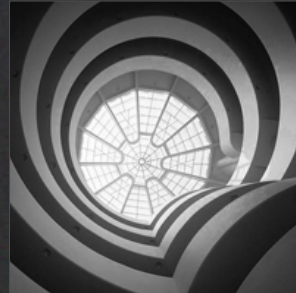
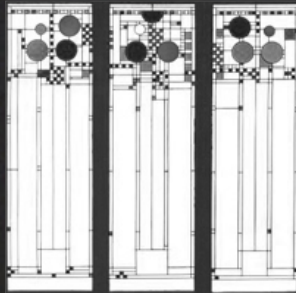
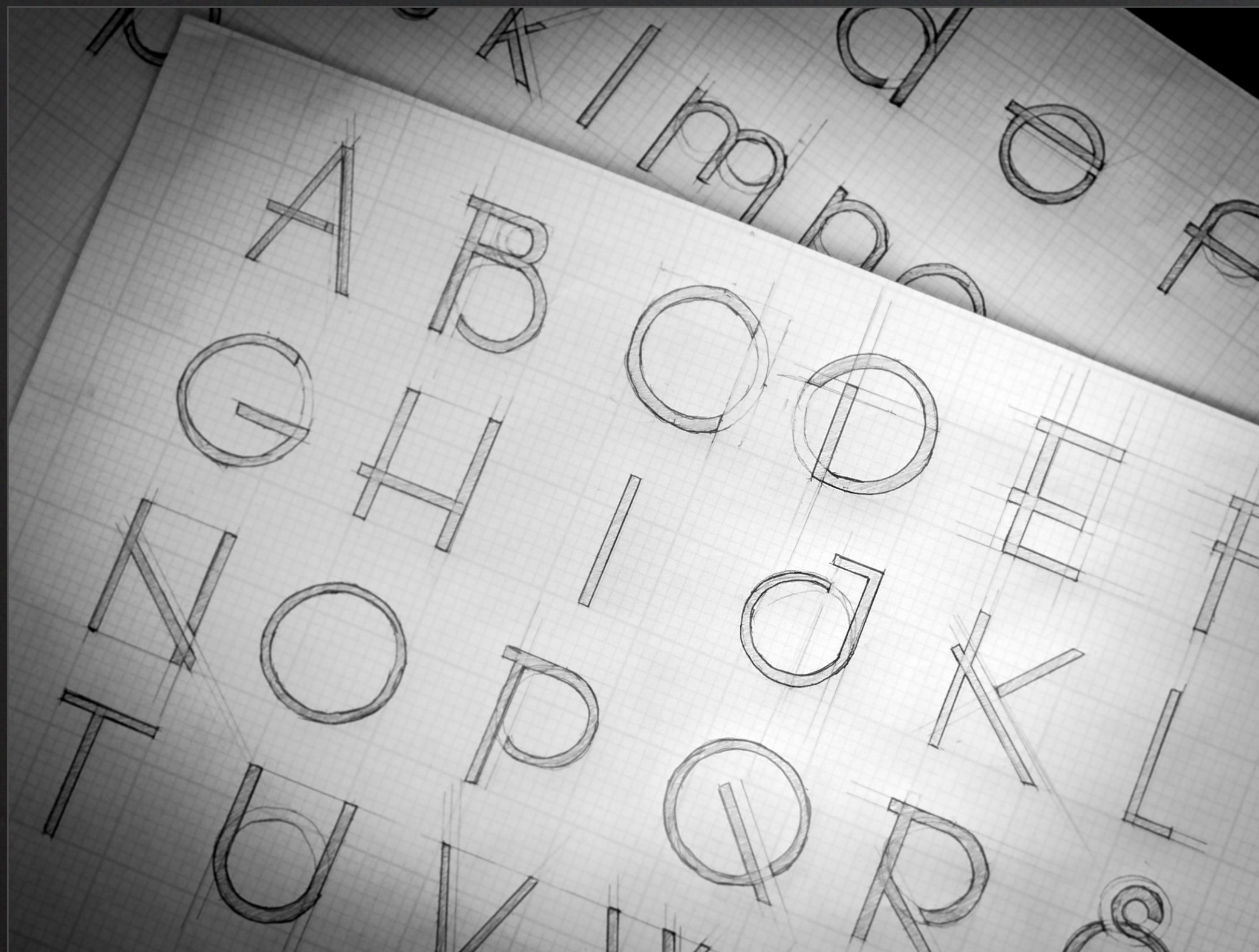


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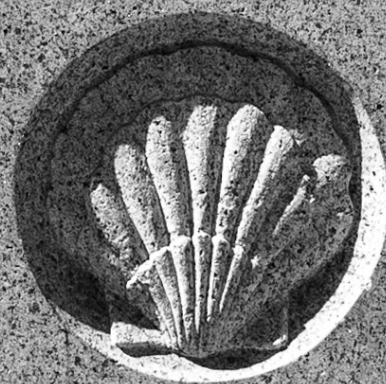


○ is an original typeface designed by Joseph Soul to represent his personal style and aesthetic view based on the beauty of early 20th century architecture and industrialized style, Art Deco, Streamline Moderne and Organic Architecture. ○ is a very narrow, skinny typeface with extremely wide circles. By using only the geometric curves and lines following the rule of thirds, ○ shows off its elegance and sculptural construction. In this typeface, bowls never connect with straight lines on one side, left-right diagonal lines clear the right side, and multiple overshoot lines occur when two straight lines meet. ○ should not be used smaller than 12pt in print and 14pt on screen.



Joseph Soul
ART DECO
Empire State Building
Frank Lloyd Wright
Fallingwater
Tiffany & co.

Architectural Digest
Harry Winston
Bang & Olufsen
Chrysler
Streamline
Fifth Avenue



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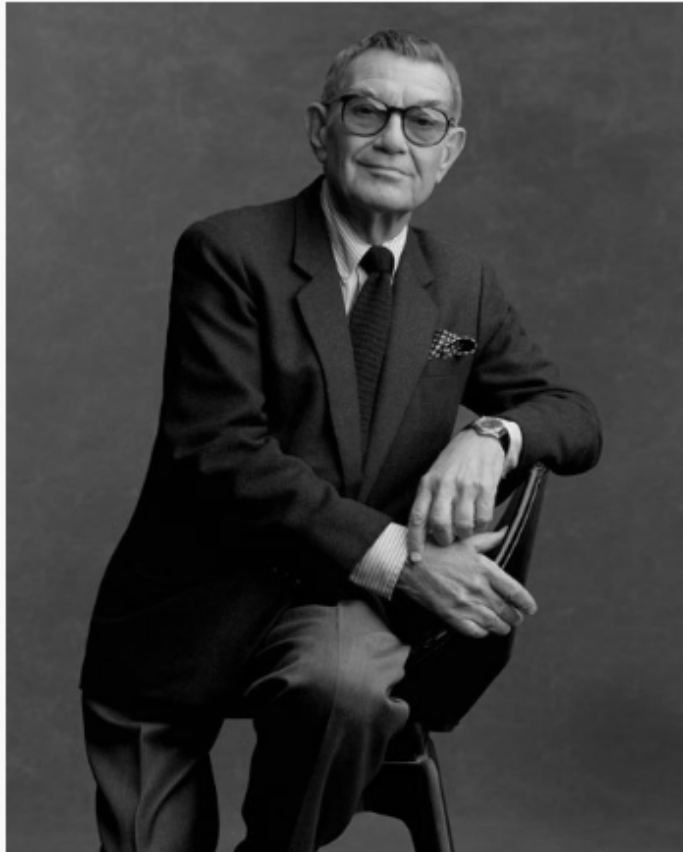
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visual design

title: PANTONE - posters medium: InDesign year: 2011



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