



Herb Lubalin: Art Director, Graphic Designer and Typographer

Gertrude Snyder, Alan Peckolick

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"The magnitude of Herb Lubalin's achievements will be felt for a long time to come . . . I think he was probably the greatest graphic designer ever," says Lou Dorfsman, Vice President, Creative Director, Advertising and Design, CBS, Inc. For more than 40 years, Herb Lubalin expanded on the intricacies and elegance of typography-based design. He created new forms for communicating meaning and new meaning for communication. The typographics for which he is best known are as eloquent in their use of subtlety, character and individuality as words and language are themselves. For example, his logo for the provocative, pioneering publication Avant Garde, literally moves ahead.

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