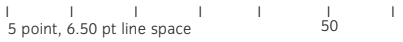




There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. The density conveyed by the blackness of type on paper must then be controlled by a number of factors; all play their part in creating the right impression. The reason for varying 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 and a lack of clarity in choosing type will also be reflected in the text. Combining these factors in the right way, allows the reader EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE V



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 and a lack of clarity in the choice of type will also be reflected in the text matter. Combining these factors in the right way, allows the reader EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS U



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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 be controlled by a nu



There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion and density conveyed by the blackness of type on paper should then be control



Club Type

18 point -0.5%

Club Type

16 point 0%

Club Type

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12 point +1.0%

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8 point + 2.0%

Club Type

7 point +2.0%

Club Type

6 point +2.5%

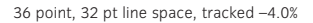
Club Type

5 point +2.5%

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 should then b



Club Type Eurocrat



There are many typeface styles from which to choose. Selecting correctly is most important since it should reflect the moods for a particular occasions. The density conveyed by 30% blackness for €24 controlled by a numbe



There are many typeface styles from which to choose. Selecting correctly is most important since it should reflect a mood for the particular event. 1986 saw a 70% rise (against



12 point, tracked +1.0%

14 point, tracked +0.5%

16 point, tracked 0%

18 point, tracked -1.0%



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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 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 EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VAL

5 point, 6.50 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 impressions. The reason for varying the weights of a style becomes apparent when a change in emphasis is required and 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 EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNI

6 point, 7 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 should be used sparingly to be effective. A lack of clarity in the choice of type will be EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING IT

7 point, 8 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. Density conveyed in the blackness of type on paper must then be controlled through any number of other factors all play their part in creating the right impression. The reason for varying the weights of a style becomes apparent when

8 point, 9 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 should be used sparingly to be most effective. and EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDIN

8 point, 9 pt line space

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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 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

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Adrian Williams 1987

Club Type

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Club Type

11 point +1.0%

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10 point +1.5%

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9 point +1.5%

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8 point +2.0%

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7 point +2.0%

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6 point +2.0%

Club Type

5 point +2.5%

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

10 10 points, 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 and the density conveyed by the blackness of type on paper must then be contr

10 11 points, 12 pt line space

There are many typeface styles from which to choose. Selecting 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 oth

10 12 points, 13 pt line space

Club Type Eurocrat

36 points, 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 mood for the particular occasion. The density conveyed by the blackness of 30% for €24 controlled by a number

10 13 points, 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. 1986 saw a 70% rise (against 53%)

10 14 points, 15 pt line space