

ELI | KIRK

CLIENT PROPERTY SOLUTIONS
PROJECT LOGO TOUCH-UP

LOGO TOUCH UP

MAY 28

OBJECTIVES

- > Clean up typeface irregularities
- > Present consistent and stronger typeface

suggested

property
SOLUTIONS

differences

property
SOLUTIONS

needs kerning adjustments

improperly built

congested joint awkward filling facet instead of curve facet instead of curve too tall for all lowercase logotype too narrow of glyph to match rest of the lowercase glyphs

curve doesn't match counter congested joint

N doesn't reach full cap height

uses curved glyph baseline instead of straight glyph baseline doesn't have horizontal optical weight compensation doesn't have horizontal optical weight compensation

property
SOLUTIONS