



There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasions. 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 text. Combining these factors in the right way allows the reader to run the EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE IN COMM



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THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST IMPORTANT SINCE IT SHOULD REFLECT THE MOOD OF THE OCCASION. THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE

12 points, tracked 0%

ON PAPER MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL PLAY THEIR PART

14 points, tracked -0.5%

IN CREATING THE RIGHT IMPRESSION. THERE IS NO STYLE THAT CANNOT BE

16 points, tracked -1.0%

SELECTED CORRECTLY 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 WHICH

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**Club Type**

18 point -1.5%

**Club Type**

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8 point +1.0%

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7 point +1.5%

**Club Type**

6 point +1.5%

**Club Type**

5 point +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 the blackness of type on paper must then be controlled by a number of factors



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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. The density conveyed by the blackness of type on paper must then be controlled by any

10, 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 most important since it should reflect the mood for the particular occasion. The density conveyed by 30% blackness for £24 controlled by a number of factors which



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 1986 saw a 70% rise (against 53%) intr





Bulldog®

italic · kursiv · italique  
cursiva · corsivo · kursiv

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5 point, 6.5 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 the right impression. The reason for varying the weights of a style becomes apparent when a change in emphasis is required. These features must 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 the reader to run the eyes freely along the line. Among the EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALU

6 point, 7 pt line space

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7 point, 8 pt line space

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9 point, 10 pt line space

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16 point, tracked -1.0%

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10 point, 11 pt line space

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11 point, 12 pt line space

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# Club Type Bulldog

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

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13 point, 14 pt line space

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14 point, 15 pt line space

12 point, tracked 0%

14 point, tracked -0.5%

16 point, tracked -1.0%

18 point, tracked -1.5%