

Club Type®

 $medium \cdot halbfett \cdot demi-gras$ seminegra · neretto · halvfet

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There are many typeface styles from which to choose an d selecting correctly is important since it should reflect t he mood for the particular occasion. The density convey ed by the blackness of type on paper must then be controlled by a number of factors, all play their part in creati ng the right impression. The reason for varying the wei ghts of a style becomes apparent when a change in emp hasis is required. These features should be used sparing ly to be effective. A lack of clarity in the choice of type w ill also be reflected in the text. There is no style that can EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTAN

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

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