



Congress® Sans 55

regular · normal · normal
normal · chiaro tondo · 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. 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

7point, 8.50 pt line space

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8 point, 9.50 pt line space

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

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8 point, 9.25 pt line space

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9 point, 10.25 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

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Adrian Williams 1985

Club Type

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Club Type

16 point +0.5%

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12 point +1.5%

Club Type

11 point +2.0%

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10 point +2.0%

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9 point +2.5%

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8 point +2.5%

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7 point +3.0%

Club Type

6 point +3.0%

Club Type

5 point +3.5%

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

11 point, 12 pt line space

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12 point, 13 pt line space

Club Type Congress Sans

26 point, 22 pt line space, tracked -3.0%

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 30% blackness for €42 extra

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 occasion. The density conveyed 70% blackness for €1986 saw a 70% rise (against 53%

14 point, 17 pt line space



Congress® Sans 56

regular italic · kursiv · italique
cursiva · cursivo · kursiv

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EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTA

7 point, 8.50 pt line space

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8 point, 9.50 pt line space

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9 point, 10.25 pt line space

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Adrian Williams 1985

Club Type

18 point 0%

Club Type

16 point +0.5%

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14 point +1.0%

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12 point +1.5%

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11 point +2.0%

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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 \$24 to gain 30% of these factors, should

11 point, 12 pt line space

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12 point, 13 pt line space

Club Type Congress Sans

36 point, 32 pt line space, tracked -3.0%

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13 point, 14 pt line space

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1986 saw a 70% rise (against 53%

14 point, 17 pt line space

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12 point, tracked +1.5%

IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD OF THE PARTICULAR OC

14 point, tracked +1.0%

CASION & THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON P

16 point, tracked +0.5%

APER MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS

18 point, tracked 0%