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Roger Excoffon

The Gentleman of Typography

Author: David Rault

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Learn everything there is to know about the man behind France's visual identity during the *Trente Glorieuses*!

A talented typeface designer (Mistral, Banco, Choc and Antique Olive all bear his signature) and adman (he designed hundreds of posters and logos, such as for Air France), Roger Excoffon is likely among those select few whose splendid work is invisibly ubiquitous, powerfully inhabiting the collective unconscious. His alphabets were whole unto themselves, alive with uncommon personality and vigor, and everywhere to be seen in the 1950s and 1960s. Cafés, hair salons, and bakeries—his work graced and adorned all these with flavor and flair, but in so doing, also became saddled with connotations that would lead to decreased interest in his work in the years that followed.

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