

3. GRAPHIC VARIABLES OF TEXT

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To achieve our guiding principle one should not only consider the spatial characteristics (of the map object) and the external factors (non-textual map content). The graphic variables of text can be of help to reach the optimum association between name and object. The graphic variables are:

- a) colour
- b) size
- c) plasticity
- d) line- and letterspacing
- e) type style: slant, case, letter width, line width, underline

difference in hierarchy	(high)	BERN	GENÈVE	LUZERN	BEX	SION	SCHWEIZ
	(low)	SPIESS	Gryon	VILARS	GSTAAD	SION	SCHWEIZ
difference in quality		Argentine		MURTENSEE		VALAIS	
		Lac Léman <small>blue</small>		LAC DE MORAT		RHÔNE	

In the following pages we will elaborate upon these variables.

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