structurally sound design and advanced thinking. . . . From the Knoll international collection of furniture and fabrics. Catalog available.

KNOLL ASSOCIATES, INC., 575 MADISON AVENUE, NEW YORK 22, N. Y.
Avant Garde Lettering
Herb Lubalin, 1967

"MEN WOULD RATHER HAVE THEIR FILL OF SLEEP, LOVE, AND SINGING AND DANCING THAN OF WAR," SAID HOMER. THE EDITORS OF AVANT-GARDE AGREE, AND DO HEREBY ISSUE A CALL FOR ENTRIES FOR AN INTERNATIONAL POSTER COMPETITION BASED ON THE THEME:

NO MORE WAR!


The purpose of this competition is to encourage the use of Avant-Garde Lettering in the graphic arts, posters, photographs, illustrations, and other printed materials for political causes and other purposes which are of national importance. The competition is open to all who enter. Ten winners will be selected. All winning posters will be reproduced and sold at $1 each, through bookstores, art supply shops, department stores, and other Wherever. Proceeds will be devoted to advertising and publicizing the Avant-Garde Lettering. All entries will be refereed on the basis of artistic merit and impact of art and will be judged on the basis of 100 per cent on sales. The address of Avant-Garde is on the face of the entry."
Mønster (Monokrom)
Sindre Bremnes, 2014
Arbor (Village)
Chester Jenkins, 2010

Hollywood Goes WEST

Daniel Day-Lewis has always found America — and the American West — a rich vein to mine. In his new movie, he strikes oil.

By Lynn Niesanberg
CIRQUE DU SATIN
Being for the Benefit of Monsieur K
With His Flying Shuttles
FABRIC
136 Daring Feats of Jacquard Weave
Somersault
Weaving is the textile art in which two distinct sets of yarns or threads, known as the warp and the weft, are interlaced with each other to form a fabric. Warp threads run lengthways along a piece of cloth, while all weft threads run across from side to side. Cloth is woven on a loom, a device for holding the warp threads in place while the filling threads are woven through them. The manner in which the warp and the weft threads interlace is called the weave. The majority of woven products employ methods like plain weave, satin weave, or twill. Woven fabrics can be basic, one color or a simple pattern, but skilled craftspeople produce decorative or artistic designs that often appear in big tapestries. Until the Industrial Revolution, weaving remained a manual craft undertaken by family craftspeople. Innovations such as John Kay’s flying shuttle and James Hargreaves’s spinning jenny sped up the weaving and yarn making processes considerably and precipitated the growth of industrial textile manufacturing.
... zum Schönefedernvorzeigen auf Vogelfesten...

Aber Piet war nicht zufrieden.

Er sah zum Himmel, wo die **Wolken** waren.
Er wollte mit ihnen spielen.
Funkiness
Chromatic wood types
Wm. H. Page & Co., 1874

MANUFACTURED BY

Wm. H. Page & Co.

BRUSHED DESIGN HOUSE

MANUFACTURED BY

Wm. H. Page & Co.

ORIENT MODE

Six Line Grotesque Border No. 6. 82.50 per foot.

Chromatic wood types
Wm. H. Page & Co., 1874
DAMAGE TO BUILDING
35 Horses Burned

POLITICAL NOMINATION ACCEPTED
24 Summer Boarders Wanted

Lives of Eminent Americans.
Weeping Water. 1891.
48-POINT ORNAMENTED, No. 1074.

V. B. MUNSON, SUCCESSOR TO
GEO. BRUCE’S SON & CO., 13 CHAMBERS STREET, NEW YORK.
Slab Serifs Spread
Photo-Lettering specimen

REMINISCENT OF SMALL greek statues by tiny sculptors o
REMINISCENT OF SMALL greek statues by tiny sculptors o
REMINISCENT OF SMALL greek statues by tiny sculptors o

Barndance Light
MORE FUN WHEN SOMEWHAT DARK RAT
MORE FUN WHEN SOMEWHAT DARK RAT
MORE FUN WHEN SOMEWHAT DARK RAT
MORE FUN WHEN SOMEWHAT DARK RAT

English Chippendale
WHO SHRANK THE breakfront in the parlor ask
WHO SHRANK THE breakfront in the parlor ask
WHO SHRANK THE breakfront in the parlor ask
WHO SHRANK THE breakfront in the parlor ask

Henrio Now Bold
WHERE DID YOU GET THOSE BOLD FLOWING CA
WHERE DID YOU GET THOSE BOLD FLOWING CA

Cavanagh Eighteen-ninety
THIS WAS A GOOD YEAR FOR ALP
THIS WAS A GOOD YEAR FOR ALP
THIS WAS A GOOD YEAR FOR ALP
THIS WAS A GOOD YEAR FOR ALP

Hasler Inline French Antique
LOUIS WAS SOUR AS A QUI
LOUIS WAS SOUR AS A QUI
LOUIS WAS SOUR AS A QUI
LOUIS WAS SOUR AS A QUI

Covered Wagon
ACTUALLY people ru
ACTUALLY people ru
ACTUALLY people ru
ACTUALLY people ru

Cavanagh Calliope
STEAEMS LIKE old
STEAEMS LIKE old
STEAEMS LIKE old
QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps
Goshawk
Seymour Zozoy Franny Salinger
my hard nose, glass jaw, and soft heart
1847 1965 & 2003
Type Quiz Mocks Faux Oblique
West Barnum (Photo-Lettering)
Dave West, digitized by Ben Kiel and Adam Cruz

Ghosts
Magic Wand
Hotdog!
Rainbow
Jungle Animals
Baked Stranger

SPIRIT
HAMBURGER
MATH
TREASURY
RIDER
CONJUNCTION
BRICKS
Laguna Sunrise Album
using Umbra No. 57
(West Barnum variant), 1972
West Banjo (Photo-Lettering)
Dave West, digitized by Mitja Miklavčič
Ten and Five line Pica Italian, and Seven line Pica Gothic Italian.

D. WELLS & Co. NEW-YORK.
But he had the impression leading into the front room, electric street lamps shining on furniture, but down below...
Hunky Dory Album
Using ITC Zipper, 1971
Sintex 1 (Visual Graphics)
Aldo Novarese, 1972

sintex 1 ™

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (÷,,:,?,","---•!)*$%(£)
LA FUNDICIÓN TIPOTECNICA RICHARD GANS, AL SERVICIO DE LAS ARTES
LAS MIL JOYAS DE LA LITERATURA, LA POESÍA Y EL ARTE
BELLAS ARTES CARTELERA DE CINE Y TEATRO
TANNAHAUSER DE R. WAGNER VIAJES DEL VERANO 1971
ESCUELA COLGADO
Jay visited back home and gazed upon a body.

All questions asked by five watchers.

The sex life of the woodchuck is a provocation; we have just quoted on nine dozen boxes of gray lamp wicks.

William said that everything about his jaw was large fawn-jumped out how vexing a fum...
Revolution of the Ants

Dish of various kinds of fruits

The Satura Suite

Misconceived interpretation

Mittellateinischen
Dynamism
Estro (Nebiolo)
Aldo Novarese, 1961
il carattere del sorriso...
Gigantic
Work and play are words used to describe the same thing under differing conditions.
ЖАРКОЕ ЛЕТО

*Display Black supports Cyrillic*
Recipe For Disaster

25% All Natural Flavored Nuggets

Cooked By World Famous Super Chefs
Hopelessly trapped in a meeting that showed no sign of ending at any time in the reasonable future, Cyrus Highsmith sought refuge in his ever-present sketchbook. As he attempted to doodle his way to freedom, the idea for Eggwhite began to emerge. An innocent experiment in unconventional weight distribution evolved into systematic sets of shapes and spacing, a rhythmic new typeface with a pair of playful weights; 

Recipe For Disaster
CREAMY LITE
25% All Natural Flavored BLACK

Boneless Delights

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The Font Bureau, Inc. 326 A Street, Suite 6C, Boston, MA 02210

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Stradivarius (Bauer)
Imre Reiner, 1945

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z
ff fi æ æ æ æ æ æ
Oceanic Sailor Delightful North Beach
Revolução
em progresso.
Antique Olive (Fonderie Olive)
Roger Excoffon, ca. 1964

antique Olive
Air France
Roger Excoffon, 1960s
Antique Olive (Fonderie Olive)
Roger Excoffon, ca. 1964

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&.,;?!’”—•[]*$/€)
worden opgemerkt lijkt daar bestaat misschien identiteit is. Voor mijn
leel van onze omgeving rechts gaten ontstaan
heel stil van nerts eng
Quatro transmontanos

Poemas

Musical fields

figura

Spider-Goat Helps Kevlar Industry!
Shifting the weight towards the top and bottom.
WHY?
RIGATONI
Formaggio di Fossa
Riso Dishes are common in Northern Italy

DOLCE
Denominazione di Origine Controllata e Garantita

PIZZA NAPOLETANA

Pasta & Fagioli

Ok already, I'm stuffed.

Ziti (in progress)
Yours Truly, 2014
Homogeneity
FUNCTIONALITY
Parallel Universes