



There are many typeface styles from which to choose and selecting correctly is important since it should reflect the mood for the particular occasion. The density conveyed by the blackness of type on paper must then be controlled by a number of other factors, all playing their part in creating the right impression. The reason for varying the weights of a style becomes apparent when a change in emphasis is required. These features should be used sparingly to be effective and getting the best from available weights also needs the use of enough contrast to make the reader definite about your statement. A lack of clarity in the choice of type will also be reflected text. Combining these factors in the right way allows the reader to run the eyes freely along the line. However...

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS IMPORTANT SINCE IT SHOULD REFLECT THE

8 point, 9.40 pt line space

EXCELLENT Typography	\$183.80	1980	1%
EXCELLENT Typography	£265.20	1751	2%
EXCELLENT Typography	£382.09	1282	3%
EXCELLENT Typography	¥465.30	1853	4%
EXCELLENT Typography	\$520.80	1384	5%
EXCELLENT Typography	£685.02	1465	6%
EXCELLENT TYPOGRAPHY	£754.30	1686	7%
Excellent Typography	¥801.60	1987	8%
Excellent Typography	\$975.10	1588	9%
Excellent Typography	£285.80	1869	10%

8 point, 9 pt line

There are many typeface styles from which to choose. Selecting is important since it should reflect the mood for the particular occasion and the density conveyed by the blackness of type on paper must then be controlled by a number of factors; all play their part in creating EXCELLENT TYPOGRAPHY RESULTS FROM

9 point, 10.50 pt line space

There are many typeface styles from which to choose. Correct selection is important since it should reflect the mood for the particular occasion. The density conveyed by blackness of type on paper must then be controlled by a number of factors, all playing their part in creating EXCELLENT TYPOGRAPHY RESULTS FROM

10 point, 11.25 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD FOR THE PARTICULAR OCCASION & THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON PAPER MUST BE CONTROLLED

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Adrian Williams 1988

### Club Type

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5 point +1.0%

There are many type styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. Density conveys the blackness of types on paper which should then be controlled through

11 point, 12pt line space

There are many typeface styles from which to choose. Selecting correctly is most important since it should reflect the mood for the particular occasion. The density conveyed by blackness of types on paper should then be controlled with a number of other factors, each

12 point, 13 pt line space

# Club Type Admark

36 point, 32 pt line space, tracked -2.0%

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. There is also 30% density conveyed by blackness of types on £24 paper which must be controlled by a number of factors. All playing their part in creating the right impression. In 1986, we then saw a 70% rise (against 53% in

14 point, 15 pt line space



Admark®

bold Italic · kursiv fett · italique gras  
negrita cursiva · nero corsivo · kursiv fet

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**EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS IMPORTANT SINCE IT SHOULD REFLECT THE**

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**THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS MOST IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD FOR**

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**THE PARTICULAR OCCASION & THE DENSITY CONVEYED BY**

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**BLACKNESS OF TYPE ON PAPER MUST BE CONTROLLED**

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**BLACKNESS OF TYPE ON PAPER MUST BE CONTROLLED**

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Adrian Williams 1988

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