

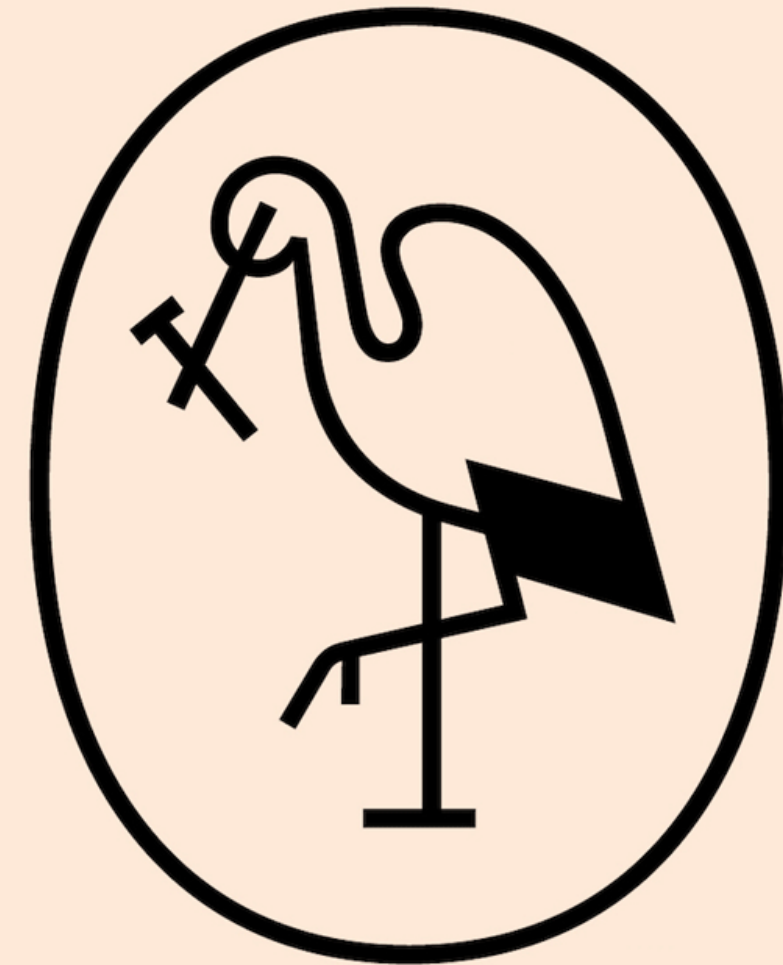
Quality in visual elements

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Shape integrity



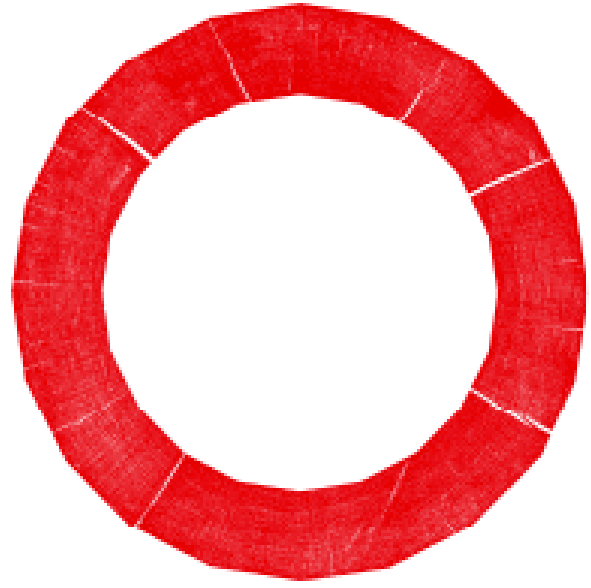
See on Brand New



Rückl

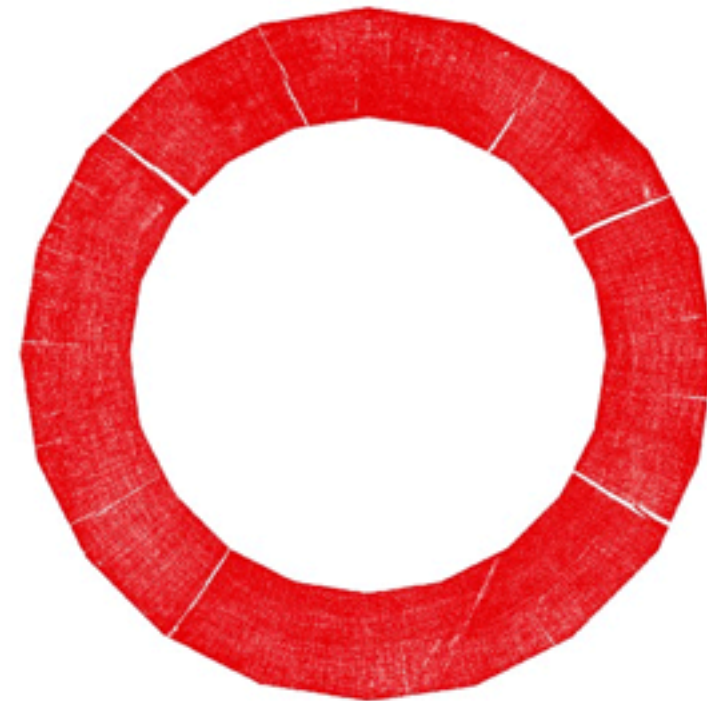
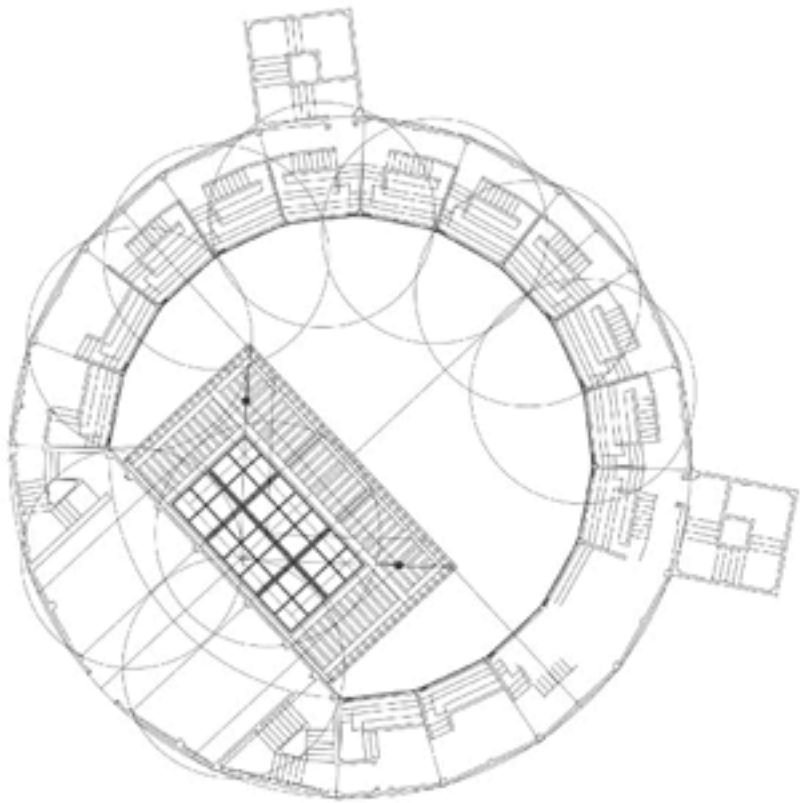
1846





SHAKESPEARE'S GLOBE

See on Brand New





Exaggerated gaps

Marks by Chermayeff & Geismar & Haviv



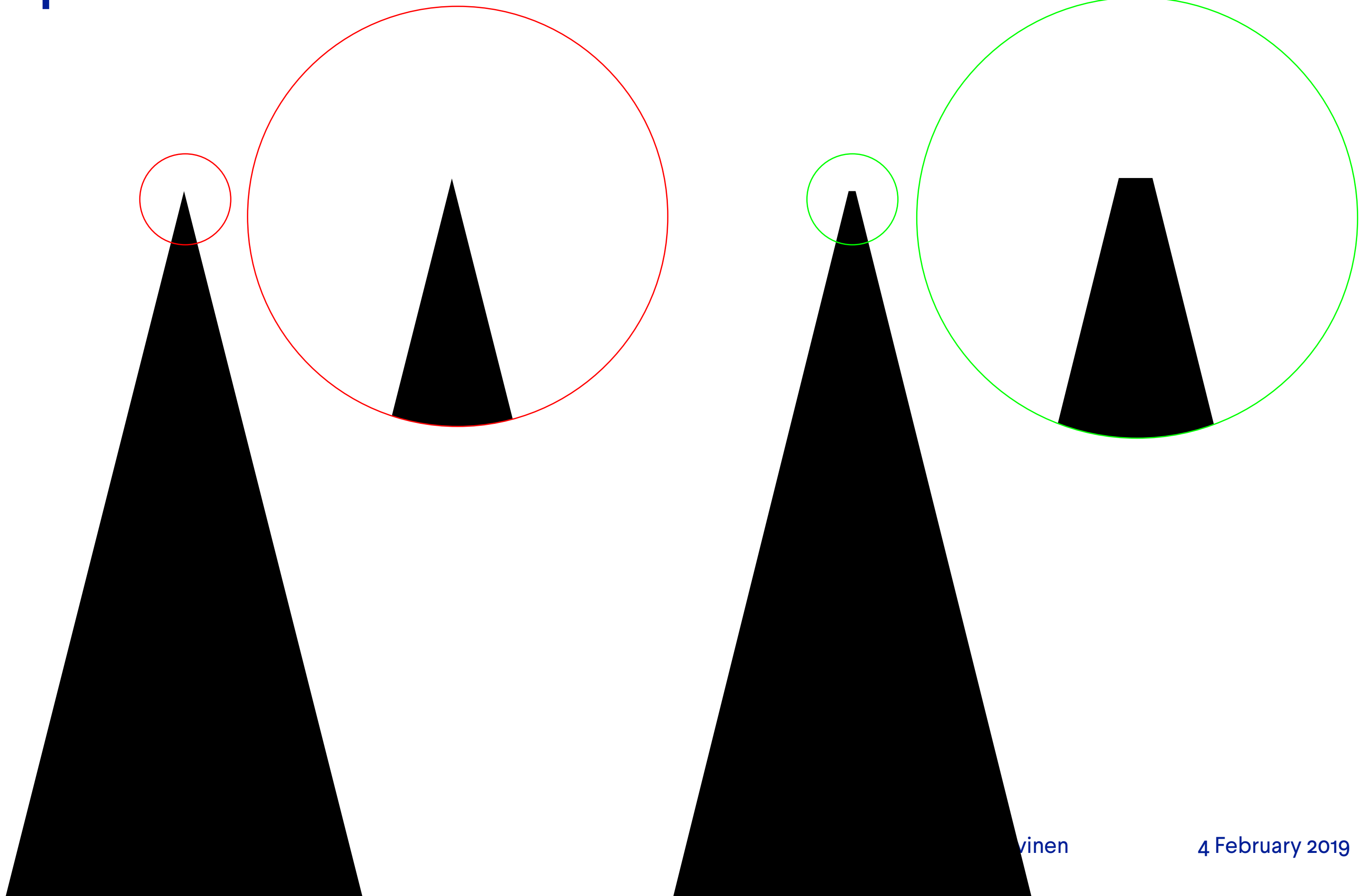


BEFORE



AFTER

Sharp corners



Ink traps

Bell Centennial by Matthew Carter





Neutraface Light

W

W

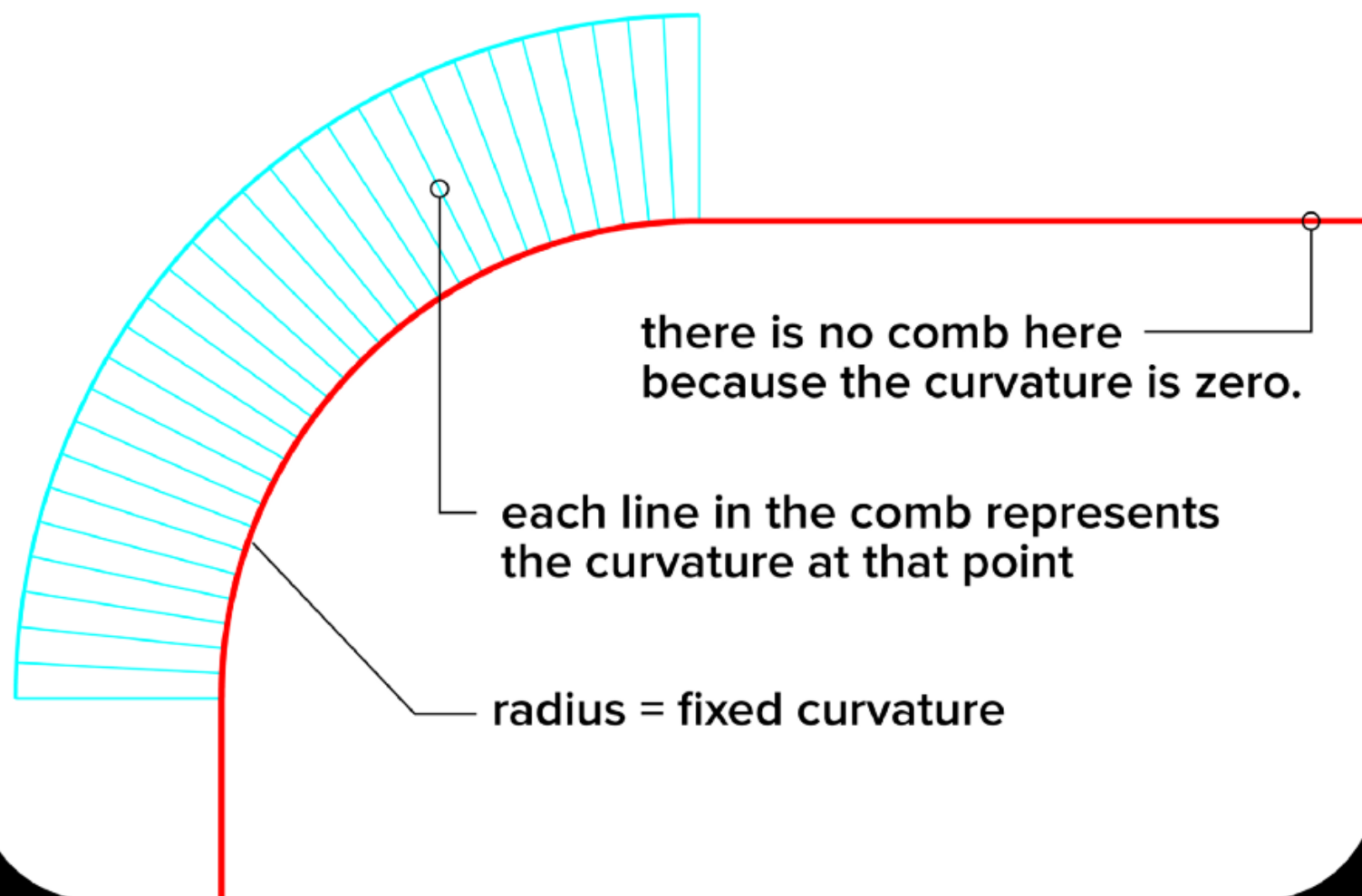
Neutraface Bold

W

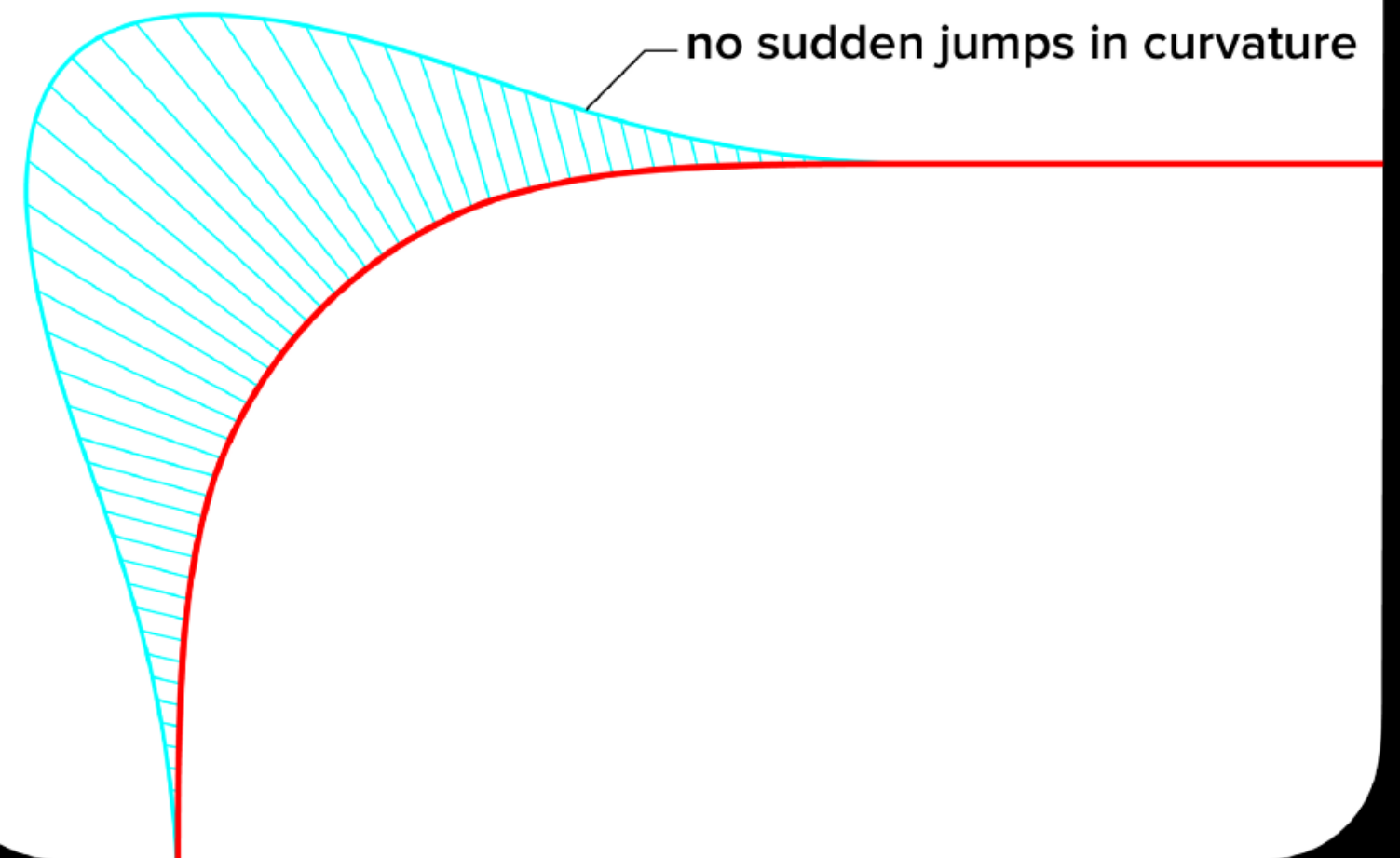
W

Curvature continuity

Curvature comb showing tangency



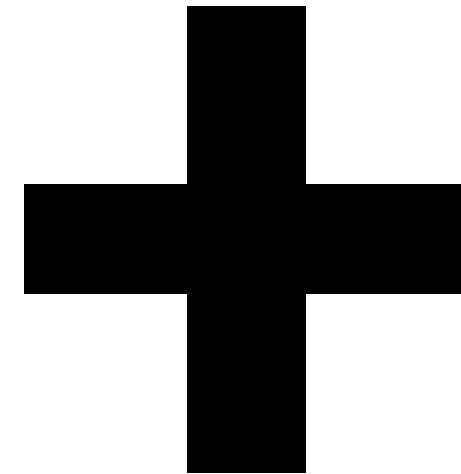
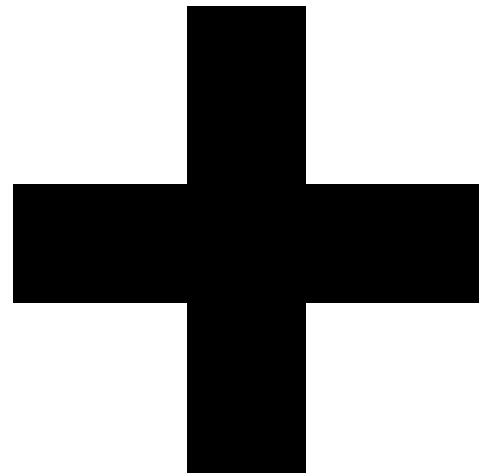
Curvature comb showing curvature continuity

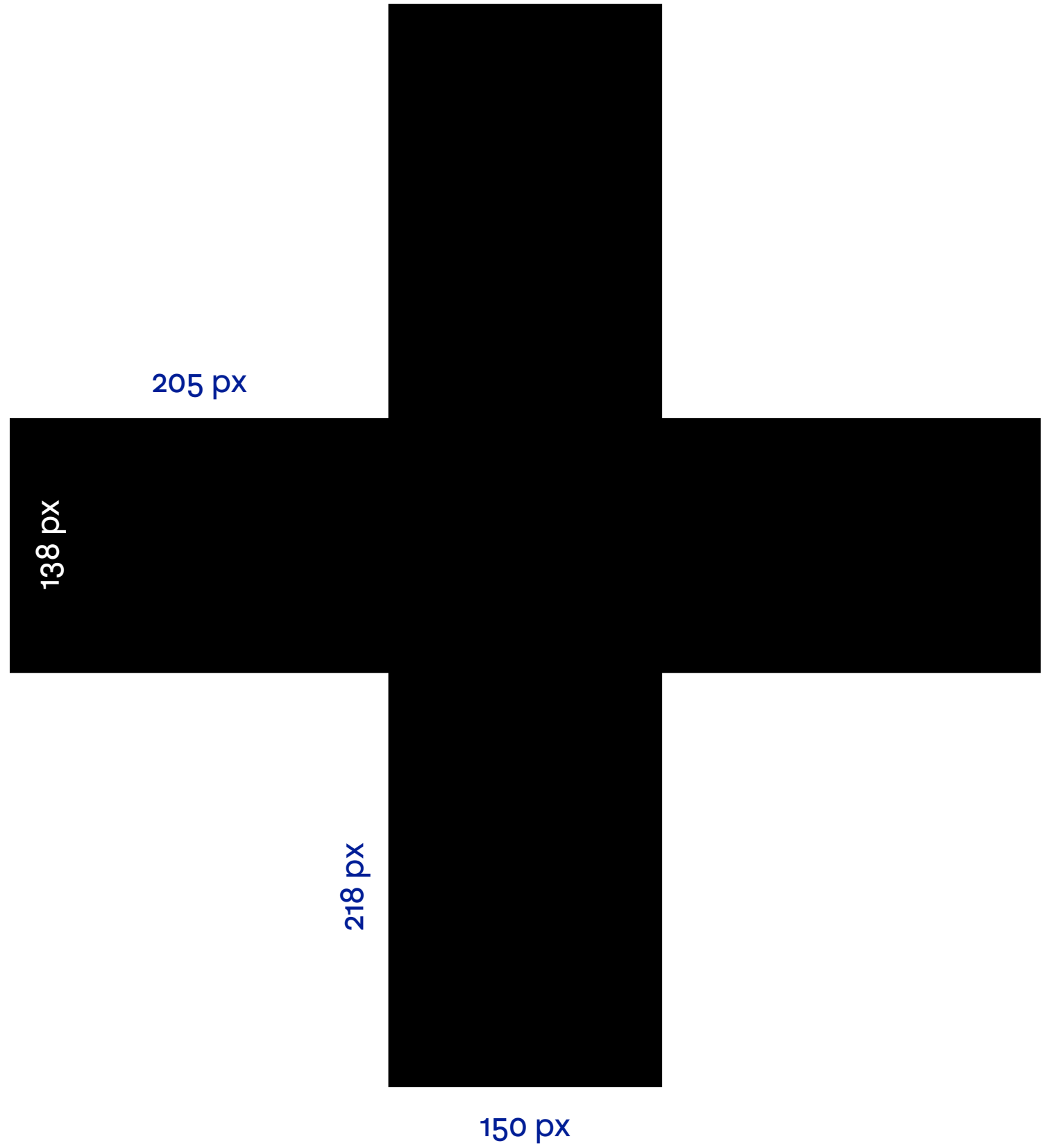
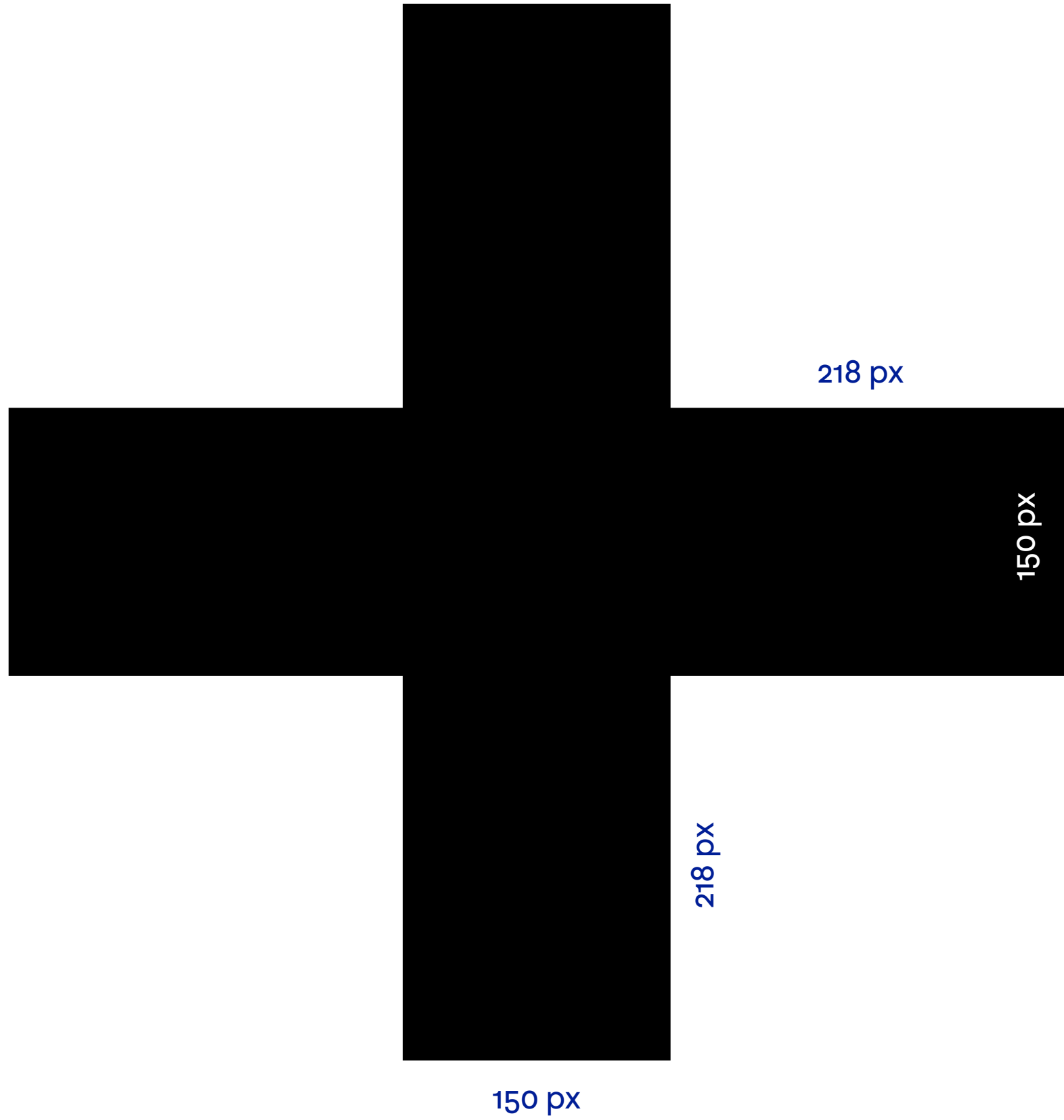


InDesign's corner
radius setting

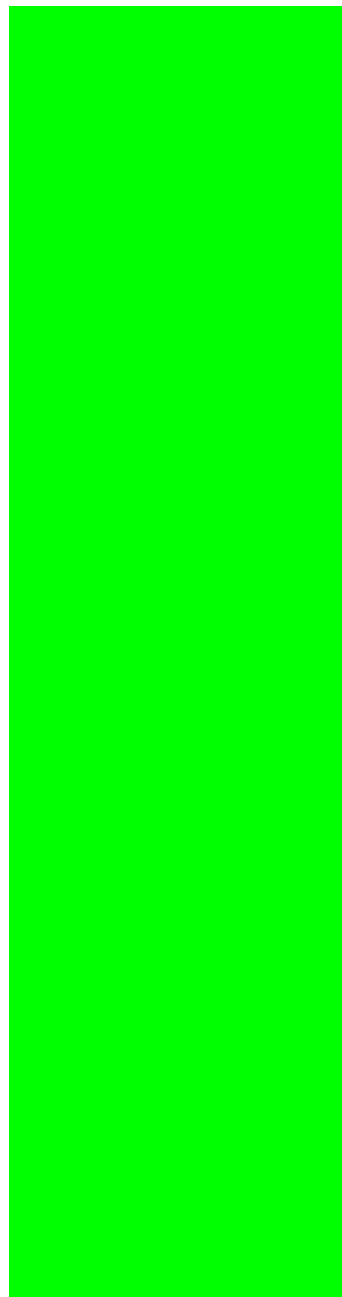
Self-drawn

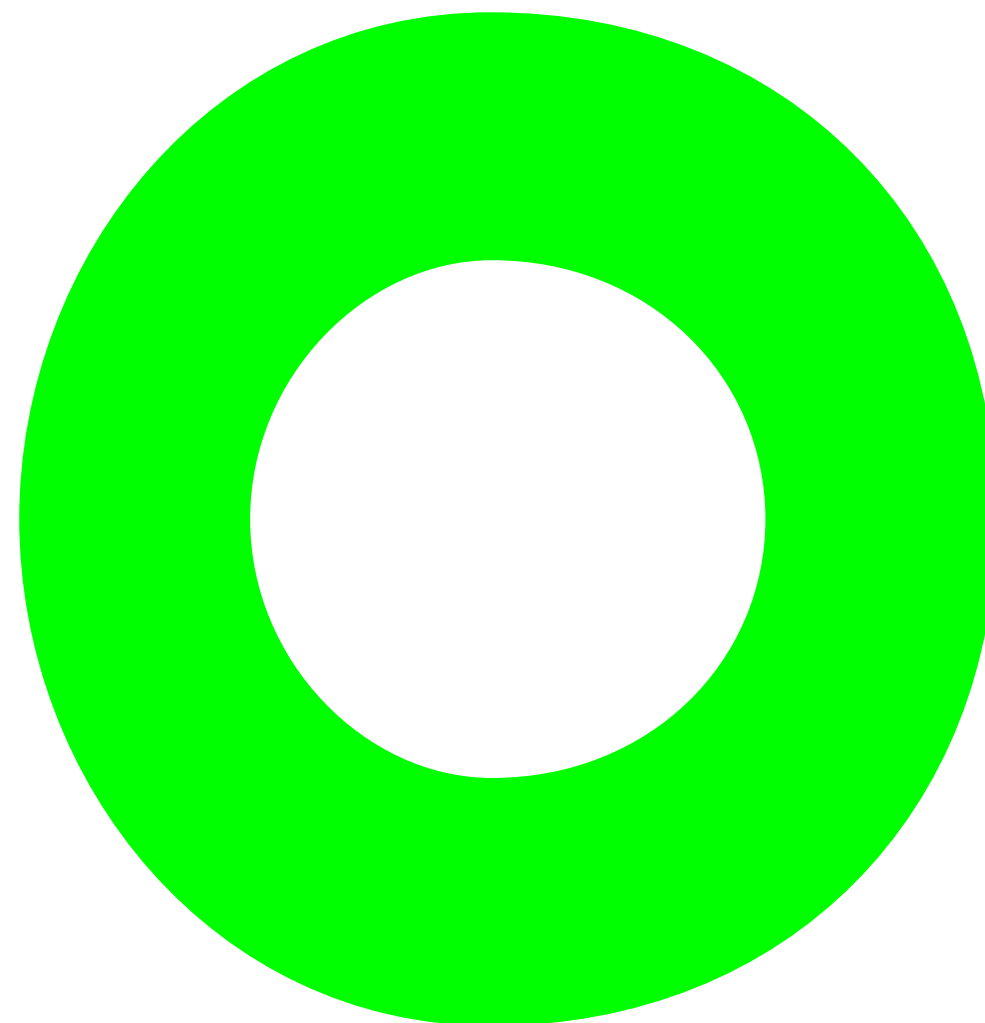
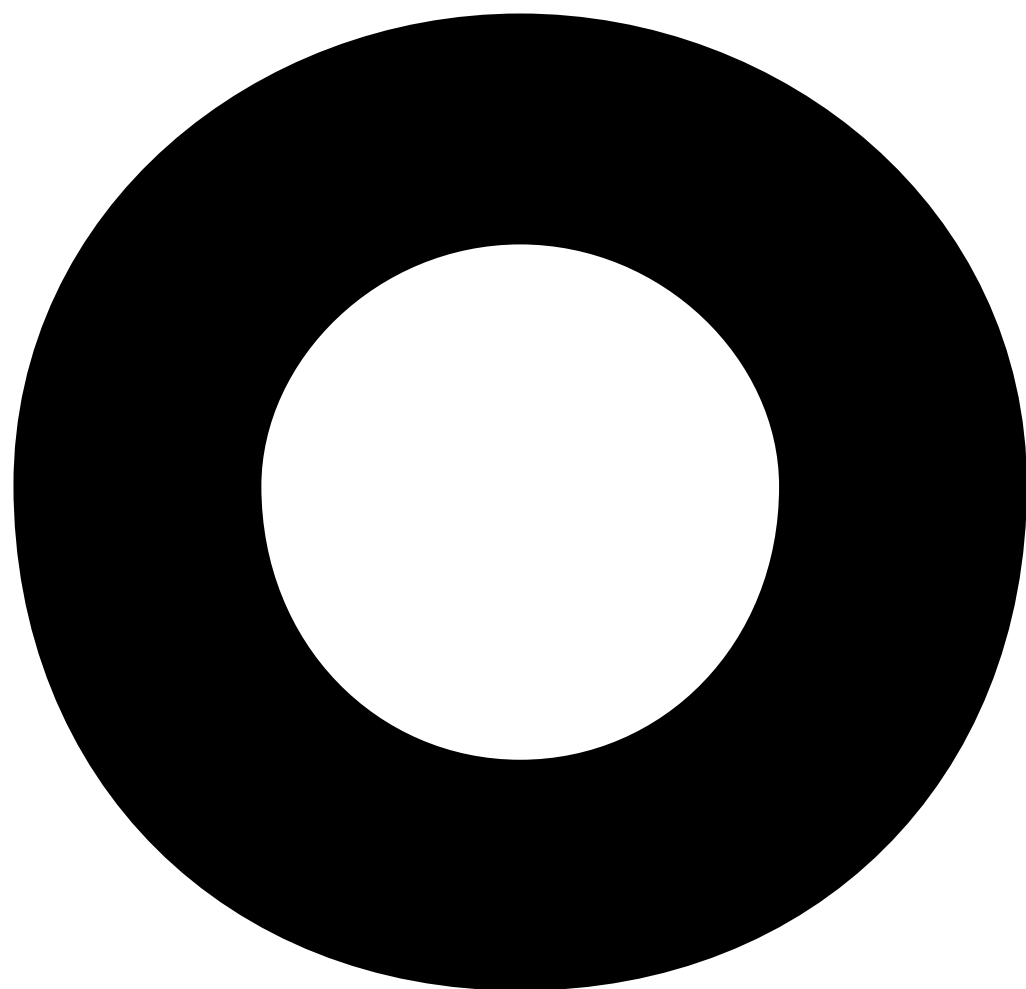
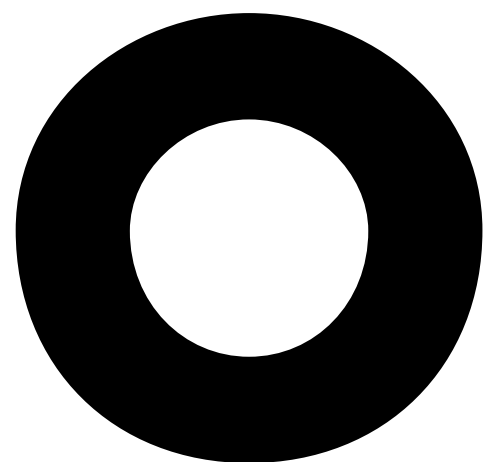
Horizontal and vertical dimensions





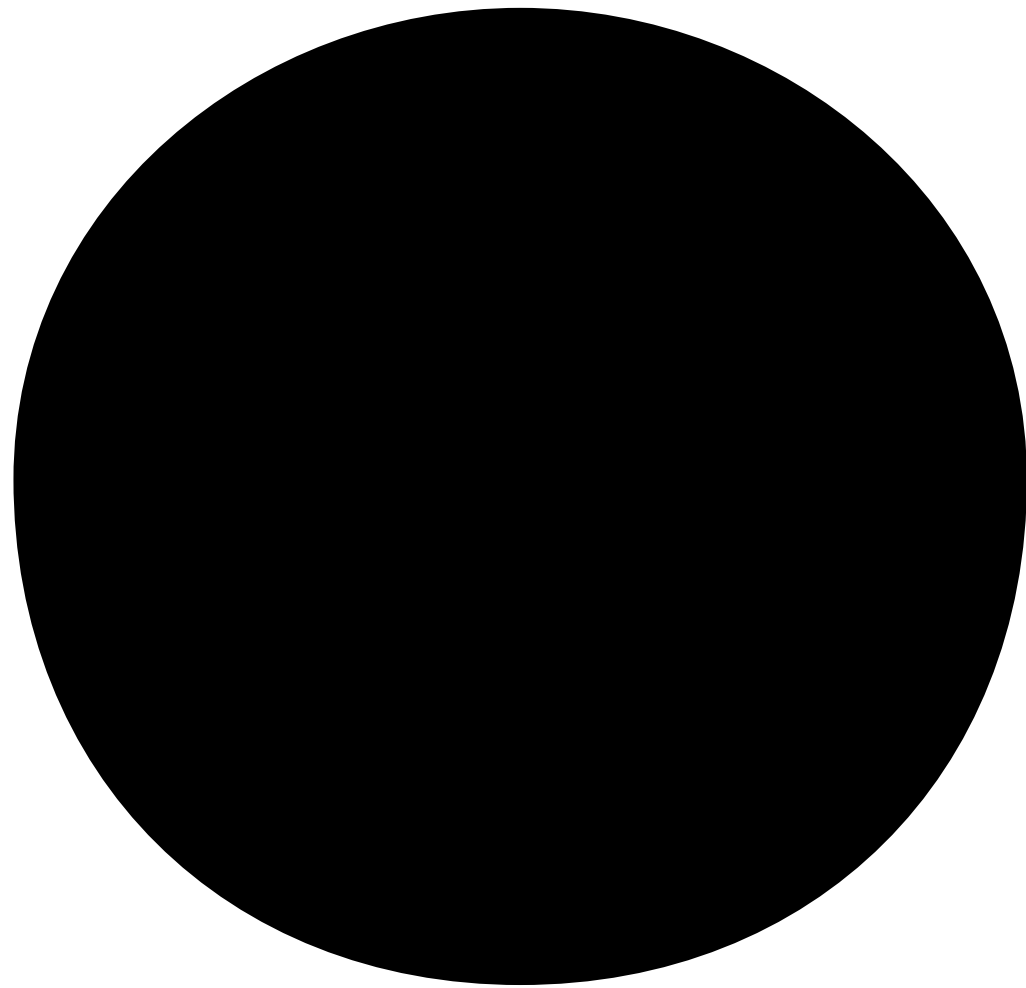
HEI



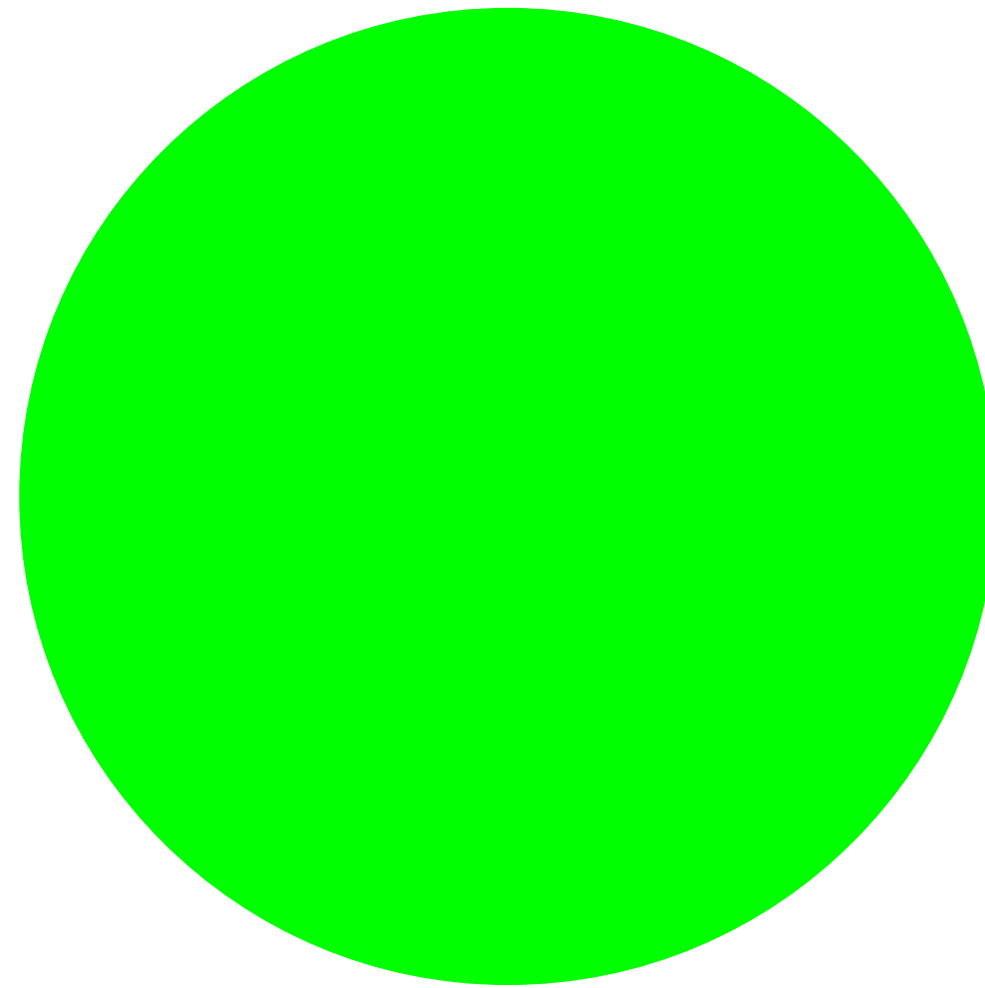


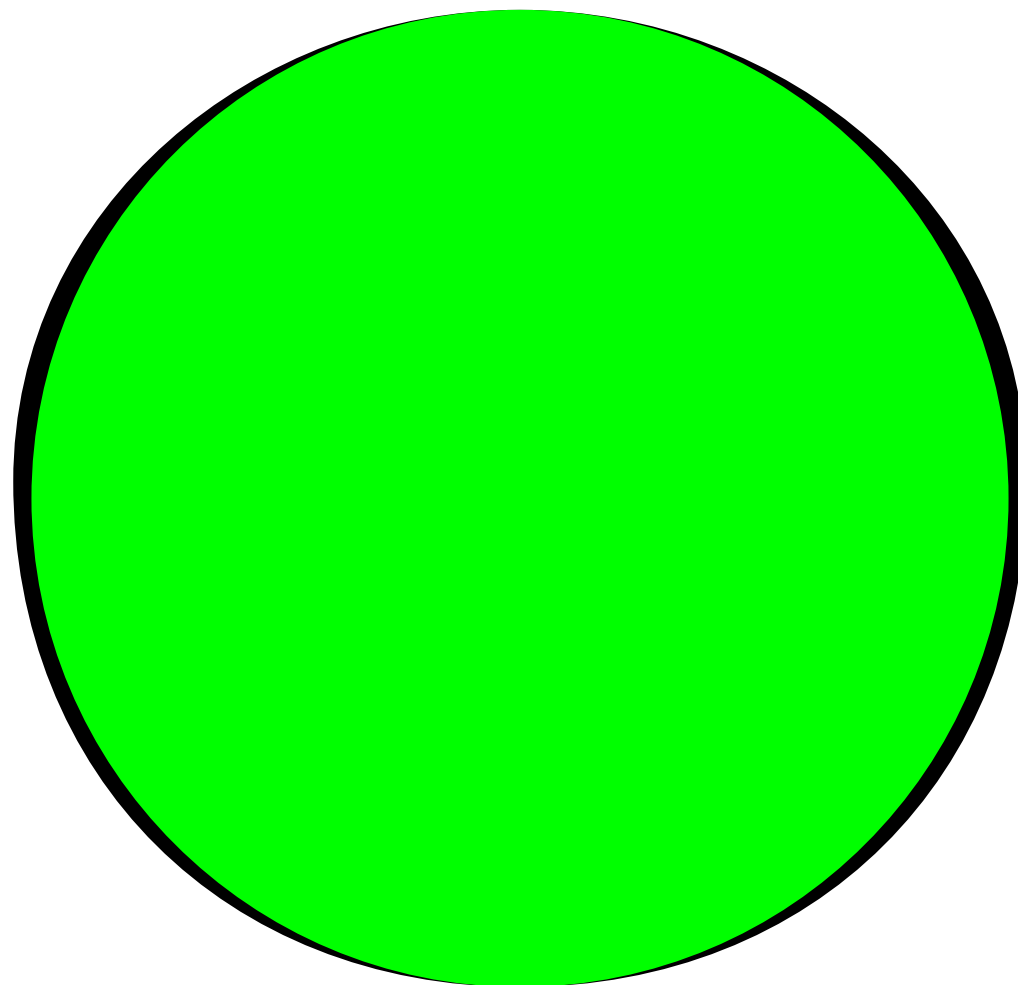
Rotated 90°

Futura Bold O outer shape

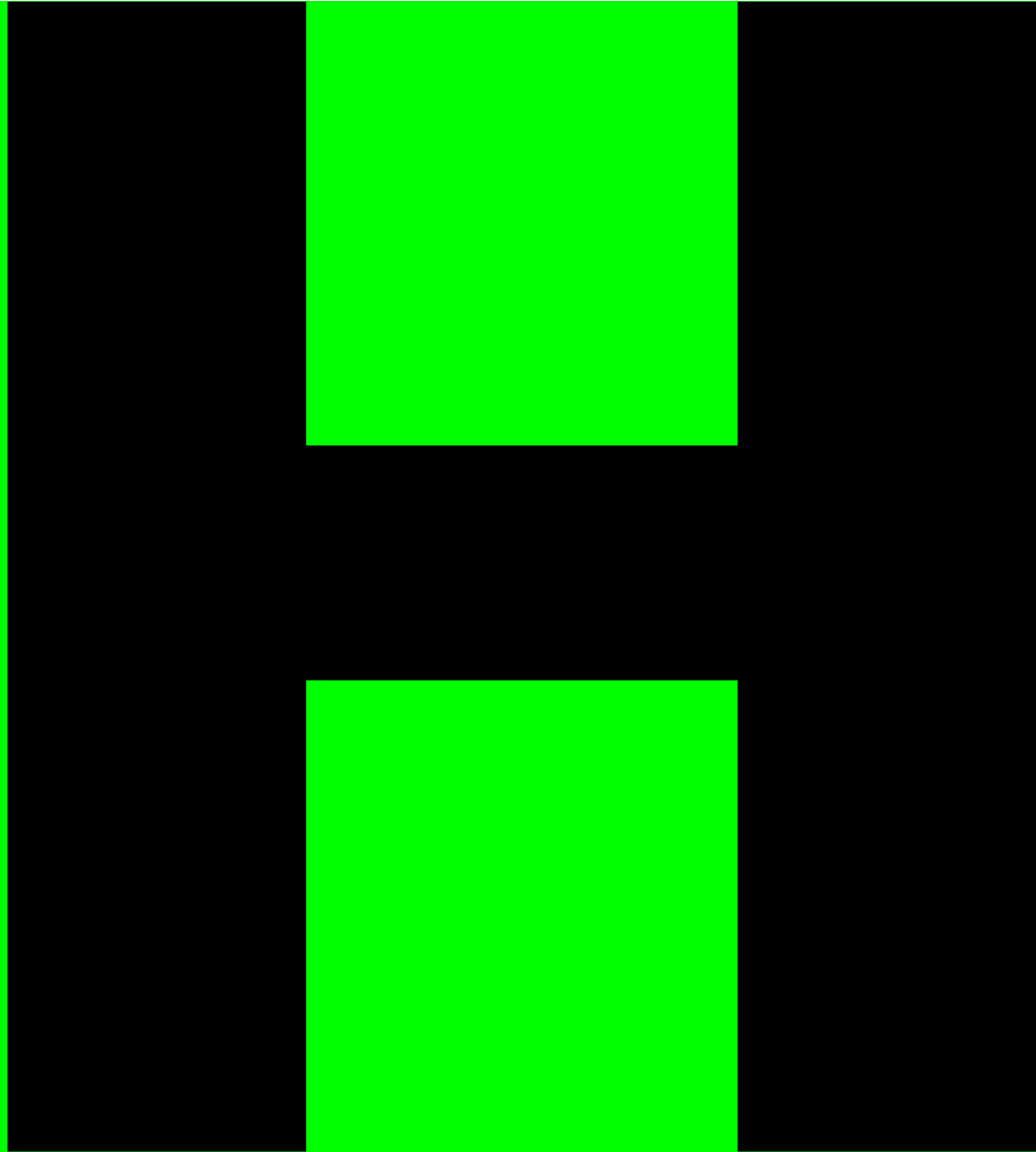
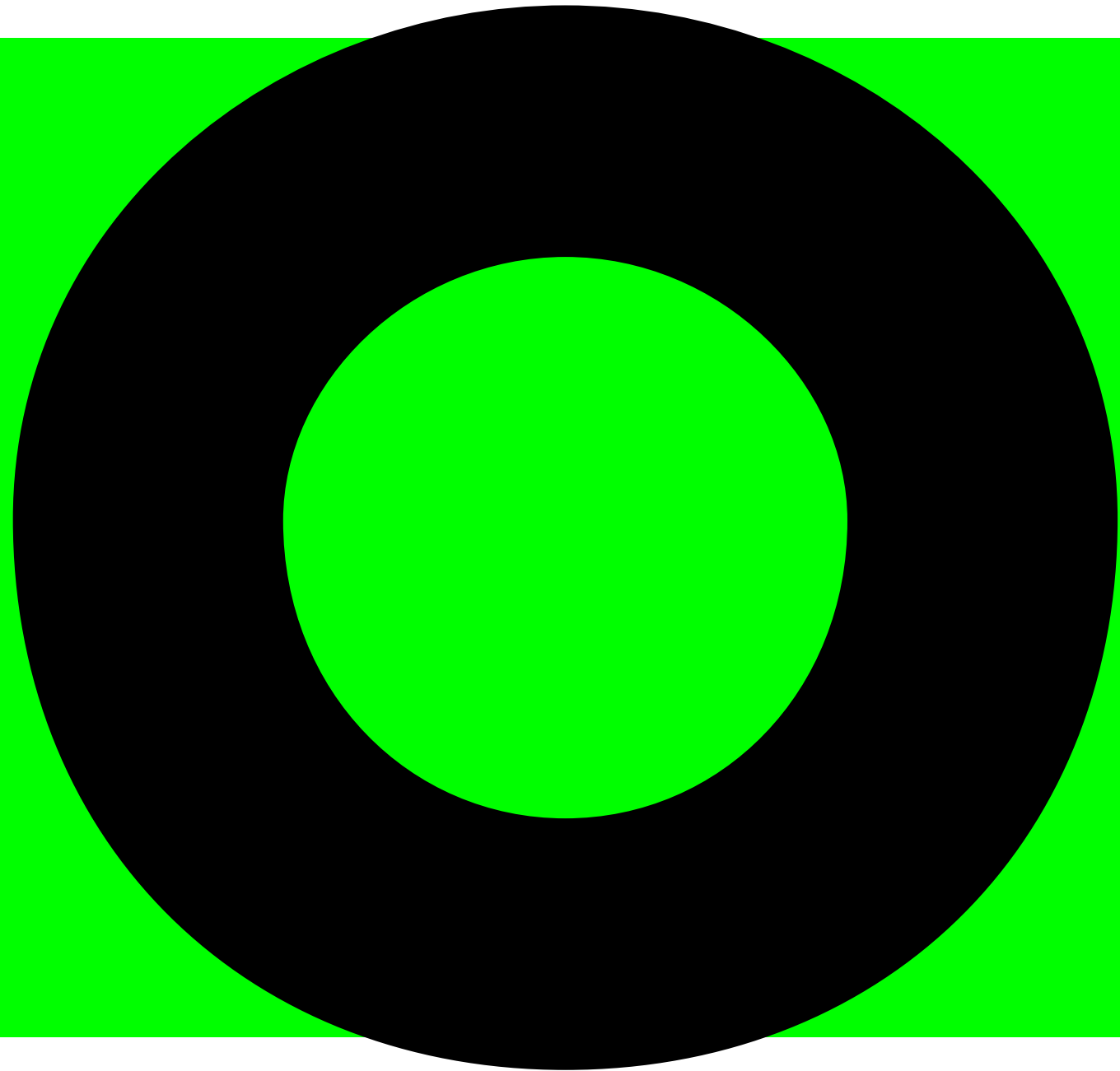


Perfect circle



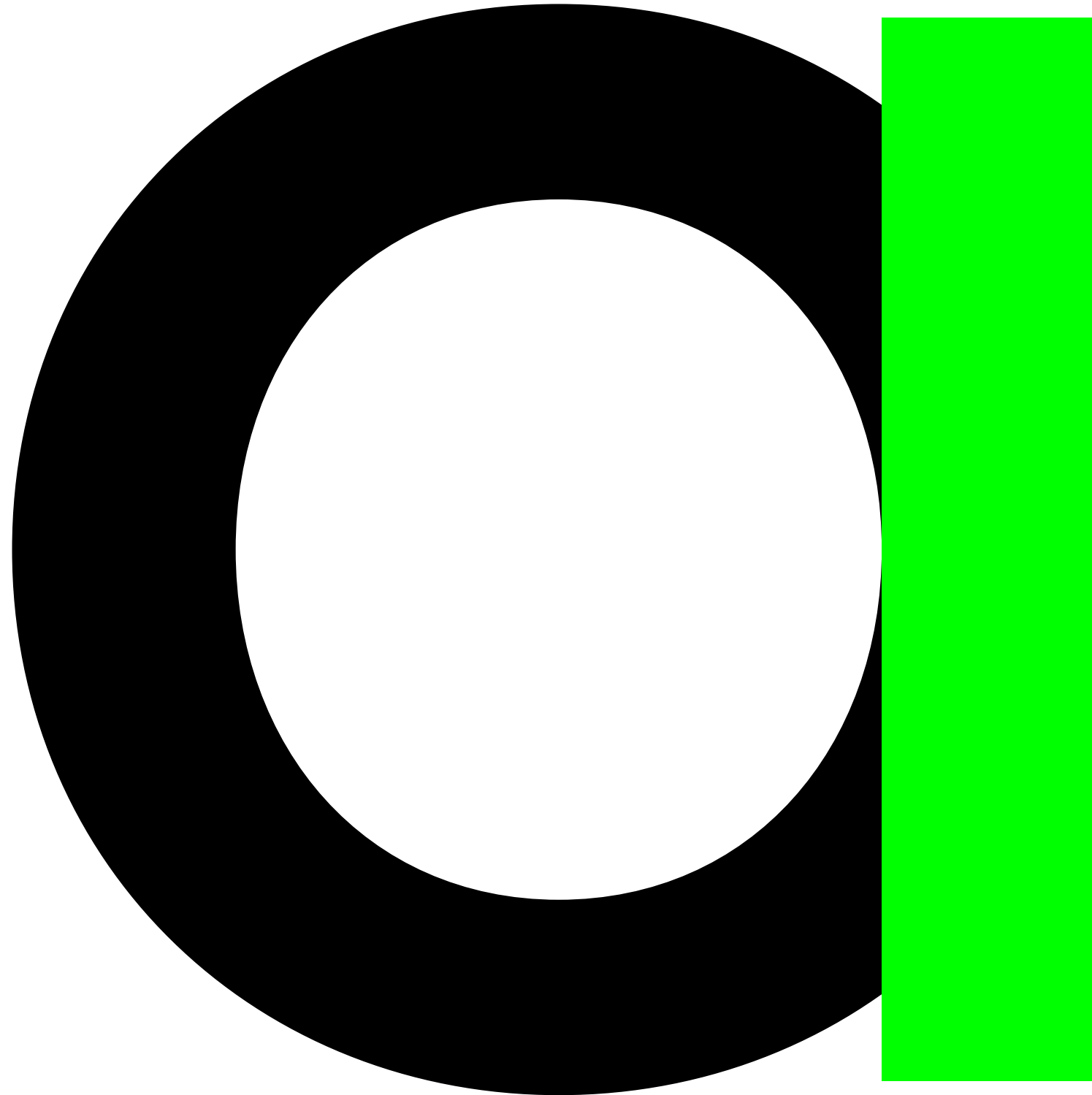


Overshoot



Curved vs. straight strokes

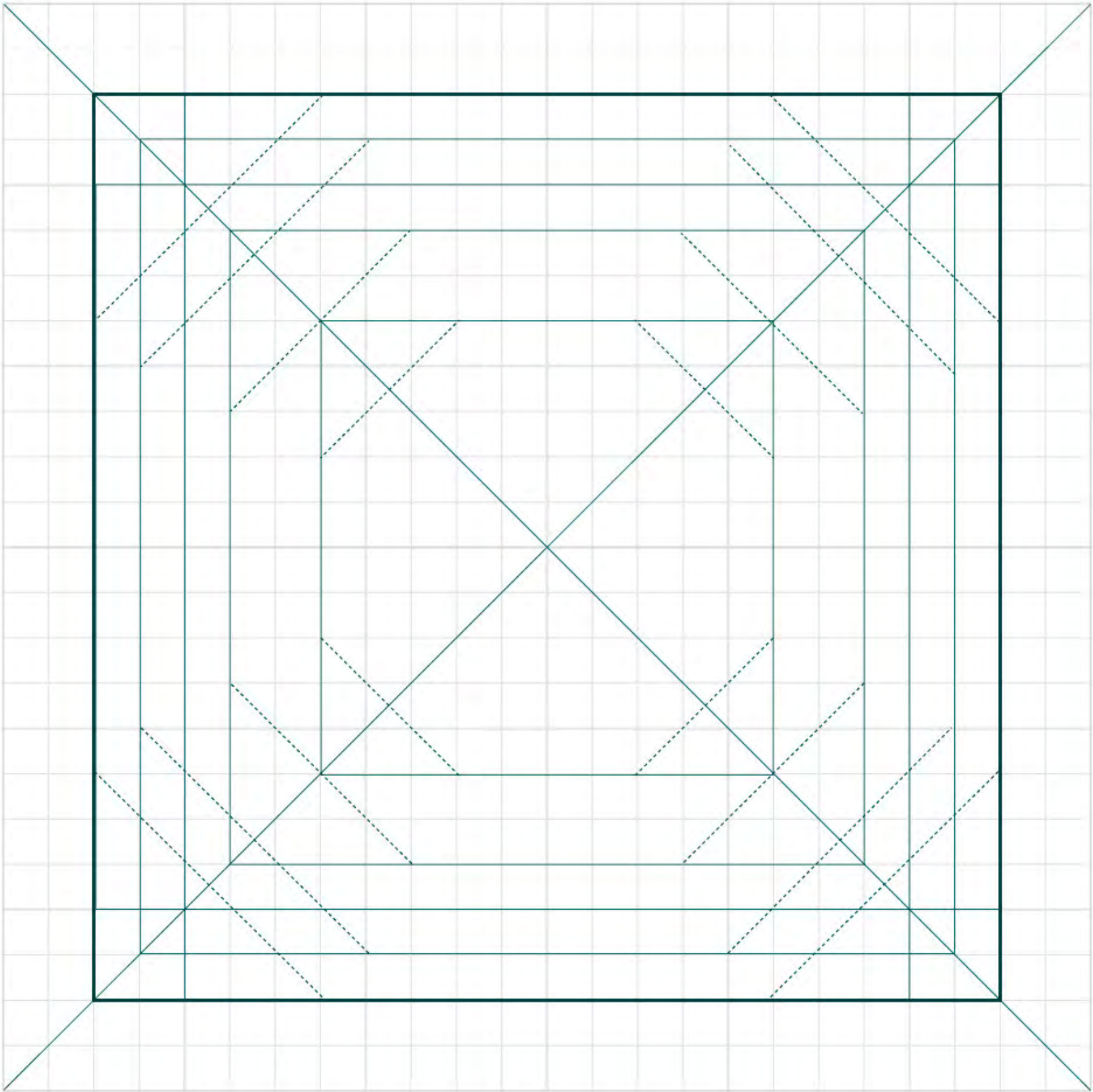
Neutraface Bold



Uniform details

LÄNSIIMETRO

Holvi icons by Prakt



Square
16 px



Portrait



Landscape



Triangle



Stroke & Dot



Arrow



Circle
18 px



Circle
14 px



Circle
10 px

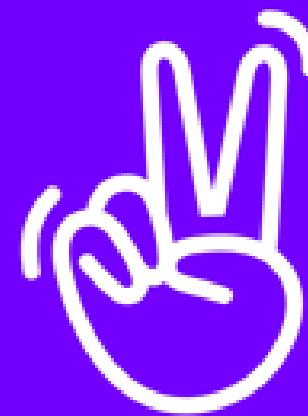
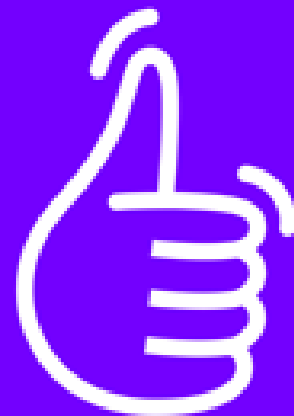
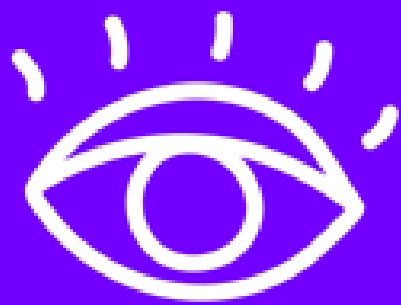
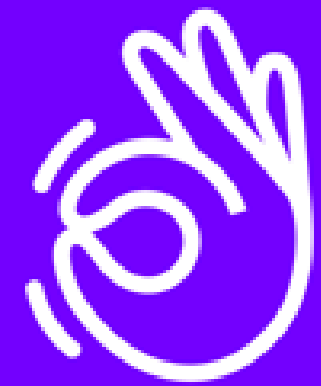
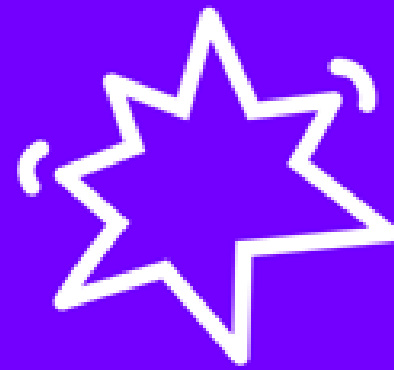
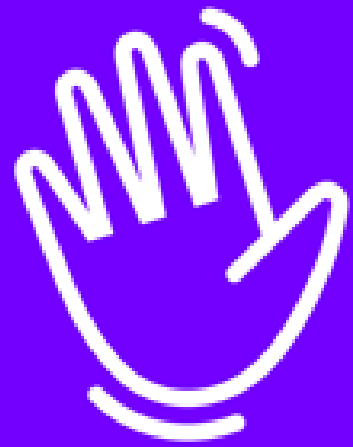


Holvi Symbol

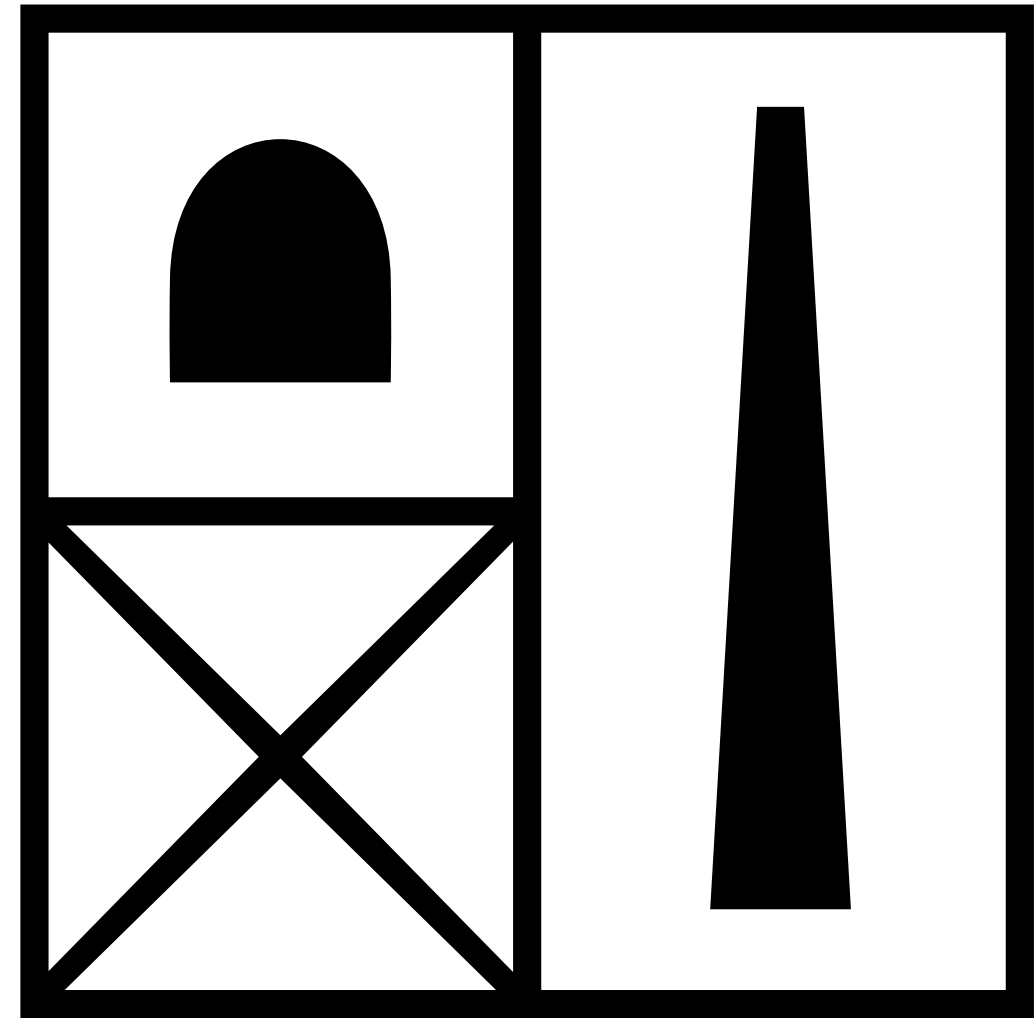
HOLVI

Holvi Logotype

Springster identity, see on Brand New



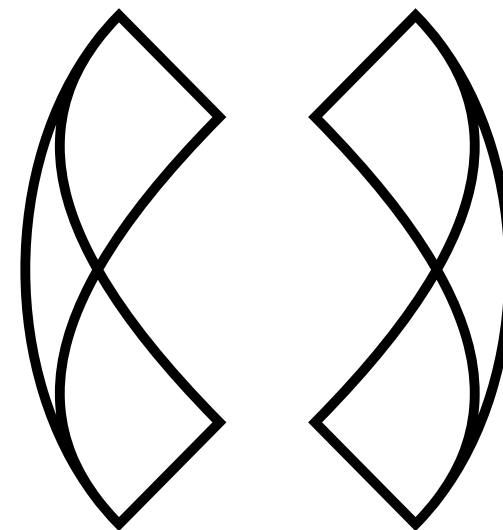
But does it one-colour?







**Lauri
Jäntin
säätiö**



**Lauri
Jäntin
säätiö**

Iittala Taika mug, illustration by Klaus Haapaniemi

