

Below, the twelve comprehensive versions discussed on the preceding pages present a conservative approach to the logotype design. Recall the original request: design the word **Prudential** closely following a font in a highly legible, individual manner, easily identified, without straying too

far from accepted type forms. The client favored Century and requested a taller x-height, which condenses the letters. The version at bottom right was chosen and used as a model for a corporate font for subsidiary names. Many of these names are long, and the narrower proportion permits

them to be set in one line. The design was scanned from a pencil comprehensive and drawn in a font drawing program.

Prudential

Prudential

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For comparison, the twelve comprehensive hand-lettered versions based on type forms.