

PHYSICAL THINGS:

Shape
Texture
Value
Line Quality
Scale
Positive/Negative Space
Reflection
Repetition
Abstraction
Simplification
Stylizing
Asymmetry/Symmetry

TONAL THINGS:

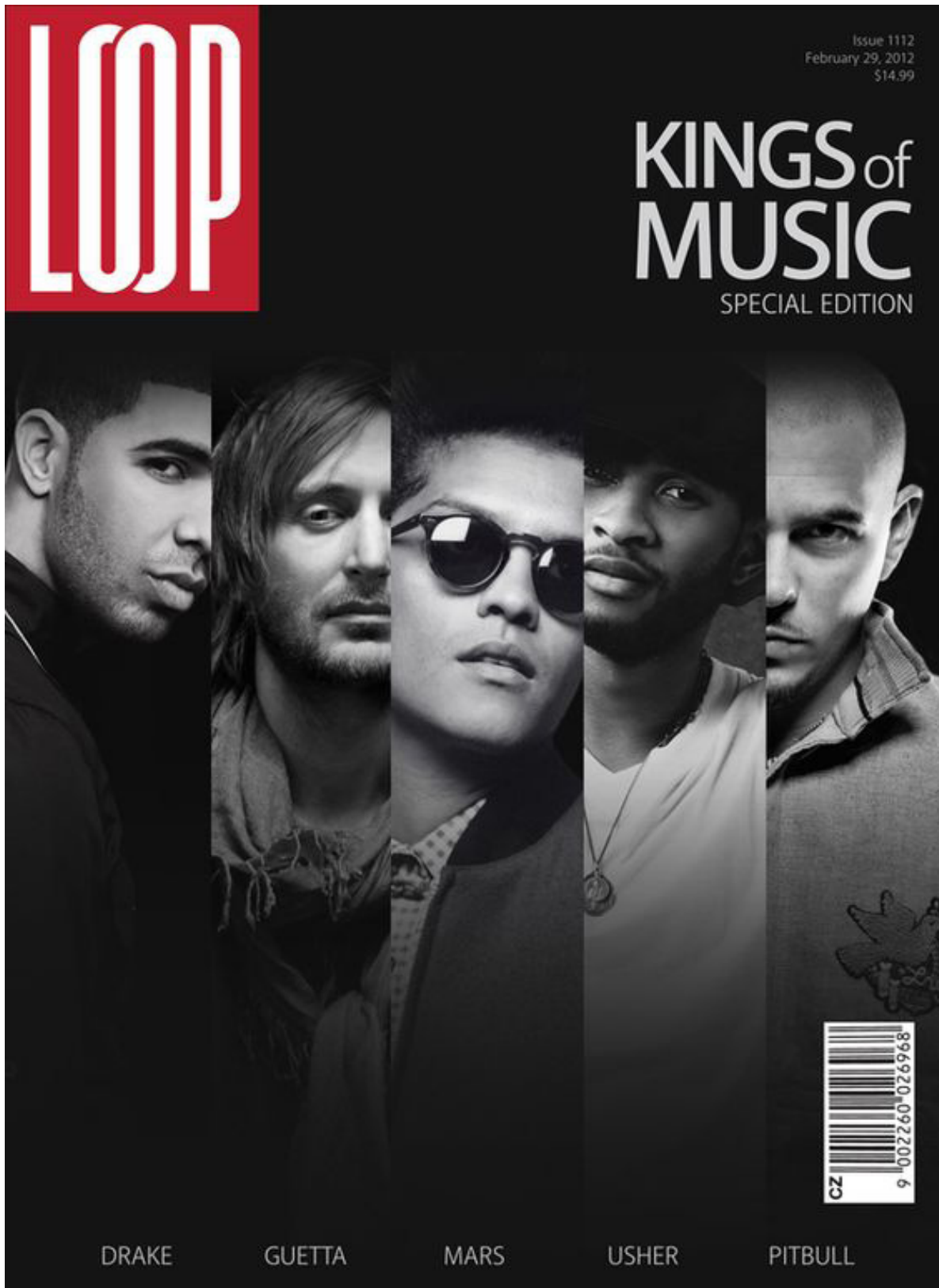
Balance
Stability
Tension
Rhythm
Movement
Elegant
Bold
Fun/Playful
Light
ETC

GESTALT

Figure/Ground:

Emergence
Reification
Closure
Similarity
Common Fate
Symmetry

Visual word



Stretched



RUMOR

SHOWROOM
Agata Bieleń, BeltBag, Laloux,
Rododendron, Rekt
start 19.00

POKAZY MODY
R-andom, Serafin Andrzejak,
Klaudia Filipiak, Błażej Teliński
start 21.00

AFTER PARTY
ttk collective

miejscę i czas:
TROCHĘ KULTURY — **24.05**
u l . D o m i n i k a Ń s k a 7 a P O Z N A Ń

Wstęp wolny
facebook.com/zrobmyrumor
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Złoty Łódź
Złoty Łódź

Figure/Ground



Figure/Ground



Changing case



NOV 01 DEC 01 JAN 02

Europe € 9
US \$ 8.25
UK £ 5.90
Belgium BEF 363
France FRF 90
Germany DM 18
Spain PTS 1500
Holland NFL 19.83
Switzerland CHF 13.50
Italy L 17 500



01

Changing Case

THE NEXT BEST THING TO SPOONING A SEAL

TRACKS

THE SURFERS' BIBLE

ISSUE
535
THE
TRACKS
TRAVEL
GUIDE

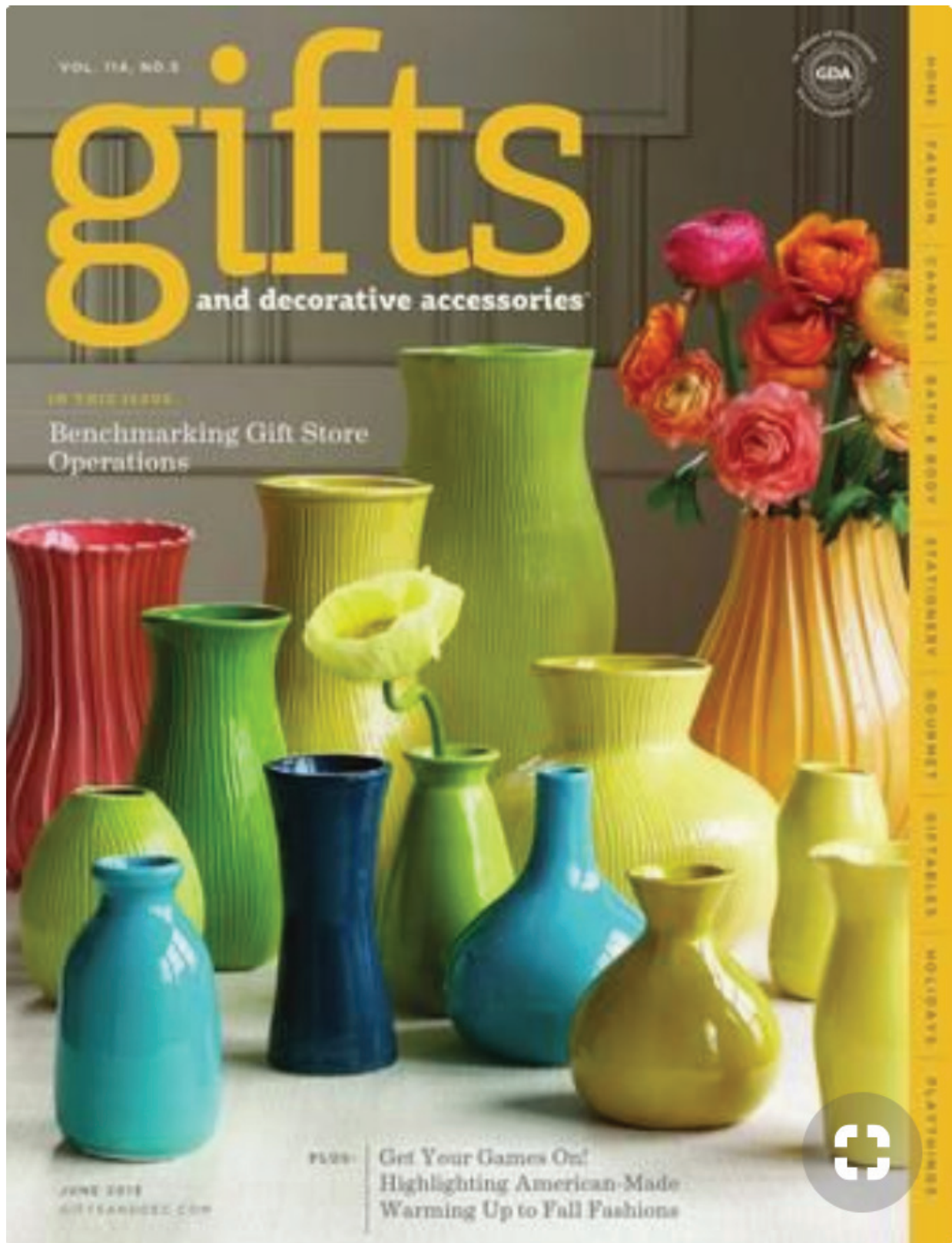
HADAGASCAR
PORTUGAL
NAMIBIA
FRANCE
POMPEI
HAWAII
SPAIN
INDO
FIJI



APRIL 2012 • VOLUME 34 OF 32 • AU \$18.95 NZ \$11.99 INC. GST • ALEX GRAY BY SWI



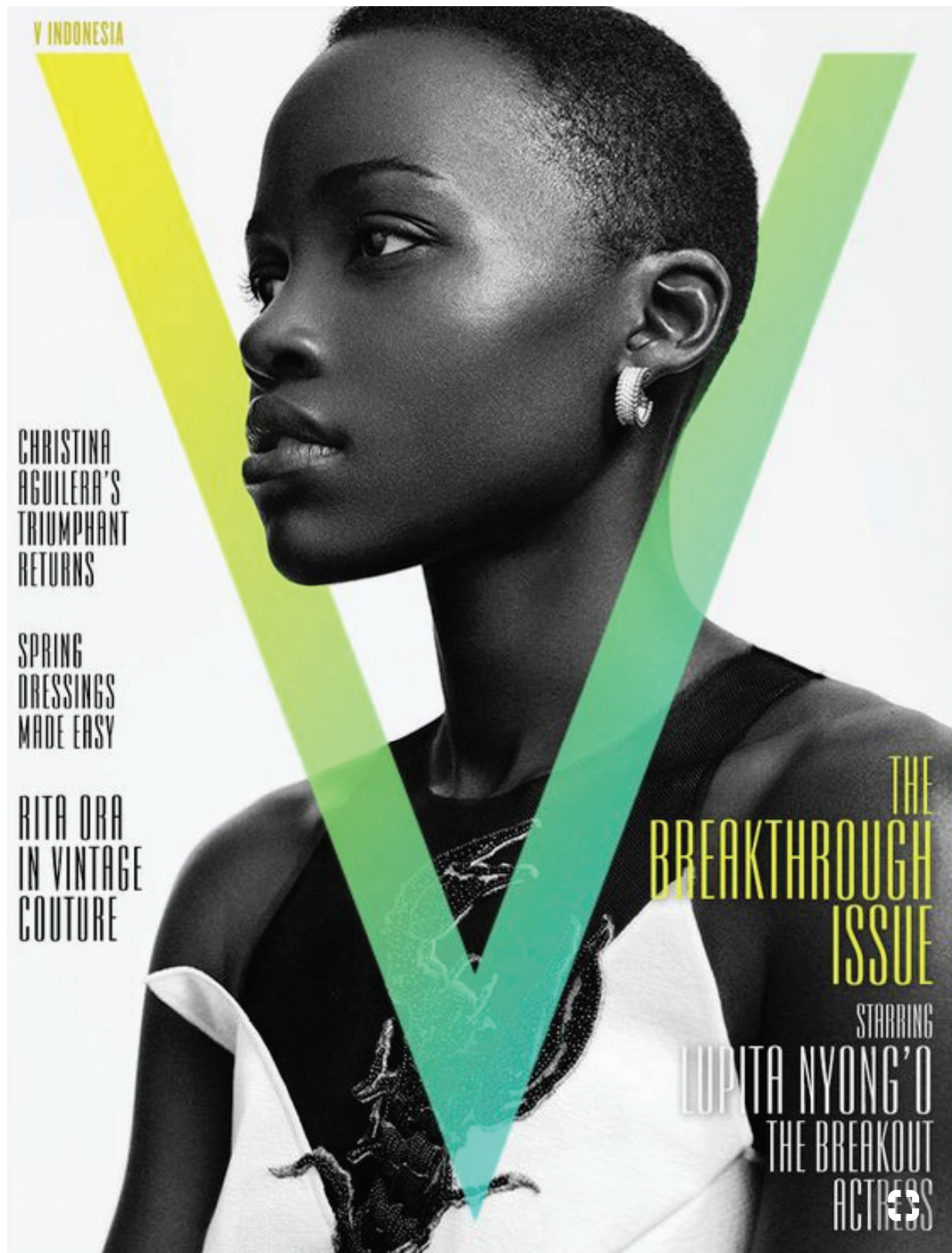
Case/Ligatures



Case, ligatures, rotation



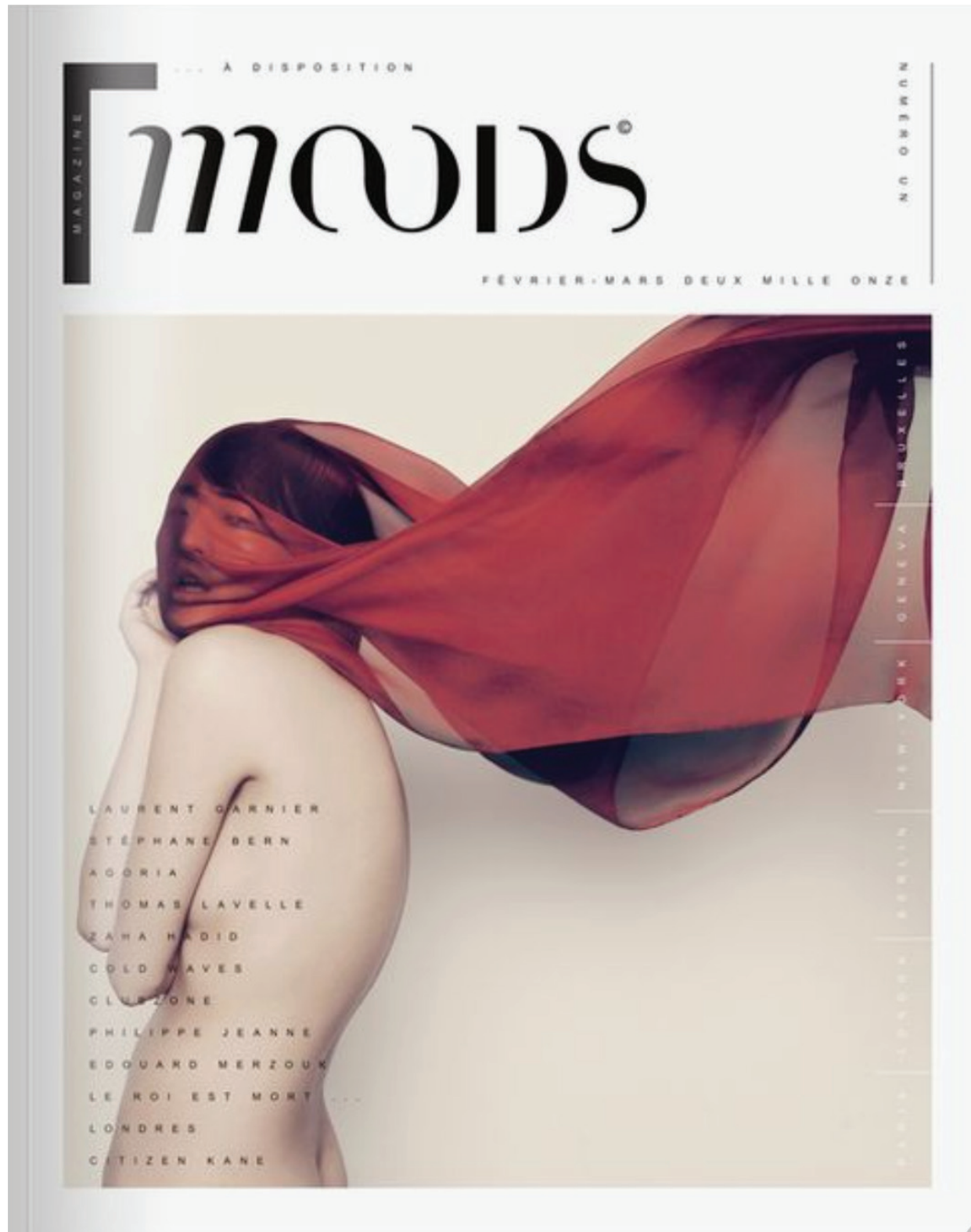
Scale, color



Scale/Ligatures



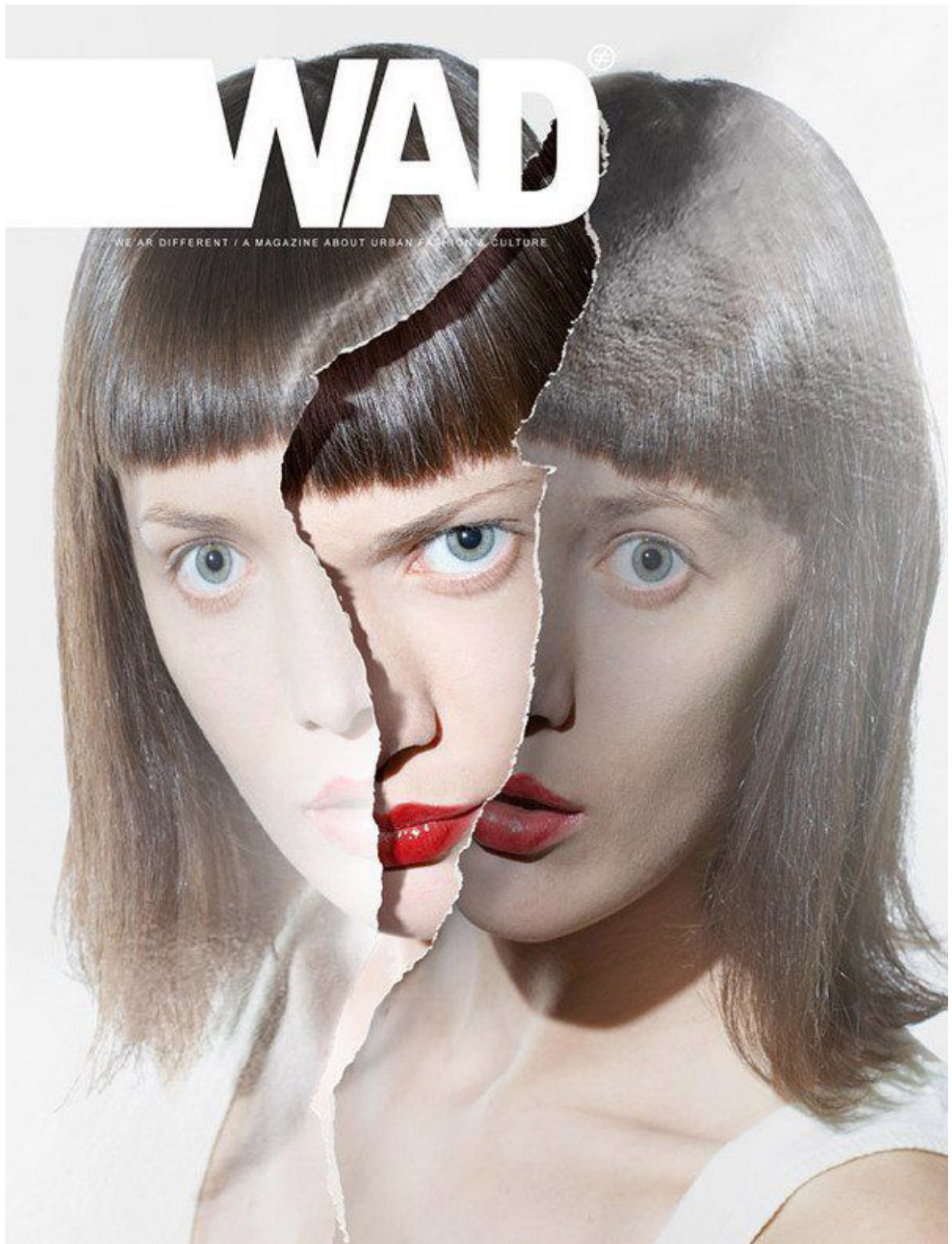
Removing parts



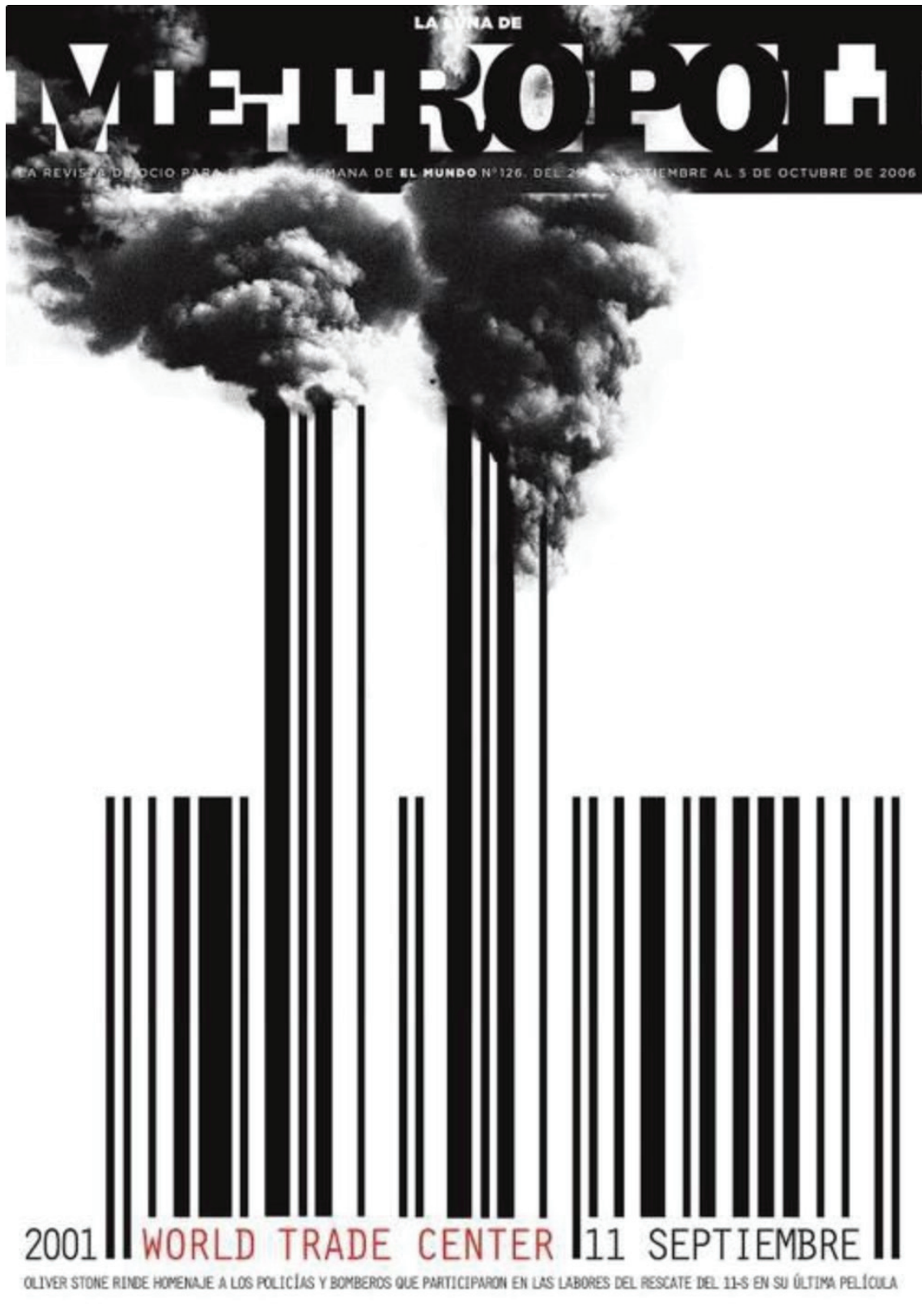
Removing parts (Line quality)



Part of a color block



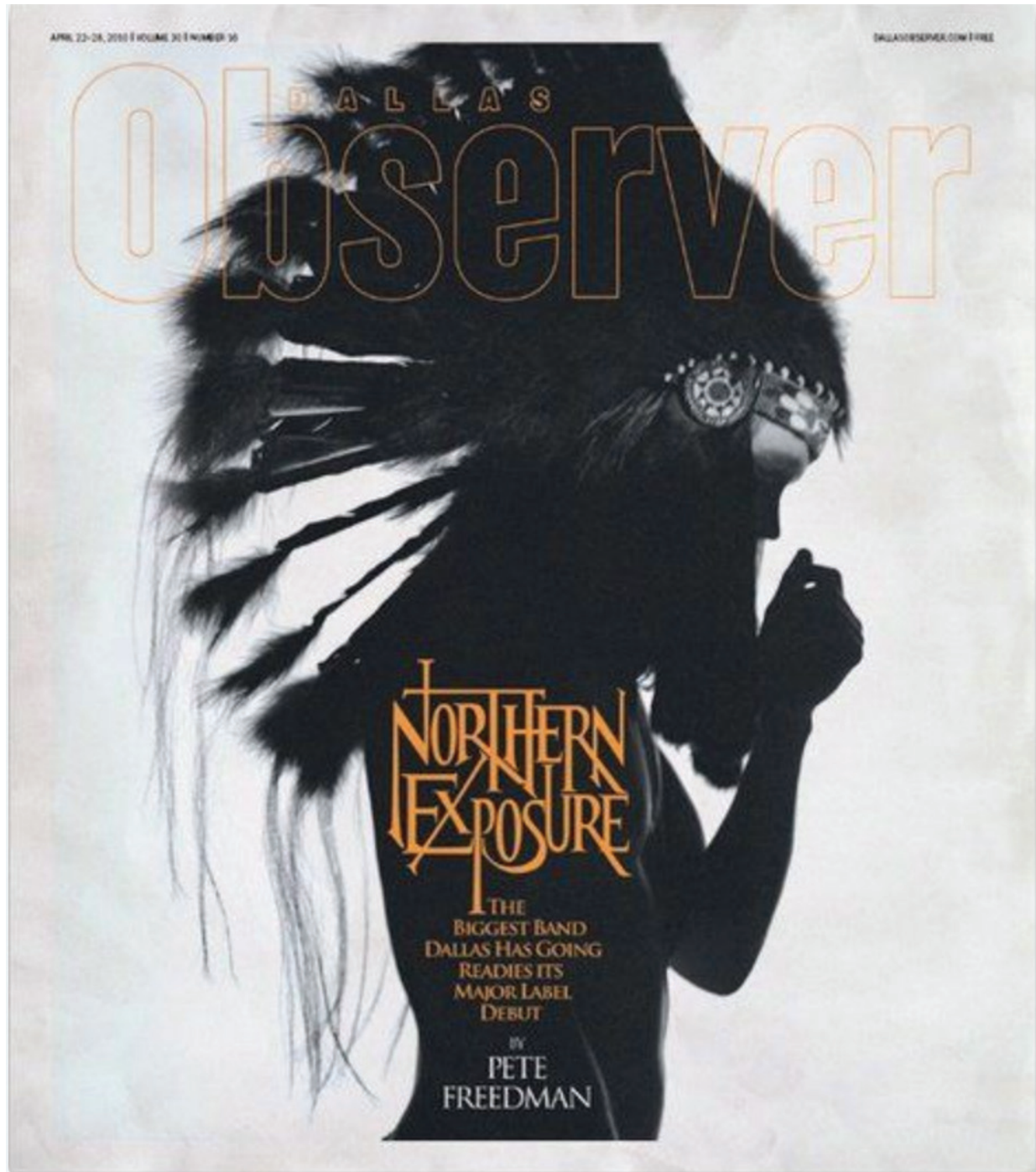
Within a color field



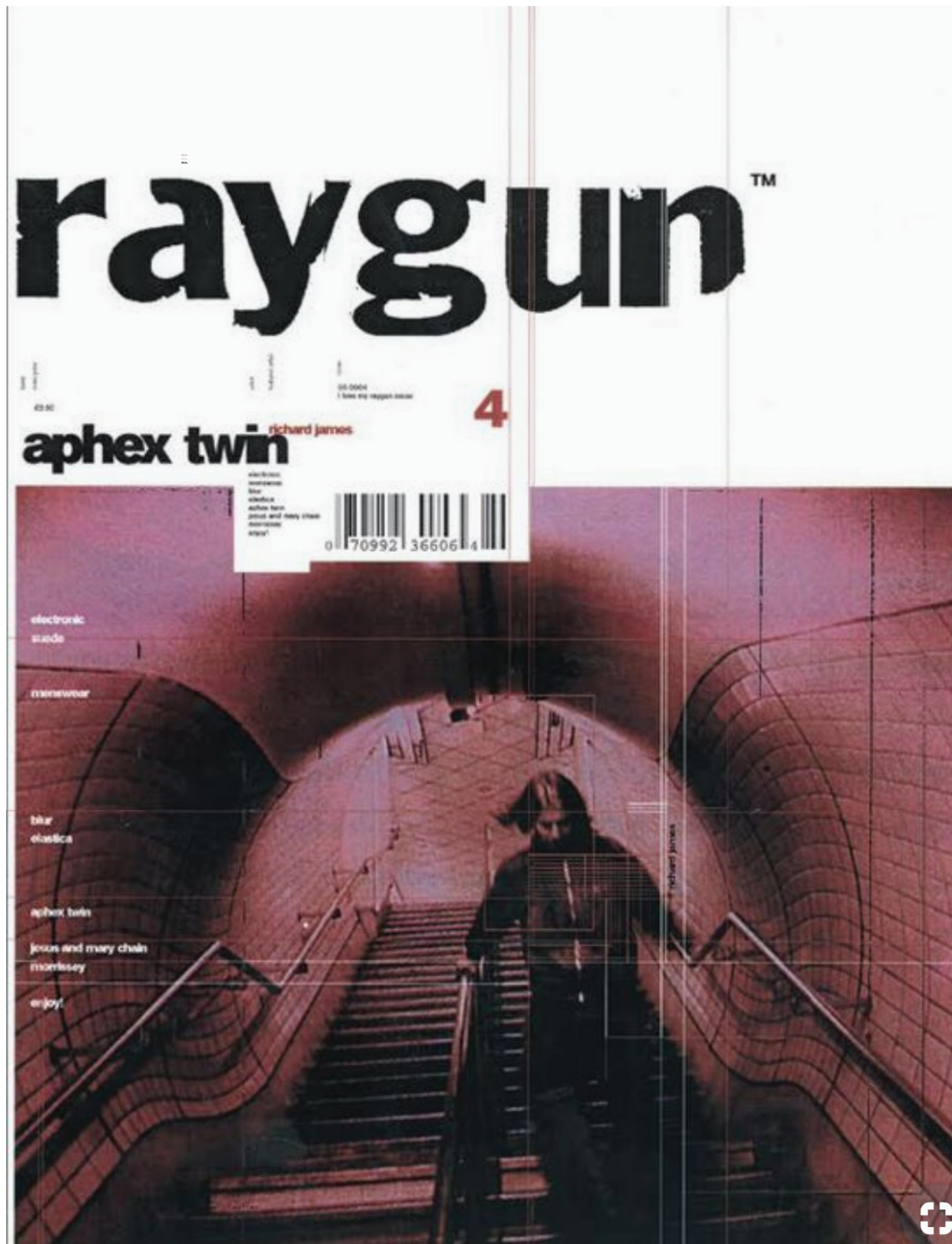
Within a color field



Outlined (Line quality)



Distressed



Distressed/Stretched

push

Radar Radio
Taya
Nathan Miller
Oscar «Worldpeace»
+ More

Novelist
Cadenza
Belly Squad
Jamie Isaac
Patta

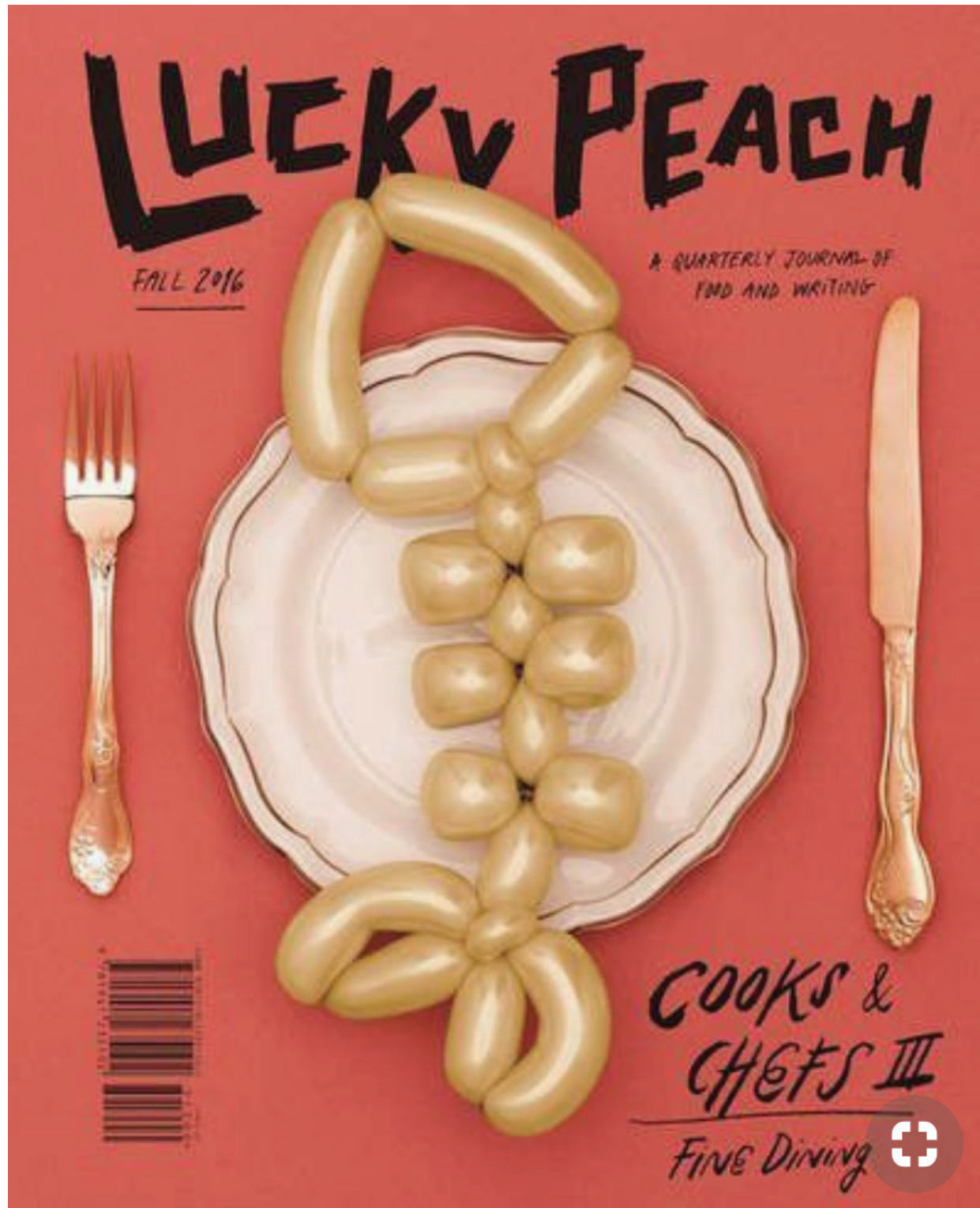
North 106.7



Custom shapes



Custom letters



Custom Script

Vulture.

VULTURE MAGAZINE
DEC 2014



Issue 10

YOUTH

JANICE KOH
M/M PARIS
SHIELA ROCK
FERGUS PURCELL
MICHEL MALLARD
LORENZO RUDOLF
RAF SIMONS



Adapting letterforms

Style.

ITC CASLON 224

Style.

Style.

FINAL LOGO



Style.

BEFORE

AFTER

Updating the brand

<https://www.rollingstone.com/music/music-news/rolling-stone-magazine-website-redesign-relaunch-666820/>



ROLLING STONE

Rolling Stone

Rolling Stone

Rolling Stone

Updating the brand

Men'sHealth

Men'sHealth

Men'sHealth

Updating the brand

VANITY FAIR

VANITY FAIR

Updating the brand

AdvertisingAge

AdAge

theguardian

**The
Guardian**

Updating the brand

GLAMOUR

GLAMOUR

MAD

MAD

Updating the brand



Updating the brand

→ SPECIAL ALL-COMPARISON ISSUE!

**CYCLE
WORLD**

MODERN'S LEADING MOTORCYCLE MAGAZINE

**NEW
LOOK!**
YOUR FAVORITE
BIKE MAG GETS A
FULL REBUILD

→ HP4 and 1199R
go head-to-head
at Laguna Seca
Raceway

**13 BIKES
TESTED**

BMW HP4 vs. DUCATI 1199R
BMW R1200GS vs. YAMAHA SUPER T

**PLUS: SPORT-TOURERS,
MIDDLEWEIGHT SPORTBIKES,
ITALIAN CRUISERS**

PLUS:
**RIDDEN: DUCATI
HYPERMOTARD, HARLEY
BREAKOUT, STAR BOLT**
**ETHANOL: WHAT YOU
NEED TO KNOW**

**FULL TEST
★
HONDA'S
RETRO
CB1100**

JULY 2010
WWW.CYCLEWORLD.COM
\$4.99
\$6.99



Updating the brand

https://www.underconsideration.com/brandnew/archives/ws_new_w.php

W

BEFORE:

W

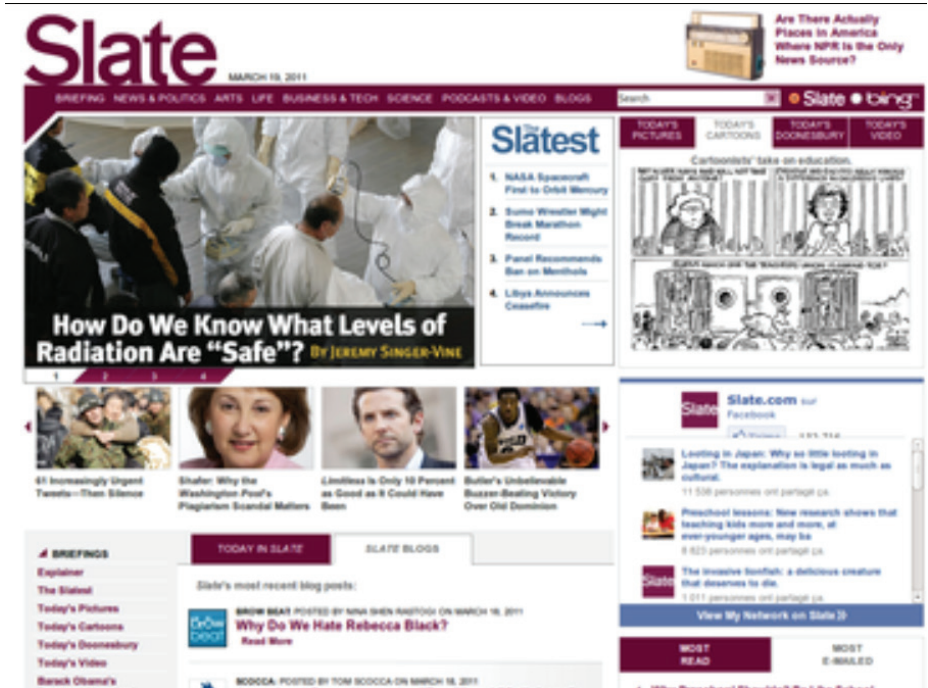
AFTER:



Updating the brand

Slate

Before



SLATE

After

