

# DESIGN BALANCES



ALL  
ASPECTS  
OF ITS  
FORM TO  
ENGAGE  
THE  
AUDIENCE  
AND TO  
SERVE A  
FUNCTION.

THIS SERVES ITS FUNCTION.

SIMPLY PUT,  
NOTHING ELSE.

GIVES THE EYE WHAT IT CRAVES.  
SIMPLICITY, AND BALANCE IN  
FORM AND REPRESENTATION.