

---

---

## WHAT THE PRESS IS SAYING

---

---

“A new book entitled ‘Never Use White Type on a Black Background’ by Anneloes van Gaalen makes design platitudes up into full-spread graphics accompanied by a series of quotes that show how the saying was revised, rethought and, in some cases, rejected over time. The result is a small-scale oral history of each rule.”

*Fast Company*

“You’ve probably heard these design adages on several occasions (Or many more). You may even know the history behind them. Even if you do, Anneloes van Gaalen might teach you something. Or, just make you laugh. “

*Curated Mag*

It’s funny and edgy, and a perfect gift for the designer that wants a good laugh or to anyone else who wants a good laugh at designers.”

*Playmedesign.com*

“The title of the book breaks all the rules about how book titles should be short and catchy, which is the same sort of cheeky irony that flavours the rest of the text.”

*Design.nl*

“Writer Anneloes van Gaalen is an avid follower of design and fashion. In her new book ridiculous design rules, she frivolously analyzes the rules of design and fashion and lays bare all the dos and don’ts for you to follow... or to ignore.”

*Superfuture*

This is a fun book for designers, rule makers and breakers, or anyone with opinions.

*Art MoCo*

This book goes some way to poking fun at the ridiculousness of a few of them including my firm least-favourite “Think Outside The Box”.

*It’s Nice That*

“Mandatory reading for every design student. Entertaining to all those interested in design. And a good tool to keep designers on their toes. Highly recommended.”

*moorsmagazine*