



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 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 length of line. However, we must consider this...

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 MOOD FOR THE PARTICULAR OCCASION. THE DENSITY CONV

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EXCELLENT Typography	\$183.80	1980	1%
EXCELLENT Typography	£265.20	1751	2%
EXCELLENT Typography	<i>f382.09</i>	1282	3%
<i>EXCELLENT Typography</i>	¥465.30	1853	4%
<i>EXCELLENT Typography</i>	\$520.80	1384	5%
EXCELLENT Typography	£685.02	1465	6%
EXCELLENT TYPOGRAPHY	<i>f754.30</i>	1686	7%
Excellent <i>Typography</i>	¥801.60	1987	8%
Excellent <i>Typography</i>	\$975.10	1588	9%
Excellent Typography	£285.80	1869	10%

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There are many typeface styles from which to choose. Selecting 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 a EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTAN

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Adrian Williams 1988

Club Type

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Club Type

5 point +2.0%

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect a mood for these particular occasions. The density conveyed by the blackness of type on paper must then be controlled through a large variety of fa

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12 point, 13 pt line space

Club Type Bulldog

36 point, 32 pt line space, tracked -4.0%

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 a 30% density conveyed by the blackness of types on £24 paper which must be controlled by a number of factors. All play their part in creating the right impression. In 1986 we then saw a 70% rise (against 53% in the previous year) which perhaps is m

14 point, 15 pt line space



Bulldog[®]

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

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