

LIGHT

REGULAR

SEMIBOLD

BOLD

aa

aa

aa

aa

each

weight

has

Back

Back to the Future?

a

DISPLAY

Optical

Optical correction...

a

SUBHEAD

in small &

in small & large point sizes – a natural

practice was

practice when sizes were hand-cut – was

lost in lin

lost in linear scaling from one master.

Good news

Good news: the craftsman's eye is back!

a

REGULAR

Adjustments to
and more readability

Adjustments to contrast and inner space make for elegant headlines
and readable footnotes. The overall tone of the page is even.

a

CAPTION

4

optical

masters

to be used

at specific

point sizes