



The reason for varying any weights of any style becomes very apparent when any change in emphasis is required.

These features can be used sparingly to be really effective and getting the best from the available weights also needs  
**EXCELLENT TYPOGRAPHY**

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|                      |          |      |     |
|----------------------|----------|------|-----|
| EXCELLENT Typography | \$183.80 | 1980 | 1%  |
| EXCELLENT Typography | £265.20  | 1751 | 2%  |
| EXCELLENT Typography | ₣382.09  | 1282 | 3%  |
| EXCELLENT Typography | ¥465.30  | 1853 | 4%  |
| EXCELLENT Typography | \$520.80 | 1384 | 5%  |
| EXCELLENT Typography | £685.02  | 1465 | 6%  |
| EXCELLENT TYPOGRAPHY | ₣754.30  | 1686 | 7%  |
| Excellent Typography | ¥801.60  | 1987 | 8%  |
| Excellent Typography | \$975.10 | 1588 | 9%  |
| Excellent Typography | £285.80  | 1869 | 10% |

There are many typeface styles from which to choose. Selecting correctly is 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 via any number of factors; all play their parts in creating just the right impression. The reason for varying the weight of any style only then becomes apparent when a

There are so many typeface styles from which you may choose & selecting correctly becomes so very important since it should reflect these moods for all these particular occasions. The density conveyed by the blackness of types on paper must also then be controlled by any number of these factors; all play their parts in creating just the right impression. The reason for varying the many these weights of anyto  
**EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTI**

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Adrian Williams 2010

## Club Type

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There are so many typeface styles from which you choose therefore selecting it correctly should then important since this maybe also reflect the moods for any of the particular occasions.

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# Club Type Rileyson

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**THERE ARE MANY TYPEFACE STYLES FROM WHICH TO CHOOSE. SELECTING CORRECTLY IS MOST**

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**SO IT MUST REFLECT THE MOOD OF THE OCCASION. THE DENSITY CONVEYED BY T**

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**MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL PLAY THEI**

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**THE RIGHT IMPRESSION. THERE IS NO STYLE THAT CANNOT BE US**

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**SO IT MUST REFLECT THE MOOD OF THE OCCASION. THE DENSITY CONVEYED BY BLACKNES**

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**MUST THEN BE CONTROLLED BY A NUMBER OF FACTORS & ALL PLAY THEIR PART**

16 point, tracked —1%

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

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