

Comp 1:

same typeface
same weight
same pt size
6 column grid

1 Change CASE

2 ADJUST TRACKING

3 adjust leading

adjust leading

adjust leading

adjust leading

adjust leading

4 change alignment
change alignment

change alignment
change alignment

5 change column width

Comp 2:

same typeface
same pt size
6 column grid

1 Change CASE

2 ADJUST TRACKING

3 adjust leading

adjust leading

adjust leading

adjust leading

adjust leading

4 change alignment
change alignment

change alignment
change alignment

5 change column width

6 Change **WEIGHT**

Comp 3:

same typeface
6 column grid

1 Change CASE

2 ADJUST TRACKING

3 adjust leading

adjust leading

adjust leading

adjust leading

adjust leading

4 change alignment
change alignment

change alignment
change alignment

5 change column width

6 Change **WEIGHT**

7 Change point size

Comp 4:

6 column grid

1 Change CASE

2 ADJUST TRACKING

3 adjust leading

adjust leading

adjust leading

adjust leading

adjust leading

4 change alignment
change alignment

change alignment
change alignment

5 change column width

6 Change **WEIGHT**

7 Change point size

8 Change typefaces

Comp 5:

1 Change CASE

2 ADJUST TRACKING

3 adjust leading

adjust leading

adjust leading

adjust leading

adjust leading

4 change alignment
change alignment

change alignment
change alignment

5 change column width

6 Change **WEIGHT**

7 Change point size

8 Change typefaces

9 Change angle