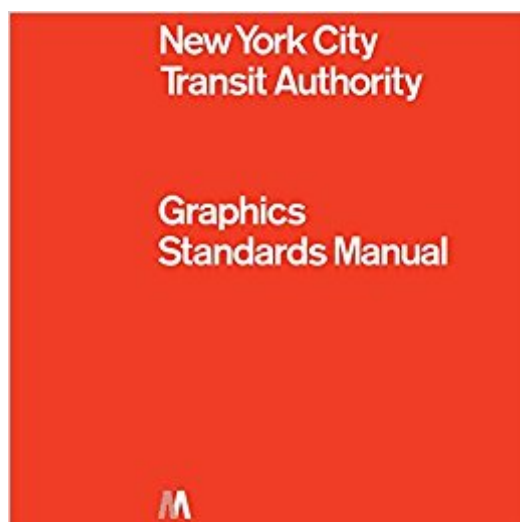


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# Graphics Standard Manual: New York City Transit Authority



## Synopsis

The NYCTA Graphics Standards Manual contains scans of Massimo Vignelli and Bob Noorda's (Unimark) modernist masterpiece. The manual describes the design and construction for the iconic NYC subway signs that we still see and use.

## Book Information

Hardcover: 356 pages

Publisher: Standards Manual (September 1, 2015)

Language: English

ISBN-10: 0692496955

ISBN-13: 978-0692496954

Package Dimensions: 13 x 12.9 x 1.9 inches

Shipping Weight: 4.4 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 9 customer reviews

Best Sellers Rank: #487,508 in Books (See Top 100 in Books) #65 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#) #1431 in [Books > Arts & Photography > Graphic Design > Techniques](#)

## Customer Reviews

Beautifully displaying the original graphics of the NYC Transit Graphic Standards Manual, this reissue immortalizes one of the most prominent and far reaching design projects to date. I was so happy that the book did this important project justice, displaying it in a high quality and timeless fashion. The Italian cloth wrapped cover is lovely, and the pages are elegantly displayed and true to the original. I especially enjoyed the pages with graphics of people standing under the subway signs for size comparison. The whole page exhibited a sixties familiarity that was so charming, which was also achieved throughout the rest of the book. Anyone interested in design and the history of New York City would definitely benefit from this reissue, and I would highly recommend it to anyone looking to learn more on these topics as well! 5 stars for a beautifully presented, high quality book that will live long as an ode to the rich, dynamic history of New York.

While this is a copy of the original, it's an excellent reproduction. That said, it is a copy and there is some loss of crispness of graphic detail. But it doesn't detract from pleasure of reading this masterpiece of graphic design.

if you are the kind of person who would be willing to spend this kind of money on this kind of book, you will love it, it is everything you would expect.

Bought it as a Christmas gift for my wife, who's a designer. The packaging was excellent and the item was delivered as expected. Thank you!

It's great!

Recomendo!

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