



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 the text. Combining these factors in the right way allows EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS

7 point, 8 pt line space

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8 point, 9 pt line space

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. 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 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 THE TEXT. COMBINING THESE FACTORS IN EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS

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Adrian Williams 1988

Club Type

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Club Type

16 point -1.0%

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14 point -0.5%

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13 point -0.5%

Club Type

12 point 0%

Club Type

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Club Type

10 point +0.5%

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6 point +1.5%

Club Type

5 point +2.0%

There are many typeface styles from which to choose. Selecting correctly is important since this should reflect our 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 parts in creating the right

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, all play their part in creating

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. Correct selection is important since this should reflect the moods for the particular occasions. The densities conveyed by a blackness of 30% for \$24 controlled through any

13 point, 14 pt line space

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

14 point, 17 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION 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 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 THE TEXT. COMBINING THESE FACTORS IN EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS

12 point, tracked 0%

14 point, tracked -0.5%

16 point, tracked -1.0%

18 point, tracked -1.5%



Bulldog

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

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12 point, tracked +3.0%

THE DENSITY CONVEYED BY THE BLACKNESS OF TYPES ON PAPER MUST THEN BE CONTROLLED BY A NUMBER OF

14 point, tracked +3.0%

FACTORS & EACH PLAYS THEIR PART IN CREATING THE RIGHT IMPRESSIONS.

16 point, tracked +2.0%

THE DENSITY CONVEYED BY THE BLACKNESS OF TYPES ON PAPER MUST THEN BE CONTROLLED BY A NUMBER OF OTHER FACTORS, EACH PLAY THEIR PART IN CREATING THE RIGHT IMPRESSIONS.

18 point, tracked +2.0%

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Adrian Williams 1989

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11 point, 12 pt line space

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Club Type

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12 point, 13 pt line space

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