

abcdefghijklmnopqr
 stuvwxyz r - , . ; ' ! ? ()
 ABCDEFGHIJKLMNOPQ
 RSTUVWXYZ J
 1234567890 & £ \$

3 A, 6 a

Designed by Geoff Lee MSTD, MSIA, Impact is quite different in set width and x height. It has many carefully thought out detail plusses to give near perfection in display setting.

- ” apostrophe (used also for quotes) and all punctuation is visually 'size down'
- hyphen centres on lower case x - height, when inverted centres on cap height.
- ⋮ when lower point is deleted on repros, upper point is centered on x - height for medial leaders.
- [A brackets are to cap height for even line.
- () there are both left and right hand brackets, in most types one bracket is inverted often giving uneven alignment.

- & ampersand is x - height size for even line in lower case and is visually pleasing in cap line.
- r terminal r for warmth and character.
- r short r for even colour in lower case line.
- J opening J.
- J short J for even colour in cap line.
- fi æ œ Æ CE fi ff fi fi fi tied sorts are unnecessary because of tight justification, this makes founts more economical.

Impact is cast on Anglo-American point body

Stephenson Blake

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