

Verdana Bold / Between 1

# Excellence in typography

Excellence in typography is the result of nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must care. In contemporary advertising the perfect integration of design elements often demands unorthodox typography. It may require the use of compact spacing, minus leading, unusual sizes and weights; whatever is needed to get the job done.

Neue Frutiger Book / Between 2

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Praxis Regular / Between 3

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DIN Next Light / Between 1

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Frutiger Serif Medium / Between 2

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Comic Sans / Between 3

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