

Font choice

THE ORANGE BANK

The Orange Bank

The Orange Bank

Interstate BOLD	TRACKING: -20
Chalkboard REGULAR	TRACKING: -10
Palatino REGULAR	TRACKING: 0

The effect of letter spacing (tracking/kerning)

T H E   O R A N G E   B A N K

The Orange Bank

T h e   O r a n g e   B a n k

Interstate BOLD	TRACKING: 200
Chalkboard REGULAR	TRACKING: -100
Palatino REGULAR	TRACKING: 390

The effect of line and shape



The effect of placement and hierarchy

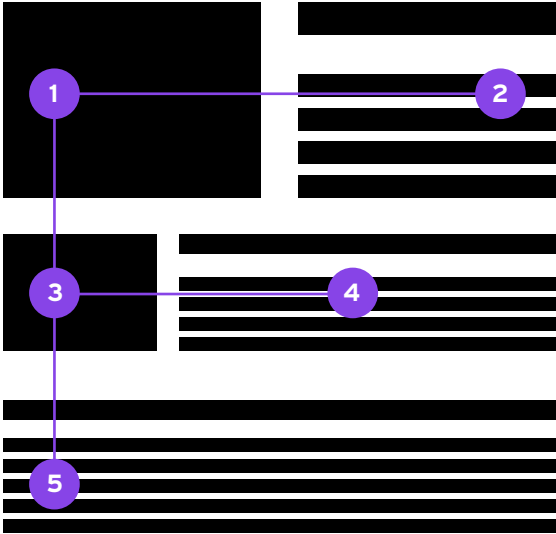


The effect of colour

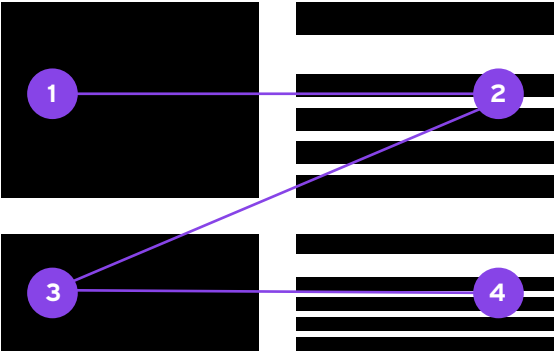


Structure

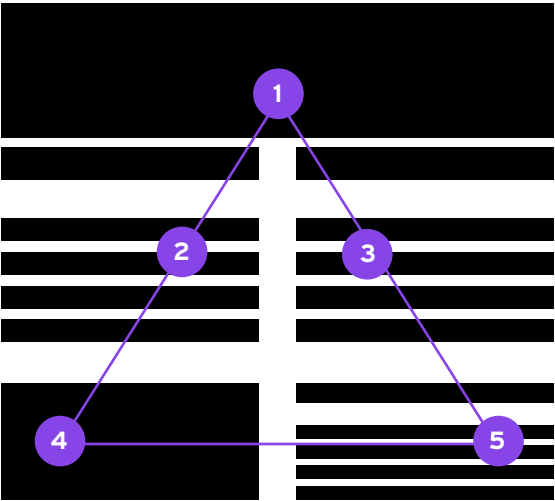
‘F’ pattern



‘Z’ pattern



Pyramid/stacked/cake pattern



Hierarchy in font point size

3 The Orange Bank

1 Lorem ipsum

2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

1 The Orange Bank

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

2 Lorem ipsum

2 The Orange Bank

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

1 Lorem ipsum

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

1 Lorem ipsum

2 The Orange Bank