

all we need

are a few

basic ones

TRASH

THE

REST

ALL WE NEED

ARE A FEW BASIC ONES

TRASH

THE

REST

**BREAK
ING
RULES**

**JUST ANOTHER
RULE**

**B R E A K
I N G**



R U L E S : :

J U S T

A N O T H E R

R U L E

what

must

it

do

NOT

how it looks

NOT
HOW
IT
LOOKS

WHAT
MUST
IT
DO



what must it do

(not how it looks)

W

E

I

S

A

***GREETUS
AT THE POINT
OF DECISION***

The clean minimalism
or elegant balance
and perfect kerning
favored by
typographic snobs :))



***What
is
its
proper***