

### **Poseidon**<sup>®</sup>

medium · halbfett · demi-gras seminegra · neretto · halvfet

Club Type and Poseidon are registered trade marks of the copyright owner Adrian Williams Design Ltd 1988-2004

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 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 b ecomes apparent when a change in emphasis is required. These features should be used sparingly to be most effecti ve with lack of clarity in the choice of type will also be refl ected in the text. Other criteria for getting the best from ty EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDE

7point, 8 pt line space

There are many typeface styles from which to choo se. Selecting correctly is important since it should reflect the mood for the particular occasio n. Then, density conveyed by blackness of type on some papers must then be controlled by a number of other factors, all play their part in creating the right impression. The reason for varying the weig hts 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 choi ce of types can also be reflected in the text matters

8 point, 9 pt line space

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDIN G ITS VALUE & THERE ARE MANY TYPEFACE STYLES FROM I

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTA NDING ITS VALUE. THERE ARE MANY TYPE STYLES FR OM WHICH TO CHOOSE. SELECTING CORRECTLY IS M OST IMPORTANT SINCE THIS SHOULD BE REFLECTED

### EXCELLENT TYPOGRAPHY RESULTS FROM UNDE RSTANDING ITS VALUE. THERE ARE MANY TYPEF

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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 should then be controlled t hrough a number of other factors, all play their part in cre ating the right impression. The reason for varying the wei ghts of a style becomes apparent when a change in empha sis may be required. These features should be used sparin EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDI 8 point, 9 pt line space

There are many typeface styles from which to choose a nd selecting correctly is important since it should refle ct the mood for the particular occasion. Density conve yed by the blackness of type on paper must then be co ntrolled by a great number of other factors, all play the ir part in creating the right impression. The reason for varying the weights of a style becomes apparent when EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTA

9 point, 10 pt line space

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> Club Type 18 point -0.5%

Club Type 16 point 0%

Club Type 14 point +0.5%

Club Type 13 point +0.5%

Club Type 12 point +0.5%

Club Type 11 point +1.0%

Club Type 10 point +1.0%

**Club Type** 9 point +1.0%

Club Type 8 point +1.5%

**Club Type** 7 point +1.5%

**Club Type** 6 point +2.0%

Club Type 5 point +2.0% There are many typeface styles from which to choose. Selecting correctly is important since this should be reflect ing the mood for any particular occas ion. Density conveys blackness of type on paper, which must then be co ntrolled by a number of other factors, all pl aying their parts in creating the

11 point, 12 pt line space

There are many typeface styles fro m which to choose. Selecting corre ctly is important since it should be reflecting the moods for particular occasion. Density conveyed by blac kness of type on paper should then be controlled through a number of other factors, all playing their parts

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 refl ect the mood for the particular occas ion. Density conveyed by the blackne ss of 30% for €24 controlled in great 13 point, 14 pt line space

There are many type styles from wh ich to choose. Selecting correctly is important since it should reflect the moods for most expected occasions 1986 saw a 70% rise (against 53% i

14 point, 17 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS MOST IM <sup>12</sup> points, tracked +0.5% PORTANT, SINCE IT SHOULD REFLECT THE MOOD OF A PARTICULAR OCCASION. DEN <sup>14</sup> points, tracked 0.5% SITY CONVEYED BY THE BLACKNESS OF TYPE ON PAPERS SHOULD THEN B <sup>16</sup> points, tracked 0% E CONTROLLED THROUGH A NUMBER OF FACTORS & ALL PLAYING <sup>18</sup> points, tracked 0%



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

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There are many typeface styles from which to choose. Selectin g correctly is important since it should reflect the mood for the particular occasion. The density conveyed by blackness in typ e 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 appare nt when a change in emphasis is required. These features sho uld be used sparingly to be effective. A lack of clarity in the ch oice of typeface will also be noticed in the text matter. Comb ining thes e 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 con veyed by blackness in type on paper must then be cont rolled through a number of other factors, each plays th eir part in creating the right impression. The rea son for varying the weights of a style becomes appar ent when a change in emphasis is required. Features should be used sparingly to be effective, because any lack of clariy in typeface choice can also be reflected in the text matter. Combining these factors in the righ EXCELLENT TYPOGRAPHY RESULTS FROM UNDERST

8 point, 9 pt line space

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING IT S VALUE. THERE ARE MANY TYPE STYLES FROM WHICH TO CH

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTAN DING ITS VALUE. THERE ARE MANY TYPEFACE STYLES FR OM WHICH TO CHOOSE. SELECTING CORRECTLY IS IMPRTANT SINCE IT SHOULD BE REFLECTING THE PART

#### EXCELLENT TYPOGRAPHY RESULTS FROM UNDER STANDING ITS VALUE. THERE ARE MANY TYPEFA

8 point, 9 pt line space

There are many typeface styles from which to choose. Selectin g 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 fa ctors, all play their part in creating the right impression and the reason for varying the weights of a style becomes apparen t when a change in emphasis is required. These features shoul d be used sparingly to be used sparingly to be effective and to EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING 8 point, 9 pt line space

There are many typeface styles from which to choose. Sele cting 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 with a number of other factors, each play their part in cre ating the right impression. The reason for varying the wei g hts of a style becomes apparent when a change in empha EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTAND

9 point, 10 pt line space

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Adrian Williams 1988

Club Type 18 point -0.5% Club Type

16 point 0%

Club Type 14 point +0.5%

**Club Type** 13 point +0.5%

**Club Type** 12 point +0.5%

**Club Type** 11 point +1.0%

Club Type 10 point +1.0%

**Club Type** 9 point +1.0%

**Club Type** 8 point +1.5%

*Club Type* 7 point +1.5%

*Club Type* 6 point +2.0%

Club Type 5 point +2.0% There are many typeface styles from wh ch to choose. Selecting correctly is impor tant since it should reflect the moods for the particular occasion. Density conveye d through the blackness of type on paper s must then be controlled by a number of other factors, all play their part in creati ng 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 contro lled 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 w hich to choose. Selecting correctly is im portant since it should reflect the mood for the particular occasion. The density conveyed in 30% blackness at €42 cont rolled by a large number of other factor 13 point, 14 pt line space

There are many type styles from whic h to choose. Selecting correctly is imp ortant since it should reflecting the m oods for a particular occasion. Densiti es 1986 we saw a 70% rise (against al

14 point, 17 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS MOST <sup>12 point, tracked +0.5%</sup> ANT, SINCE IT SHOULD REFLECT THE MOOD OF THE PARTICULAR OCCASION. <sup>14 point, tracked +0.5%</sup> CONVEYED BY THE BLACKNESS OF TYPE ON PAPER MUST THEN BE CONTROLL <sup>16 point, tracked 0%</sup> ED BY A NUMBER OF FACTORS & EACH PLAYS THEIR PART IN <sup>18 point, tracked -0.5%</sup>