

Rules Concerning Word Position in Maps

Edited by Prof. Ed. Imhof , Zürich (March 1960)

1. Unambiguous juxtaposition to object. Kind and size of the type are helpful in facilitating correct positioning. Definite coordination required, therefore limitation of map contents and quantity of names.
2. The names must be quickly overlooked, and found, they have to be clearly separated and readable. Quick readability depends not only on the form of the type but also on its location and distribution.
3. Least possible derangement (covering, veiling) of the map content. Intersections should be avoided, if possible.
4. The word positioning should not be rigid, but fluid as to make kinds of objects recognizable by the letter print alone, i.e. without the remaining map image. Importance of lettering-type, size and positioning.
5. The map should not be evenly filled with names. On the other hand, name knots are to be avoided. This should be considered while selecting the names. Light, void areas (oceans, bays, lakes, glaciers etc.) do not tolerate as heavy as dark housing blocks, city plans etc. (Graphic-optical arrangement),

The aesthetic postulate for pleasing, quite and fluid effects is partly fulfilled when the five points above are given consideration.