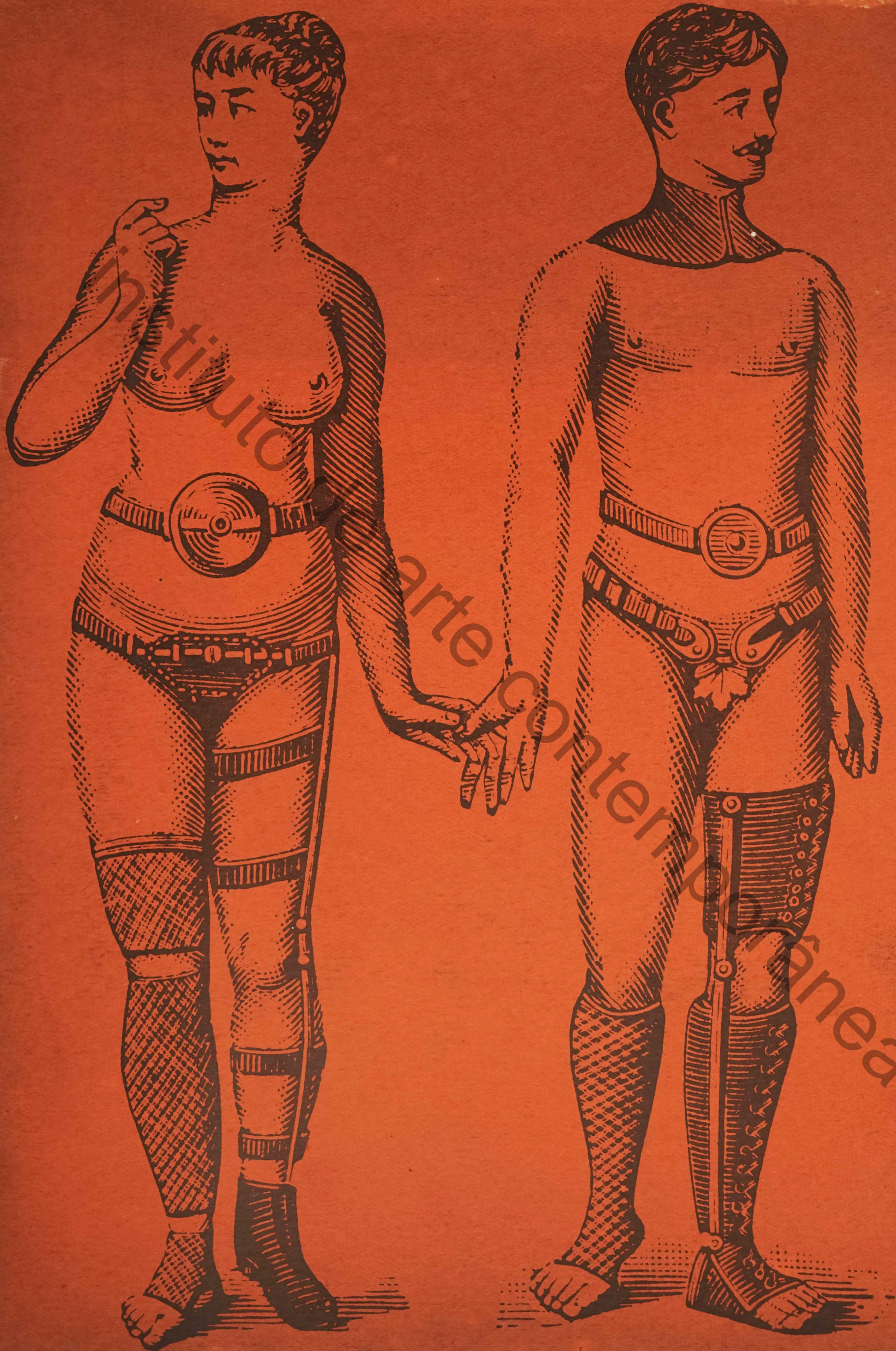


Typographica 10



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From seals . . .

The newspaper seal is a twentieth-century innovation. It originated in Britain and, as Allen Hutt points out on page 2, it is still more generally used here than anywhere else. It adds a touch of colour and gaiety to the newspaper front page.

Yet the newspaper seal has been strangely neglected both as a subject of comment and of consideration.

Even newspapers which have given careful thought to their typography and to their title-piece seem often to have paid scant regard to the design of the seal.

. . . to sex

The credit titles of the James Bond films *From Russia with Love* and, more recently, *Goldfinger* have excited much interest.

On page 49, under the light-hearted title *Sex and typography*, Robert Brownjohn describes his approach to the design of these film titles and the technique he devised to achieve what he now calls 'instant opticals'.