



## Comments on the Various Factors on Placing Type Necessarily to be Considered

---

1. This name has been positioned with respect to an approximately horizontal straight line – this is graphically undesirable! Wherever possible names should follow genuinely horizontal lines accurately, as the human eye is aware of even slight deviations. The use of a regular grid is recommended as a guide.
2. The name is located with insufficient space being allowed between it and the related symbol. It is advisable that there should be the equivalent of at least half an upper-case character space between a name and a symbol.
3. Placement has ignored the potential usefulness of the silhouette of the name because of the employment of lower case lettering.
4. Reference between the symbol and its associated name is ambiguous.
5. The ideal position of a name referring to a point symbol is on its right, but not on the same horizontal line.
6. This type has not been positioned in the area to which the names pertain. Wherever possible names should be located within the territory to which they refer, or on the appropriate side of a river or boundary line.
7. These names have been placed directly on top of the line to which they relate. This interrupts the letters and makes them difficult to read. Sufficient space, at least half of the size of a lower-case letter, should be allowed between the bottom of a name and its associated line symbol.
8. Names and numbers must not be positioned on sharp curves, but rather where the shape of a feature is relatively smooth.
9. Words incorporating characters which reach below the normal base line (for example g, p, q and j) should be positioned where bends in a line symbol make their placement appropriate or alternatively be placed below the line. This is especially important in the case of straight lines.
10. In areas which are congested with quantities of names and symbols, particular care must be taken to ensure unambiguous identification. This is best accomplished by arranging names around the highly detailed area rather than attempting to incorporate them in it.
11. Names in this part of the map have not been adequately centred, and consequently do not extend over the full area to which they should refer. Whenever possible such names should stretch over approximately two thirds of the territory to which they relate, and serve as a central axis for the region.

12. The use of curved type is unnecessary in these areas. Names referring to areas should normally be placed horizontally in order to simplify their reading.
13. The spacing of the letters comprising these names does not relate naturally to the size of the individual characters. It is essential that the letters forming a name or title can be read and appreciated as a whole. If necessary the size of the type must be increased to enable this to occur.
14. These names have not been positioned with respect to a regularly curved base line. The user's eye will experience difficulties in attempting to reassemble the complete words. Curved lettering, whether or not it is spaced, should always be arranged along a regular base line. This can be experimentally sketched onto the manuscript before the characters are positioned.
15. The intersection of names at narrow angles always results in confusion for the reader. When, of necessity, two names have to cross they should be at as near to a right angle as possible.
16. Type relating to an area, and having a straight base line, should never be positioned at an oblique angle. Horizontal placement, or the curving of lettering, is always preferable.
17. These names have been unnecessarily hyphenated and displayed on separate lines. In consequence it becomes difficult to read the name as a whole.
18. Wherever possible names should read from the middle of the bottom edge of a map, and not be oriented towards the other edges.