

BACK IN STYLE

THE WORK EDIT

ART DIRECTION / TYPOGRAPHY SYSTEM — BACK IN STYLE — THE WORK EDIT — 4:5 / 1080 × 1350

01 / TITLE LOCKUP

DISPLAY ZONE / 85–90% LEADING

BACK IN STYLE

THE WORK EDIT

DISPLAY
110–135
PX / ALL CAPS

TRACKING / +20 TO +40
NO SHADOW · NO OUTLINE · NO GLOW

LEFT ALIGN / 80–100 PX SAFE MARGIN

SUBTITLE / 25–30 PX / +250 TO +350

02 / TYPE PAIRING

PRIMARY / DISPLAY

Aa

Bodoni Moda

SEMIBOLD 600

LUXURY · EDITORIAL · HIGH CONTRAST

fonts.google.com/specimen/Bodoni+Moda

SECONDARY / SUBTITLE

Aa

Manrope

MEDIUM 500

CLEAN · MODERN · FUNCTIONAL

fonts.google.com/specimen/Manrope

03 / APPLICATION RULES

A / DISPLAY

ALL CAPS

110–135 PX · +20 TO +40

LEADING 85–90%

B / SUBTITLE

ALL CAPS

25–30 PX

TRACKING +250 TO +350

C / COMPOSITION

LEFT ALIGNED

SAFE MARGIN

LEFT / TOP 80–100 PX

04 / COLOUR BEHAVIOUR

BACK IN STYLE

WHITE ON DARK IMAGE

BACK IN STYLE

BLACK ON LIGHT IMAGE

ART DIRECTION NOTE / PRESERVE NEGATIVE SPACE AND CLEAR MODEL VISIBILITY

SYSTEM 01 / WORKWEAR CAMPAIGN












RIVA