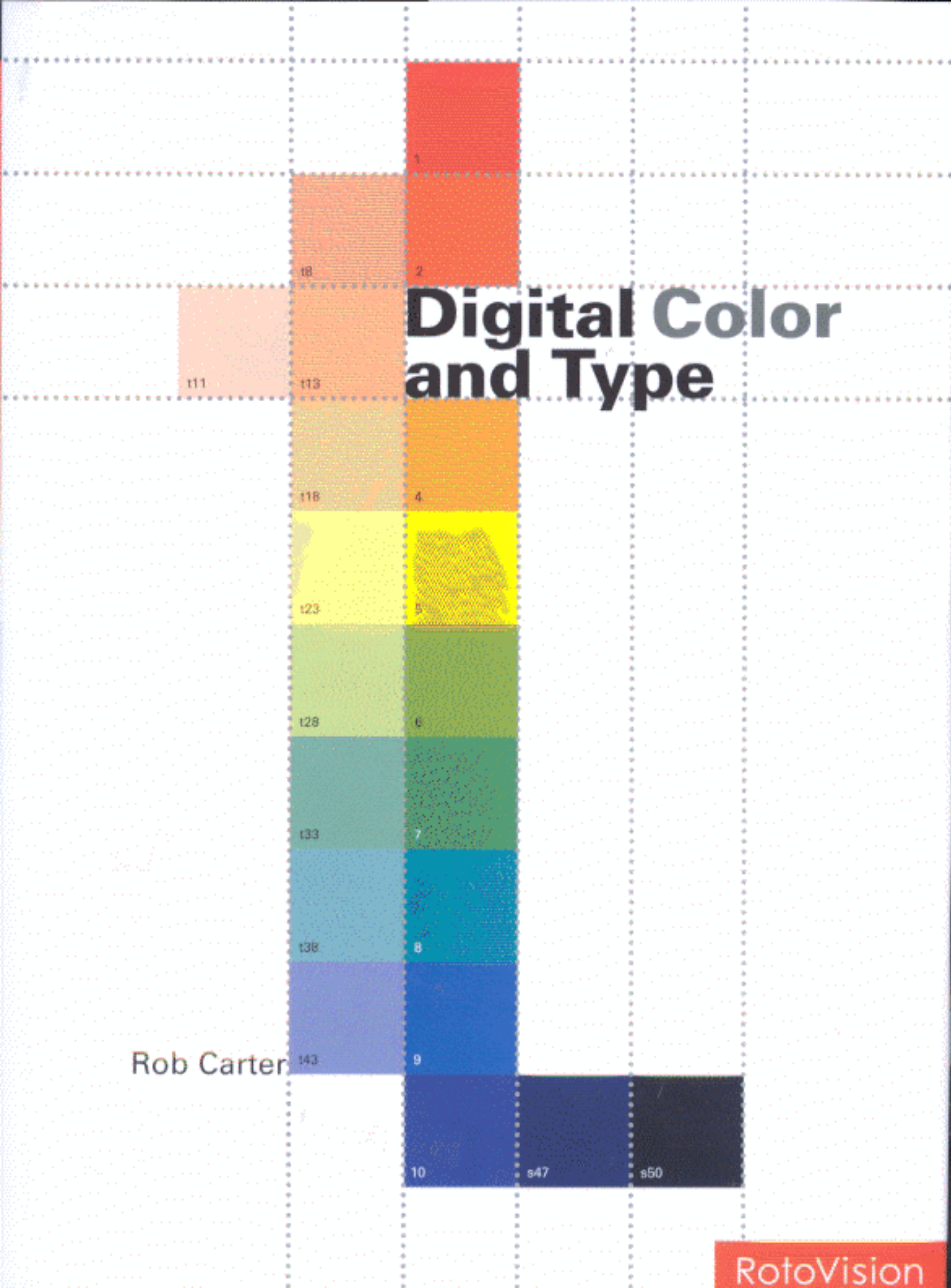




Digital Color and Type

Rob Carter

RotoVision

Contents

	Introduction	7
1	Fundamentals of type	10
	The anatomy of type	12
	Legibility	14
2	Understanding color	18
	The color wheel	20
	Properties of color	21
	Seeing color	25
	Color transparency	26
	The color triangle	27
	The basic color schemes	28
3	Color and type	30
	A matter of contrast	32
	Working with color and type on the desktop	39
4	Color and type combinations	40
	Primary	42
	Secondary	48
	Tertiary	54
	Monochromatic	84
	Achromatic	86
5	Using color and type	94
	Color conversion chart	146
6	Obeying the rules	148
7	Breaking the rules	162
8	Typographical journey	198
9	Typographical workshop	236
10	Designer Profiles	252
	Designers' addresses	286
	Acknowledgements	288