

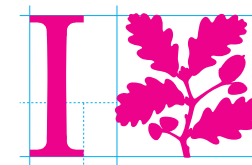


National
Trust

All you need is love

Refining 'I Love' and its typography

August/September 2012



Lock-up defined by golden ratio (1.618) shown by blue lines.
Minimal optical overlap for oak leaf



Large NT Bold 'I' is 192pt to match height.
Using golden ratio, type set beneath could/should be 118pt



Adobe Garamond Pro
Regular



We can use the golden ratio (1.618) for maximum control and visual comfort



Adobe Garamond Pro
Regular



Bodoni (destroyed)
Middle section inherited from NT Display lowercase L



National Trust
Display



National Trust
Regular



Adobe Garamond Pro
Regular



Bodoni (with additions)
Regular



Bodoni (destroyed)
Middle section inherited from NT Display lowercase L



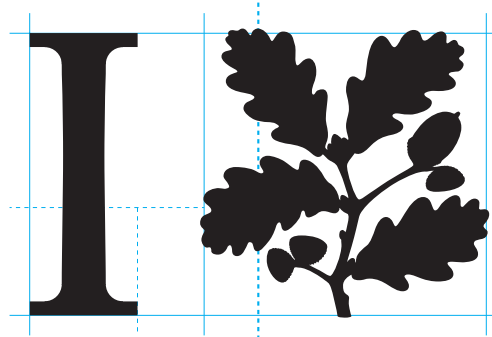
Bodoni (destroyed)
+ curious slant on top of 'I' in attempt to bring in more of the NT typeface affectations



Adobe Garamond Pro
Regular

Thought process

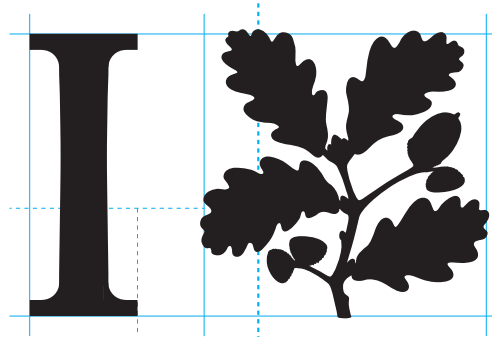
A visual story of the thinking behind the refinement process.



Great British Walks

The golden ratio

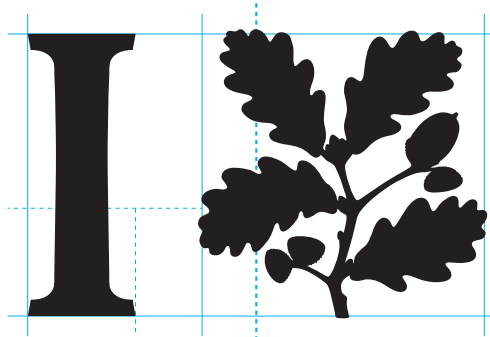
Combining the *I Love* lock-up with proportionally set type aligned to its centre.



cream teas

Working on the 'I'

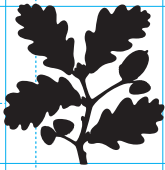
The stem of the 'I' is thickened to add weight and improve its standing alongside the oak leaf.



2 Willow Road

Improving the 'I'

The 'I's stems have been slanted and their curves elongated.

I  Arlington Court

I Love for alternative formats

When a format requires it the lock-up could be used as demonstrated, along the horizontal axis.

note

The following six pages contain free-standing treatments of the I Love lock-up.

The last three options have oak leafs slightly larger than the golden ratio's square – created to kickstart a conversation about the validity of the approach.

The typesetting of what I love is proportional to the cap height of the 'I' of 'I Love'. It also uses the golden ratio – 1.618. However, we will agree an approximation of this in any guidelines we may make to aid the layman who will inevitably be required to format many instances of the lock-up and its statement.



**skimming
stones**



Knole



Great British Walks



**skimming
stones**



Knole



Great British Walks