

Preface

Joseph Churchward is a name synonymous with type-face designing not only in New Zealand but throughout the world.

Joseph Churchward - the man behind the name is in a way an alphabet type of character, full of flair and yet solid enough to know what face to wear in all types of situations.

In one way or another Joe has been involved with typesetting, hand lettering, artwork or type designing over a period of some 21 years and that's long enough to know what he wants in a type face.

He has designed typefaces mostly over the last ten years and his own particular type faces number some 164 taking an average 300 man hours just to design one face (or fount as it is known in the business).



Joseph Churchward

This 'feeling' that Joe has in arriving at a design for a particular face has been truly good for him (for to name a company who has purchased his faces, German-based "Bertholds" have accepted some of Joe's founts in the past for adoption by their company), and it would seem, by the designs that Joe is working on at present, his 'feeling' will be with him for a long time in the future. Joe feels, his designing today, in spite of the agonising time factor, will be of good benefit to man and machines tomorrow and years to come. An excellent achievement for one, who is Samoan born.

It is well to remember the family of Joe Churchward to whom this book of typefaces is dedicated to, for it has been through the forbearance of his wife Tia and his children that Joe has been able to work six sometimes seven days a week and well into the night on several occasions (also it may be said for the many late dinners that Joe kept waiting) in designing his founts.

This collection of typefaces (both Joe's own range and that of type designers of the past) can be described as the largest range of typefaces to be held by any one individual or company in New Zealand.

It has been colated into book form for your benefit, to assist you with easy type selection, whether it be Photolettering, Datype setting or our Itek Computer setting.

Whether the setting is for press ads, magazine ads, leaflets, brochures, short stories or even bookwork, we can fit any job into our company, including hand-lettering, photo-printing and finished artwork.

Special Thanks, to staff members and friends for their contribution in putting this book together. Without their help, this beautiful book wouldn't be a reality.

Portrait by Eugene Fancott

Copy was set in Churchward Ruff Light photolettering and reduced.



previous pages:

Scan of 'Preface' from *Churchward International Typefaces Ltd.* catalogue, c.1980, reproduced in Joseph Churchward.

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