



This example demonstrates the use of boldface as technique for emphasis (use sparingly!). This second example demonstrates the use of italics as technique for strategies the use of italics as technique for emphasis. Which do you think works best to draw attention to the word in question in a subtle, yet effective way?

- Never compress or expand a font, since readability will suffer and the font will look ugly. 
- Some font families offer a condensed type for space-critical settings. 

Readability is related to how you arrange the type and is affected by size, leading, line length, alignment, and letter and word spacing. Even a legible typeface, like the Minion, can lose readability when set at 24/28 pt (A). But its readability improves dramatically when set 24/36 (B).^[4]

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