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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 and 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 EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQU

5 point, 6.25 pt line space 50

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6 point, 7.30 pt line space 50

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7 point, 8.35 pt line space 50

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8 point, 9.40 pt line space

There are many typeface styles from which to choose. Correct selection is important since it should reflect the mood for the particular occasion. The density conveyed in the blackness in types on papers must then be controlled through a number of other factors, each play their part in creating the right impression. The reason for varying the weights of a style becomes apparent when a change in emphasis may be required. EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTAND

8 point, 9.45 pt line space 50

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 in the blackness of types on paper must then be controlled by a large number of other factors; each plays their part in creating the right impression. Reasons for EXCELLENT TYPOGRAPHY RESULTS FROM UNDERST

9 point, 10.50 pt line space 40

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 IN THE BLACKNESS OF TYPES ON PAPER MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL PLAY THEIR PART

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Adrian Williams 1992

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10 10 point, 11.25 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 density conveyed by the blackness of type on paper must be controlled b

10 11 point, 12.50 pt line space

Club Type

18 point +1.0%

Club Type

16 point +1.0%

Club Type

14 point +1.5%

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13 point +1.5%

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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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6 point +4.0%

Club Type

5 point +4.5%

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10 12 point, 13.75 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. Density of 30% blackness for \$24 cont

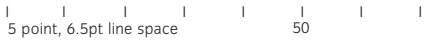
10 13 point, 15 pt line space

There are many type styles from which to choose. Selecting correctly is most important since it should be reflecting the mood of the particular occasion. 1986 saw a 70% rise (against 53%) in

10 14 point, 16.50 pt line space



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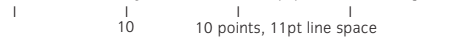
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36 points, 32pt line space, tracked -1%

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