



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 allows the reader to run the eyes freely along the line of text to be read. EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE I

5 point, 6.50 pt line space 50

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6 point, 7 pt line space 50

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8 point, 9 pt line space

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9 point, 10 pt line space 50

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST IMPORTANT SINCE IT SHOULD REFLECT THE MOOD OF THE OCCASION. THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON PAPER MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL PLAY THEIR UNIQUE 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 TO BE READ. THERE IS NO STYLE THAT CANNOT BE SATISFIED. EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE I

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Adrian Williams 1988

Adrian Williams 1988

Club Type

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There are many type styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. Density conveyed in blackness of type faces on paper must then be controlled by a number of other factors, all play their part

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 then be controlled by a number of other factors

10 11 point, 12 pt line space

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10 12 point, 13 pt line space

Club Type Mercurius

36 point, 32 pt line space, tracked -1.0%

There are many typeface styles from which to choose. Selecting correctly is most important since it should reflect the mood for a particular occasion. Density then conveyed in 30% blackness for £24 controlled by a number of other factors, all play their part

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 particular occasion. In 1986 we saw a 70% rise (against 53% in the previous

10 14 point, 17 pt line space



Mercurius®

light italic · kursiv mager · italique maigre
fina cursiva · chiarissimo corsivo · kursiv mager

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8 point, 9 pt line space

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9 point, 10 pt line space | 50

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Adrian Williams 1988

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36 points, 32 pt line space, tracked -1.0%

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