



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 of type on paper must then be controlled by a great 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  
EXCELLENT TYPOGRAPHY RESULTS FROM UNDERST  
7point, 8.35 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 of typefaces 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  
EXCELLENT TYPOGRAPHY RESULTS FROM UN  
8 point, 9.40 pt line space

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. THERE ARE MANY TYPEFACE STYLE

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8 point, 9 pt line space

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8 point, 9 pt line space

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EXCELLENT TYPOGRAPHY RESULTS FROM UNDER  
9 point, 10.50 pt line space

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

12 points, tracked +1.5%

IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD OF A PARTICULAR OCCASION

14 points, tracked +1.5%

& THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON PAPER

16 points, tracked +1.0%

MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS

18 points, tracked +1.0%

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Adrian Williams 1987

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11 point, 12 pt line space

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12 point, 13 pt line space

### 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%

# Club Type Monkton

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

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 30% for \$24 controlled by a  
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 for a particular occasion. In 1986 saw a 70% rise (against 53% in  
14 point, 17 pt line space



Monkton®

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

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8 point, 9 pt line space

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9 point, 10 pt line space

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Adrian Williams 1987

### Club Type

18 point +1.0%

### Club Type

16 point +1.0%

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14 point +1.5%

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13 point +1.5%

### Club Type

12 point +1.5%

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11 point +2.0%

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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 be controlled through any number of other factors, with each playing their part in creating the appropriate 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 sparingly to be effective. A lack of clarity in the choice of type can also be reflected in the text. Combining these factors in the right way will produce EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS VALUE. 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 THE BLACKNESS OF TYPE ON PAPER MUST THEN BE CONTROLLED THROUGH ANY NUMBER OF OTHER FACTORS, WITH EACH PLAYING THEIR PART IN CREATING THE APPROPRIATE 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 SPARINGLY TO BE EFFECTIVE.

12 point, 13 pt line space

# Club Type Monkton

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

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13 point, 14 pt line space

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14 point, 17pt line space

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12 point, tracked +1.5%

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14 point, tracked +1.5%

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16 point, tracked +1.0%

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18 point, tracked +1.0%