



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 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 and these features should also 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 length of line. However, consider this...

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS IMPORTANT SINCE IT SHOULD REFLECT THE MOOD

8 point, 9.40 pt line space

EXCELLENT Typography	\$183.80	1980	1%
EXCELLENT Typography	£265.20	1751	2%
EXCELLENT Typography	f382.09	1282	3%
EXCELLENT Typography	¥465.30	1853	4%
EXCELLENT Typography	\$520.80	1384	5%
EXCELLENT Typography	£685.02	1465	6%
EXCELLENT TYPOGRAPHY	f754.30	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

There are many typeface styles from which to choose. Selecting is important since it should reflect the mood for the particular occasion and the density conveyed by the blackness in types on paper should be controlled by a number of varying factors; each plays their part in creating EXCELLENT TYPOGRAPHY RESULTS FROM U

9 point, 10.50 pt line space

There are many typeface styles from which to choose. Correct selection is most important since it should reflect the mood for the particular occasion. The densities conveyed in the blackness of types on paper must then be controlled by a great number of other factors EXCELLENT TYPOGRAPHY RESULTS FROM

10 point, 11 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST IMPORTANT, IT SHOULD REFLECT THE MOOD FOR THE PARTICULAR OCCASION & THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON PAPER MUST THEN BE CONTROLLED THROUGH

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Adrian Williams 1987

Club Type

18 point +1.0%

Club Type

16 point +1.0%

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13 point +1.5%

Club Type

12 point +1.5%

Club Type

11 point +2.0%

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10 point +2.0%

Club Type

9 point +2.5%

Club Type

8 point +3.0%

Club Type

7 point +3.5%

Club Type

6 point +4.0%

Club Type

5 point +4.5%

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 be controlled by a number of

11 point, 12 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 other factors, all playing their part in

12 point, 13 pt line space

Club Type Monkton

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

There are many type styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. There is also a 30% density conveyed by the blackness of types on €24 paper which must be controlled by a number of factors. Each play their part in creating the right impression. In 1986 we saw a 70% rise (against 53% in previous year) which is p

14 point, 15 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. Density conveyed by blackness of type on paper must then be controlled by a number of other factors, all play their part in creating the right impression. The reasons for varying the weights of a style become 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 statements. 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. However, we must also consider this...

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS IMPORTANT SINCE IT SHOULD REFLECT THE MOOD FOR

8 point, 9.40 pt line space

EXCELLENT Typography	\$183.80	1980	1%
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Excellent Typography	\$975.10	1588	9%
Excellent Typography	£285.80	1869	10%

8 point, 9 pt line space

There are many typeface styles from which we may 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; playing their part in creating t

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

There are many typeface styles we may choose and correct selection is most important since it should reflect the mood for the particular occasion. The density conveyed by blackness of type on paper must then be controlled by any number of other factors, all play their part in creating the appropriate impression. Then, before 1986 we saw a 70% rise (against 53% in pr

EXCELLENT TYPOGRAPHY RESULTS FROM U
10 point, 11.25 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS MOST IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD FOR A PARTICULAR OCCASION & THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON PAPER MUST BE CONTROLLED BY A NUMBER OF FACTORS, EACH PLAY THEIR PART IN CREATING THE APPROPRIATE IMPRESSION.

12 point, tracked +1.5%

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 APPROPRIATE IMPRESSION.

14 point, tracked +1.5%

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 APPROPRIATE IMPRESSION.

16 point, tracked +1.0%

18 point, tracked +1.0%

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Adrian Williams 1987

Club Type

18 point +1.0%

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12 point +1.5%

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11 point +2.0%

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8 point +3.0%

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Club Type

5 point +4.5%

There are many typeface styles from which to choose. Selecting correctly is most important since it should reflect the mood for a particular occasion. Also, density conveyed in the blackness of type on paper should be finely controlled by a number

11 point, 12 pt line space

There are many type styles from which we may choose. Selecting correctly is important since it should reflect the mood for the particular occasion. Density conveyed by the blackness of typefaces on papers must then be controlled through a wide variety of other factors, each play their part in

12 point, 13 pt line space

Club Type Monkton

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 the particular occasion. There is a 30% densities conveyed by the blackness in types on €24 paper which must then be controlled by a number of other factors; each playing their parts in creating the appropriate impression. Then, before 1986 we saw a 70% rise (against 53% in pr

14 point, 15 pt line space