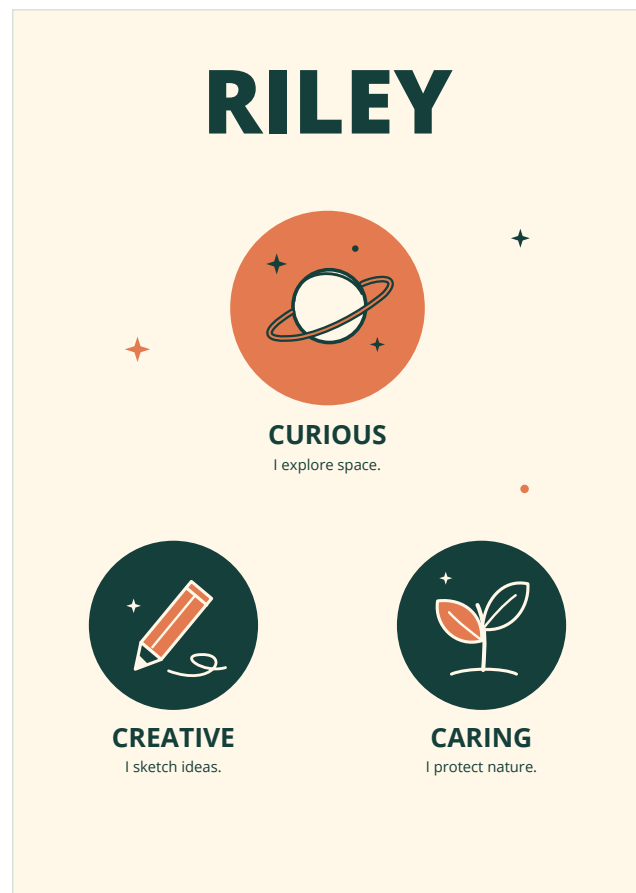


One identity, three layouts

Same name, words and symbols. Compare what you notice first and how your eye moves.

Fictional identity / A4 portrait posters / 3 colours each / full-size examples on pages 2-4

01 Centred triangle



Benefit: The large name and open space make the first impression clear.

Limitation: The top word gets more attention than the other two.

Forest / cream / terracotta

Type: Open Sans

Name 84 pt / words 25 pt

Discuss: Which layout fits Riley best? Give one reason and one trade-off.

02 Split column



Benefit: Matching rows connect each identity word with its symbol.

Limitation: The narrow text column leaves less room for longer sentences.

Cobalt / pale yellow / coral

Type: Open Sans

Name 75 pt / words 32 pt

03 Modular grid



Benefit: Separate blocks organise three different sides of the person.

Limitation: The larger top block makes one interest seem more important.

Plum / peach / lilac

Type: DejaVu Serif + Open Sans

Name 82 pt / words 29-32 pt

RILEY



CURIOUS

I explore space.



CREATIVE

I sketch ideas.

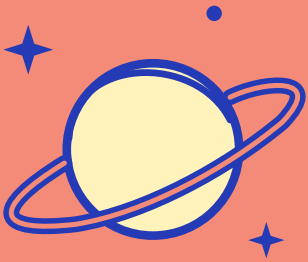


CARING

I protect nature.



RILEY



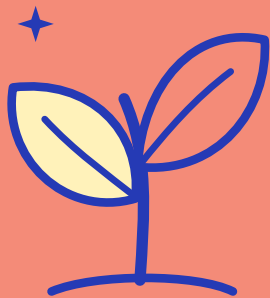
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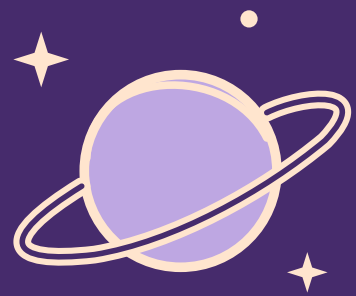
CARING

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RILEY

CURIOUS

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CREATIVE

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CARING

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