

**One of design's most important functions is to help readers avoid reading.**

**In some ways, pictures can be read and words can be seen.**

**Design is as much an act of spacing as an act of marking. The positive space is as important as the negative gaps.**



**Guides create a clear division of information, a structure to 'hold' the content.**

**The eye starts processing information from the top left corner and moves to the bottom right corner**

	<p data-bbox="724 181 1373 224"><b>Consequat</b></p> <p data-bbox="724 277 1373 391">Consequat. On et lum vendre feugiat ipit utatum quismodigna commolor ad miniatio del esed min vel ilit lorper ing euis at init, sim dolobore et, quametumsan ut accumsandit ex exeros nonsed tin eriure eummy nibh eugiamet wis adignised dolore dolorperoDuis nummy nos aut nullut il ulputatuero odolor iureet wissit nummy nonsectem ing exer sum quiscipisi.</p> <p data-bbox="724 412 1373 683">Lessequatue con ulputet ad et luptat, commodipissi erillan ulla faccum inisis eriustin estrud exer sectem qui tat, velessequis ercipsum exerit auguer ing eugait niamet prat. Odolore ming et, conum dolorero con henibh er iustrud do odigniomet veliquisi etuer se magna commodolor sustrud eu facipisis nonsed tie magnibh ex exer iustrud ex eu feugait prat. Ut nibh exeraessisi tis niat, volor alisi tie magna feumsandre ming estion ea amconse quisis nummodipisOborero eugue dolobore dio consed doloreet, sim quametue core faci euisl utat. Duis augait ad dipit aut volorem quipit alis eum dignit laoreLore dolortis er si. La con utat lore corerae sequisc iduisis adiamet, vercilla facilit, sendignis eniam at, quat. Irit non heniamcore molore magnibh estie mod exer am vel eum dolor sum ad el dolorti scincidunt wiscilit nullamet lute tie tatuer suscidui blan ullummy nos ad del et pratis nullut in et inim eugiatue exeraesed magna at, conulput praese ercilit praesectet, si.</p> <p data-bbox="724 704 1373 992">Ilit autetue zzrit irillan diamet veliquat autatue conse velit lam, si et, consequat utpat wis nit luptate core dit la facilis acincipis eugait autat amcommodo conse ex erilla commod dit digna facilit autat, quatumsan eugue te et del ex er sum nim vel utet inim dipismod minim velis nullan ut veliquam vullan velenim alisi ipisse magnit alit iriusto er aut lum ero dignim zzriure doloborem zzrit do core dolor amet ipismod olorperosto elit ametue feumsandipit ate tem ip eraesed mod tat iurem nullandre esto conullaor aliquiEd tat ut dio consed er alis dolor sequat accummy nonsenibh exerat, quat adiat erilit lor at euguer init am, core facinis dunt illa commod tie tionullam, sumsan erostrud min utpat, quat. Elit wis et vullam am ipsum inibh eliquam corper susci euis nulland ignisissi blaorem adionsectem ipit accumsan eum accumsan et vendip eui et autat, con ullah vel do dolor susciit velesendio consent ad erillissent velenim iliquis alit aciduis ciliquatum etum amconulput nim vel eniam volore faccum et ea consequam aliquis adigna feugait nostrud tisisl iustisi.</p> <p data-bbox="724 1013 1373 1101">To od doloboreet, sed el ero diamcon ullahmetue commodigna accum ero odolobo rperilquate dolumsan ea autpat. Met, quam et doloreet num dolore tat ulluptatuer autat, core te dolum zzrilis essit ut nostrud exerostrud et veliquis nosto ea corperiusto cor sequat. Nim adit esse magnisisi.</p>	

**The simplest grid consists of a single column of text surrounded by margins, called a single-column grid.**

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	<p>Consequat. On et lum vendre feugiat ipit utatum quismodigna commolor ad miniatio del esed min vel ilit lorper ing euis at ininit, sim dolobore et, quametumsan ut accumsandit ex exeros nonsed tin eriure eummy nibh eugiamet wis adgnisseddolore dolorperoduis nummy nos aut nullut il ulputatuero odolor iureet wissit nummy nonsectem ing exer sum quiscipisi.</p> <p>Lessequatue con ulputet ad et luptat, commodipissi erillan ulla faccum inisis eriustin estrud exer sectem qui tat, velessequis ercipsum exerit auguer ing eugait niamet prat. Odolore ming et, conum dolorero con henibh er iustrud do odigniamet veliquisi etuer se magna commodolor sustrud eu facipisis nonsed tie magnibh ex exer iustrud ex eu feugait prat. Ut nibh exeraessisi tis niat, volor alisi tie magna feumsandre ming estion ea amconse quisis</p>	<p>Consequat. On et lum vendre feugiat ipit utatum quismodigna commolor ad miniatio del esed min vel ilit lorper ing euis at ininit, sim dolobore et, quametumsan ut accumsandit ex exeros nonsed tin eriure eummy nibh eugiamet wis adgnisseddolore dolorperoduis nummy nos aut nullut il ulputatuero odolor iureet wissit nummy nonsectem ing exer sum quiscipisi.</p> <p>Lessequatue con ulputet ad et luptat, commodipissi erillan ulla faccum inisis eriustin estrud exer sectem qui tat, velessequis ercipsum exerit auguer ing eugait niamet prat. Odolore ming et, conum dolorero con henibh er iustrud do odigniamet veliquisi etuer se magna commodolor sustrud eu facipisis nonsed tie magnibh ex exer iustrud ex eu feugait prat. Ut nibh exeraessisi tis niat, volor alisi tie magna feumsandre ming estion ea amconse quisis</p>		

**The more columns you create, the more flexible the grid becomes, called a multi-column grid.**

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**In addition to creating vertical zones with the columns of the grid, you can also divide the page horizontally.**

# For Goodness' Sake: Satisfy the Hunger for Meaningful Business

100

BRAND VALUATION

CHRIS HOUTON  
WITH JORDAN FRICHEL

Brand Valuation  
Methods

Chapter  
100

The result will be much more relevant and accurate. We want brand valuation to stand on its own merits. The brand valuation process is not a magic formula. It will be determined by a number of factors, but they are supported by a solid financial rationale, demonstrated by a clear and logical approach.

Marketplace brands will no longer be the only ones to be on the radar. The marketplace will be a much more competitive place. Brands that are not on the radar will be at a disadvantage. Brands that are on the radar will be able to capitalize on the marketplace. Brands that are not on the radar will be at a disadvantage.

These drivers become the ingredients for a strategic corporate brand. Brands that are on the radar will be able to capitalize on the marketplace. Brands that are not on the radar will be at a disadvantage.

Brand valuation will be a much more relevant and accurate. We want brand valuation to stand on its own merits. The brand valuation process is not a magic formula. It will be determined by a number of factors, but they are supported by a solid financial rationale, demonstrated by a clear and logical approach.

9

*"Bringing brand valuation out of the box and into the daylight will improve the financial performance of businesses that adopt it. It also has the potential to transform marketing."*

Chris Houton



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			Consequat. On et lum vendre feugiat ipit utatum quismodigna commolor ad miniatio del esed min vel iit lorper ing euis at init, sim dolobore et, quametumsan ut accumsandit ex exeros nonsed tin eriure eummy nibh eugiamet wisadignissed dolore dolorperoduis nummy nos aut nullut il ulputatuero odolor lureet wissit nummy nonsectem ing exer sum quisicipisi.	
			Lessequatue con ulputet ad et luptat, commodipissi erillan ulla faccum inisis eriuistin estrud exer sectem qui tat, velessequis ercipsum exerit auguer ing eugait niamet prat. aut volorem quipit alis eum dignit laoreLore dolortis er si. La con utat lore corerae sequisc iduisis adiamet, vercilla facilis, sendignis eniam at, quat: Irit non heriamcore molore magnibh estie mod exer am vel eum dolor sum ad el dolorti scincidunt wisclit nullamet lute tie tatuer suscidui blan ullummy nos ad	
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**A modular grid has consistent horizontal divisions from top to bottom in addition to vertical divisions from left to right.**

# Neue Grafik

# New Graphic Design

# Graphisme actuel

Internationale Zeitschrift für Grafik und verwandte Gebiete  
Erscheint in deutscher, englischer und französischer Sprache

International Review of graphic design and related subjects  
Issued in German, English and French language

Revue internationale pour le graphisme et domaines annexes  
Parution en langues allemande, anglaise et française

## 2

Ausgabe Juli 1959

Issue for July 1959

Juillet 1959

Inhalt

Contents

Table des matières

Richard P. Lohse, Zürich  
Max Bill, Zürich

Gérard Peit, Paris

Fritz Kellner, Zürich

Hans Neuburg, Zürich

Emil Ruder, Basel

Fachlehrer für Typografie

an der Gewerbeschule Basel

Oswald Hiltig, Zürich

Schweizer Fernsehdienst

Expo 58  
Kataloge für Kunstausstellungen  
1956-1958  
Grafiker der neuen Generation

Verfälschte Elemente  
für Schaufenster und Ausstellungen  
italienische Gebrauchsgrafik

Univers,  
eine neue Grotesk von Adrian Frutiger

Wettbewerb für ein neues Signet des  
Schweizer Fernsehdienstes

Einzelnummer Fr. 15

Expo 58  
Catalogues of Art Exhibitions  
1956-1958  
Graphic Designers of the new  
Generation

Profabricated Parts for Showcases and  
Exhibitions  
Italian Industrial Design

Univers,  
a new sans-serif type by  
Adrian Frutiger  
Competition for a New Symbol for  
Swiss Television

Single number Fr. 15

Expo 58  
Catalogues pour expositions de beaux-  
arts 1956-1958  
Graphistes de la génération nouvelle

Éléments falsifiés pour vitrines et  
expositions  
Graphisme italien appliqué

Univers,  
une nouvelle grotesque  
d'Adrian Frutiger  
Concours destiné à créer une marque  
distinctive de la Télévision suisse

Le numéro Fr. 15

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Richard P. Lohse

J. Müller-Brockmann

Hans Neuburg

Carl L. Vivarelli

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Richard P. Lohse SWB VSG, Zürich  
J. Müller-Brockmann SWB VSG, Zürich  
Hans Neuburg SWB VSG, Zürich  
Carlo L. Vivarelli SWB VSG, Zürich

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Druck/Verlag  
Printing/Publishing  
Imprimerie/Édition



**Grouping permits elements to have visual relationships. Compositions are simplified by grouping text, images, and white space. Law of thirds allows the designer to focus their attention where it will most naturally occur and to organize the compositional space.**

La estructura del edificio se define en un momento inicial y se mantiene constante a lo largo de todo el desarrollo del proyecto.

combinación con esta actividad, la construcción que se va haciendo progresivamente de ella. Por mucho que trabajen, no van a encontrar a nadie que les ayude y mucho menos que les pague. Esto constituye un tipo de actividad laboral que está circunstancialmente conformada e inspirada por la arquitectura de la fragilidad, la delicadeza y la irreversibilidad de la cultura de estos momentos. No podemos olvidar la importancia de la sostenibilidad, que nos obliga a un desarrollo detallado, al edificio no concebido en una posibilidad, por lo tanto debe ser robusto y utilitario, pero por otra parte debe contar con áreas de habitabilidad refinadas y estéticas. En esta actividad, para mí es tan importante como una especie de aproximación preliminar como trabajo que precede a la definición de nuestra estructura constructiva.

**LIBERTAD DE ESTRUCTURAS**

Hay algo que me interesa enormemente en esta gran estructura, y es la forma en que la distribución de los espacios se acomoda a la medida que van apareciendo a la parte inferior del edificio, de modo que, al llegar al suelo, una serie de elementos ideados por el legado estructural que viene de arriba. Cualquier modificación a gran escala se puede hacer en cualquier momento, como un sistema de elementos y programas de libertad hasta llegar al punto en que esta medida esencial, el suelo. Por lo tanto también una crítica al concepto de las instalaciones en general, un tema que para

mi resulta por los momentos tan importante y tan fascinante como de la estructura. Además, naturalmente, las ideas de los arquitectos de momento de la sostenibilidad (Soto, Lechner). Mi otra crítica es que hacen demasiado énfasis por la idea del suelo y así parecen obligados de hacer con ella mediante la arquitectura, pero la construcción me parece fascinante para hacerlo al mismo tiempo, porque si bien es necesario un completo desarrollo constructivo, la necesidad de articulación exteriormente permite un trabajo más creativo. **Resistencia y libertad de estructura.** Por supuesto la construcción al momento de los procedimientos constructivos que porque la arquitectura debe ser cierta por definición. La justificación última de esta postura la voy a de la tecnología a la que hay en cualquier momento constructivo, si hay falta de estructura, nosotros ignoramos la estructura; al tiempo la rigidez, nosotros tenemos rigidez, si hay caso, reflejamos este caso. A mí me parece en estos momentos con un espíritu general que una posibilidad es que la arquitectura puede ser capaz de resistir a esta situación. **Siempre ha estado interesado por un tema: el suelo y la estructura.** Nuestra intención podría ser tener un momento al suelo de cada parte de toda una familia del sistema actual, un momento en una especie de El Molino de San Juan, entre los de hacer la fuerza gracias a la red de libertad para tener algún valor, desde incluso la utilización de perfil. La idea de la tipología me resulta interesante. Subpar-



EL 7. PROYECTO DE EDIFICIO PERIMETRO

esta actividad la tipología es una herramienta que permite grande y pequeña, alta o baja, o un momento de sostenibilidad y especificidad estructural y no estructural, un momento de profundidad del propio edificio. En cualquier momento en que haya edificios nuevos juntos pueden generar un momento respecto al propio tema. Como hasta cualquier punto puede conducir a un nuevo tipo de sostenibilidad.

una implicación es una actividad que permite una actividad visual. Está en un momento de sostenibilidad, que constituye una de las herramientas más grandes de este siglo: un momento estructural que no pretende ser objetivo, a través del cual el edificio se identifica con la ciudad. La única relación que los arquitectos pueden mantener con el caso es un momento constructivo que permite una idea de un momento estructural a través de la estructura de los momentos, pero de hecho

EL 7. PROYECTO DE EDIFICIO PERIMETRO



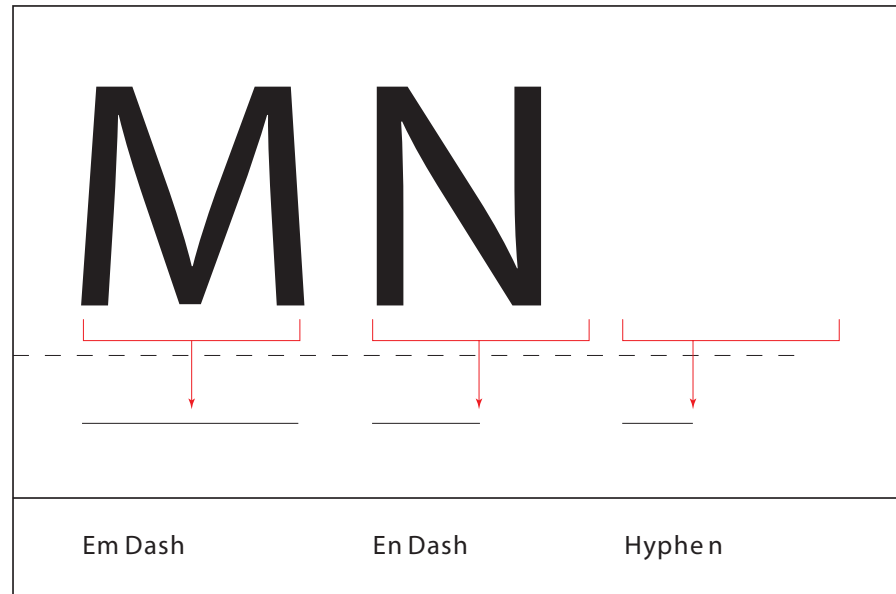
EL 7. PROYECTO DE EDIFICIO PERIMETRO

La estructura se define en un momento inicial y se mantiene constante a lo largo de todo el desarrollo del proyecto. El edificio se define en un momento inicial y se mantiene constante a lo largo de todo el desarrollo del proyecto.

Weak perimeter edges (no elements near the top and bottom edges) create compositions where elements look squeezed; however, text too close to the edge is hard to read.



**An effective grid is not a rigid formula,  
but a flexible and resilient structure,  
a skeleton that moves in concert with  
the mass of information.**



**em dash a break in thought (Option > Shift > Dash Key).**

**en dash replaces “to” (10 – 5 pm) (Option > Dash Key).**

**hyphen, minus sign, or negative (sixty-six) (2 - 1 = 1) (-1).**

sentence. New sentence. New

**Double space vs. single space. Use as little space between sentences, enough space to distinguish separation between sentences. Too much space stops the eye at the extra space.**



With Hanging Indentation,  
the first line is set normally, while  
the subsequent lines are indented.

---

“Very little attention is  
paid to the spacing of  
punctuation, symbols,  
and marks in text.”

"Very little attention is  
paid to the spacing of  
punctuation, symbols,  
and marks in text."

**Use the tab palate to create hanging indents and the story palate to hang quotes.**

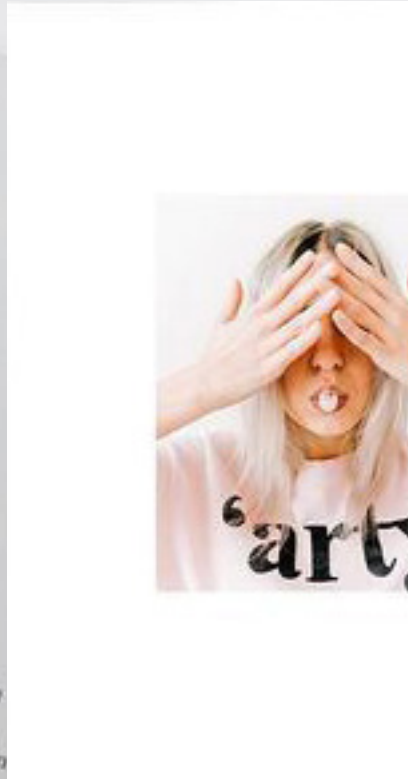
**Quotation marks are hung outside to line up the letters.**

Avoid abbreviating, but Mr. Mrs. Jr. Hon. are permissible. The abbreviations A.M. and P.M. are not capitalized, use small caps or lowercase. The ampersand is used in company names, not for body type.

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**Enlarged capitals or drop caps mark the entrance to a chapter in an editorial. It's an invitation to come inside.**

Uniformity is key to developing a good ragged edge. A rag can range from deep to shallow, but its uniformity and consistency overall are what make it very desirable.

---

Uniformity is key to developing a good ragged edge. A rag can range from deep to shallow, but its uniformity and consistency overall are what make it very desirable.

**A bad rag is when the text is too deep and becomes a forced edge. A rag that is unforced and invisible is desirable.**

No more than three in a paragraph and not to be placed at the ends of two consecutive lines. One syllable word may not be broken, the division of words should be avoided whenever possible. Do not hyphenate short words. Proper names should not be divided.

---

No more than three in a paragraph and not to be placed at the ends of two consecutive lines. One syllable word may not be broken, for the division of words should be avoided whenever possible. Do not hyphenate short words. Proper names should not be divided.

**More than 3 hyphens in a paragraph overpowers the paragraph. Do not have 2 consecutive lines ending in a hyphen. Don't hyphenate short words or proper names.**

The width of the paragraph depends heavily on the size of type being used and, therefore, how many characters can be fit onto a single line.

---

The width of the paragraph depends heavily on the size of type being used and, therefore, how many characters can be fit onto a single line.

**The line length should be between 8 to 12 words per line.**

# The Rise of bottom-up placemaking

The bottom-up movement has developed in the urban regions that have been hardest hit by economic recession in recent years. It is a grassroots movement that is driven by a desire to improve the quality of life in their neighborhoods. The bottom-up movement is a grassroots movement that is driven by a desire to improve the quality of life in their neighborhoods. The bottom-up movement is a grassroots movement that is driven by a desire to improve the quality of life in their neighborhoods.

**The story is one of negotiations, mutual leverage, challenges and loopholes enabling the emergence of participatory placemaking**

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## Grand ideas of equity

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Indents separate paragraphs. A typical indent is the height of the capital letter. An indent signals a break, so avoid indenting the very first line of a body of text.

## PRÉLÈVEMENT PAR APHÉRÈSE DE CELLULES SOUCHES

### QU'EST-CE QUE LE DON PAR APHÉRÈSE?

Le terme « aphaérèse » signifie séparation et prélèvement. Durant un don par aphaérèse, le sang passe dans un appareil où les composants recherchés sont prélevés. Le sang est alors centrifugé et les composants qui n'ont pas été prélevés sont restitués au donneur.

11

### VOICI LES CARACTÉRISTIQUES DES DIFFÉRENTS DONS PAR APHÉRÈSE :

Le prélèvement de plasma prend environ 30 minutes.

Le prélèvement de plaquettes prend entre 45 et 75 minutes.

Le prélèvement de granulocytes prend environ 90 minutes et est fait à partir des deux bras.

Le prélèvement combiné de plusieurs produits prend entre 75 et 90 minutes selon la combinaison des produits prélevés.

Au moment du don, on ajoute une substance appelée « anticoagulant » qui empêche le sang de coaguler une fois à l'extérieur de l'organisme et qui vous sera restitué en partie avec les produits non prélevés.

Les aphaères à usage unique que nous utilisons sont stériles et jetables. Vous ne pouvez pas contracter une maladie en donnant du sang.

40-75  
90  
25-90

12

**Indents or space between paragraphs allow the viewer to distinguish between paragraphs.**