- 1. Relatively large x-height in relation to the capital letter height. 1. Relatively large x-height in relation to the capital letter height. 5. Thin strokes will disappear if the image is photo-6. Serif typefaces emphasize the graphically reduced. Gestalt principle of good "con-5. Thin strokes will disappear if the image is photographically reduced. 2. Large, open counters tinuation" 6. Serif typefaces 2. Lange, open conjuter of generous set EMPHASIZE THE GE-STALT PRINCIPLE OF 4. Not too much variation between thicktand thin strokes. 3. Relatively generous set width. 7. Serifed letter shapes are 2. IF more easily distinguishable. Vot too much varia-7. SERIFĚD *4.* SHAPES ARE LARGE, MORE EASILY between thick and thigess WORDS 2. CAPITAL LETTERS TAKE MORE SPACE, WHICH Italics are less legible 1. Text set in all capital lettering is less legible SLOWS READING 1. TEXT SET IN ALLACOTABLE AL than roman letters for BE PERcontinuous text MORE4. Italies are less legible than roman letters for **CEIVED** continuous text . WHICH legibility Ewhen Lused AT EACH SLOWS READING for continuous text FIXA-3. Bold type reduces legibility Condensed and extended styles are hard to when used for continuous text $_{
 m ad.}$ 1. If type is too small, letters and words will be TION. difficult to discriminate 5. Condensed and extended styles 3. For normal reading, distance of 12are hard to read.

 2. The space between words must be perceptcontinuous text. INCHES, THE OPTIMUM SIZE FOR CONTINUOUS TEXT IS 9 PT AND 11 PT. bly greater than the space separate them clearly. 3. For normal reading, distance of 12-15 inches, the optimum si 7. THE SPEE DEbetween letters within a word WILL BE PERCEIVED TWEEN LETTERS. The space between words must be percept bly 3. The contrast between type and its back-**MUST BE SUFFI-** greater than the spacebetween letters within a word ground should be at least 70%. 3. The con-IICNT TO SCPZRZTC THCVN CLCZRLY. 4. For continuous text, it is recommended to use a linefeed one or twopoints greater than the point size of the type.

 4. FOR CONTINUOUS TEXT, IT IS RECOMMENDED TO USE A LINEFEED ONE OR TWOPOINTS GREATER THAN THE POINT SIZE OF THE TYPE.

 5. TO. "Rivers" de
 10. "Rivers" de
 11. "Rivers" de
 12. "Rivers" de
 13. "Rivers" de
 14. FOR CONTINUOUS TEXT, IT IS RECOMMENDED TO USE A LINEFEED ONE OR TWOPOINTS GREATER THAN THE POINT SIZE OF THE TYPE.

THAN THE POINT SIZE OF THE TYPE. 6. If line legth is too long it is hard to read.

6. If line legth is too to read

5. If line length is too short we are unable to make use of our peripheral

5. If line length

make use of 7. The optimum line length for continuous reading is between

60 to 65 characters.

7. THE OPTIMUM LINE LENGTH OR CONTINUOUS READING IS BE-TWEEN 60 TO 65 CHARACTERS.

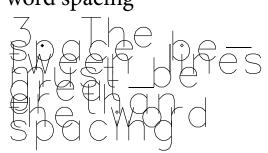
8. The minimum line length forcomfort is about 40 characters.

8. The minimum line length for comfort is about 40 characters.

small bright images on a dark background will appear to spread.

3. The space between lines must be greater than the word spacing

tinuation"



CONSTANT

WORD SPACING.

