INTRODUCTION

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When one is concerned with the placement of names on a map one should remember the following guiding principle:

"An optimal association should be achieved between the name and the named object".

To acquire this optimum one should take into account several aspects, namely:

1. Spatial characteristics of the objects: point-, line-, bounded/unbounded area
2. External factors: non-textual map content
3. Graphic variables of text
4. Esthetics & legibility

In the following sections these aspects will be elaborated upon separately.