Our sense of balance affects everything we see
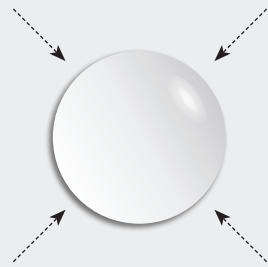
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By Bob Dahlquist with the Before & After staff

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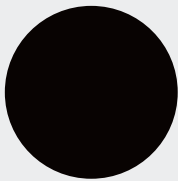
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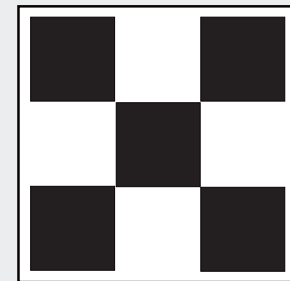
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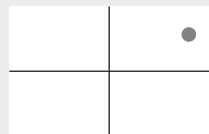**CBS**
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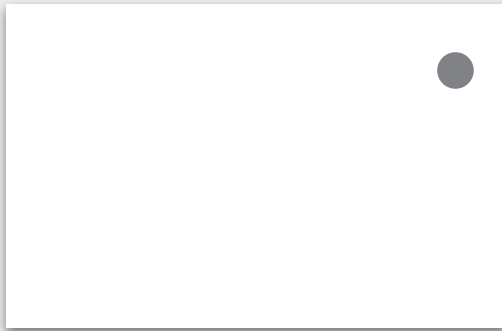**Woolmark**
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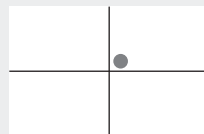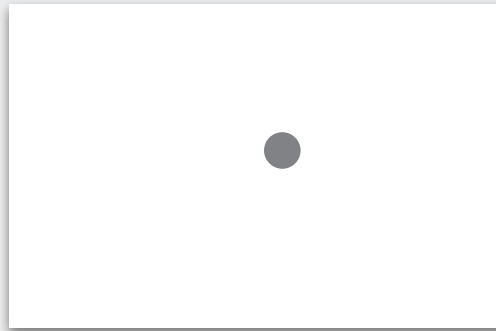
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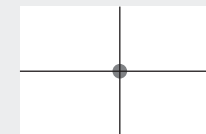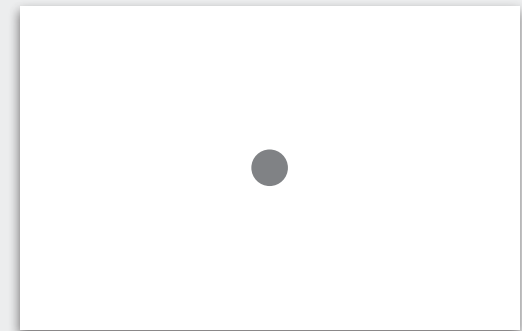
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The dot far off center results in tension from three elements tugging at your eye—the center, the dot and the edge.

Ambiguity

Neither centered nor clearly off center, our eye struggles with this ambiguity.
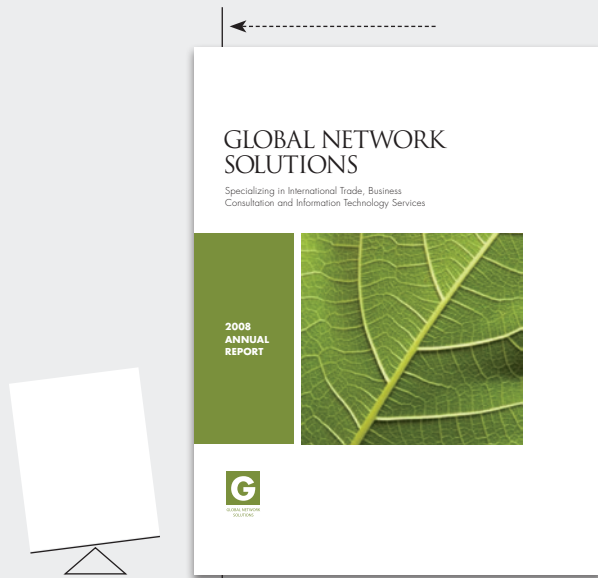
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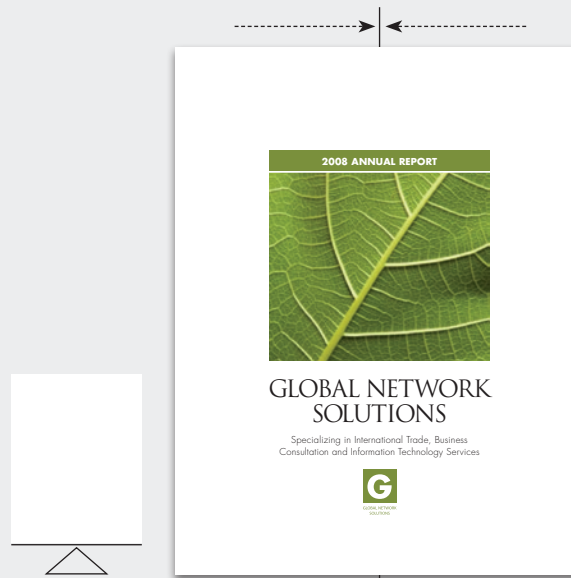
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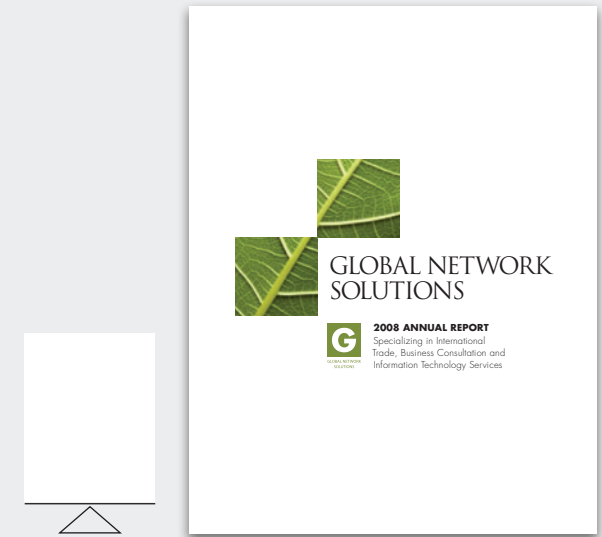

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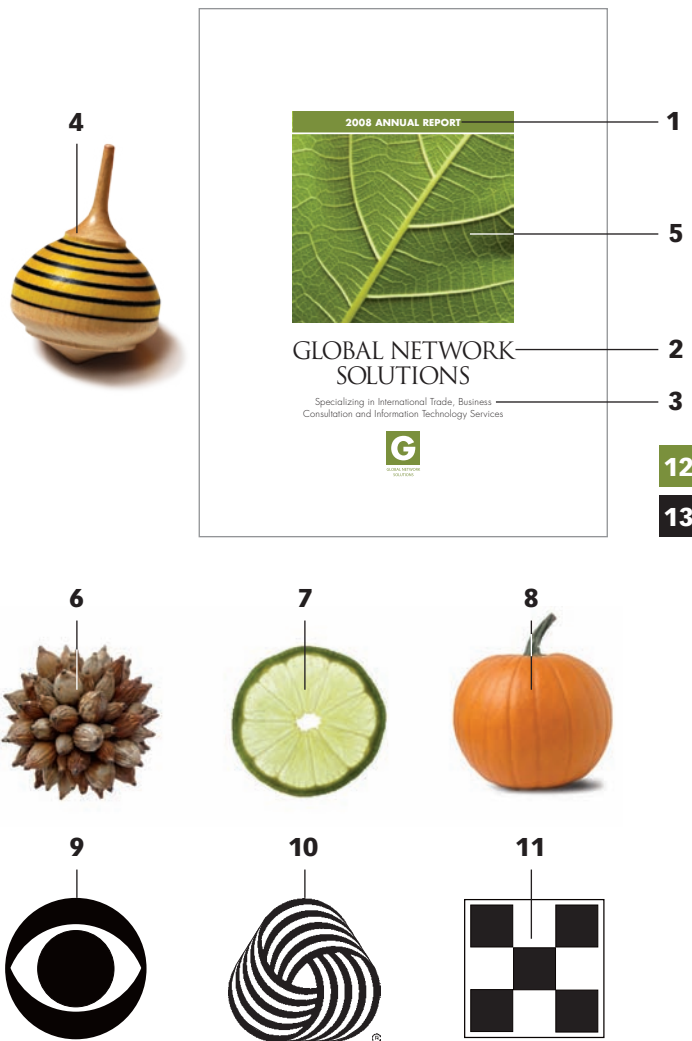
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The centered layout is balanced, stable, in repose.

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The visual weight is in the center. The center itself is asymmetrical and active.

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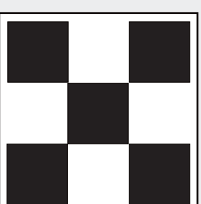**Look at me!** (Below) Equilibrium gives these logos rest, stability and permanence. Each one commands your extreme attention, because your eye is drawn towards the center.

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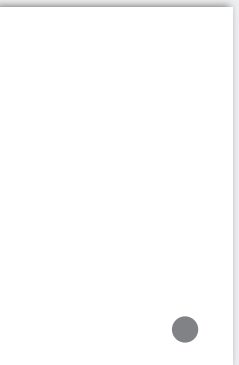**Woolmark**
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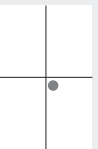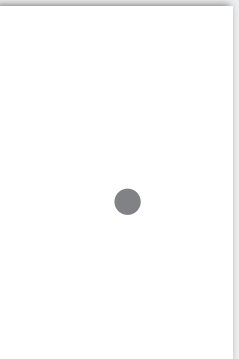by William Danforth

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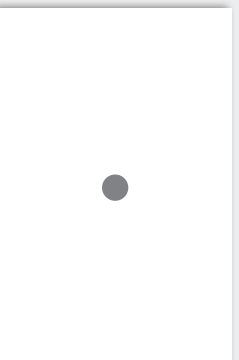
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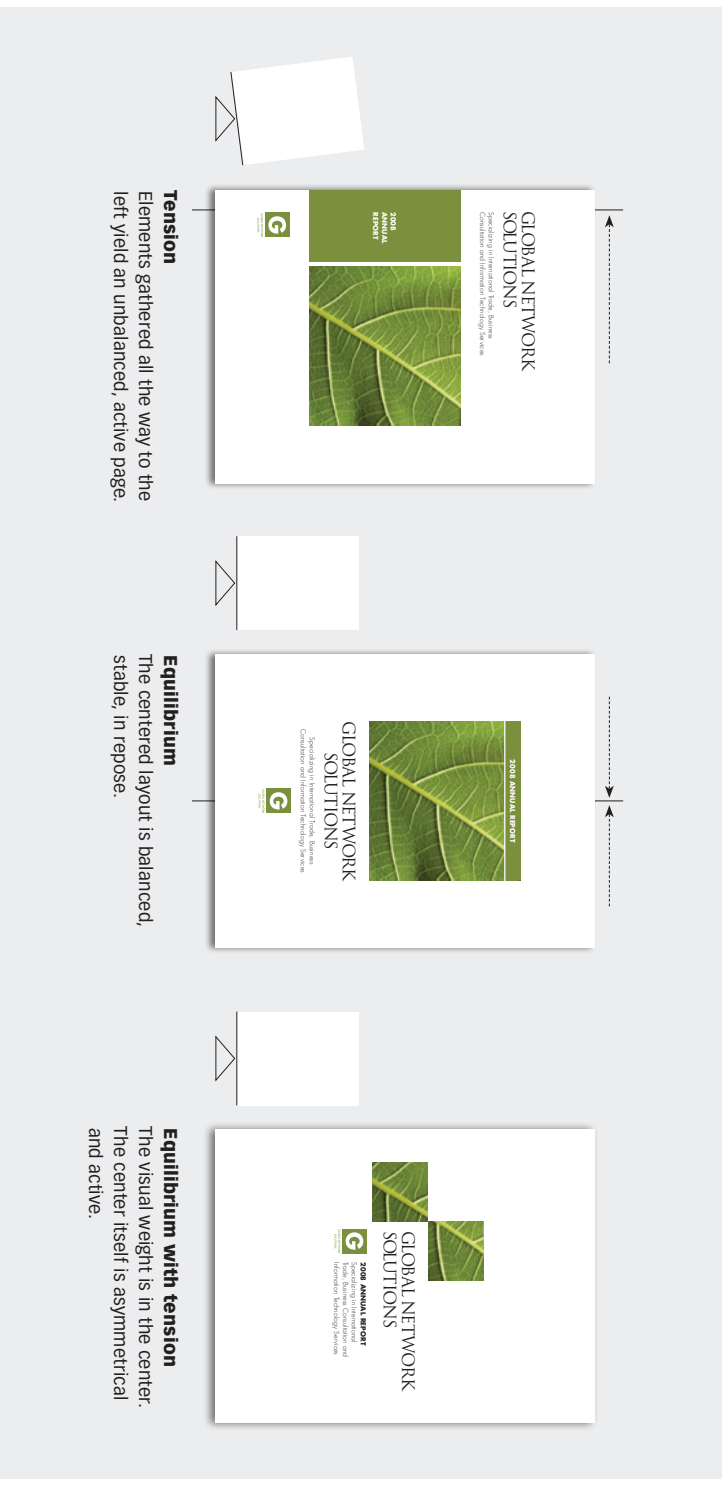
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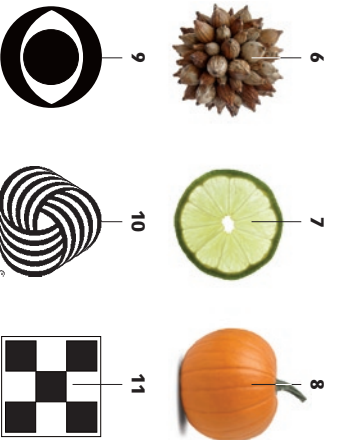
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