



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 EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQU

5 point, 6.50 pt line space | 50

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6 point, 7 pt line space | 50

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7 point, 8pt 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 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 should 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 will also be reflected in the text. Combining these factors in the right way will also be reflected in the text.**

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 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 EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQU

8 point, 9 pt line space | 40

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9 point, 10 pt line space | 40

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ÆŒABCDEF GHIJKLM  
NOPQRSTU VWXYZ&  
ŒRp1 2 3 4 5 6 7 8 9 0 s c  
ffnflm abdei lmnorst  
1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8  
1 2 3 4 5 6 7 8 9 0 s c ( ) , - 1 2 3 4 5 6 7 8 9 0 s c ( )  
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Adrian Williams 1992

CLUB TYPE

18 point +1.0%

CLUB TYPE

16 point +1.0%

CLUB TYPE

14 point +1.5%

CLUB TYPE

13 point +1.5%

CLUB TYPE

12 point +1.5%

CLUB TYPE

11 point +2.0%

CLUB TYPE

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. Density conveyed by the blackness of type on paper must then be controlled by number

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 with density conveyed by blackness of type on paper must then be controlled

10 | 11 point, 12 pt line space

There are MANY TYPEFACE STYLES from which to choose. Selecting correctly is most important since it should be reflecting the mood for the particular occasion. The density conveyed by blackness of type on paper must be controlled

10 | 12 point, 13 pt line space

CLUB TYPE  
MONKTON

36 point, 28 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 conveyed through a 30% blackness for €24 controlled with an extreme

10 | 13 point, 14 pt line space

There are MANY TYPEFACE STYLES from which to choose. Selecting correctly is important since it should reflect the mood of the particular occasions

10 | 14 point, 17 pt line space