



There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasions. The densities conveyed by the blackness of type on papers must then be controlled by any number of factors; all play their part in creating the right impression. That reason for varying many weights of a style becomes very 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 unique communi

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Adrian Williams 2010

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Club Type Bulldog

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