



There are many typeface styles from which to choose. 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 factors, all play 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. A lack of clarity in the choice of type will also be reflected in t

EXCELLENT TYPOGRAPHY RESULTS FROM UNDER
7 point, 8.35 pt line space

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EXCELLENT TYPOGRAPHY RESULTS FROM
8 point, 9.40 pt line space

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. THERE ARE MANY TYPEFACE

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE. THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE SELECTING CORRECTLY IS MOST IMPORTANT

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EXCELLENT TYPOGRAPHY RESULTS FROM UNDER
9 point, 10.50 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION

12 point, tracked 0%

IS MOST IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD OF THE OCCASION

14 point, tracked 0%

& THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE

16 point, tracked -0.5%

ON PAPER MUST THEN BE CONTROLLED BY A NUMBER

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Adrian Williams 1988

There are many typeface styles from which to choose. 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

11 point, 12 pt line space

There are many typeface styles from which to choose. 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 factors;

12 point, 13 pt line space

Club Type

18 point -0.5%

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11 point +0.5%

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6 point +1.0%

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5 point +1.0%

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. The density conveyed by 30% blackness for \$24 cont

13 point, 14 pt line space

There are many type styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular 1986 rose by 70% (against 53% i

14 point, 17 pt line space



Admark®

medium italic · kursiv halbfett · italique demi-gras
cursiva seminegra · neretto corsivo · kursiv halvfet

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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 types on paper must be controlled by a number of factors, all play their part in creating the right impression. The reason for varying weights of a style becomes apparent when a change in emphasis is required. These features should be used sparingly to be effective. A lack of clarity in the choice of type will also be reflected in the text. Combining
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8 point, 9.40 pt line space

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST IMPORTANT.
8 point, 9 pt line space

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9 point, 10.50 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECTLY IS IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD OF THE OCCASION & 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 THE RIGHT IMPRESSION. THE REASON FOR VARYING THE WEIGHTS OF A TYPEFACE BECOMES APPARENT WHEN A CHANGE IN EMPHASIS IS REQUIRED. THESE FEATURES SHOULD BE USED SPARINGLY TO BE EFFECTIVE. A LACK OF CLARITY IN THE CHOICE OF TYPE WILL ALSO BE REFLECTED IN THE TEXT. COMBINING
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18 point, tracked -0.5%

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11 point, 12pt line space

There are many typeface styles from which to choose. 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 factors, all play
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Club Type Admark

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. The density conveyed by the blackness of 30% for €42 cont
13 point, 14 pt line space

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular 1986 saw a 70% rise (against 53-75%) in the blackness of
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