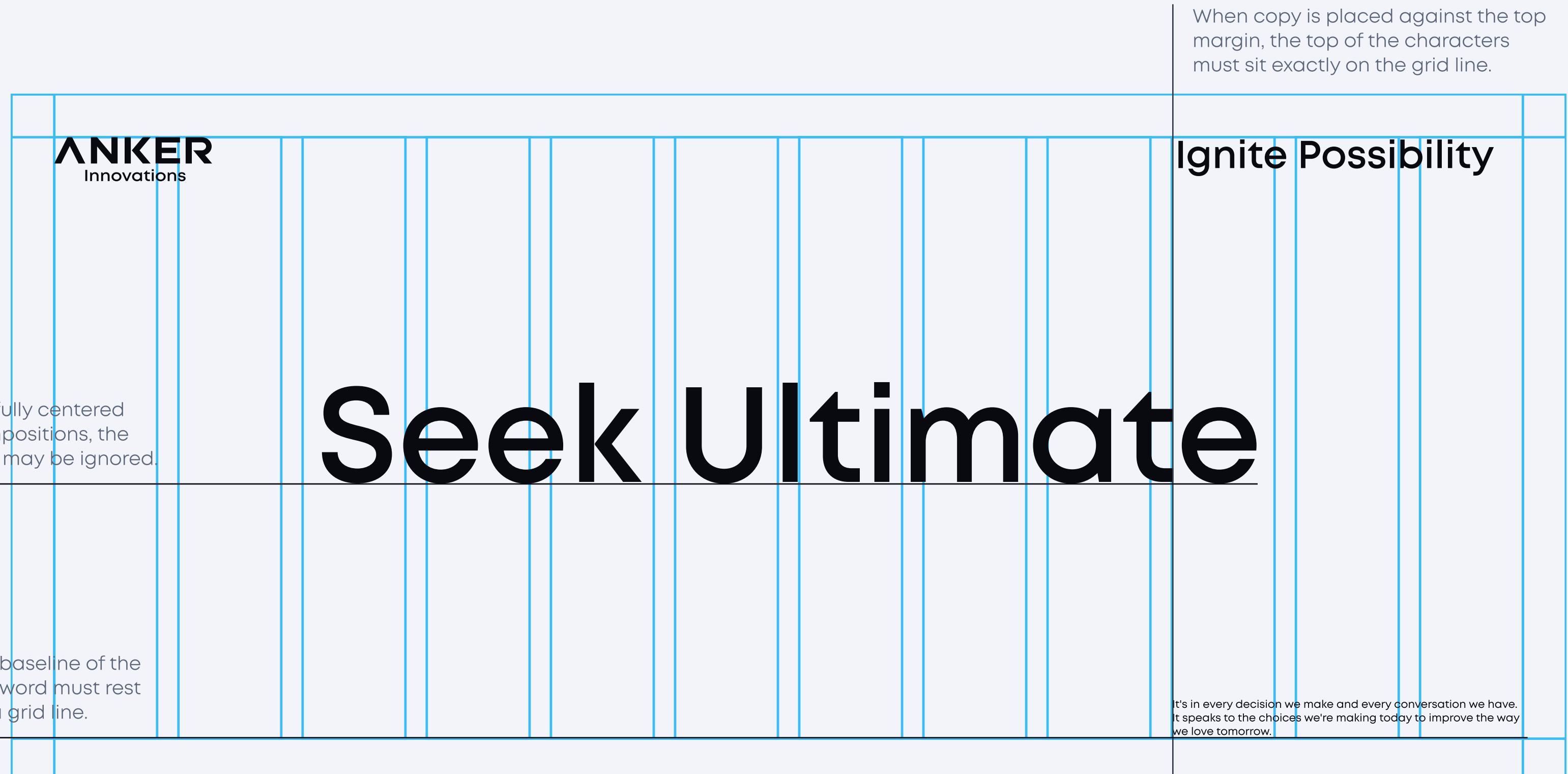# Element Positioning

Text Placement

The accompanying diagram illustrates general principles for aligning text and other visual elements within the grid framework.

When copy is placed against the top margin, the top of the characters must sit exactly on the grid line.

ANKER
Innovations

Ignite Possibility

For fully centered compositions, the grid may be ignored.

Seek Ultimate

The baseline of the last word must rest on a grid line.

It's in every decision we make and every conversation we have. It speaks to the choices we're making today to improve the way we love tomorrow.

When copy is left-aligned, the first character must align with a vertical grid line.