



Poseidon®

regular · normal · normal
normal · chiaro tondo · normal

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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 allows the eyes to run freely along the line of text. Other criteria for getting the best from EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE IN

5 point, 6.50 pt line space | 50

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 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 along the line of text. Other criteria for getting the best from type include EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE

6 point, 7 pt line space | 50

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 also be reflected in the text. Other criteria for getting the best EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VA

7 point, 8 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. Density conveyed by the blackness of type on paper must be controlled by any number of other factors; all play their part in creating the right impression so the reason for varying the weights of a style becomes apparent when a change in emphasis is required. These features sho

8 point, 9 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 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, with lack of clarity in the choice of text will also being reflected in the EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS

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There are many typeface styles from which to choose and selecting correctly is important since it should reflect the moods for the particular occasion. The density conveyed by the blackness in type on paper must then be controlled with a great number of factors; all playing their part in creating the right impression. The reason for varying weights of a style becomes apparent when a change in emphasis is required. A lack of clarity EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDI

9 point, 10 pt line space | 50

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS 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 OTHER FACTORS & ALL PLAY THEIR PART IN CREATING THE RIGHT IMPRESSION WITH

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Adrian Williams 1988

Club Type

18 point 0%

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16 point +0.5%

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11 point +1.5%

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10 point +1.5%

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7 point +2.0%

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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. The density conveyed by blackness of type on paper must then be controlled by a number of 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 a particular occasion. The density conveyed by blackness of type on paper must be controlled by a number of other factors, all play

10 | 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 fact

10 | 12 point, 13 pt line space

Club Type Poseidon

36 point, 34 pt line space, tracked -1.5%

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 a 30% blackness for €24 controlled by a number of other factors; each play the

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 previo

10 | 14 point, 17 pt line space



Poseidon®

italic · kursiv · italique
cursiva · corsivo · kursiv

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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 allows the reader to run the eyes freely along the line of text. Other criteria for getting the best from type are, inter-character spacing, line spacing, tracking

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE IN COM
5 point, 6.50 pt line space 50

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 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. 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. Other criteria for getting the best from type include adjustments to inter-character spacing, line spacing, tracking

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VAL
6 point, 7 pt line space 50

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, with lack of clarity in the choice of type will being reflected in the text matter. Other criteria for getting the best from type include the use of adjustments

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQU
7 point, 8 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 by the blackness in types on paper must then be controlled by 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 may be required. These features should be used

8 point, 9 pt line space

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8 point, 9 pt line space 50

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Adrian Williams 1988

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

10 10 points, 11 pt line space

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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 and the densities conveyed by the blackness of type on paper must then be controlled by any number of other factors, all play their part

10 12 points, 13 pt line space

Club Type Poseidon

36 points, 34 pt line space, tracked -1.5%

There are many type 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 of factors, all play their parts in creating the right

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. Then, in 1986 we saw a 70% rise (against 53% in the previous year) whi

10 14 points, 15 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS MOST IMPORTANT SINCE IT
12 point, tracked +1.0%

SHOULD REFLECT THE MOOD OF A PARTICULAR OCCASION. THE DENSITY CONVEYED BY THE BLACK
14 point, tracked +1.0%

NESS OF TYPE ON PAPER MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL
16 point, tracked +0.5%

PLAY THEIR PART IN CREATING THE RIGHT IMPRESSIONS WITH NO APPARENT

18 point, tracked 0%