



Admark®

regular · normal · normal  
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There are many typeface styles from which to choose. Selecting correctly 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 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 in the EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNI

5 point, 6.25pt line space 50

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6 point, 7.30 pt line space 50

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7 point, 8.35 pt line space 50

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8 point, 9.40 pt line space

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8 point, 9.45 pt line space 40

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Adrian Williams 1988

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10 11 point, 12.50 pt line space

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# Club Type Admark

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10 13 point, 15 pt line space

There are many typeface styles from which to choose. Selecting correctly is most important since it should reflect the mood of 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 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 these factors in the right way allows EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNI

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Adrian Williams 1988

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