



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 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. There is no style that can EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTAN

7point, 8 pt line space

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8 point, 9 pt line space

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

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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 in blackness of types on paper should then be controlled by a number of other factors, all playing their unique part in creating the right impression. Reasoning for varying the weights of a style becomes EXCELLENT TYPOGRAPHY RESULTS FROM UNDERS

9 point, 10 pt line space

THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. CORRECT SELECTION IS MOST IMPORTANT, SINCE IT SHOULD REFLECT THE MOOD OF THE PARTICULAR OCCASION AND THE DENSITY CONVEYED BY THE BLACKNESS OF TYPE ON PAPER MUST BE CONTROLLED BY A NUMBER OF FACTORS & EACH PLAYS TH

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Adrian Williams 1988

Club Type

18 point +1.5%

Club Type

16 point +1.5%

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14 point +2.0%

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13 point +2.0%

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12 point +2.0%

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11 point +2.5%

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There are many typeface styles from which to choose. Selecting correctly is important since it should reflect a mood for a particular occasion and density conveyed by the blackness of types on paper should be controlled by a number of other factors, each playing their parts in creating the right i

11 point, 12 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. Density conveyed by blackness of the type on papers must be controlled with any number of other factors, each plays the

12 point, 13pt line space

Club Type

36 point, 34 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. The density conveyed by black 30% for \$24 controlled by a number

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 the particular occasion. 1986 saw a 70% rise (against 53% i

14 point, 17 pt line space

Club Type®