



There are many typeface styles from which to choose. Selecting correctly is very important since it should reflect the mood for the particular occasion. The density conveyed by the blackness in type on paper must then be controlled by a number of other factors, all playing 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. Features should be used sparingly to be effective. Lack of clarity in the choice of type can also be reflected in the text matter

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTA  
7 point, 8 pt line space

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EXCELLENT TYPOGRAPHY RESULTS FROM UN  
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 FOR THE PARTICULAR OCCASION.

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EXCELLENT TYPOGRAPHY RESULTS FROM UNDER  
9 point, 10 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS MOST IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD OF A PARTICULAR OCCASION & THE DENSITY CONVEYED BY BLACKNESS IN TYPES ON PAPER MUST THEN BE CONTROLLED BY ANY NUMBER OF FACTORS

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Adrian Williams 1987

### Club Type

18 point -1.0%

### Club Type

16 point -0.5%

### Club Type

14 point 0%

### Club Type

13 point 0%

### Club Type

12 point +0.5%

### Club Type

11 point +0.5%

### Club Type

10 point +1.0%

### Club Type

9 point +1.0%

### Club Type

8 point +1.5%

### Club Type

7 point +1.5%

### Club Type

6 point +2.0%

### 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 other factors, all play their part in creating the right impression.

11 point, 12 pt line space

There are many type styles from which to choose. Selecting correctly is most important since it should reflect the mood for a particular occasion. The density conveyed by the blackness of type on paper must then be controlled by any number of other factors; all play their part in creating the right impression.

12 point, 13 pt line space

# Club Type Eurocrat

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

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the moods for a particular occasion. The density conveys blackness of 30% for \$24 controlled by a number of other factors, all play their part in creating the right impression.

13 point, 14 pt line space

There are many type styles from which to choose. Selecting correctly is most important since it should reflect the mood for a particular occasion. 1986 saw a 70% rise in the price of type.

14 point, 17 pt line space



There are many typeface styles from which to choose and selecting correctly is important since it should reflect the mood for the particular occasion. The density conveyed by the blackness in type on paper must then be controlled by a number of other factors, all playing 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 EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTAN

7 point, 8 pt line space

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9 point, 10 pt line space

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Adrian Williams 1987

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### Club Type

16 point -0.5%

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6 point +2.0%

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5 point +2.0%

There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for a particular occasion; with density conveyed by the blackness of type on paper must come the control by any number of other factors, all playing their part in creating

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14 point, 17 pt line space