

4C) ORIENTATION OF NAME

[<previous](#) - [next>](#)

Three ways to orientate a name

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



- plastic names approaching vertical line: define logical reading direction

[Home](#)
 |
[Self study](#)
 :
[Names Placement](#)
 |
[Contents](#)
 |
[Intro](#)
 |
 1. Spatial characteristics
 |
 2. External factors
 |
 3. Graphic variables (a/b/c/d/e)
 |
 4. Esthetics and legibility (a/b/c/d/e)

[<previous](#) - [next>](#)