

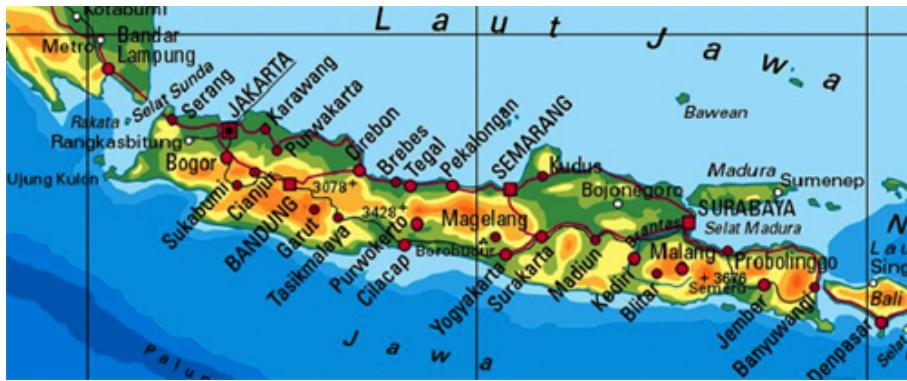
4C) ORIENTATION OF NAME

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Three ways to orientate a name

- horizontal = following grid
- systemically rotated (see example below)



- plastic names approaching vertical line: define logical reading direction

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