



## What Our Lettering Needs

*Rick Cusick*

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## **What Our Lettering Needs** Rick Cusick

This book is a thorough account of Hermann Zapf's contributions to the artistry and success of Hallmark Cards, an experience that is now fully blended into the company's rich heritage. Since the late '70s, designer Rick Cusick has provided, in articles and presentations, most of what has been written about the Hallmark/Zapf association. This beautifully illustrated book is a tribute to Zapf's own philosophy that the artist's challenge is to ensure, despite technology and mass production, that beauty is never lost. RICK CUSICK is Manager of Font Development for Hallmark as well as a respected designer, calligrapher and teacher working with the University of Kansas.

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