

TYPOGRAPHY

A good use of typography is not only important for the overall impression of Visage brand, but it also reflects the quality of the products.

BRAND PRINCIPLES

The main objective of our typography style is to support clear communication of our key messages. Visage identity system is defined by a strong typographic style and expression. The typographic principles are based on function, format and purpose.

FLEXIBILITY

Allow the content to lead the typography. Be flexible and creative in using typographic treatments to highlight titles and information.

CONSISTENCY

Typography must be used consistently in order to ensure a clear connection.

BASIC TYPOGRAPHY PRINCIPLES

Each typographic element contributes to the successful rendition of the overall style. Consider the text arrangement, line spacing and letter spacing carefully, together with methods of emphasis and hierarchy.

WHITE SPACE

Our typography style should balance breathing room with a deliberate, and compact execution.

LINE SPACING

Line spacing has a major effect on legibility and influences the look of the final piece. It should be carefully considered and well executed to achieve a clean result.

CONTRAST

Use the weights of the typeface to provide contrast and add pace to communications.