



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 the text. Combining these factors in the right way allows the reader to run the eyes freely along the line of text to be read. EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE VALUE

5 point, 6.50 pt line space

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THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST IMPORTANT  
12 point, tracked +2.0%  
SINCE IT SHOULD REFLECT THE MOOD OF THE OCCASION. THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON PAPER  
14 point, tracked +2.0%  
MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL PLAY THEIR UNIQUE PART IN CREATING THE RIGHT IMPRESSION  
16 point, tracked +1.5%  
18 point, tracked +1.5%

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8 point +3.5%

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6 point +4.5%

Club Type

5 point +5.0%

There are many type styles from which to choose. Selecting correctly is important since it should reflect the mood for the particular occasion. Density conveyed in blackness of typefaces on paper must then be controlled by a number of other factors, all play their part

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. The density conveyed by the blackness of type on paper must then be controlled by a number of other factors

10 point, 12 pt line space

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10 point, 13 pt line space

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36 point, 32 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 a particular occasion. Density then conveyed in 30% blackness for £24 controlled by a number of other factors, all play their part

10 point, 13 point, 14 pt line space

There are many typeface styles from which to choose. Selecting correctly is most important since it should reflect the mood of the particular occasion. In 1986 we saw a 70% rise (against 53% in the previous

10 point, 14 point, 17 pt line space



Club Type®

light italic · kursiv mager · italique maigre  
fina cursiva · chiarissimo corsivo · kursiv mager

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10 11 points, 12 pt line space

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10 12 points, 13 pt line space

Club Type

36 points, 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. Density conveys a blackness of 30% for £24 controlled by a number of other factors, all play their part in creating the right i

10 13 points, 14 pt line space

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10 14 points, 15 pt line space

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BLACKNESS OF TYPE ON PAPER MUST THEN BE CONTROLLED BY A NUMBER OF VARYING FACTORS & ALL PLAY THEIR PART IN CREATING THE RIGHT IMPRESSION.

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18 point, tracked +1.5%