

Figure 5.50. Achetypes construction frame. Source: Own creation.

Model		Font									Colour							
17 MODELS		9 STYLES									65 SWATCHES							
1											VISUAL SIGN 				VERBAL SIGN LOGO		BACKGROUND SIGN 	
		 MANUAL	 CLASSIC	 MODERN	 SLAB	 INCISED	 SANS	 ROUNDED	 SCRIPT	 DECORATIVE								
2	LOGO																	
3	logo																	
4	LG																	
5	L*GO																	
6																		
7																		
8	LOGO																	
9																		
10	LOGO																	
11	LG																	
12	LOGO																	
13																		
14	LOGO																	
15																		
16	LOGO																	
17																		
18	L*GO																	
																		