

# SHINING STARS

## IN TYPOGRAPHY



HERB LUBALIN

Herb Lubalin was an American typographer in the mid-1960s. He was a star designer from the 1960s to the 1970s. He worked in the rise of postmodern design - a time of experimentation in graphic design filled with breaking traditional design rules. Lubalin was inspired by music and saw typography as visual music. Learning into this made him shine in this period.

Lubalin was born in 1918 in New York City. He studied graphic design at the prestigious Cooper Union College. Throughout his career, he made logos, ads, packaging, and catalogues for various clients, as well as designing typefaces. He created his own agency "Lubalin, Smith & Carrano," with advertising executive Tom Carnano and graphic designer Eric Smith. Lubalin was also the art director for *Avant Garde* magazine from 1968 to 1971, and during this time, designed the typeface *Avant Garde*. Lubalin received prestigious awards for his typographic work, including the AIGA Medal in 1975 and recognition from the Type Directors Club for his contributions to graphic design and typography.

1

Pooja Saxena is an Indian type designer. She is known for designing Indian typefaces, contributing to the development of contemporary and modern fonts in languages like Devanagari, Gurmukhi, and Gujarati. As digital media grew, the need for digital content in these languages became crucial. Saxena helped to fill a gap in Indian languages, making sure that they could be represented in digital media, as typefaces for these languages did not exist prior to her work.

Saxena was born in India in 1979. She studied typeface design at the University of Reading in the United Kingdom. Afterwards, she was an intern with the fonts team at Apple. Since then, she has worked with Indian and international clients, contributing various typefaces for GNOME, Google Fonts, and Adobe Fonts. She is also involved in research for Futurama, documenting different handwriting that is being taught to young children in school.



POOJA SAXENA

2

JESSICA HISCHE



Hische was born in 1984 in Pennsylvania, USA. She studied graphic and interactive design at Tyler School of Art in Philadelphia. She worked for Headcase design and Louise Fil's studio before starting her own studio with fellow designer Erik Matsonovich in San Francisco.

Jessica Hische is an American graphic designer and typographer. She has also illustrated and authored two children's books. Hische is known for custom lettering and has been part of making digital fonts have a hand-crafted feel. As digital design has grown more popular, the demand for custom lettering for branding and advertising has increased, and Hische has been one designer to meet that need.

Hische has worked with many clients on projects like movie posters, book covers, custom typefaces, and even postage stamps. She has also created educational materials for designers in topics like typography and website design. Hische is an all-around graphic designer and typographer.

3

ALEX TROCHUT



Trochut was born in 1981 in Barcelona, Spain. He studied graphic design at Escola Massana in Barcelona. He is known for creating typography as well as some graphic design work with a unique artistic style. He has his own design studio, Alex Trochut Studio, which allows him to be a freelance designer, pairing with companies and projects as he sees fit. He has worked on branding and visual identity projects for companies like Nike, Coca-Cola, Adidas, and Heineken. He has created typefaces like Reina, Trochut Sans, and Funyemen. Trochut has been featured at expeditions like the Biennale of Graphic Design and Tokyo Type Director's Club and has been recognized by the Type Directors Club.

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