

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson
author, *Guerrilla Marketing*

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Roger C. Parker's

Guerrilla Marketing & Design

Suggested reading, Part 1

Learn how to use type to "voice" your message and create an appropriate image

Ongoing design education is an important part of every Guerrilla Marketer's job description. By reducing outside design costs, Guerrilla Marketers can afford to distribute their message to more customers and prospects.

Surprisingly, there are few good, solid books on choosing and using type. Most type books are written from an academic or historical perspective for professional typographers. Others are simply expensive portfolios that fail to emphasize the nuts and bolts of choosing and using type on an everyday basis.

The following books are the exceptions. I return to them time after time. They're eminently readable, most are reasonably priced and all are intended to be kept near your computer rather than on your coffee table.

The Elements of Typographic Style

Several years ago, Hartley & Marks published the classic ELEMENTS OF

TYPOGRAPHIC STYLE by Robert Bringhurst, ISBN, 0881791326. Since then, several editions have appeared.

The book begins by discussing the major elements of page architecture: margins, headlines, subheads and body copy. The second part of the book describes and shows the major typefaces available. Although there's a nod given to the history of each typeface, more attention is placed on the practical use of each one.

Although often called "a basic manual of typesetting," it's as well written as your favorite fiction or mystery.

TypeSense: Making Sense of Type on Your Computer

The second edition of TYPESENSE, by Susan and Gary Wheeler, is the perfect companion volume. Published by Prentice-Hall, ISBN, 0130218049.

TYPESENSE reinforces the lessons contained in THE ELEMENTS OF TYPOGRAPHIC STYLE and introduces numerous additional examples.

Where they differ is that whereas THE ELEMENTS is ideal for linear, or front-to-back, reading, TYPESENSE is more of a reference volume. Whenever you run

*Observing
the process of
logo creation
will help
Guerrillas
design better
newsletter
titles.*

into a typographic problem, even those involving the subtlest nuances of formatting lists or tables, you can quickly locate the desired information.

Type in Use: Effective Typography for Electronic Publishing

Whereas the preceding books focus on principles and details, Alex V. White's *TYPE IN USE*, W. W. Norton, ISBN, 0393730344, shows hundreds of printed examples of type at work.

The book is organized by elements of page architecture, permitting you to compare different ways of handling headlines, subheads and captions.

One of the things that makes *TYPE IN USE* so satisfying is that often just *portions of printed publications* are shown at large size. This permits you to easily examine only the part of the publication that illustrates the idea described in the adjacent text.

Fonts and Logos

Doyald Young's *FONTS AND LOGOS* is a self-published labor of love, Delphi Press, ISBN, 0967331609.

Doyald couldn't find a publisher who would commit to his exacting production standards, so he bet on his instincts and published it himself.

FONTS AND LOGOS is now in its second printing and has an international following.

FONTS AND LOGOS is a large, exquisitely printed book that you'll enjoy for years to come. Its beautifully printed pages show how alphabets are converted into memorable logos. Often, numerous rejected alternatives are shown along with the final logos. Observing the process of logo creation will help Guerrilla Marketers design (or supervise the design of) better logos and newsletter titles and nameplates.

For more help...

Visit www.GMarketingDesign.com to learn how design can be used as a tool to build lasting, profitable customer relationships. You can also download a free pre-flight checklist to double-check your design decisions before you go to press.

Over a million and a half readers around the world own copies of Roger C. Parker's books. His books have been translated into over thirty-seven languages.

Firms like Apple, Ford, H-P, Microsoft, Shearman & Sterling and Yamaha have turned to him for assistance.



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