“Typography has its **diminuendo** and its **crescendo**, just as it has its **pianissimo** and its **fortissimo**, its **staccato** passages and its **glissando**.”

Carl Dair’s typographic quote comparing typography to music from the *Seven Principles of Typographic Contrast*
contrast of SIZE
contrast of weight
CONTRAST OF form
contrast of structure
contrast of
contrast of color
contrast of direction