



There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the moods for the particular occasions. The density conveyed by the blackness of type on papers 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 these styles becomes very apparent when a change in emphasis is required. These features should be used sparingly to be effective and getting their 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 i

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE COMMUNIC

There are many typeface styles from which to choose. Selecting correctly is so very important since it should reflect the mood for the particular occasions. The density conveyed by the blackness of types on papers should then be controlled by any number of factors; all play their part in creating the right impression. The reason for varying any of these weights in those styles becomes apparent when the change in any emphasis is required. These

EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQ

There are many typefaces and styles from which to choose. Selecting correctly is important since this should reflect the moods for any of these particular occasions. Their density conveyed by the blackness of types on paper must then be controlled and any number of factors; all play their parts in creating the right impression. These reasons for varying the weights of a style becomes apparent when any change of the emphasis is required. These features should all be used sparingly to be effective and getting the best from available

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Adrian Williams 2010

Club Type

18 point, -1% tracking

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Club Type

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Club Type

10 point

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There are many typeface styles fro m which to choose. Selecting corre ctly is so important since it should reflect the mood for the particular occasion. The densities conveyed by the blackness of type on paper mus

10 point, 12 pt line space

There are many typeface styles fro m which to choose. Selecting cor rectly is so very important since it should reflect the moods for those particular occasions. Their density is conveyed by the blackness of ty pet on paper must then be control

Bulldog Hunter

There are many typeface styles fro m which to choose. Selecting corre ctly is very important since it must reflect the moods for the particular occasions. The density conveyed by the blackness of type on papers mu

10 point, 14pt line space

There are many typeface styles from which to choose. Selecting correctly is important since this should reflec the 1986 saw a 57% rise (against 53)

10 point, 17pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST IMPORTANT SINCE IT

12 point, tracked 0%

LD REFLECT THE MOOD OF THE OCCASION. THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON

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RE MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL PLAY THEIR PARTS IN C

16 point, tracked —1%

THE RIGHT IMPRESSION. THERE IS NO STYLE THAT CANNOT BE USED EFFECTIVE

18 point, tracked —1%



There are many typeface styles from which you choose. Selecting correctly is so important since it should reflect the moods for those occasions in particular. The density conveyed by the blackness of type on papers 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 any style becomes very apparent when any 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. The lack of clarity in the choice of type will also be reflected in the text. Combining these features provides a basis for EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE COMMUNIC

5 point, 6.5 pt line space 50

There are many typeface styles from which to choose. Selecting correctly is very important since it should reflect the mood for the particular occasions. The density conveyed by the blackness of type on paper must then be controlled by any number of factors; all play their part in creating the right impression. That reason for varying any of these weights in any style becomes apparent when the change in emphasis is required. These features combine to create an EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQU

6 point, 7 pt line space 50

There are many typefaces and styles from which to choose. Selecting correctly is always important since it should reflect the moods for any of these particular occasions. The density conveyed by blackness of their typefaces on paper must then be controlled by a number of factors; all play their parts in creating the right impression. These reasons for varying the weights of a style becomes apparent when any change of the emphasis is required. These features should be used sparingly to be effective and getting the best from available weights mak EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS I

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8 point, 9pt line space 50

There are very many typeface styles from which to choose. Selecting correctly is so important since it should reflect the moods for the many particular occasions. The density now conveyed by the blackness of these types on the papers must then be controlled by any number of factors; all play their parts in creating just the right impression. The reason for varying the weigh of any style becomes apparent when u EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING IT

9 point, 10pt line space 50

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Adrian Williams 2010

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10 10 point, 11pt line space

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10 11 point, 12 pt line space

There are very many typeface styles from which to choose. Selecting cor rectly is so very important since it should reflect the moods for those particular occasions. That density is conveyed by that blackness of type on paper must then be controlled bi

Club Type

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Club Type Bulldog

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10 13 point, 14pt line space

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