

# PHOTOGRAPY TREATMENT



VERSION 1  
Grayscale

The white text gets lost in some areas on black and white photograph.



VERSION 2  
One color

Adding a tint color can make the text easier to read and add a significant graphic impact.



VERSION 3  
Gradient

Adding gradient into photography produces a dynamic effect that can instantly create an even more dramatic experience.

## TYPOGRAPHY HIERARCHY

Playing with font weights can emphasize the message a lot better. Be creative and flexible in using typography.

## PHOTO QUALITY

The quality of images used is important to show the quality of the Visage brand.

## DYNAMIC COLORS

Infuse, mix, and overlay textures within photography to enhance with color and heighten its emotional power.

## TEXT COLOR

Colour may be used to help differentiate between types of information. Use contrast color for text placed over a photograph.