



# Congress® Sans 35

extra light · mager · maigre  
fina · chiarissimo · mager

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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 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 EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE IN

5 point, 6.50 pt line space | 50

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6 point, 7.50 pt line space | 50

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7 point, 8.50 pt line space | 50

**There are many typeface styles from which to choose.** Selecting correctly is important since it should reflect the mood for the particular occasion. 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 reasons for varying the weights of a style become apparent

8 point, 9.35 pt line space

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8 point, 9.20 pt line space | 40

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. Density conveyed by the blackness of type on paper must then be controlled by a number of other factors; all play their part in creating the right impression and the reason for varying weights of a style becomes EXCELLENT TYPOGRAPHY RESULTS FROM UNDERST

9 point, 10.25 pt line space | 40

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST IMPORTANT SINCE IT SHOULD REFLECT THE MOODS OF THE PARTICULAR OCCASIONS. THE BLACKNESS OF TYPE ON PAPER MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL PLAY THEIR PART IN CREATING THE RI

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Adrian Williams 2003

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

10 | 10 point, 11 pt line space

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 the blackness of type on paper must

10 | 11 point, 12pt 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 be

10 | 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 occasions. The density then, conveyed by 30% blackness for €24 controlled

10 | 13 point, 14 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 particulars 1986 saw a 70% rise (against

10 | 14 point, 17 pt line space

12 points, tracked +1.0%

14 points, tracked +1.0%

16 points, tracked +0.5%

18 points, tracked 0%