

1. Relatively large x-height in relation to the capital letter height.

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6. *Serif typefaces emphasize the Gestalt principle of good “continuation”*

6. SERIF TYPEFACES EMPHASIZE THE GESTALT PRINCIPLE OF

7. Serifed letter shapes are more easily distinguishable.

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2. Large, open counters

2. *Large, open counters*

4. Not too much variation between thick and thin strokes.

3. Relatively generous set width.

5. Thin strokes will disappear if the image is photographically reduced.

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4. *Not too much variation between thick and thin strokes.*

2. IF TYPE IS TOO LARGE, LESS WORDS WILL BE PERCEIVED AT EACH FIXATION.

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1. Text set in all capital lettering is less legible

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3. *Bold type reduces legibility when used for continuous text*

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2. CAPITAL LETTERS TAKE MORE SPACE, WHICH SLOWS READING

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4. *Italics are less legible than roman letters for continuous text*

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Condensed and extended styles are hard to read.

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1. The space between letters must be sufficient to separate them clearly.

7. **THE SPACE BETWEEN LETTERS MUST BE SUFFICIENT TO SEPARATE THEM CLEARLY.**

2. The space between words must be perceptibly greater than the space

1. The space between letters within a word

2. The space between words must be perceptibly greater than the space between letters within a word

3. FOR NORMAL READING, DISTANCE OF 12-15 INCHES, THE OPTIMUM SIZE FOR CONTINUOUS TEXT IS 9 PT **AND 11 PT.**

3. For normal reading, distance of 12-15 inches, the optimum size

1. **If type is too small, letters and words will be difficult to discriminate**
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3. **The contrast between type and its background should be at least 70%.** 3. The contrast between type and its background should be at least 70%.

10. **“Rivers” destroy the “good continuation”**

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

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9. UNJUSTIFIED SETTINGS GIVE CONSTANT

WORD SPACING.

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

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

2. Sans serif typefaces withstand reversals better.