

# Herb Lubalin

typographer



iconoclast  
(i·con·o·clast) noun.

1. One who attacks and seeks to overthrow traditional or popular ideas or institutions.
2. One who destroys sacred religious images.



An iconoclastic art director, graphic designer, and typeface designer, Herb Lubalin was one of the most influential American graphic designers from the late 1940s to the early 1980s.

Join us for an exhibition of his work at the National Museum of American History.

## when?

Friday, March 25, 9:00 a.m. – 7:00 p.m.  
Saturday, March 26, 10:00 a.m. – 9:00 p.m.  
Sunday, March 26, 11:00 a.m. – 7:30 p.m.

## where?

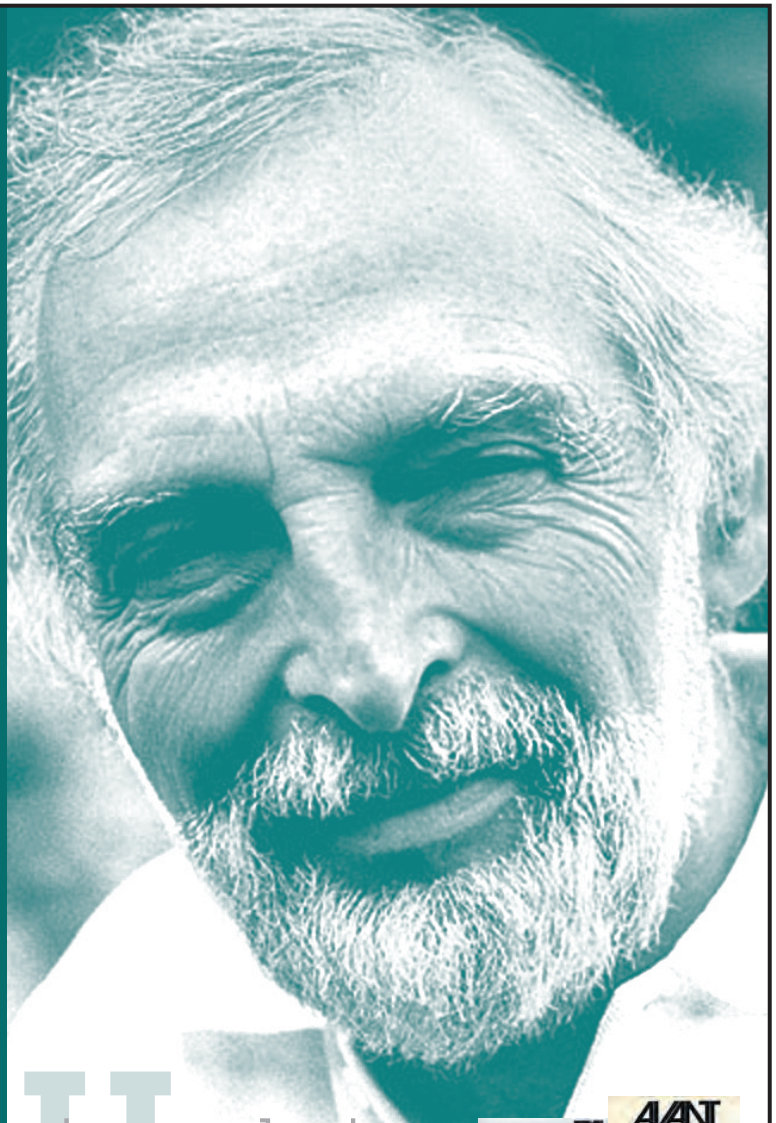
National Museum of American History  
Constitution Avenue, N.W., Wash., D.C.

phone: 202.633.1000

website: [www.americanhistory.si.edu](http://www.americanhistory.si.edu)

# Herb Lubalin

typographer



iconoclast  
(i·con·o·clast) noun.

1. One who attacks and seeks to overthrow traditional or popular ideas or institutions.
2. One who destroys sacred religious images.



An iconoclastic art director, graphic designer, and typeface designer, Herb Lubalin was one of the most influential American graphic designers from the late 1940s to the early 1980s.

Join us for an exhibition of his work at the National Museum of American History.

## when?

Friday, March 25, 9:00 a.m. – 7:00 p.m.  
Saturday, March 26, 10:00 a.m. – 9:00 p.m.  
Sunday, March 26, 11:00 a.m. – 7:30 p.m.

## where?

National Museum of American History  
Constitution Avenue, N.W., Wash., D.C.

phone: 202.633.1000

website: [www.americanhistory.si.edu](http://www.americanhistory.si.edu)