

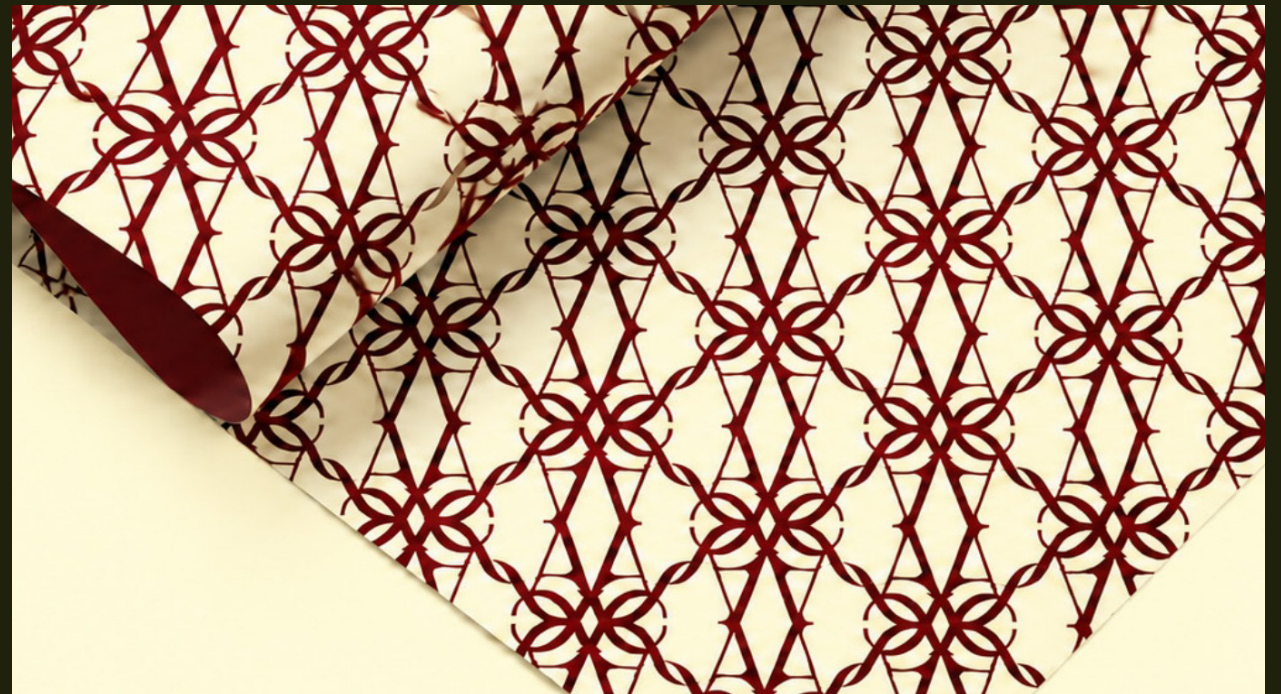
FROM LETTERFORM TO RHYTHM

The identity, repeated.

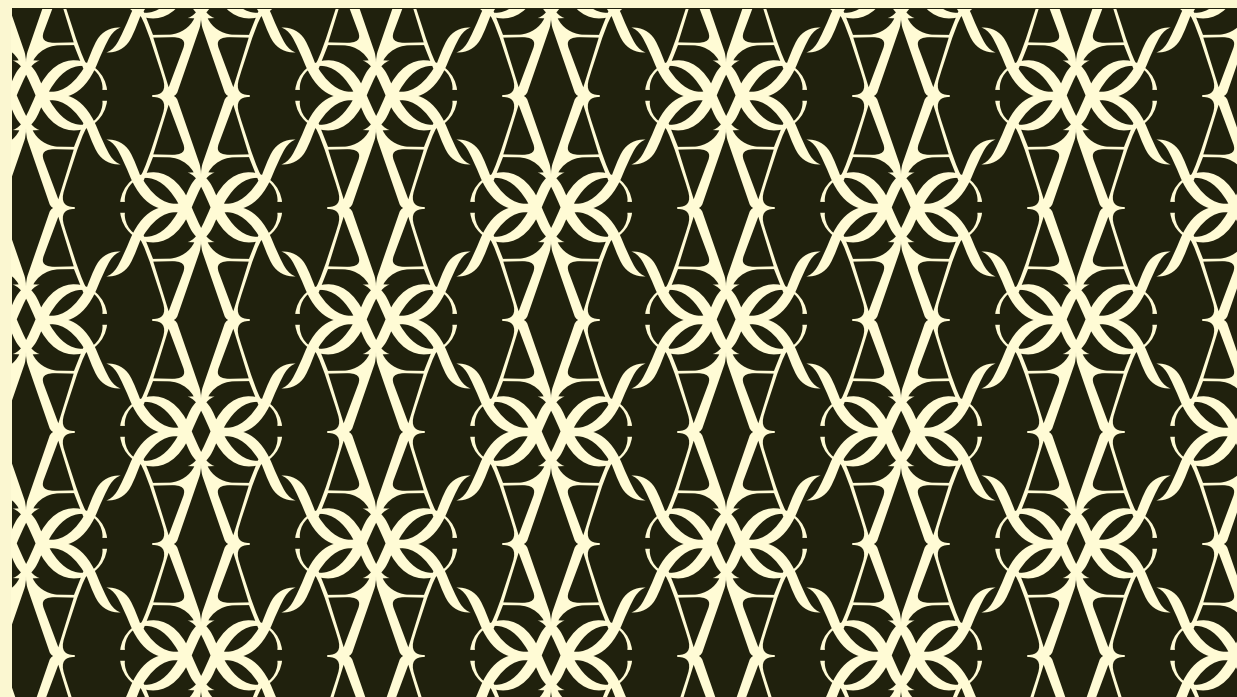
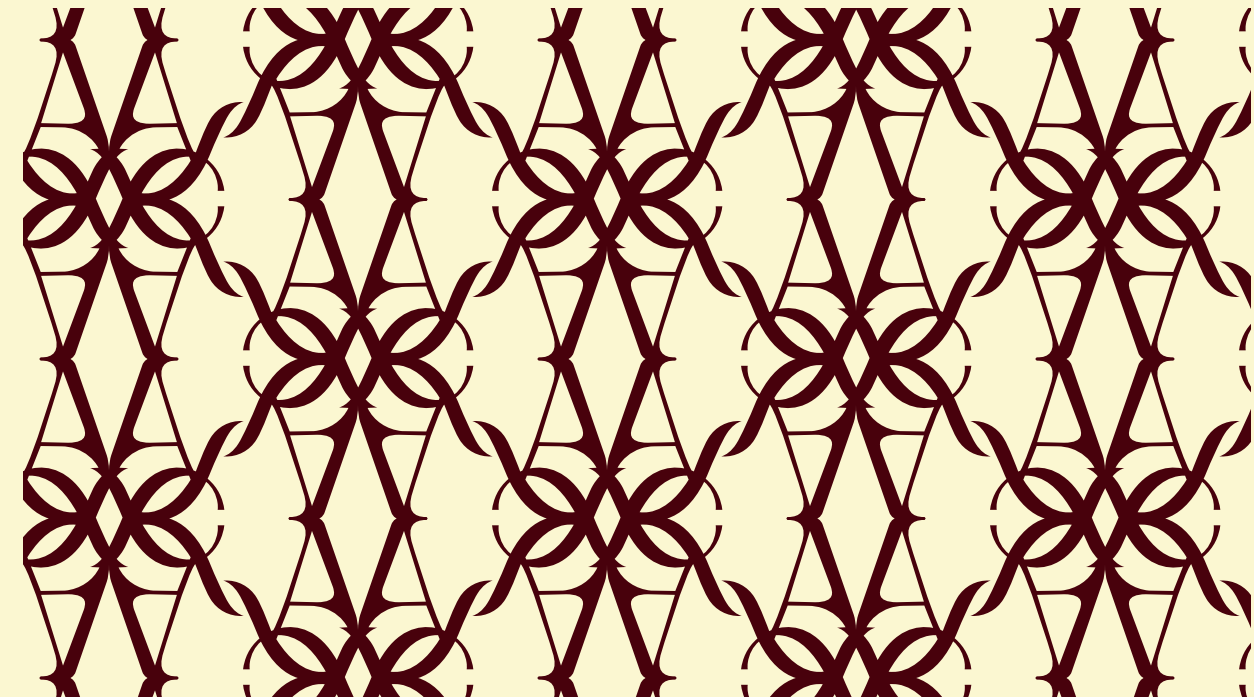
Derived from the A

The supplied pattern extracts a distinctive part of the custom A, then mirrors and connects it into a continuous composition.

Use as a border, lining, wrap or quiet background. Scale proportionally and preserve the original repeat. Leave a clean field around logos and small text.



Use the original repeat tile. Keep joins seamless; do not stretch the motif or create new versions from a photograph.





SECONDARY PATTERN

Use this fine-line pattern on packaging, stationery and background details. Keep it subtle so artwork and logos remain prominent. Preserve its proportions and repeat alignment, use brand colors, and keep text on a clear, solid area.

