





Poseidon®

medium italic · kursiv halbfett · italique demi-gras  
cursiva seminegra · neretto corsivo · kursiv halvfett

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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 blackness in type on paper must then be controlled by a great number of other 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. A lack of clarity in the choice of typeface will also be noticed in the text matter. Combining these various factors in the right way allows the reader EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING

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. The density conveyed by blackness in type on paper must then be controlled through a number of other factors, each plays 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, because any lack of clarity in typeface choice can also be reflected in the text matter. Combining these factors in the right EXCELLENT TYPOGRAPHY RESULTS FROM UNDERST

8 point, 9 pt line space

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

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9 point, 10 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS MOST

12 point, tracked +0.5%

ANT, SINCE IT SHOULD REFLECT THE MOOD OF THE PARTICULAR OCCASION.

14 point, tracked +0.5%

CONVEYED BY THE BLACKNESS OF TYPE ON PAPER MUST THEN BE CONTROLL

16 point, tracked 0%

ED BY A NUMBER OF FACTORS & EACH PLAYS THEIR PART IN

18 point, tracked -0.5%

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Adrian Williams 1988

### Club Type

18 point -0.5%

### Club Type

16 point 0%

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12 point +0.5%

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11 point +1.0%

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10 point +1.0%

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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 moods for the particular occasion. Density conveyed through 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. Reasons for cha

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 occasions and the density conveyed by the blackness of type on paper must then be controlled by a number of other factors each playing their parts to

12 point, 13 pt line space

# Club Type Poseidon

36 point, 32 pt line space, tracked -1.5%

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 in 30% blackness at €42 controlled by a large number of other factor

13 point, 14 pt line space

There are many type styles from which to choose. Selecting correctly is important since it should reflecting the moods for a particular occasion. Densities 1986 we saw a 70% rise (against al

14 point, 17 pt line space