





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 other factors, each playing their parts in creating the right impression. The reason for varying weights of a style become apparent when a change in emphasis may be 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 matter. Combining these various factors in the right way allows the reader to run the eyes freely along the 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 VERY IMPORTANT SINCE IT SHOULD REFLECT THE MOODS

8 point, 9 pt line space

EXCELLENT Typography	€183.80	1980	1%
EXCELLENT Typography	£265.20	1751	2%
EXCELLENT Typography	£382.09	1282	3%
EXCELLENT Typography	¥465.30	1853	4%
EXCELLENT Typography	\$520.80	1384	5%
EXCELLENT Typography	£685.02	1465	6%
EXCELLENT TYPOGRAPHY	£754.30	1686	7%
Excellent Typography	¥801.60	1987	8%
Excellent Typography	\$975.10	1588	9%
Excellent Typography	£285.80	1869	10%

8 point, 9 pt line space

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9 point, 10 pt line space

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10 point, 11 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY

12 point, tracked 0%

IS MOST IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD FOR A PARTICULAR

14 point, tracked -0.5%

ULAR OCCASION & THE DENSITY CONVEYED BY BLACKNESS OF TYPE

16 point, tracked -1.0%

ON PAPER MUST THEN BE CONTROLLED BY ANY NUMBER

18 point, tracked -1.5%

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NOPQRSTUVWXYZ&  
æœ abcdefghijklm  
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Ó Ô Õ Ö Ù Ú Û Ü Ý  
à á â ã ä å ç è é ê ë ì í î ï ñ  
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Adrian Williams 1987

### Club Type

18 point -1.5%

### Club Type

16 point -1.0%

### Club Type

14 point -0.5%

### Club Type

13 point -0.5%

### Club Type

12 point 0%

### Club Type

11 point 0%

### Club Type

10 point +0.5%

### Club Type

9 point +0.5%

### Club Type

8 point +1.0%

### Club Type

7 point +1.0%

### Club Type

6 point +1.5%

### Club Type

5 point +1.5%

There are many type 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 number

11 point, 12 pt line space

There are many typeface styles from which to choose. Selecting correctly is most important since it should reflect the moods for the particular occasion and the density conveyed by blackness of type on paper must then be controlled by any number of other factors, all playing their parts in creating the right impression. The reason for varying weights of a style become apparent when a change in emphasis may be 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 matter. Combining these various factors in the right way allows the reader to run the eyes freely along the line. However, we must consider this...

12 point, 13 pt line space

# Club Type Eurocrat

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

There are many type styles from which to choose. Selecting correctly is most important since it should reflect the mood for the particular occasion. There is then a 30% density conveyed by the blackness of typefaces on £24 papers which must then be controlled by any number of other factors. Each playing their part in creating the impression. In 1986 we saw a 70% rise (against 53% in

14 point, 15 pt line space