



Typographic Scavenger Hunt

Kelli Vazquez

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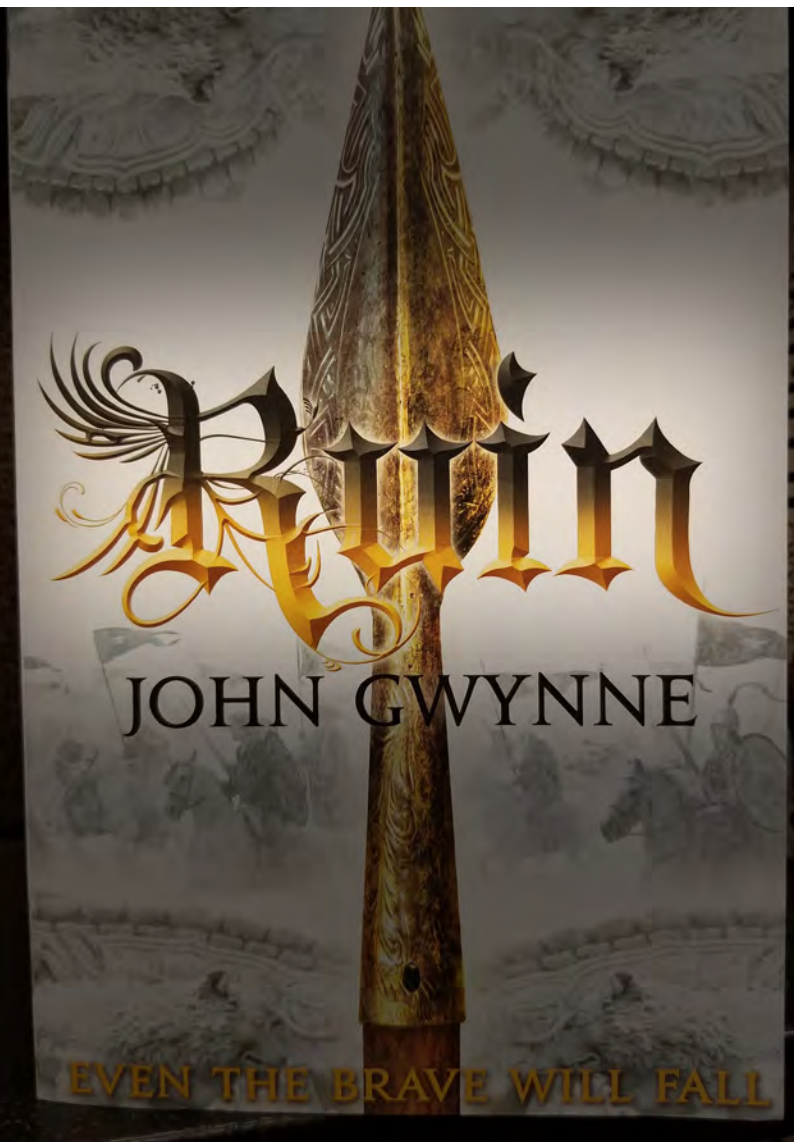
End of Story

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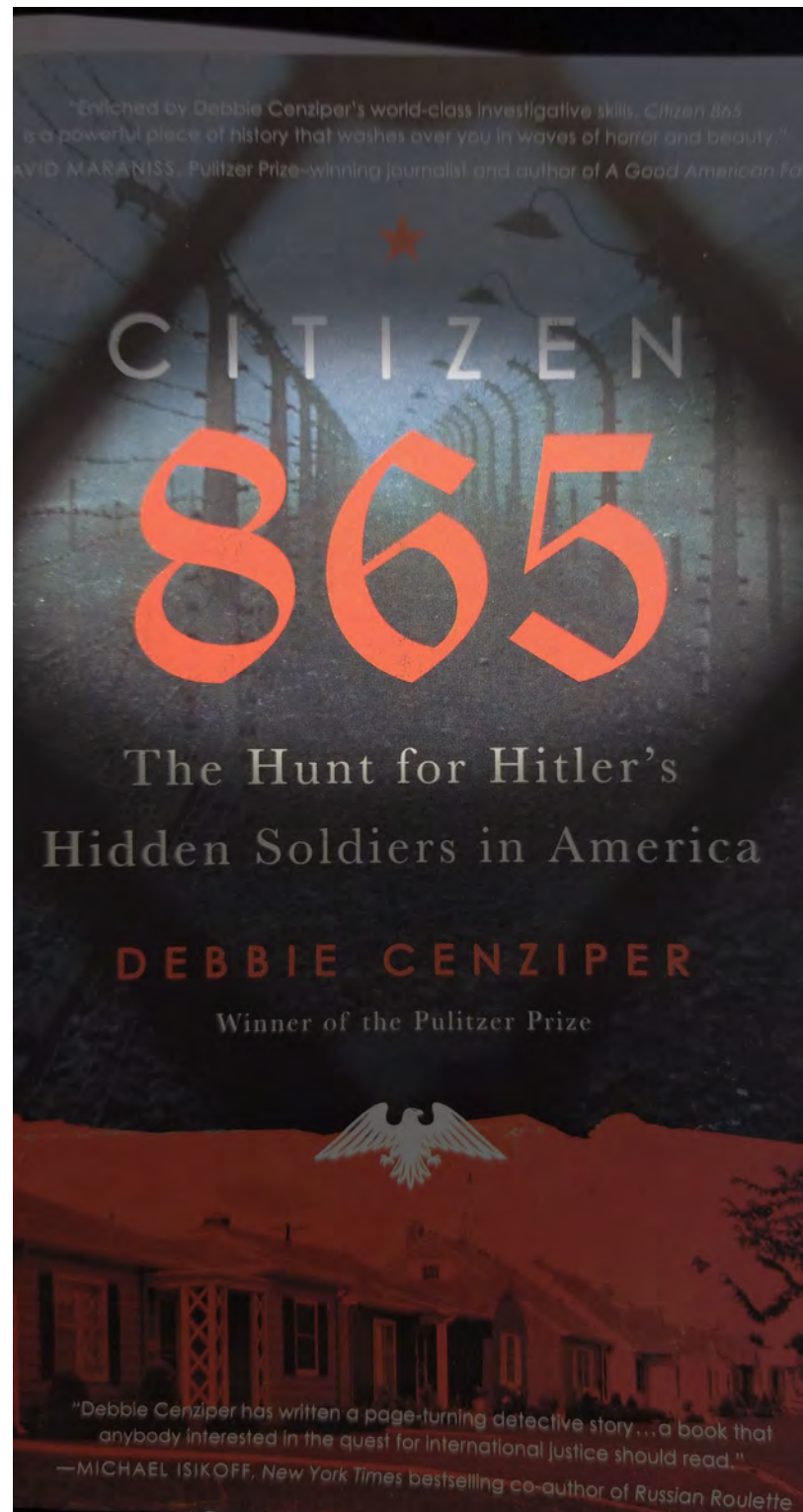


Type Classifications

Blackletter

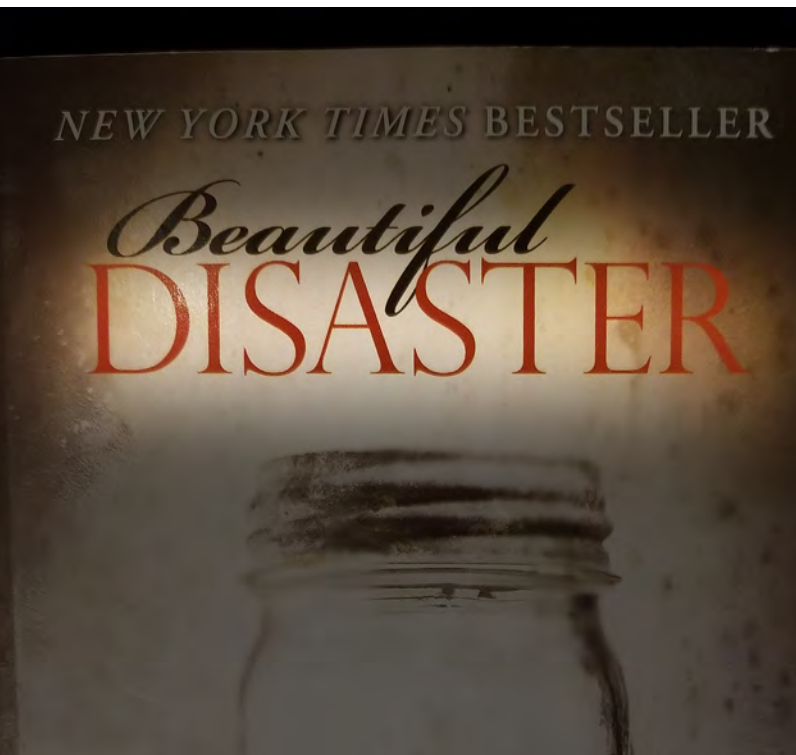
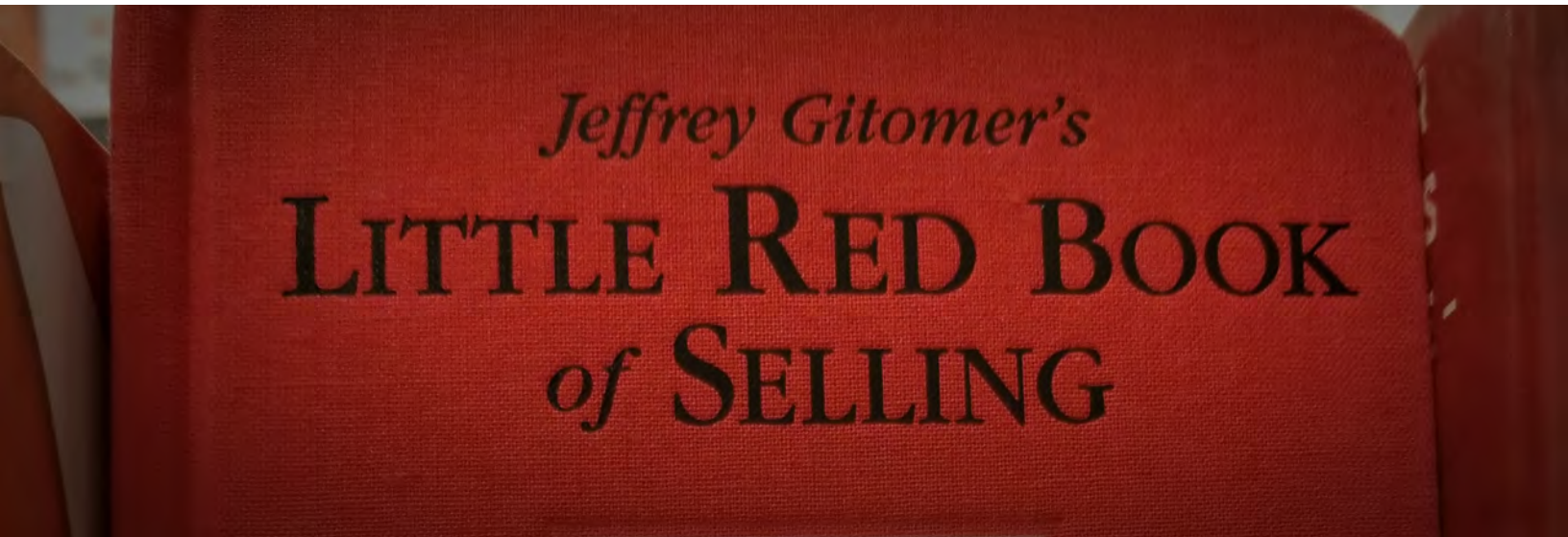


Blackletter. *Ruin* by John Gwynne. Location: Barnes & Noble, Tyler, TX.



Blackletter. *Citizen 865: The Hunt for Hitler's Hidden Soldiers in America* by Debbie Cenziper. Location: Barnes & Noble, Tyler, TX.

Old Style



TOP: **Garamond.** *The Little Red Book of Selling: 12.5 Principles of Sales Greatness* by Jeffrey Gitomer. Location: Barnes & Noble, Tyler, TX.

BOTTOM LEFT: **Perpetua.** *Beautiful Disaster* by Jamie McGuire. Location: Barnes & Noble, Tyler, TX.

BOTTOM RIGHT: **Caslon.** *The Secret Lives of Color* by Kassia St. Clair. Location: Barnes & Noble, Tyler, TX.

Slab Serif



TOP LEFT: **Slab Serif.** *The Sibley Guide to Birds*, 2nd Edition by David Allen Sibley. Location: Barnes & Noble, Tyler, TX.

TOP RIGHT: **Slab Serif.** *Grumpy Cat: A Grumpy Book* by Grumpy Cat. Location: Barnes & Noble, Tyler, TX.

BOTTOM: **Slab Serif.** *The Life and Love of the Sea* by Lewis Blackwell. Location: Barnes & Noble, Tyler, TX.

Sans Serif

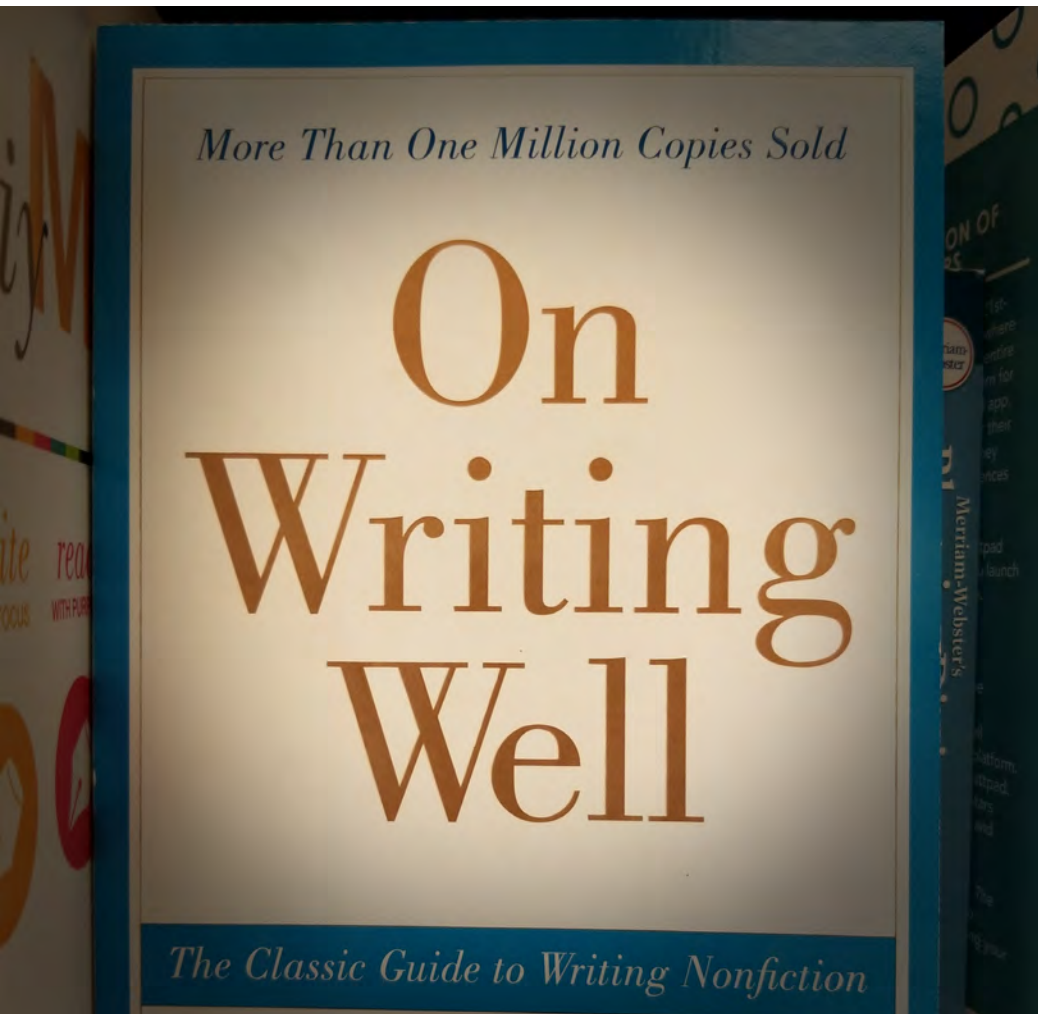
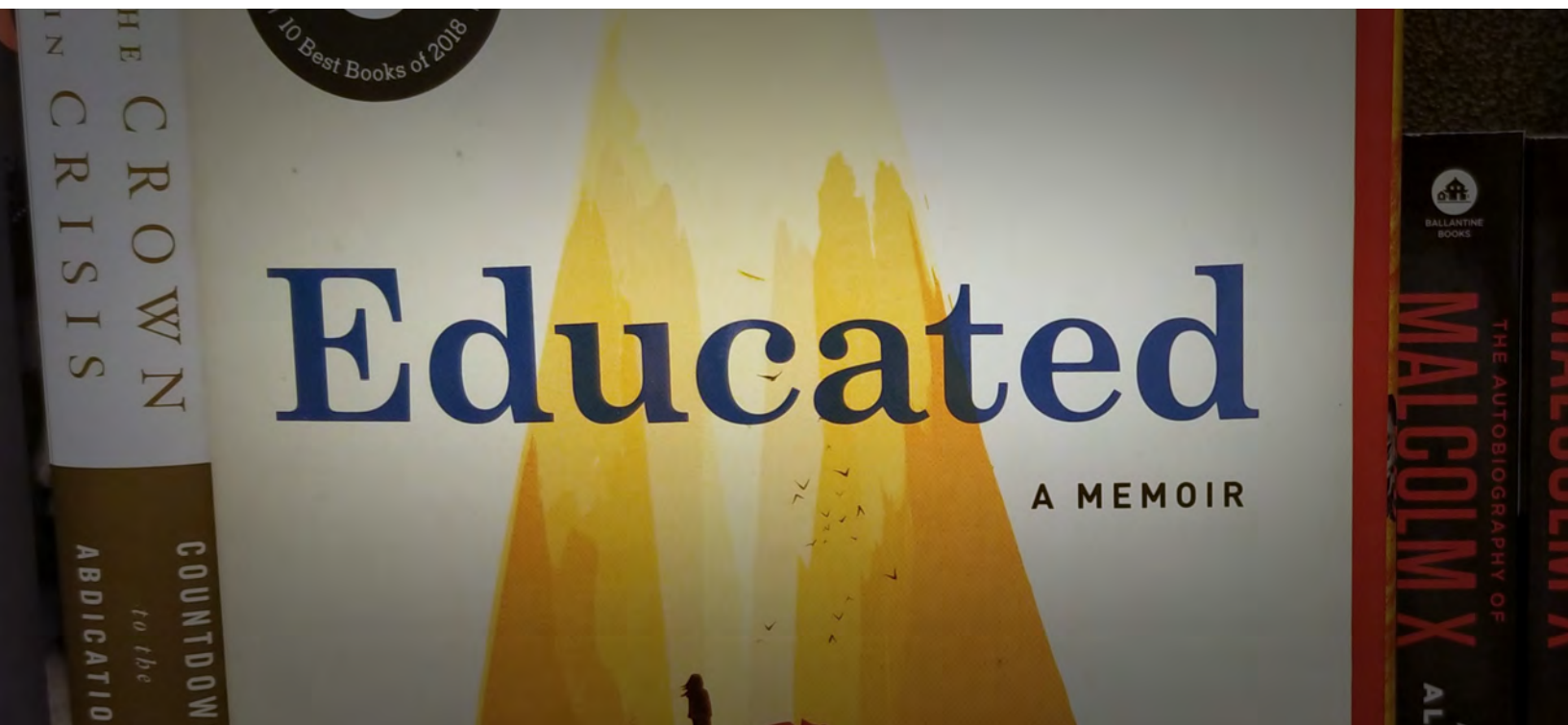


TOP: **Sans Serif.** *The Radium Girls* by Kate Moore.
Location: Barnes & Noble, Tyler, TX.

BOTTOM LEFT: **Sans Serif.** *Marvel Encyclopedia, New Edition* by Stephen Wiacek. Location: Barnes & Noble, Tyler, TX.

BOTTOM RIGHT: **Sans Serif.** *Crap Taxidermy* by Kat Su. Location: Barnes & Noble, Tyler, TX.

Modern



TOP: **Century Schoolbook.**

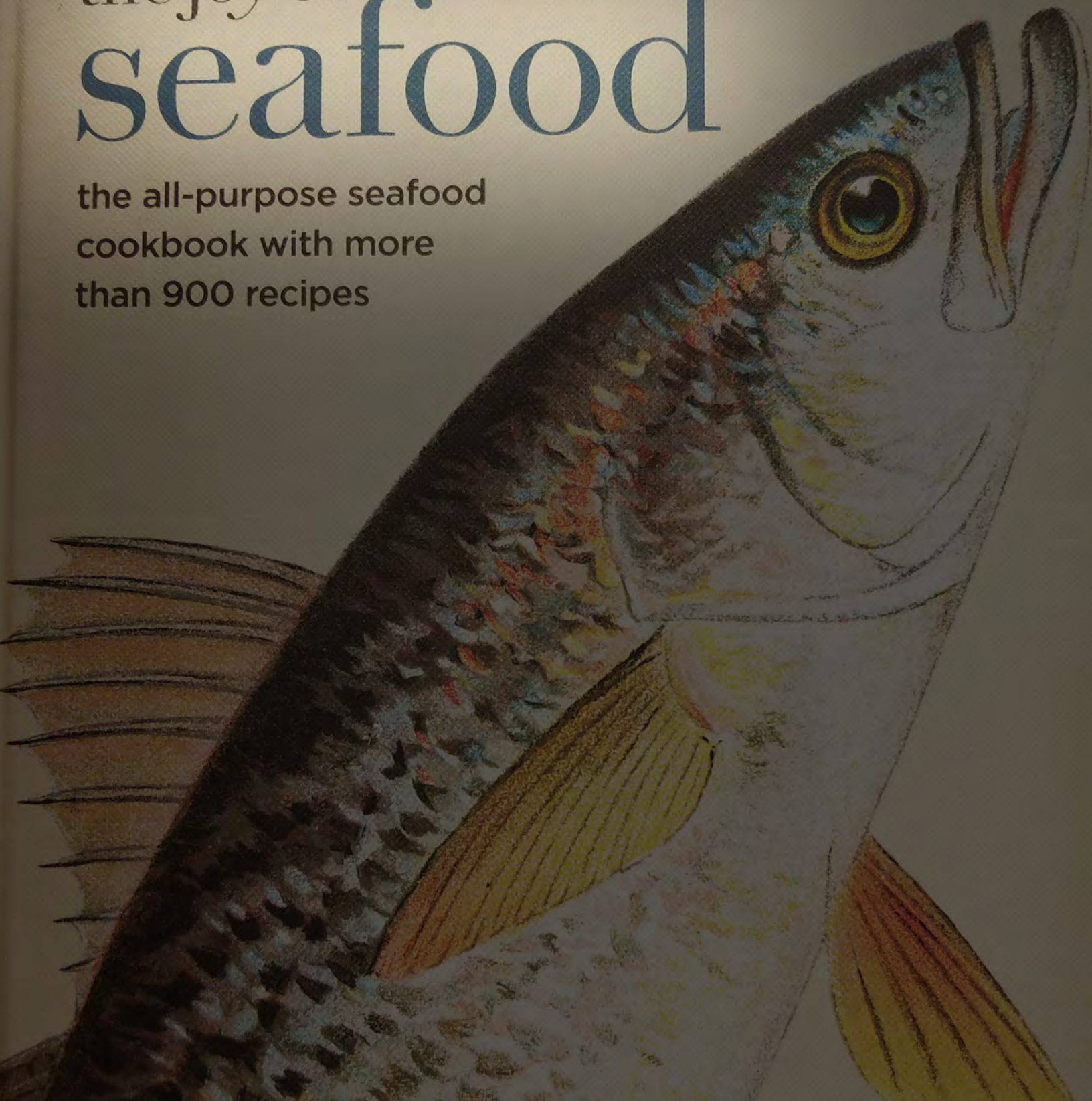
Educated: A Memoir by Tara Westover. Location: Barnes & Noble, Tyler, TX.

BOTTOM: **Bodoni.** *On Writing Well: The Classic Guide to Writing Nonfiction* by William Zinsser.

Location: Barnes & Noble, Tyler, TX.

the joy of seafood

the all-purpose seafood
cookbook with more
than 900 recipes

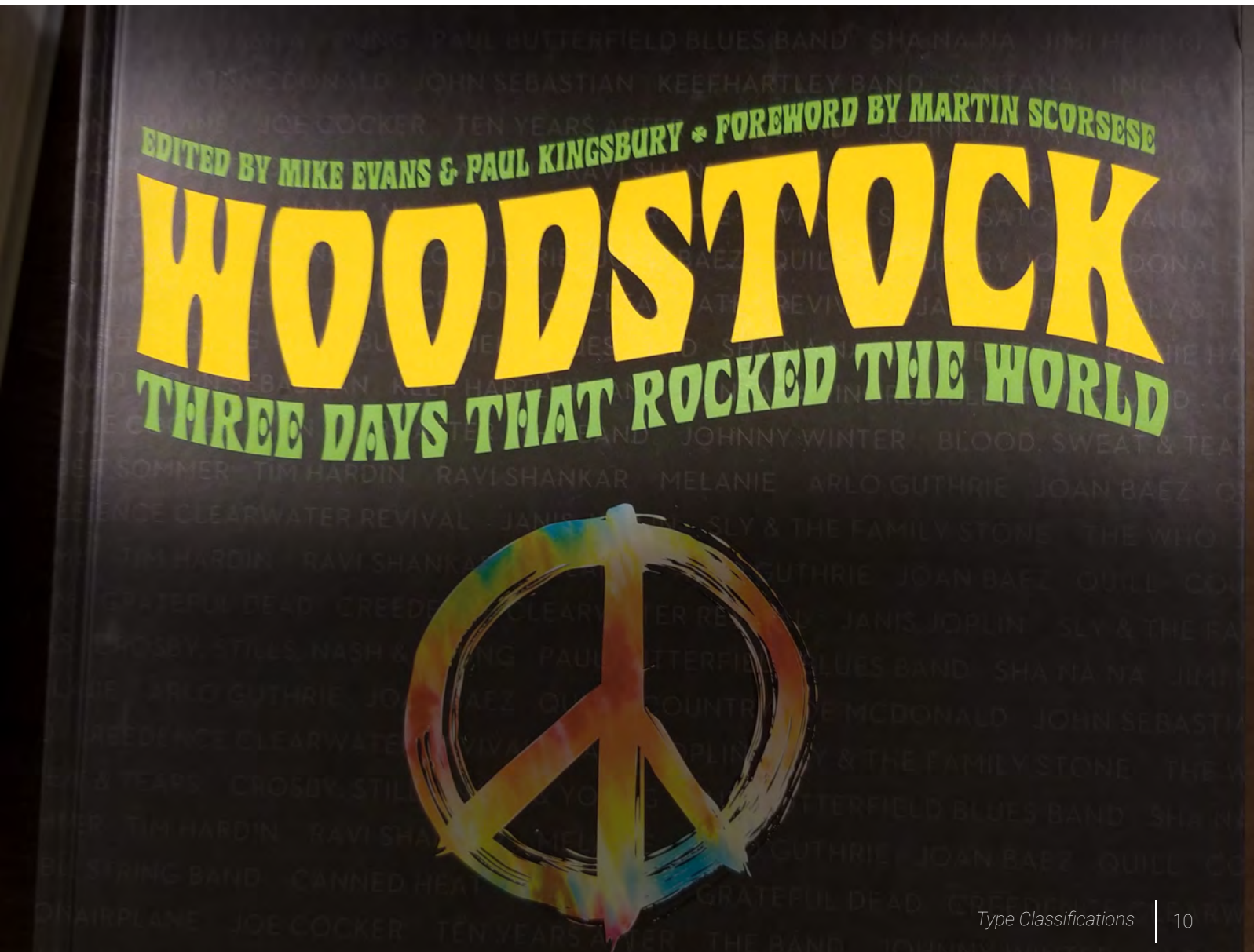


Didot. *The Joy of Seafood* by Barton Seaver.
Location: Barnes & Noble, Tyler, TX.

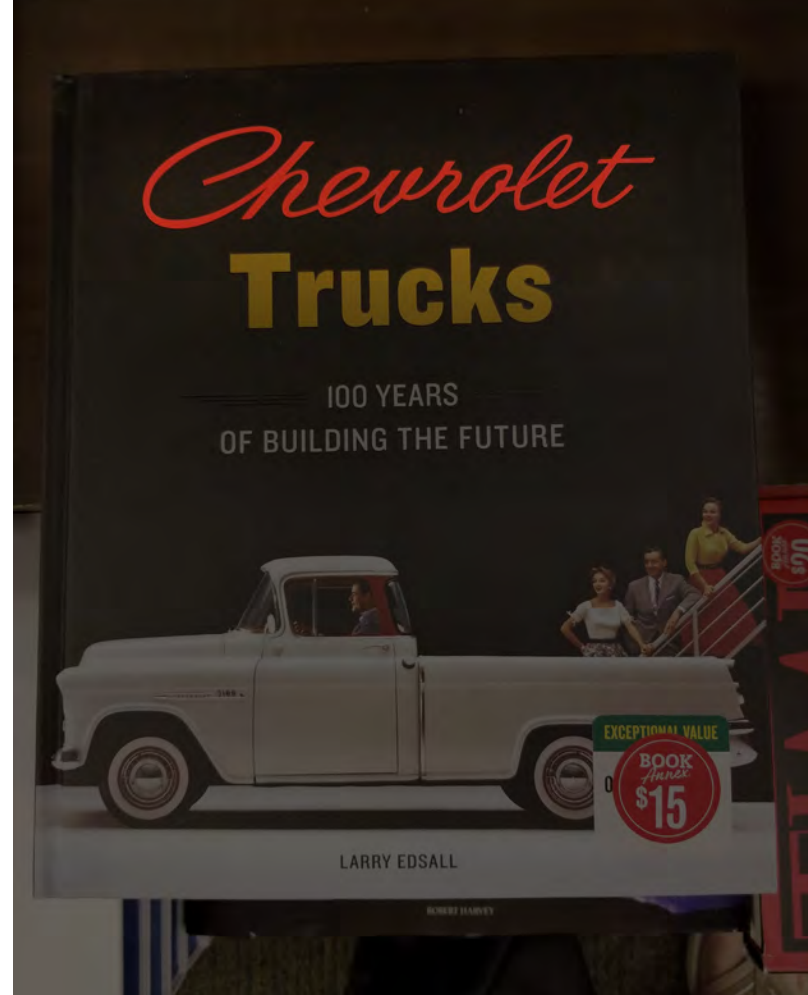
Decorative

TOP: **Decorative.** *Elton John: Rocket Man* by Chris Roberts. Location: Barnes & Noble, Tyler, TX.

BOTTOM: **Decorative.** *Woodstock: Three Days That Rocked the World*, 50th Anniversary Edition, Edited by Mike Evans and Paul Kingsbury. Location: Barnes & Noble, Tyler, TX.



Script



TOP: **Script.** *Chevrolet Trucks: 100 Years of Building the Future*, by Larry Edsall. Location: Barnes & Noble, Tyler, TX.

BOTTOM: **Script.** *Caviar Dreams, Tuna Fish Budget: How to Survive in Business and Life* by Margaret Josephs. Location: Barnes & Noble, Tyler, TX.





Typefaces

Times New Roman

release announcing the completion of the car, and stating that it was “built to specifications prepared by the Engineering Department for Hood Bassett, son of the late Harry H. Basset, former president of Buick.” Buick also noted that it was the “second custom model developed by Buick during the current season, the first being a town car on a series 70 chassis.”

By now the 1940 model year was nearing its end. The pilot Brunn cars had, of course, been completed too late for inclusion in any 1940 Buick sales catalogues, though the Townmaster was advertised in *National Geographic*, *MoToR* and *The Buick Magazine*. If the program was to be continued, decisions had to be made quickly so



Times New Roman. *The Buick: A Complete History*
by Terry B. Dunham and Lawrence R. Gustin.
Location: Omar Vazquez Personal Collection.

Helvetica



TOP: **Helvetica.** Mattel logo. Location: Barnes & Noble, Tyler, TX.

BOTTOM: **Helvetica.** *New Complete Guide to Sewing: Step-by-Step Techniques for Making Clothes and Home Accessories* by Reader's Digest Editors. Location: Barnes & Noble, Tyler, TX.



Healthy Make-Ahead
Meals and Freezer Recipes
to Simplify Your Life

skinnytaste®

MEAL PREP

Guide to Your Baby's First Years

SECOND EDITION

Newborn
to age 3

TOP: **Helvetica**. *Skinnytaste Meal Prep: Healthy Make-Ahead Meals and Freezer Recipes to Simplify Your Life* by Gina Homolka. Location: Barnes & Noble, Tyler, TX.

BOTTOM: **Helvetica**. *Mayo Clinic Guide to Your Baby's First Years* by Walter J. Cook, M.D. and Kelsey M. Klaas, M.D. Location: Barnes & Noble, Tyler, TX.

Garamond

THE IDIOT

*Pulitzer
Prize*
FINALIST



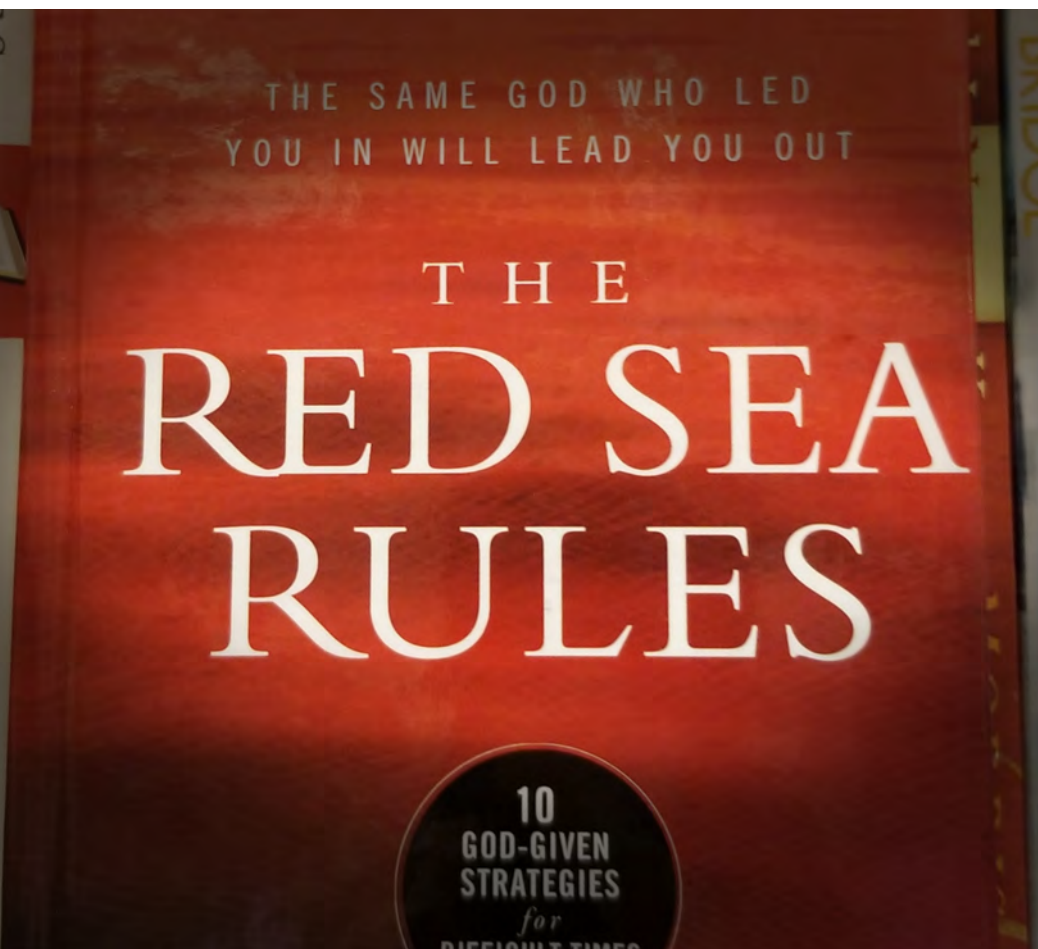
Garamond. *The Idiot* by Elif Batuman. Location:
Barnes & Noble, Tyler, TX.

Gill Sans



Gill Sans. *Inside the World of Roblox* by Official Roblox Books. Location: Barnes & Noble, Tyler, TX.

Bembo & Futura



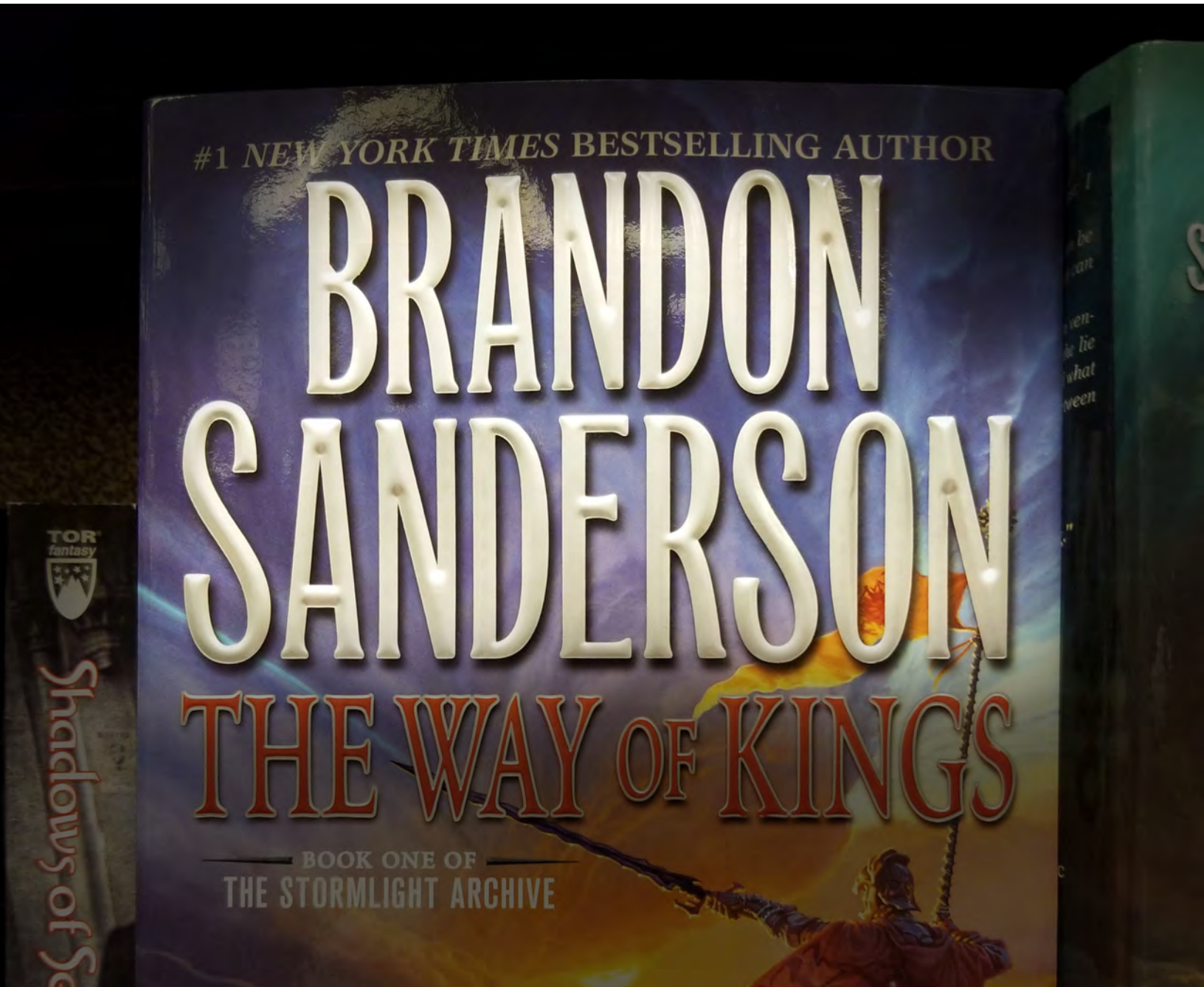
TOP: **Bembo**. *The Red Sea Rules: 10 God-Given Strategies for Difficult Times* by Robert J. Morgan.
Location: Barnes & Noble, Tyler, TX.

BOTTOM: **Futura**. *Barbarian Days: A Surfing Life* by William Finnegan.
Location: Barnes & Noble, Tyler, TX.



Typography

Tight Tracking



Tight Tracking. *The Way of Kings*, The Stormlight Archive, Book 1 by Brandon Sanderson. Location: Barnes & Noble, Tyler, TX.

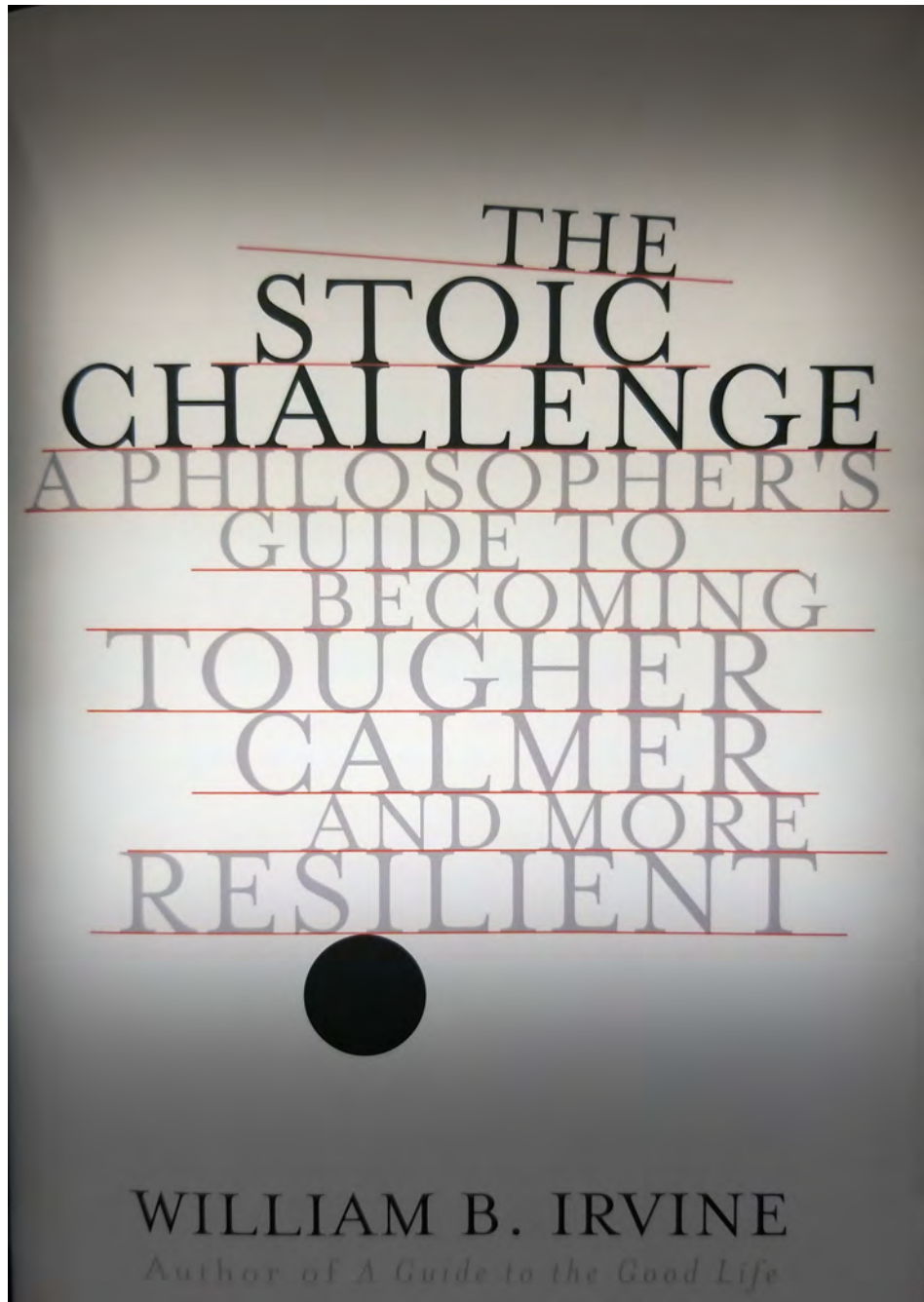
Loose Tracking

THE
BEAUTY
OF AN
UNCLUTTERED
SOUL



Loose Tracking. *The Beauty of an Uncluttered Soul: Allowing God's Spirit to Transform You from the Inside Out* by Carla Gasser. Location: Barnes & Noble, Tyler, TX.

Tight Leading



Tight Leading. *The Stoic Challenge: A Philosopher's Guide to Becoming Tougher, Calmer, and More Resilient* by William B. Irvine.
Location: Barnes & Noble, Tyler, TX.

Loose Leading



Loose Leading. *Newt Scamander: Fantastic Beasts and Where to Find Them* by J. K. Rowling. Location: Barnes & Noble, Tyler, TX.

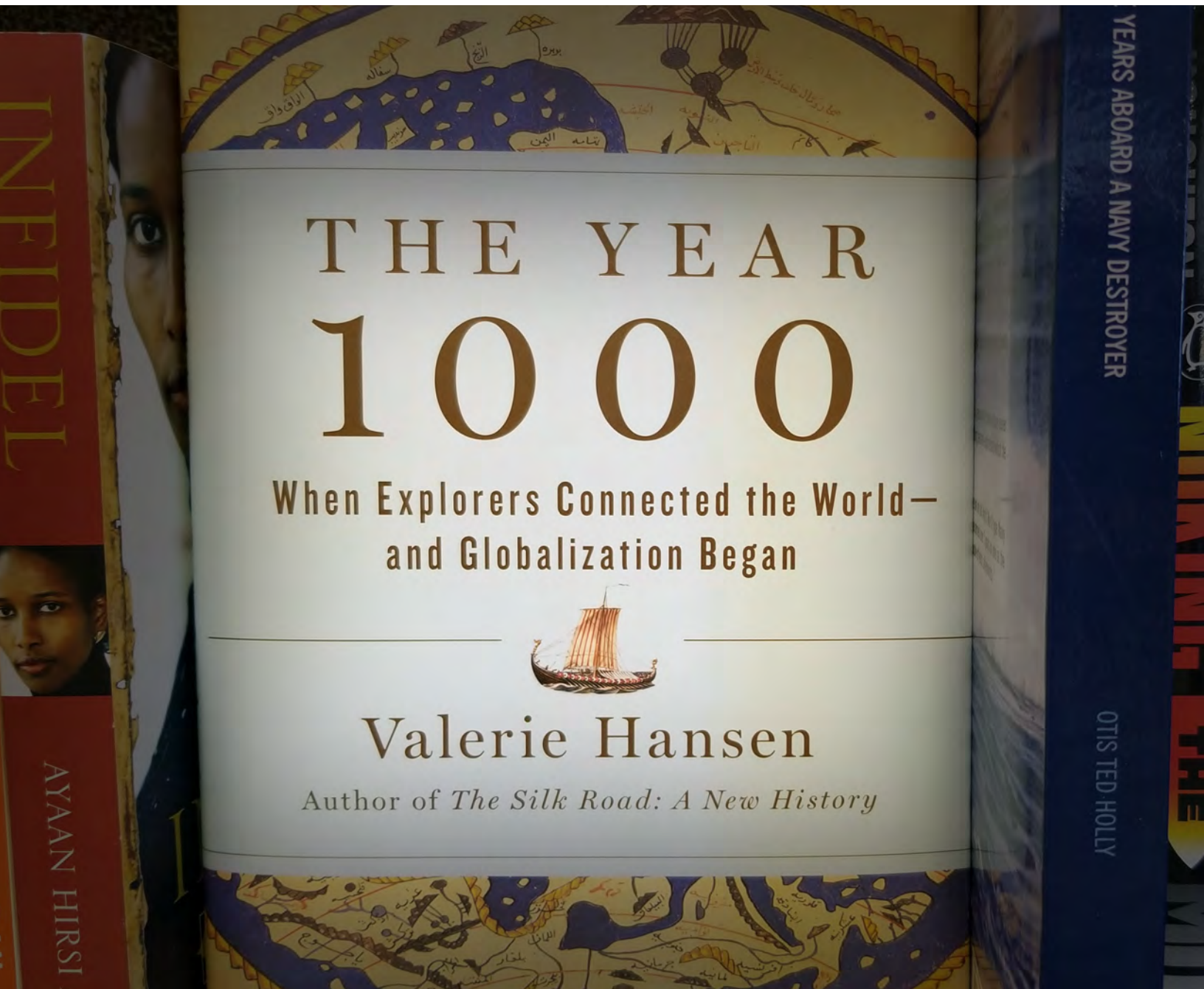
Left Aligned Text

This is a story about making a dream at all costs, even without money. It's about cutting corners, improvising, hustling, cobbling together workarounds to get movies made and into theaters, not knowing where the next payday is coming from—or the next monsoon or scorpion bite. It's about not taking “no” for an answer. It's about lying outrageously, gritting it out with sweat and tears, surviving. It goes from a magical New York childhood to the Vietnam War and my struggles to come back from it, ending at the age of forty in the making of *Platoon*. It's about growing up. It's about failure, loss of confidence. And it's about early success and arrogance too. It's about drugs, and the times we lived through politically and socially. It's about imagination, dreaming up what you want and going out to make it happen. And of course it's full of deceits, betrayals, crooks and heroes, people who bless you with their presence, and those who destroy you if you let them.

From CHASING THE LIGHT

Left Aligned Text. *Chasing the Light: Writing, Directing and Surviving Platoon, Midnight Express, Scarface, Salvador, and the Movie Game by Oliver Stone.* Location: Barnes & Noble, Tyler, TX.

Centered Text



Centered Text. *The Year 1000: When Explorers Connected the World – and Globalization Began* by Valerie Hansen. Location: Barnes & Noble, Tyler, TX.

Right Aligned Text



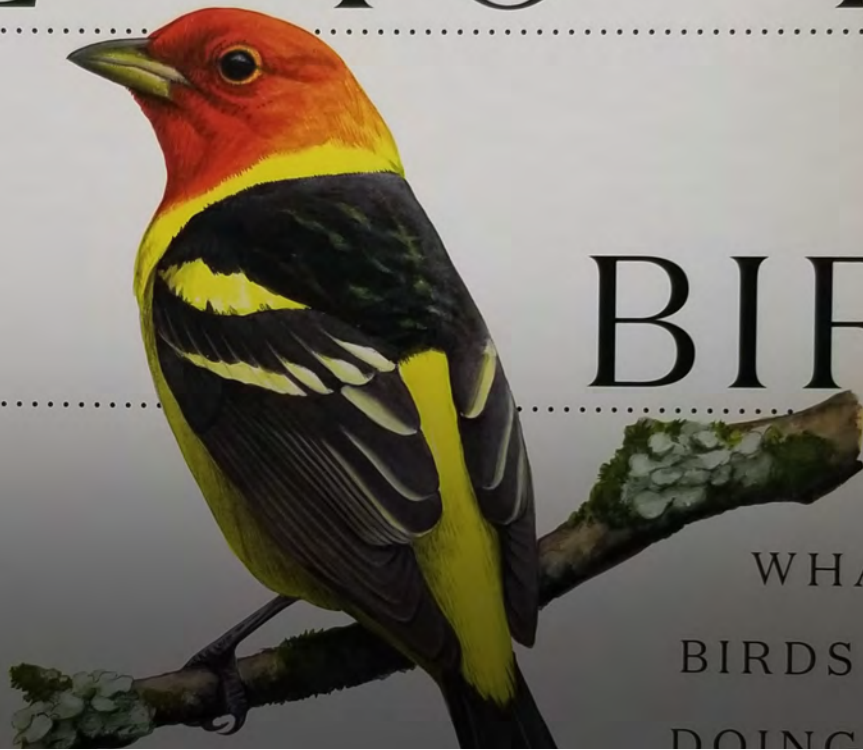
Right Aligned Text. *Forks Over Knives Magazine*
Spring 2021 by the Editors of Forks Over Knives.
Location: Barnes & Noble, Tyler, TX.

Justified Text

WHAT IT'S

LIKE TO BE

A BIRD



FROM FLYING
TO NESTING,
EATING

WHAT
BIRDS ARE
DOING

Justified Text. *What It's Like to Be a Bird: From Flying to Nesting, Eating to Singing – What Birds Are Doing, and Why* by David Allen Sibley. Location: Barnes & Noble, Tyler, TX.

Drop Cap

Despite its reputation as a bustling metropolis, man-made and urban from the tips of the skyscrapers that dominate its skyline all the way down to the deepest of its underground tunnels, London is also a surprisingly green city. Its eight Royal Parks stretch across 2000 hectares (5000 acres), from Richmond Park and Bushy Park in the south-west to Regent's Park in the north, providing plentiful spaces for rest and relaxation.

In addition to these historic parks can be found more than 3000 other green spaces, from the small garden squares seen in many of London's more stylish areas – such as Russell Square and Soho Square – to the huge expanses of Hampstead Heath and Epping Forest. Such places provide

Drop Cap. Excerpt from *London: Treasured Capital of the United Kingdom* by Alastair Horne. Location: Barnes & Noble, Tyler, TX.

Pull-Out Quote

Brooklyn—the two manage to reconvene over video chat to reminisce about high school, being a woman in music, and their many stupid ideas.

It's HARD TO TELL
WHAT'S A JOKE
ANYMORE *because* I
HAVE SURROUNDED
MYSELF WITH
PEOPLE WHO *trust*
ME, *and* I ALSO TRUST
my OWN INTUITION.

SABRINA ABBAS: *You both have known each other since high school; what was it like to be in each others' lives during such a formative period?*

HALEY DAHL: *Everything at that time felt like weird false starts. Every day we would tell ourselves, Today is gonna be the day that something crazy happens, and no matter how hard we tried,*

Pull-Out Quote. Excerpt from “Phoebe Bridgers: Free Bird” by Sabrina Abbas. *L'Officiel Art Magazine* Spring 2021. Location: Barnes & Noble, Tyler, TX.

Widow & Orphan

like Little Arliss, too scared to think.

But all of that didn't matter now. What mattered was the bear cub's mama. She'd heard cries of her baby and was coming to save him. She was coming so fast that she had the brute popping and breaking as she crashed through and over it. I could see her black heavy figure piling off down the slant on the far side of Birdsong Creek. She was roaring mad and ready to kill.

And worst of all, I could see that I'd never get there in time!

Mama couldn't either. She'd heard Arliss, too, and here she came from the cabin, running down the slant toward the spring, screaming at Arliss, telling him to turn the bear cub loose. But Little Arliss wouldn't do it. All he'd do was hang with that hind leg and let out one shrill shriek after another as fast as he could suck in a breath.

Now the she bear was charging across the shallows in the creek. She was knocking sheets of water high in the bright sun, charging with her

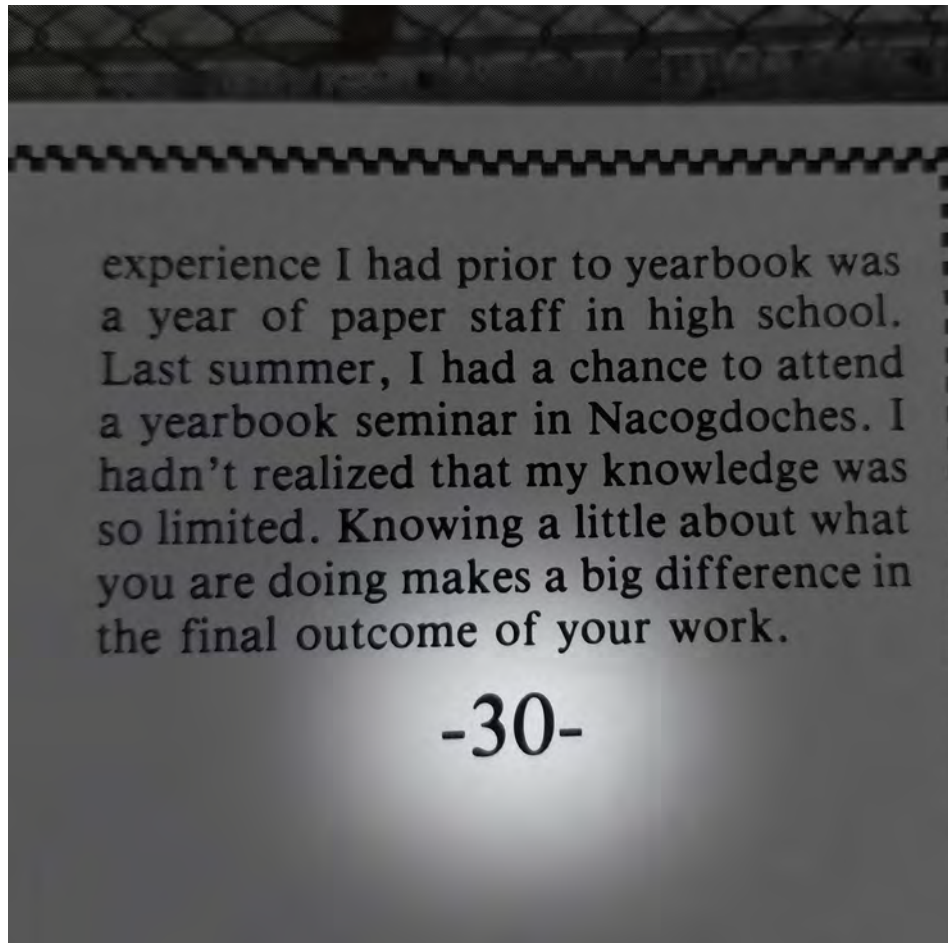
Widow. Excerpt from *Old Yeller* by Fred Gipson.
Location: Barnes & Noble, Tyler, TX.

...ative is discussed, the balance of intellectualism and spiritual demonstration. Sometimes it's more valuable than the content itself. Sometimes it is how you said it, and it isn't even what you said. You have to blend them together: thinking and feeling. When I work on a sermon, I feel like I am weaving study and intellectualism with passion and creativity. I'm trying to get the mix right. I vacillate from that which is descriptive to that which is factual, from that which is intellectual to that which is experiential.

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Orphan. Excerpt from *Don't Drop the Mic: The Power of Your Words Can Change the World* by T.D. Jakes.
Location: Barnes & Noble, Tyler, TX.

End of Story



-30- Excerpt from "Editor's Note" by Kelli Vance. *The Kilgore College Ranger Yearbook 1986*. Kelli Vazquez Personal Collection.