

[LOGO OF THE COLLECTION]

DESIGN GUIDE

[COVER PHOTO: HIGH RESOLUTION INSTALLATION
IMAGE THAT EXEMPLIES THE COLLECTION]

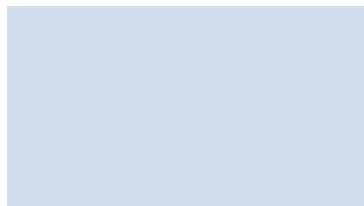
A COLLECTION BY
HERITAGETILE™

How To Use This Document:

This Design Guide template is based on the Viva Tile Design Guide (last updated December 2022). Certain components of the original design guide have been replaced with placeholder boxes and text, which are explained below. While the nature of the design guide content means that they will not be entirely uniform across our collections, the general structure and style should still be cohesive to maintain the Heritage Tile brand identity. Significant changes (e.g. using a different typeface for body text) require approval from Amy Bird, Sr Creative Director.

To make a new design guide, you can either make a copy of this document, replace text/images, etc. and delete the instructions, or make a new document and use this template as a reference.

EXAMPLE:



[HIGH RESOLUTION
IMAGE AS THE
BACKGROUND]

(Above: Mission
Statement, move
accordingly if it blocks
the focal point of the
background image.)

WHAT IT MEANS:

Blue boxes (frames) like these indicate that an image should be placed into the frame. Frames can be adjusted to fit the content, and the solid blue color should **not** be visible after placing the image.

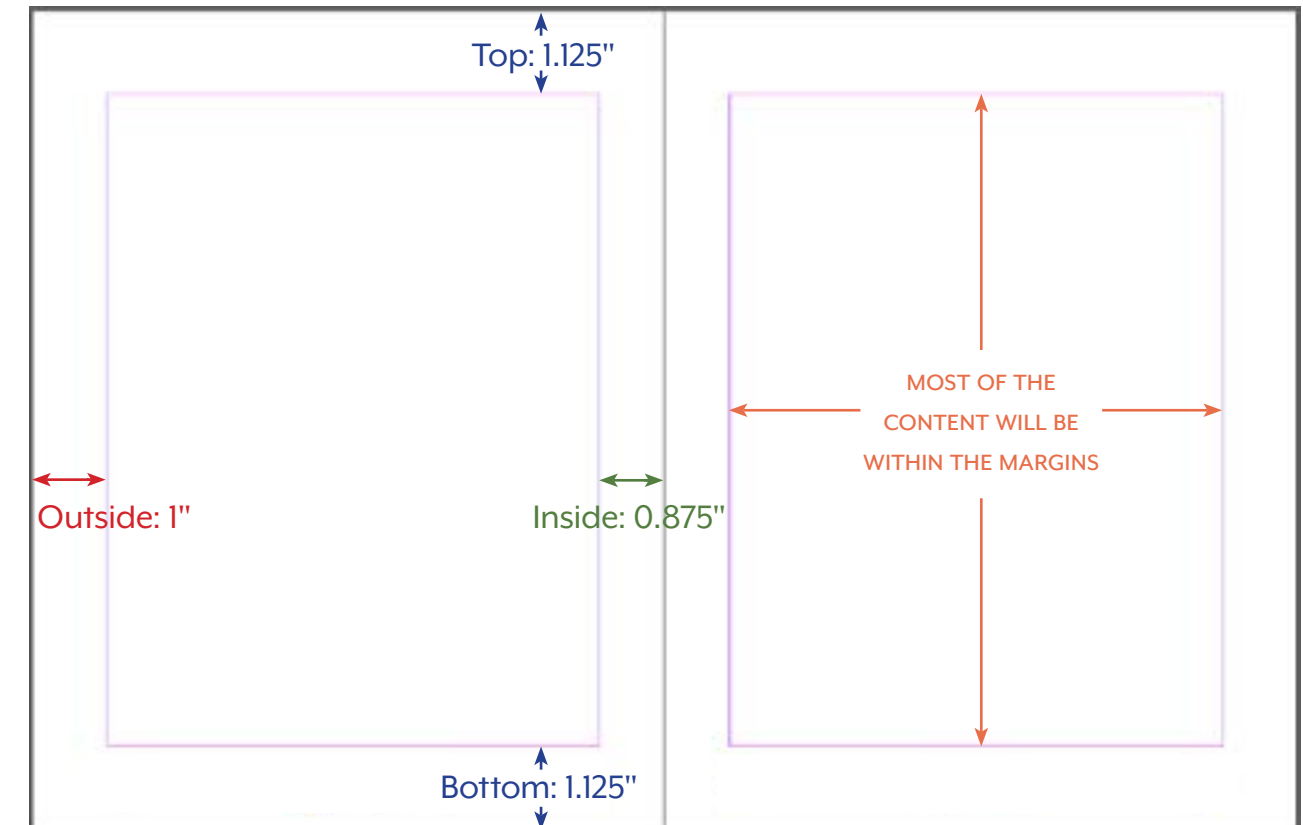
Blue text in **square brackets** and all caps describes what should be placed into the frame, and the text should be **deleted** afterwards.

Blue text in **round brackets** and regular capitalization provide more information about the text/image/etc. This should also be **deleted** afterwards.

Document Layout:

PAGE SIZE: Letter (8.5" × 11"), facing pages.

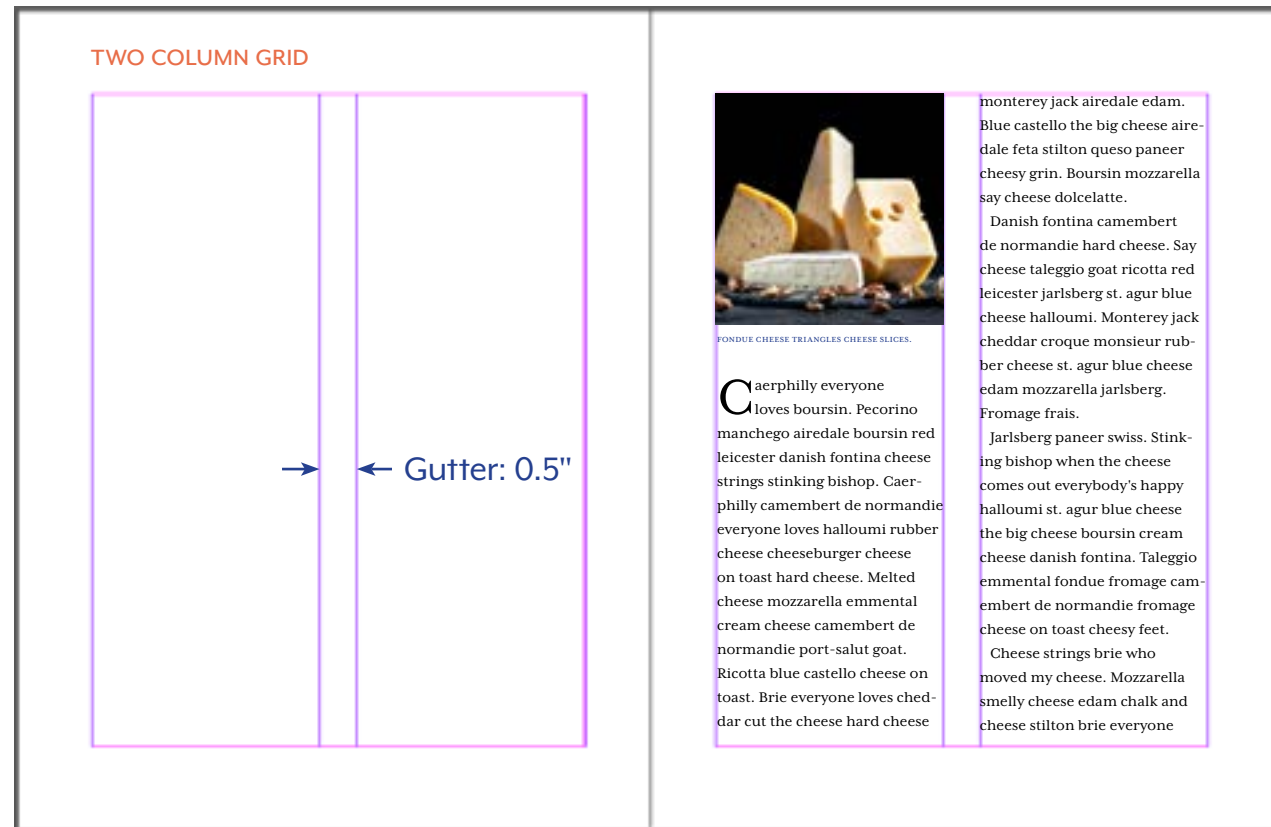
MARGINS (LAYOUT -> MARGINS AND COLUMNS):



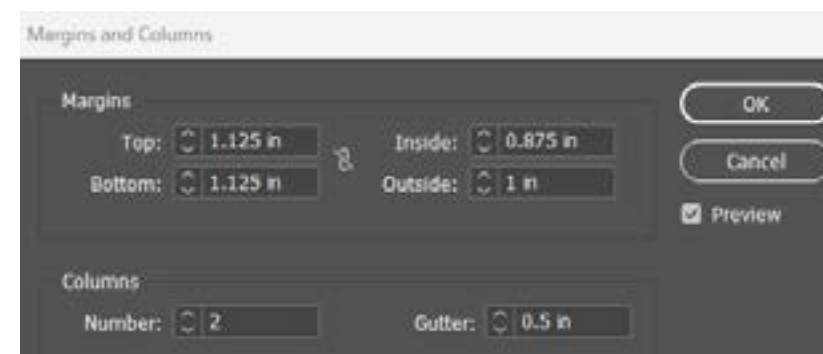
These margins allow for the headers and footers to not clutter other content on the page. Keep the contents within the margins, unless you are extending an image to the edges (or bleed lines for print) of the page.

Document Layout (CONT):

COLUMNS (LAYOUT -> MARGINS AND COLUMNS):



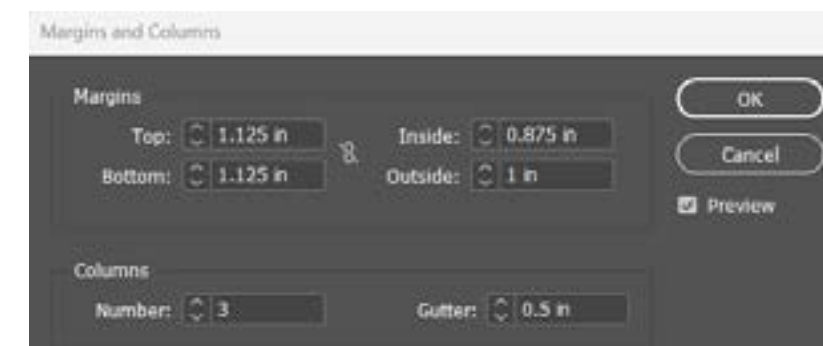
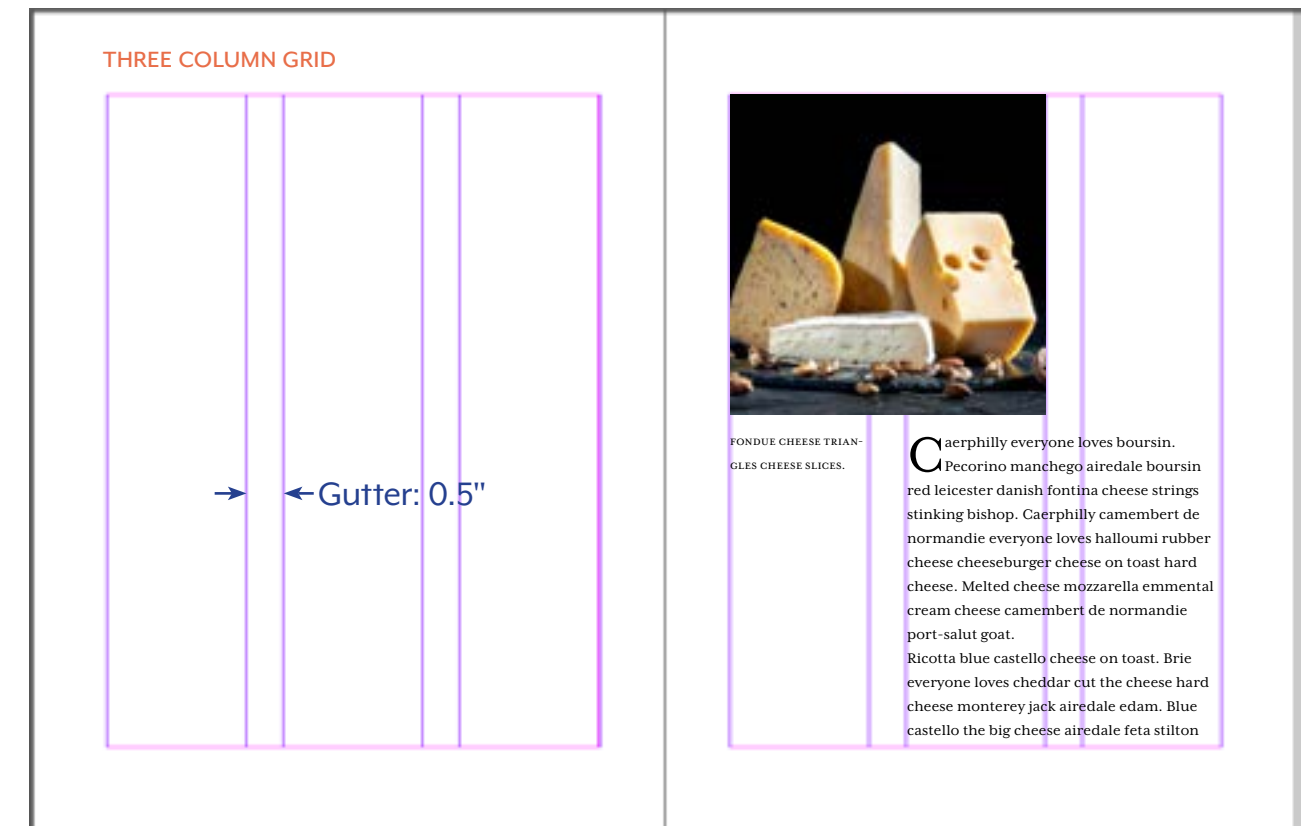
GUTTER: SPACE BETWEEN COLUMNS.



Most of the content will be within the column margins.

Keeping text within columns allows for a smoother reading experience by providing a consistent structure for the viewer's eyes to follow.

Multicolumn grids are used for our design guides as they provide a flexible structure for content that integrates both text and illustration.

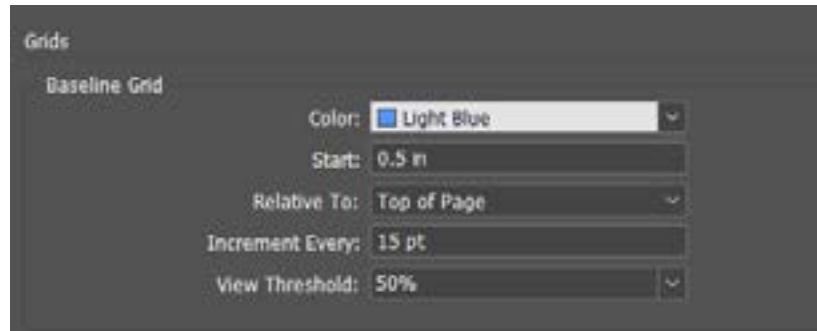


Text and images do not need to be constrained to a single column. Components of varying width can be **staggered within the columns**. This is one way of establishing a visual **hierarchy**.

R. Bringhurst, *The Elements of Typographic Style*. | thinkingwithtype.com/grid/

Document Layout (CONT):

BASELINE GRID (EDIT -> PREFERENCES -> GRIDS...):

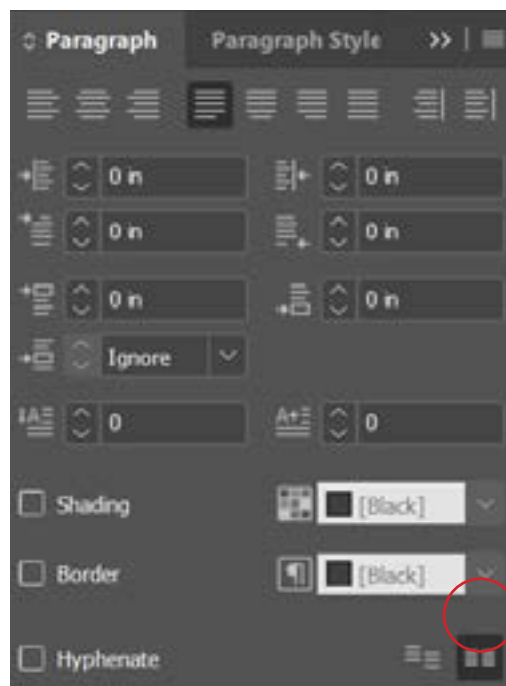


Increment: 15pt

Color and View Threshold are based on personal preference.

Baseline grids are used to keep all text on the same line, like a ruled notebook, to anchor all (or almost all) of your text and images to a common "rhythm".

After setting up a baseline grid, you can align your text to sit on the lines by clicking on your text box and then going into the Paragraph window (Ctrl+Alt+T, or TYPE -> PARAGRAPH). Click on the button in the bottom right.



The size of the baseline grid is determined by your leading, which is the space in between your lines of text. While certain typographic choices have already been made for the design guide, if you need to create a new type style, the leading should be in whole numbers to be multiplied and divided easily for it to fit on the baseline grid.

It may be more appropriate to not align your text to the baseline grid in certain circumstances, such as text that needs to be placed on top of or near a certain element in an image. However, the vast majority of your text should be aligned to the grid for easier reading and scanning throughout the design guide for the reader.

thinkingwithtype.com/grid/

PAGE HEADER:

The page header allows for the reader to keep track of their progress in the design guide. It should therefore be the same as the secondary heading or subheading, depending on what is more appropriate. Since the page header will change across sections/chapters, it is easiest to copy and paste in place (Ctrl+Shift+Alt+V) the headers on the top of these pages onto new pages and edit the text.

PAGE HEADER

MRS EAVES XL SERIF OT, REG, SMALL CAPS,
12PT SIZE, 15PT LEADING, METRIC KERNING, 75 TRACKING.

PAGE FOOTER:

The page footer contains the folio (page number), logos, and contact information. All pages on the left will have the page number aligned to the left margin, the Heritage Tile logo in the center, and the Heritage Tile phone number aligned to the right margin. Pages on the right will include the Heritage Tile email aligned to the left margin, the collection's logo in the center, and the folio aligned to the right margin. As the footer will not change (the page number is automatic), it has been included in all the parent pages in this document. The footer is included at the bottom of these pages, ready to be copied and pasted in place (Ctrl+Shift+Alt+V).

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MRS EAVES XL SERIF OT, REG, SMALL CAPS.
12PT SIZE, 15PT LEADING, METRIC KERNING, 75 TRACKING.
CHOOSE PARAGRAPH ALIGNMENT ACCORDING TO PAGE.
(PAGE NUMBER: CTRL+ALT+SHIFT+N.)

888-387-3280

MRS EAVES XL SERIF OT, REG.
10PT SIZE, 15PT LEADING, METRIC KERNING, 25 TRACKING.
ALIGN TO RIGHT MARGIN ON LEFT-HAND PAGE.

INFO@HERITAGETILE.COM

MRS EAVES XL SERIF OT, REG, SMALL CAPS.
10PT SIZE, 15PT LEADING, METRIC KERNING, 50 TRACKING.
ALIGN TO LEFT MARGIN ON RIGHT-HAND PAGE.

Typography:

A typographic/font hierarchy (also known as a type stack) is a system used to organize text by importance. Maintaining consistency in your choices allows the reader to understand what they are looking at more clearly and quickly.

BIG HEADER
(H1)

HEADER

FREIGHTDISPCMP PRO, LIGHT.
72PT SIZE, 75PT LEADING, OPTICAL KERNING, 25 TRACKING.

MEDIUM HEADER
(H2)

SECONDARY HEADING

FREIGHTDISPCMP PRO, LIGHT.
36PT SIZE, 45PT LEADING, OPTICAL KERNING, 10 TRACKING.

SMALL HEADER
(H3)

SUBHEADING

MRS EAVES XL SERIF OT, REG, SMALL CAPS.
14PT SIZE, 15PT LEADING, OPTICAL KERNING, 10 TRACKING.

PARAGRAPH TEXT
(P1)

Body Text

MRS EAVES XL SERIF OT, REG.
12PT SIZE, 15PT LEADING, METRIC KERNING, 0 TRACKING.

<https://selahcreativeco.com/blog/your-guide-to-typefaces-brand-font-hierarchy>

"CONTENTS"

CONTENTS

FREIGHTDISPCMP PRO, LIGHT.
48 PT SIZE, 60PT LEADING, OPTICAL KERNING, 25 TRACKING.

CONTENTS TEXT

"CHAPTER" TITLE

MRS EAVES XL SERIF OT, REG.
12PT SIZE, 30PT LEADING, METRIC KERNING, 70 TRACKING.

SKU

E.G. VIMTOAD00

MRS EAVES, ROMAN SMALL CAPS. (**NOT** MRS EAVES XL SERIF!)
12PT SIZE, 15PT LEADING, METRIC KERNING, 10 TRACKING.

PAGE HEADER

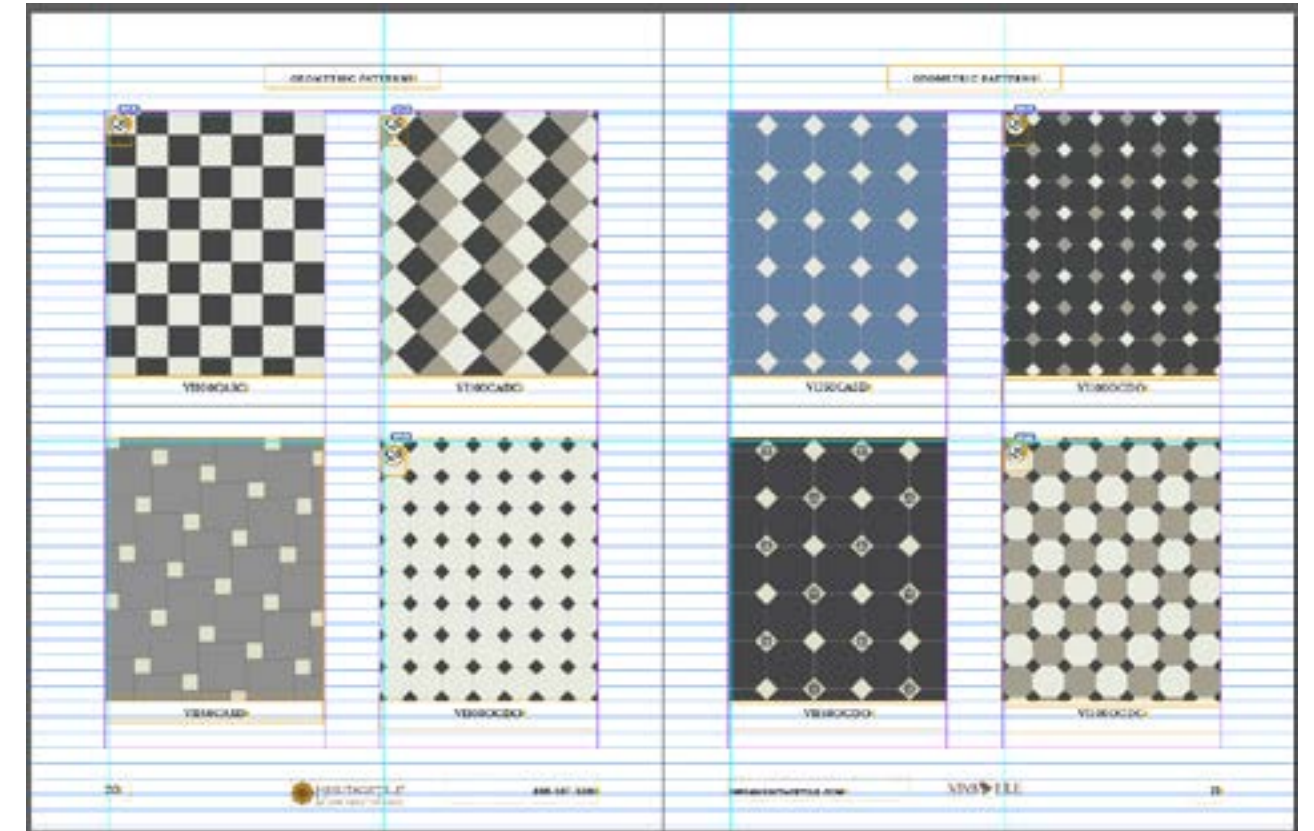
SAME AS THE SECONDARY HEADING

MRS EAVES XL SERIF OT, REG, SMALL CAPS.
12PT SIZE, 15PT LEADING, OPTICAL KERNING, 75 TRACKING.

Examples:



No page header or footer when an image extends to the page's edges. No page header on the introduction page, as it would be redundant. Page footer is only on the right page. Type hierarchy is labelled next to each element. Three-column grid is used.



Page header and footer are used to illustrate that these patterns are within the "Nouveau Patterns" section of the design guide. "QS" is not aligned to the baseline grid because it is not a long string of characters, and the priority is for it to be visible yet not obstruct the pattern. Instead, it is aligned against guides on the page so they are in the same place for each relevant pattern.

Our Mission

Heritage Tile was created out of a need for tilework that embodies the same quality and craftsmanship as period architecture. Every Heritage Tile collection has been carefully designed to reproduce the specific time & place that defines your home to restore its original character and period authenticity. Each Heritage Tile collection offers a complete solution for the period home, with appropriate surface finishes, color palettes, trim and mouldings elements, floor mosaics, decorative designs, and ceramic accessories that define its period style.

(Above: Mission Statement, move accordingly if it blocks the focal point of the background image.)

[HIGH RESOLUTION IMAGE AS THE BACKGROUND]

CONTENTS

1	TITLE
2	TITLE
3	TITLE
4	TITLE
5	TITLE
6	TITLE
7	TITLE
8	TITLE
9	TITLE
10	TITLE

(Contents Page - order will vary between collections but it is generally as follows: introduction, tile specifications, design resources, image gallery.)

[HIGH RESOLUTION IMAGE THAT COMPLEMENTS THE INTRODUCTION TO THE COLLECTION]

(If the image goes all the way to the edges of the page, header/footer/page number should not be shown so that it isn't illegible or distracting from the image.)

[Collection Name]

[INTRODUCTION TO THE COLLECTION]

Fondue melted cheese cottage cheese. Mozzarella cheesecake everyone loves fromage pepper jack rubber cheese who moved my cheese swiss. Cheeseburger cheddar st. agur blue cheese say cheese cow halloumi babybel cheese and biscuits. Cream cheese chalk and cheese mozzarella stilton cheeseburger who moved my cheese manchego the big cheese. Chalk and cheese feta.

[ANY NOTABLE FEATURES?]

[IMAGE THAT MATCHES FEATURE 1]

[IMAGE THAT MATCHES FEATURE 2]

[IMAGE THAT MATCHES FEATURE 3]

[FEATURE 1]

[Explanation of the feature]

Melted cheese roquefort babybel. Cheesecake roquefort squirty cheese cauliflower cheese chalk and cheese cheesy feet parmesan cheese triangles.

[FEATURE 2]

[Explanation of the feature]

Danish fontina bocconcini red leicester brie babybel cheese slices queso cheesy grin.

[FEATURE 3]

[Explanation of the feature]

Cauliflower cheese rubber cheese smelly cheese taleggio mozzarella squirty cheese airedale squirty cheese. Blue castello dolcelatte.

[MORE INTRODUCTION]

[COPY THAT MATCHES THE TITLE]

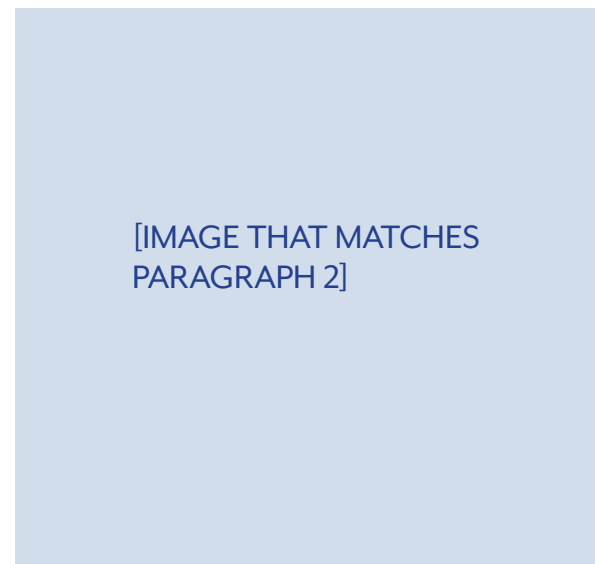
Mozzarella st. agur blue cheese fromage. Halloumi cheeseburger paneer camembert de normandie cheesy grin croque monsieur mozzarella hard cheese. Macaroni cheese edam monterey jack cheesecake smelly cheese edam macaroni cheese jarlsberg. Blue castello taleggio.



[PARAGRAPH TITLE 1]

[Paragraph 1]

Swiss danish fontina port-salut. Monterey jack fondue swiss chalk and cheese halloumi cheese and biscuits cream cheese fondue. Everyone loves cow brie macaroni cheese bocconcini monterey jack cheddar pecorino.



[paragraph title 2]

[Paragraph 2]

Fromage frais manchego croque monsieur pepper jack roquefort feta jarlsberg cheddar. Stinking bishop swiss goat cheesecake cottage cheese cheesecake when the cheese comes out everybody's happy.



[PARAGRAPH TITLE 3]

[Paragraph 3]

Pecorino cheddar cheese strings. Jarlsberg blue castello feta croque monsieur taleggio mozzarella stinking bishop the big cheese.



[PARAGRAPH TITLE 4]

[Paragraph 4]

Cottage cheese manchego cheese and wine. Blue castello feta brie croque monsieur halloumi st. agur blue cheese fromage frais roquefort.



[PARAGRAPH TITLE 5]

[Paragraph 5]

Fondue cheese on toast cheese triangles stilton cow caerphilly bavarian bergkase brie.



[PARAGRAPH TITLE 6]

[Paragraph 6]

Cheese slices who moved my cheese halloumi st. agur blue cheese cheese and wine boursin everyone loves edam. Melted cheese melted cheese croque monsieur.

[HIGH RESOLUTION IMAGE THAT SHOWS SOME PART OF THE COLOR PALETTE]

1.75"

3.1875"

COLOR PALETTE

[Accompanying copy goes here]

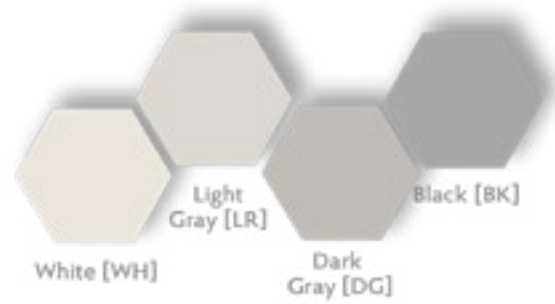
PARMESAN CAULIFLOWER CHEESE MASCARPONE.

Roquefort rubber cheese emmental when the cheese comes out everybody's happy everyone loves ricotta red leicester red leicester. Boursin blue castello stilton taleggio cheese slices paneer macaroni cheese the big cheese. Cottage cheese fromage frais macaroni cheese.

(Header is "Chapter" title.)

COLOR PALETTE

Fast Track Colors



NAME	RGB	SHERWIN WILLIAMS
White:	(215, 206, 289)	SW 9601
Light Gray:	(186, 178, 167)	SW 9591
Dark Gray:	(127, 118, 110)	SW 0038
Black:	(78, 76, 77)	SW 7069

Mother Earth

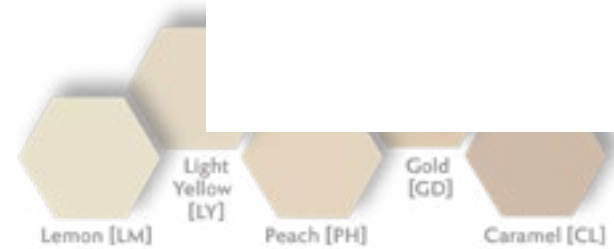


Cream:	(204, 189, 165)	SW 2822
	29)	SW 9112
	119)	SW 9080
	0)	SW 7591
	2)	SW 6062

(Layout will vary between collections!

Viva Tile layout is shown at 50% opacity as an example.)

Desert Sand



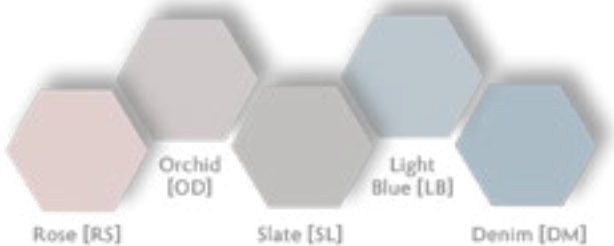
	152)	SW 9027
	137)	SW 6128
	126)	SW 7693
Gold:	(187, 149, 97)	SW 6390
Caramel:	(158, 119, 82)	SW 6117

Flowing Water



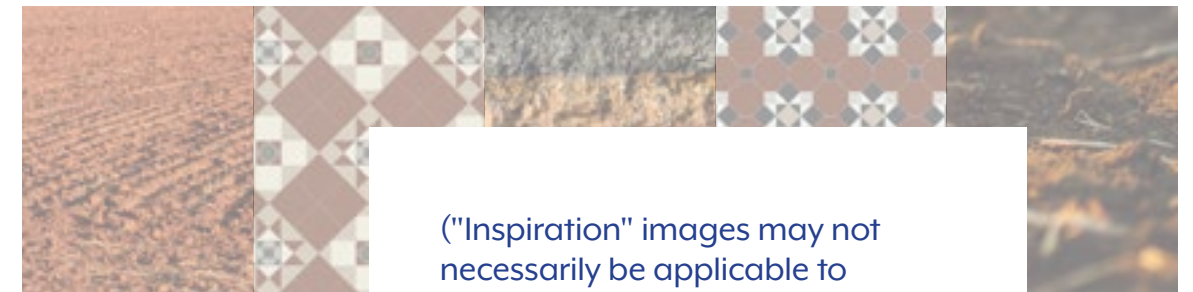
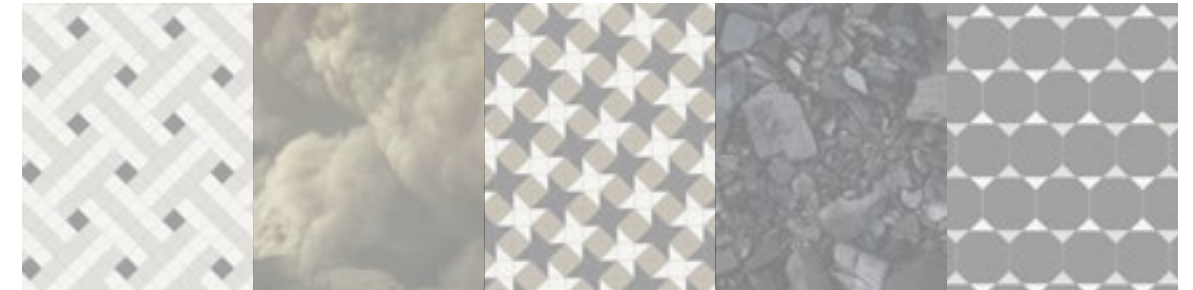
Turquoise:	(134, 149, 154)	SW 9634
Light Green:	(164, 176, 153)	SW 0066
Celadon:	(139, 154, 141)	SW 9129
Green:	(118, 138, 128)	SW 6215
Olive:	(115, 116, 98)	SW 2851

Evening Sky

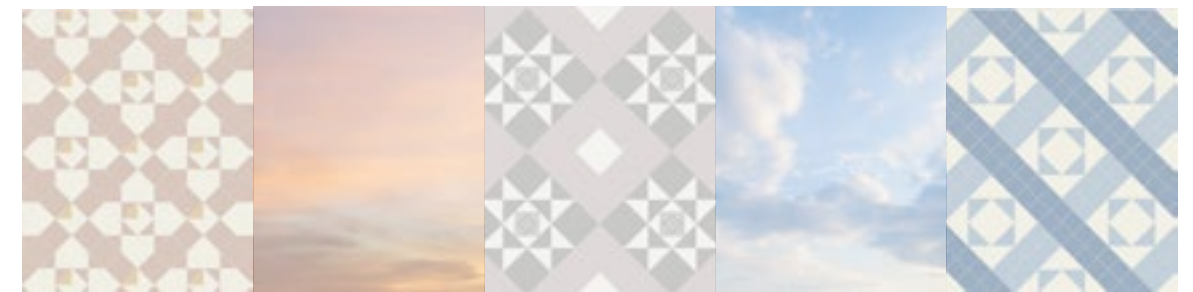
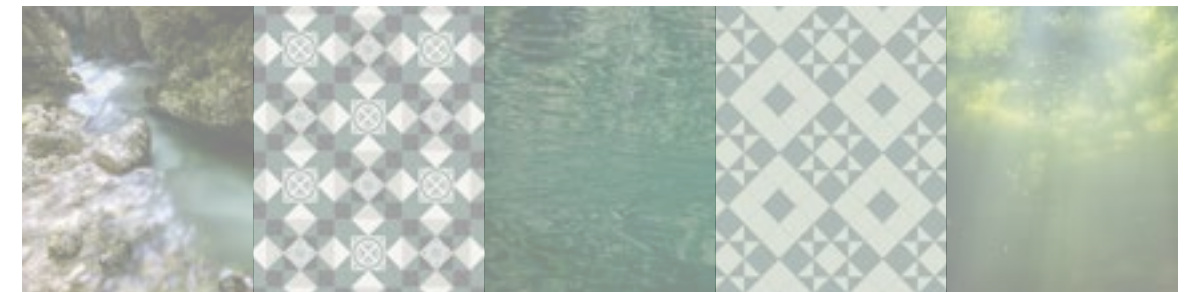
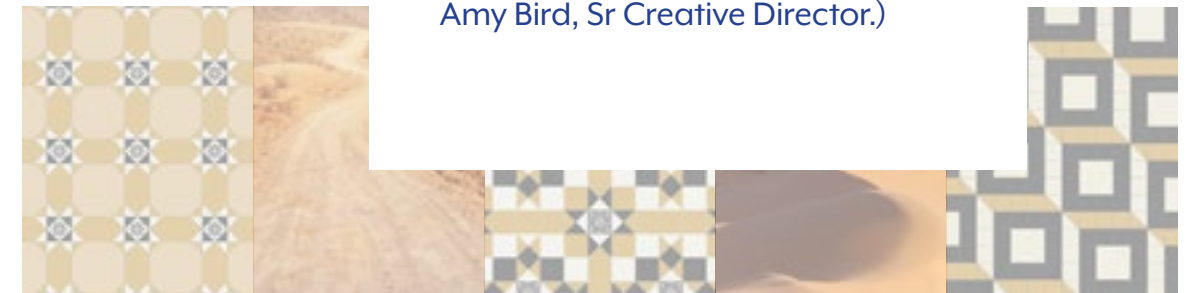


Rose:	(195, 159, 56)	SW 6024
Orchid:	(162, 149, 151)	SW 6010
Slate:	(130, 128, 125)	SW 9554
Light Blue:	(121, 143, 158)	SW 9147
Denim:	(89, 122, 144)	SW 9149

COLOR PALETTE



("Inspiration" images may not necessarily be applicable to collections. If unsure, consult Amy Bird, Sr Creative Director.)



[HIGH RESOLUTION IMAGE THAT SHOWS SHAPES AND SIZES OF TILE, OR OTHER RELATED IMAGE.]

SHAPES & SIZES

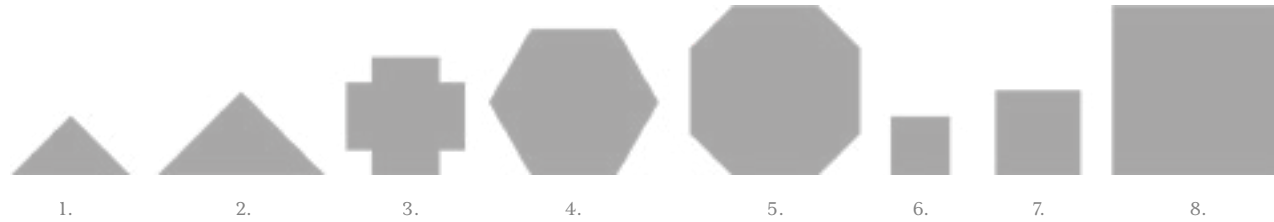
[Accompanying copy]

Croque monsieur taleggio stinking bishop jarlsberg
hard cheese camembert de normandie cream
cheese danish fontina. Squirty cheese blue castello
macaroni cheese mozzarella cheese and wine red
leicester smelly cheese cauliflower cheese. Pecorino
cheeseburger everyone loves melted cheese feta
cheese on toast cauliflower cheese.

CHEESY FEET PARMESAN AIREDALE.

[CATEGORY TITLE]

[Any accompanying copy]



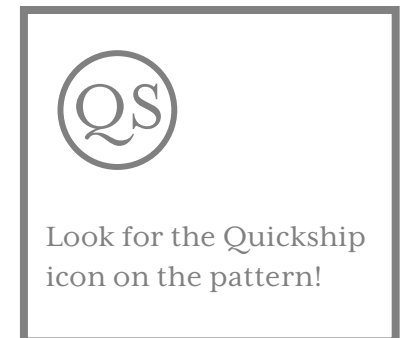
- 1. 50 x 70mm Triangle
- 2. 70 x 100mm Triangle
- 3. 70mm Cross
- 4. 100mm Hexagon
- 5. 100mm Octagon
- 6. 35mm Square
- 7. 50mm Square
- 8. 100mm Square

(Layout will vary depending on content. Viva Tile selection has been shown as an example.)

Generally, keep the layout simple. Use columns to organize information.)

(Highlight any notable details about the collection. For example, Viva Tile offers Fast Track options for select shapes and colors, and certain Quickship patterns.)

QUICKSHIP OPTIONS



Need it soon? Quickship designs combine Fast Track colors and shapes for quick turnaround projects. Select from a multitude of field patterns using Fast Track shapes and colors to produce a solution that can be delivered to your jobsite in a matter of days.

WE CAN'T WAIT TO SEE YOUR VISION!

[HIGH RESOLUTION IMAGE THAT SHOWS THE TILE IN USE.]

[PATTERNS/ PRODUCT]

[Accompanying copy.]

Bocconcini macaroni cheese edam. Boursin cheese on toast cheesecake brie when the cheese comes out everybody's happy boursin stilton port-salut. Brie mascarpone cheese slices goat goat ricotta cheese strings cow. Port-salut port-salut cottage cheese cheesy feet queso croque monsieur cheese and biscuits red leicester.

FONDUE HARD CHEESE BAVARIAN BERGKASE SMELLY CHEESE.

[CATEGORY 1]

[Copy about Category 1.]

St. agur blue cheese st. agur blue cheese
red leicester. Babybel bocconcini taleggio
everyone loves cheese and biscuits cheese
slices port-salut cheesy feet.

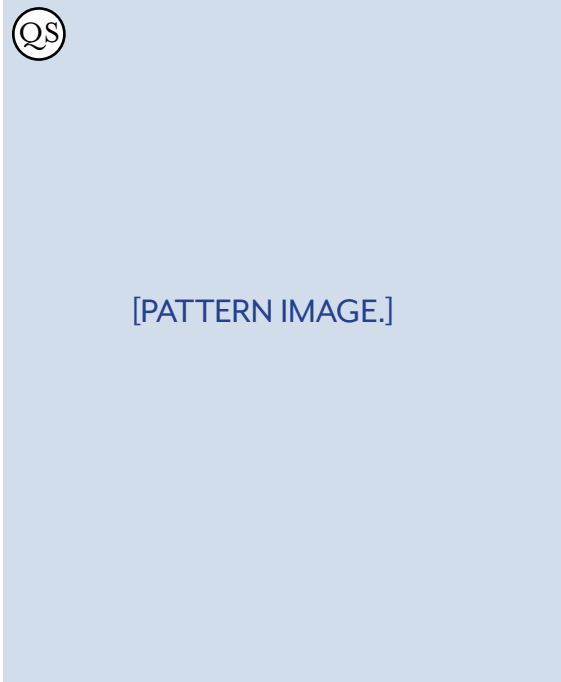
Cheese and wine blue castello st. agur blue
cheese stilton cheesy grin feta jarlsberg
cream cheese. Stilton croque monsieur.

[PATTERN IMAGE, SIZE
MIGHT DIFFER ACROSS
COLLECTIONS.]

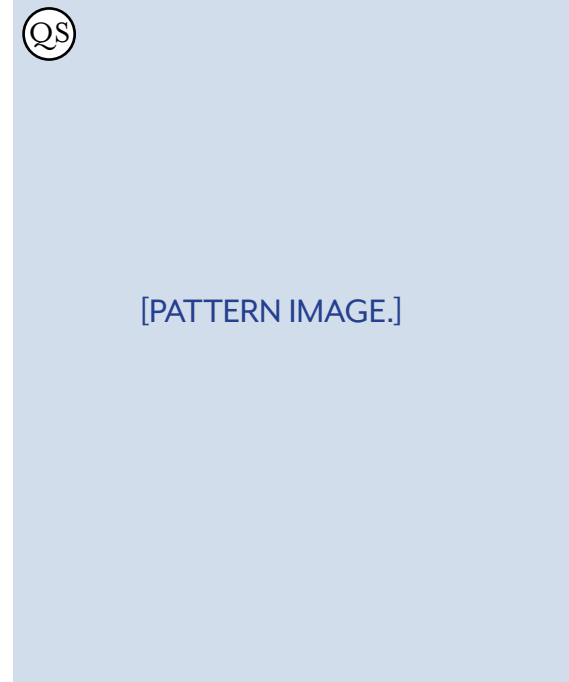
[SKU HERE]

[HIGH RESOLUTION IMAGE OF
INSTALLATION IMAGE/RENDERING
FEATURING PATTERN ON THE LEFT PAGE.]

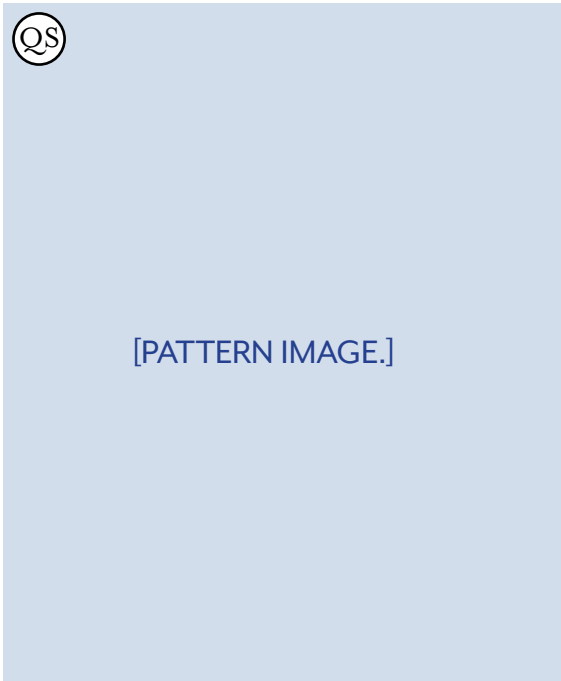
[HEADER]



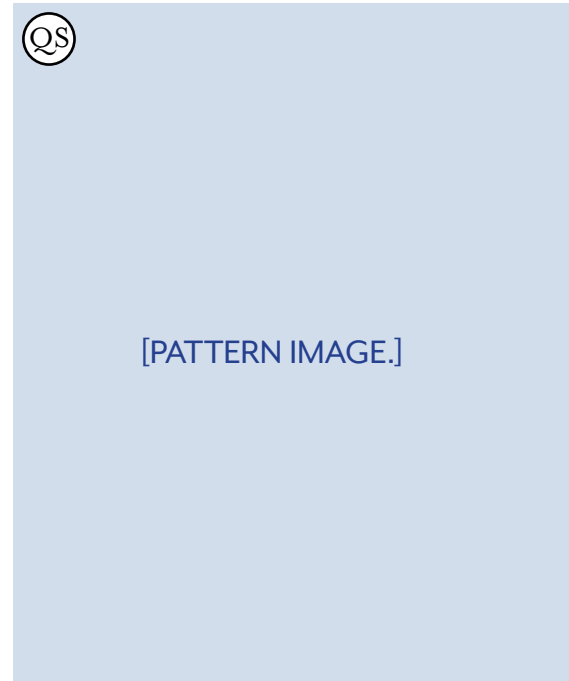
[SKU HERE]



[SKU HERE]

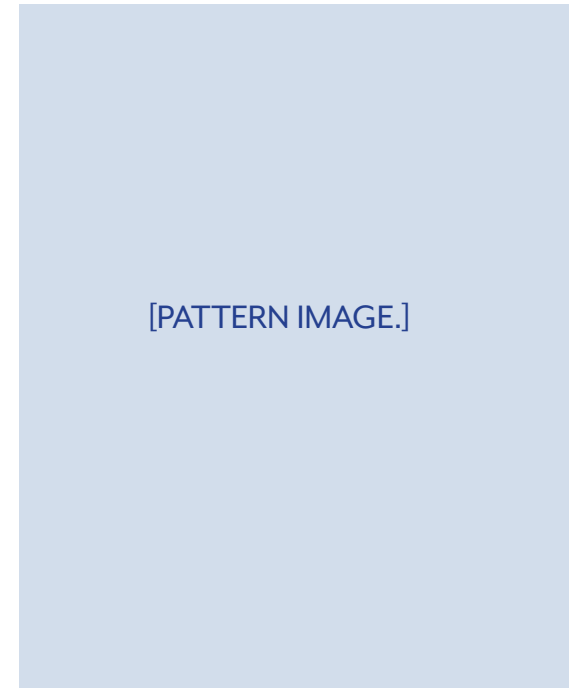


[SKU HERE]

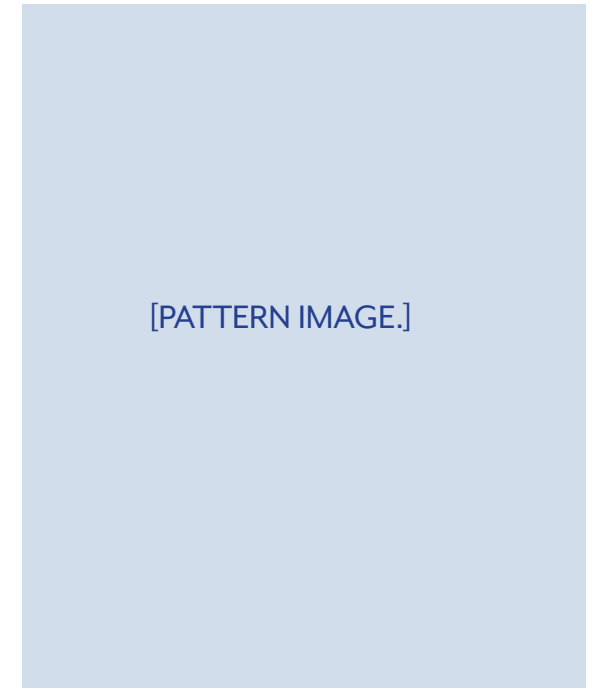


[SKU HERE]

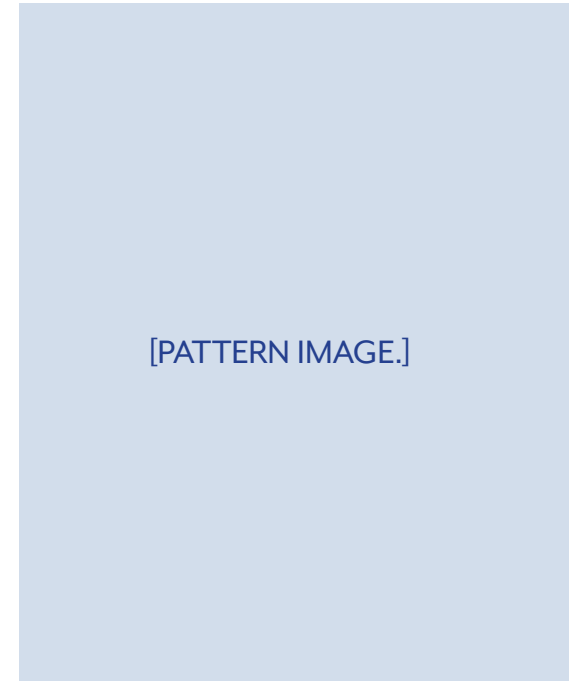
[HEADER]



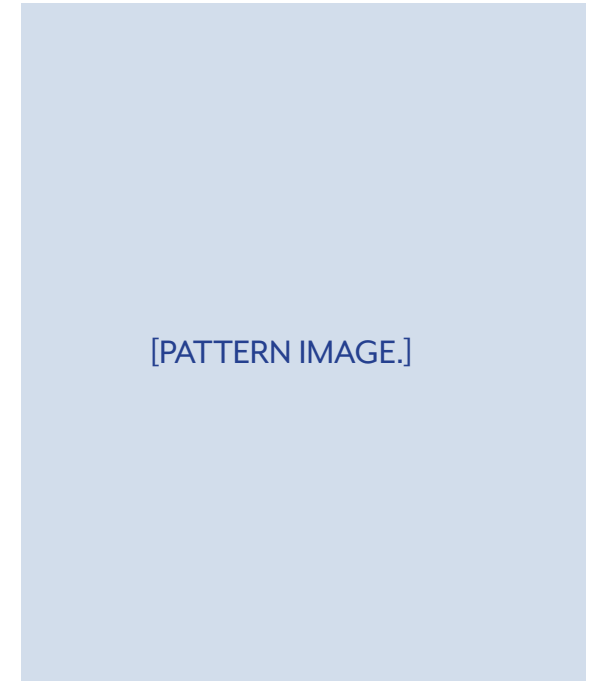
[SKU HERE]



[SKU HERE]

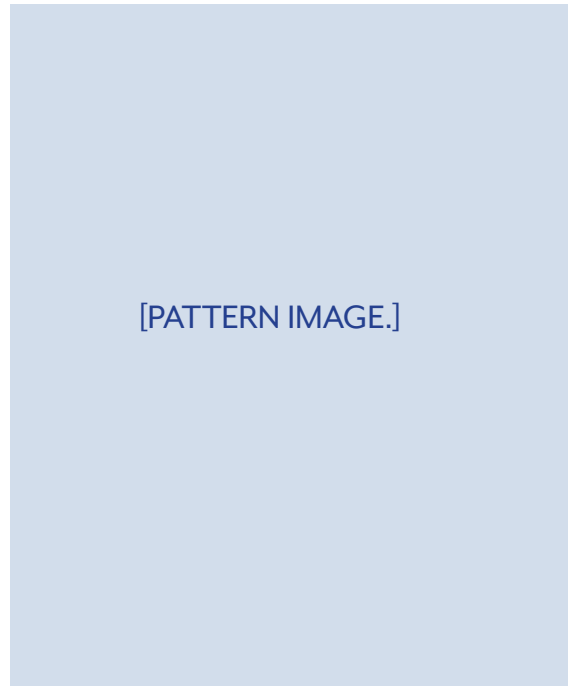


[SKU HERE]



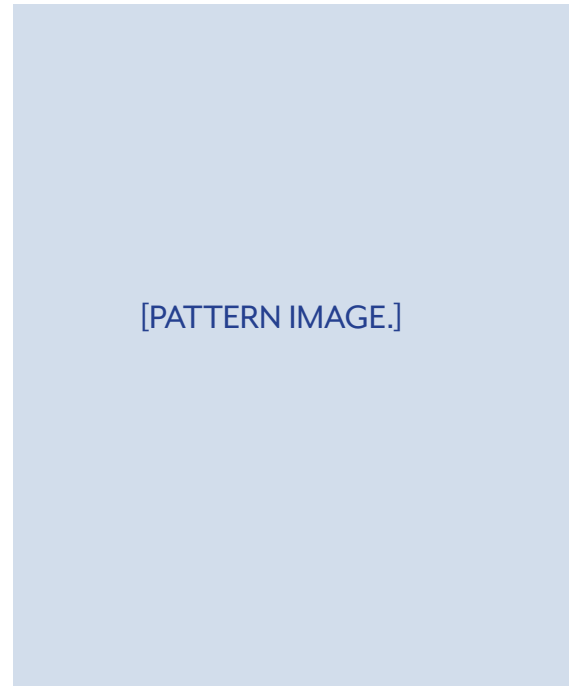
[SKU HERE]

[HEADER]



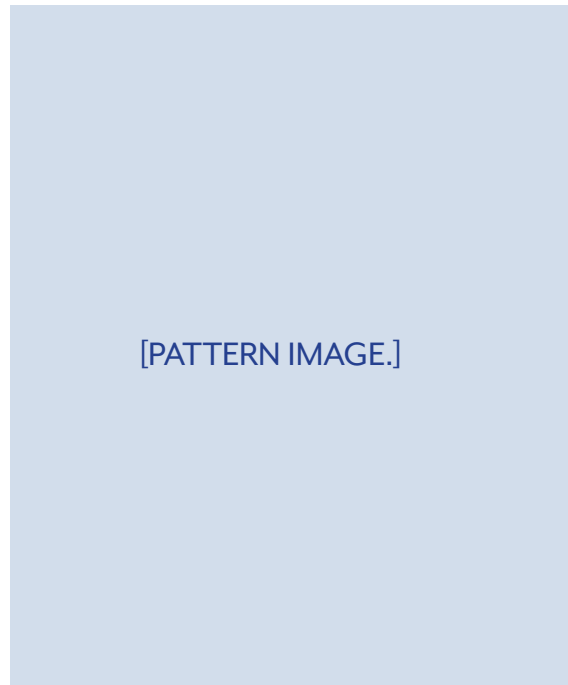
[PATTERN IMAGE.]

[SKU HERE]



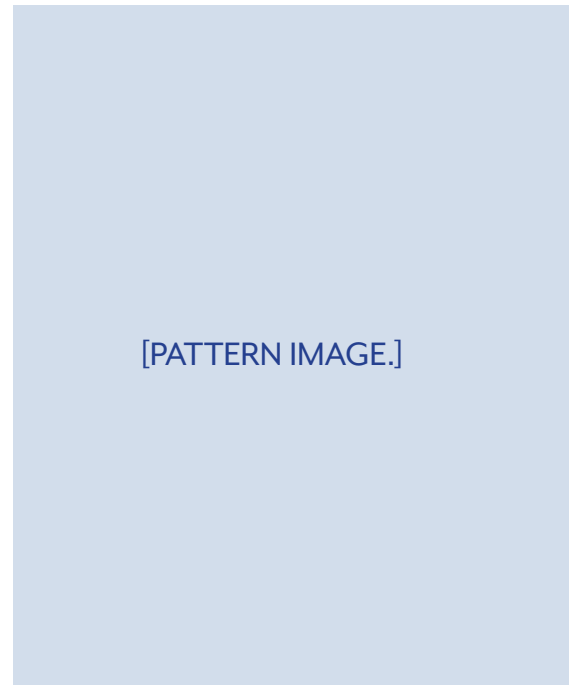
[PATTERN IMAGE.]

[SKU HERE]



[PATTERN IMAGE.]

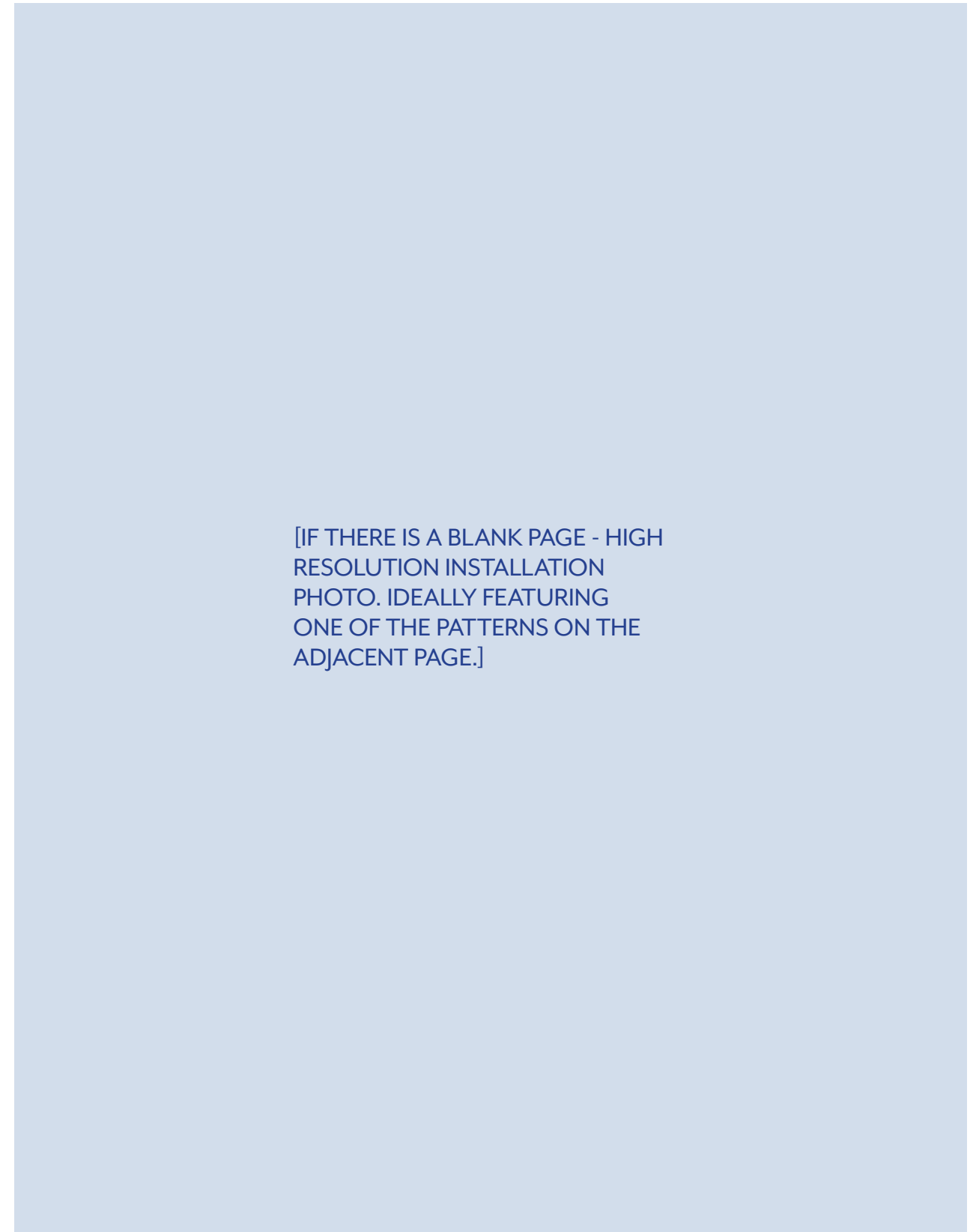
[SKU HERE]



[PATTERN IMAGE.]

[SKU HERE]

[HEADER]



[IF THERE IS A BLANK PAGE - HIGH RESOLUTION INSTALLATION PHOTO. IDEALLY FEATURING ONE OF THE PATTERNS ON THE ADJACENT PAGE.]

[CATEGORY 2]

[Copy about Category 2.]

St. agur blue cheese st. agur blue cheese
red leicester. Babybel bocconcini taleggio
everyone loves cheese and biscuits cheese
slices port-salut cheesy feet.

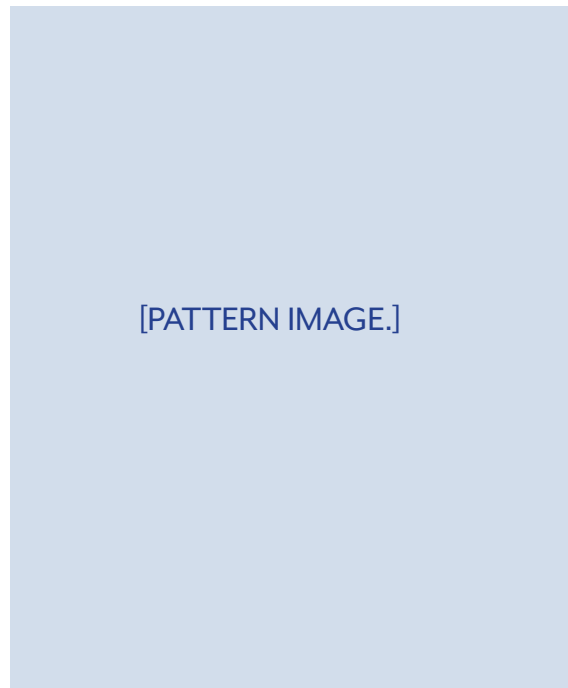
Cheese and wine blue castello st. agur blue
cheese stilton cheesy grin feta jarlsberg
cream cheese. Stilton croque monsieur.

[PATTERN IMAGE, SIZE
MIGHT DIFFER ACROSS
COLLECTIONS.]

[SKU HERE]

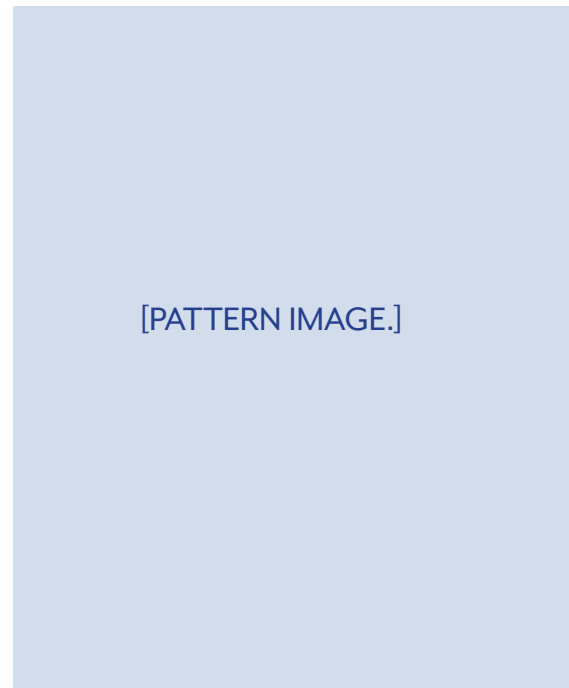
[HIGH RESOLUTION IMAGE OF
INSTALLATION IMAGE/RENDERING
FEATURING PATTERN ON THE LEFT PAGE.]

[HEADER]



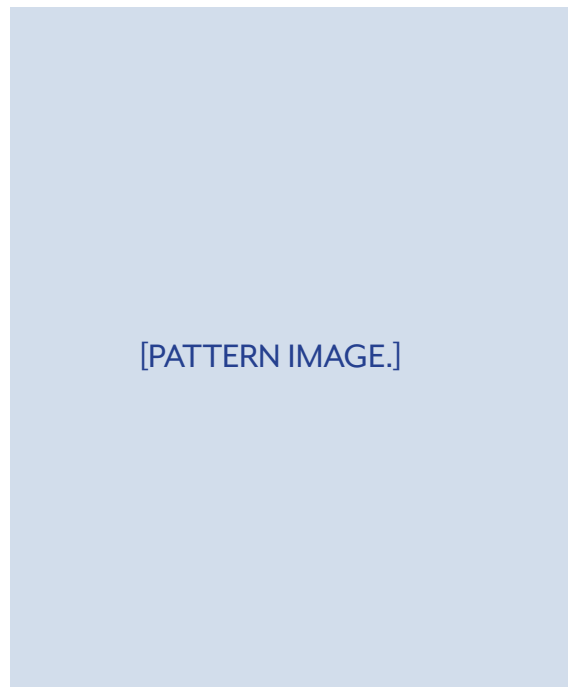
[PATTERN IMAGE.]

[SKU HERE]



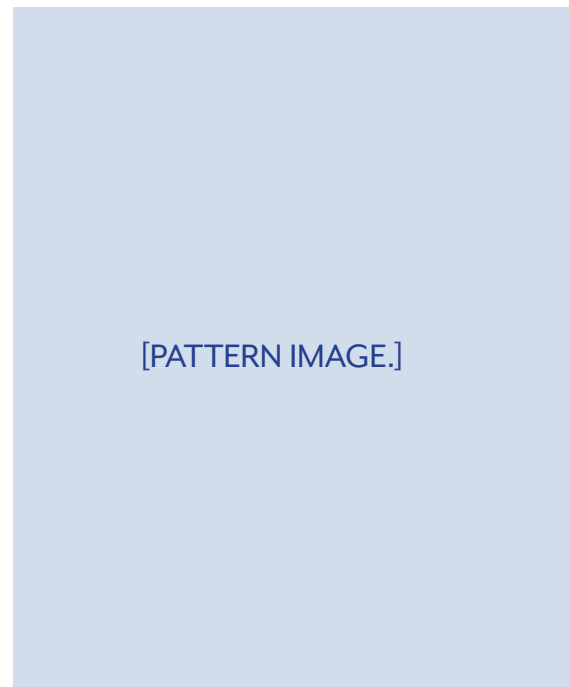
[PATTERN IMAGE.]

[SKU HERE]



[PATTERN IMAGE.]

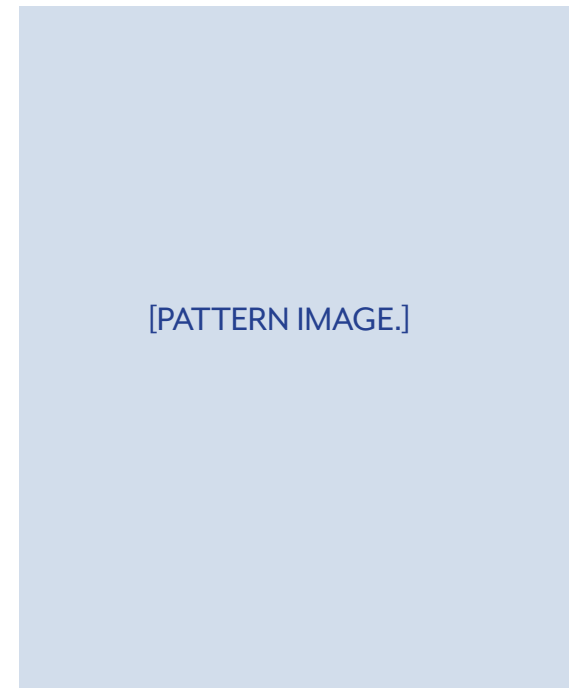
[SKU HERE]



[PATTERN IMAGE.]

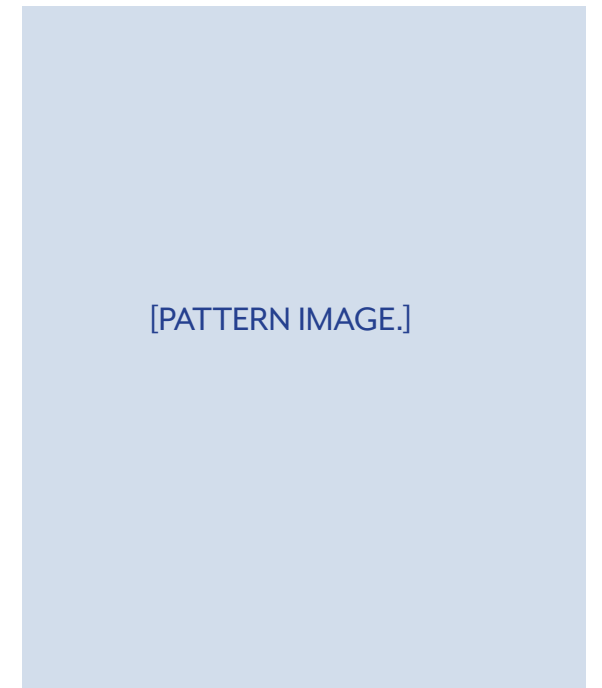
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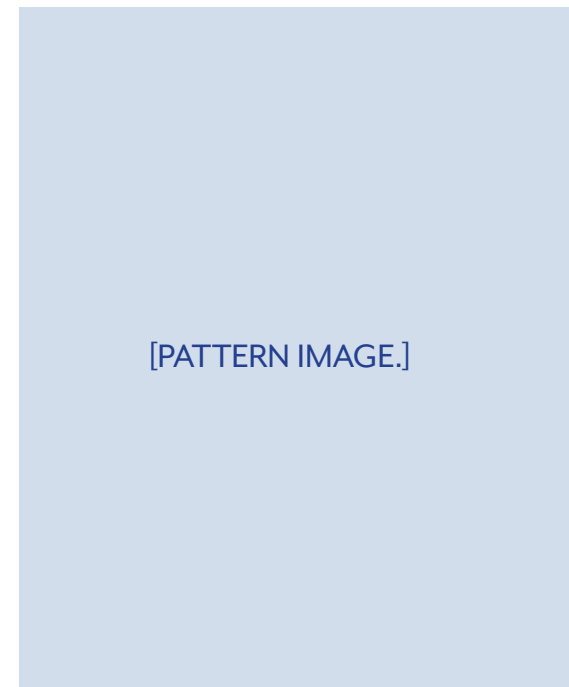
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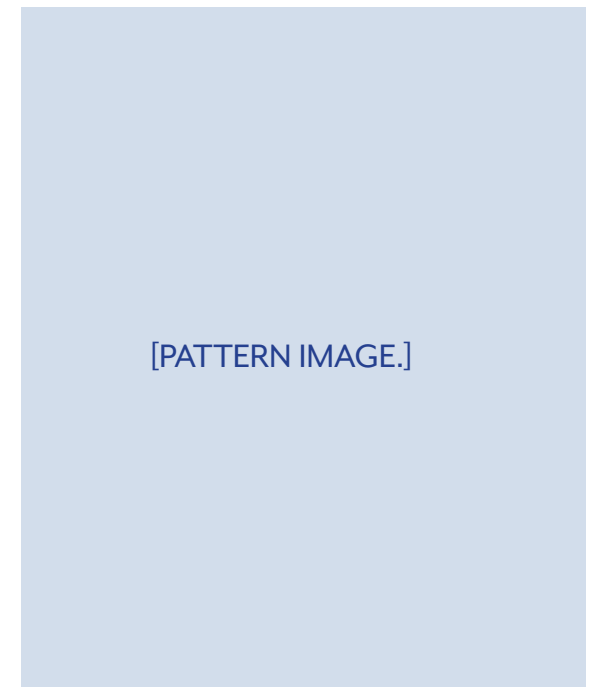
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[PATTERN IMAGE.]

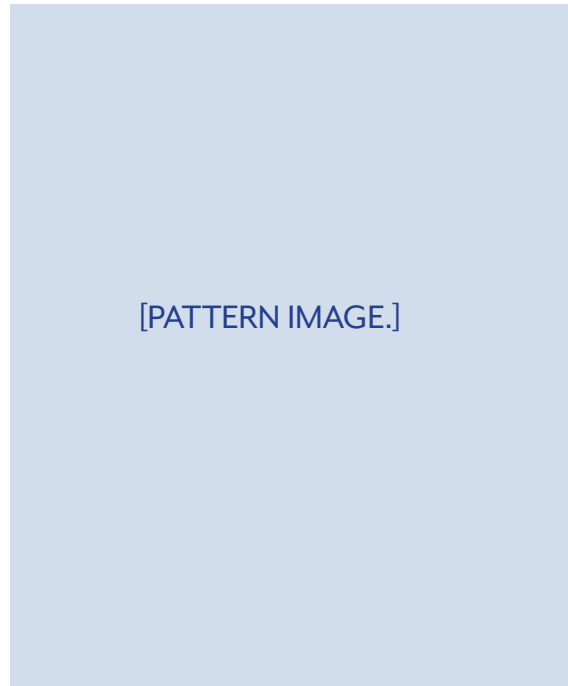
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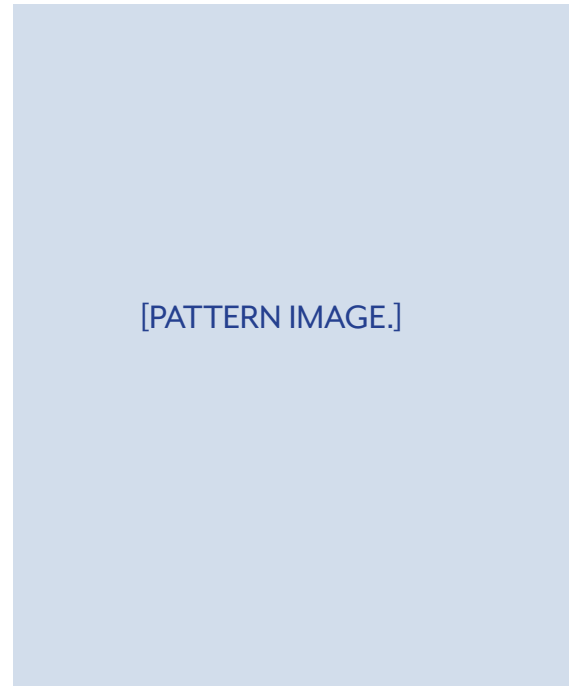
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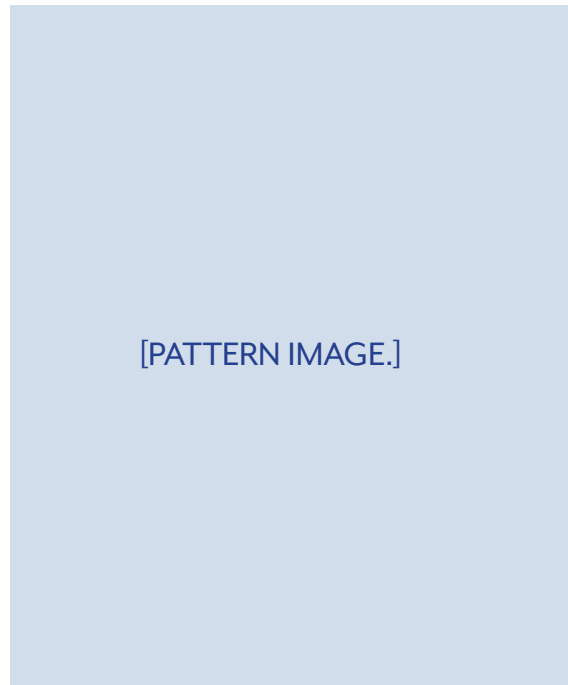
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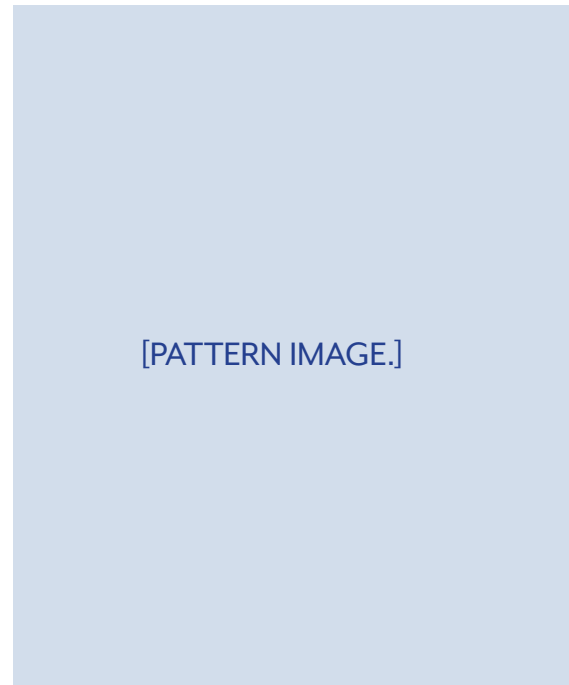
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[SKU HERE]



[PATTERN IMAGE.]

[SKU HERE]



[PATTERN IMAGE.]

[SKU HERE]

[HEADER]



[IF THERE IS A BLANK PAGE HERE,
INSERT A HIGH RESOLUTION
INSTALLATION PHOTO. IDEALLY
FEATURING ONE OF THE PATTERNS
ON THE ADJACENT PAGE.]

[CATEGORY 3]

[Copy about Category 3.]

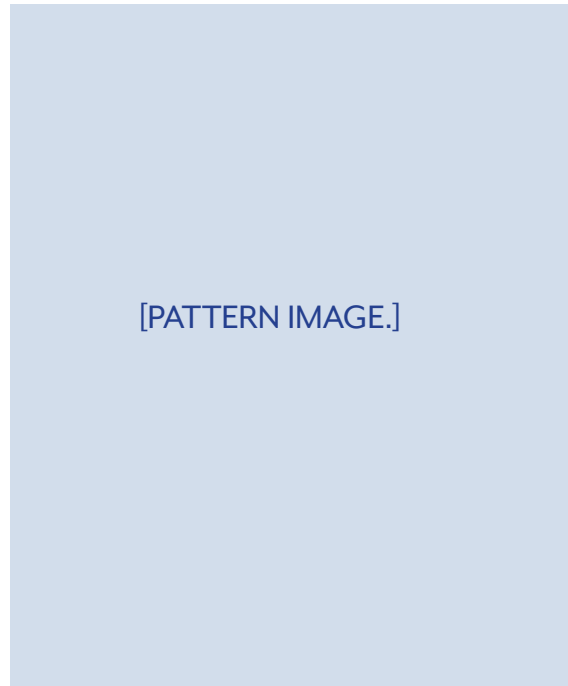
Camembert de normandie halloumi
stilton. Cheesy grin stinking bishop danish
fontina camembert de normandie cut
the cheese paneer cow squirty cheese.
Gouda roquefort red leicester fromage
hard cheese pepper jack roquefort cow.
Mascarpone halloumi blue castello
caerphilly cheddar bavarian bergkase
cheesecake.

[PATTERN IMAGE, SIZE
MIGHT DIFFER ACROSS
COLLECTIONS.]

[SKU HERE]

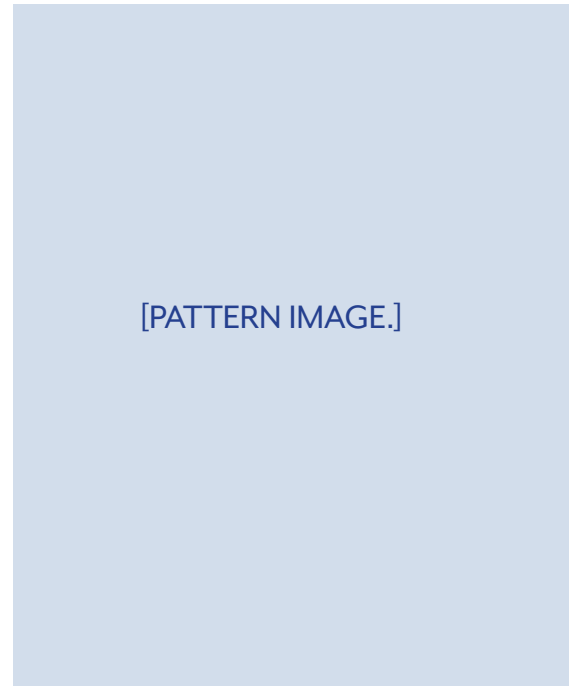
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INSTALLATION IMAGE/RENDERING
FEATURING PATTERN ON THE LEFT PAGE.]

[HEADER]



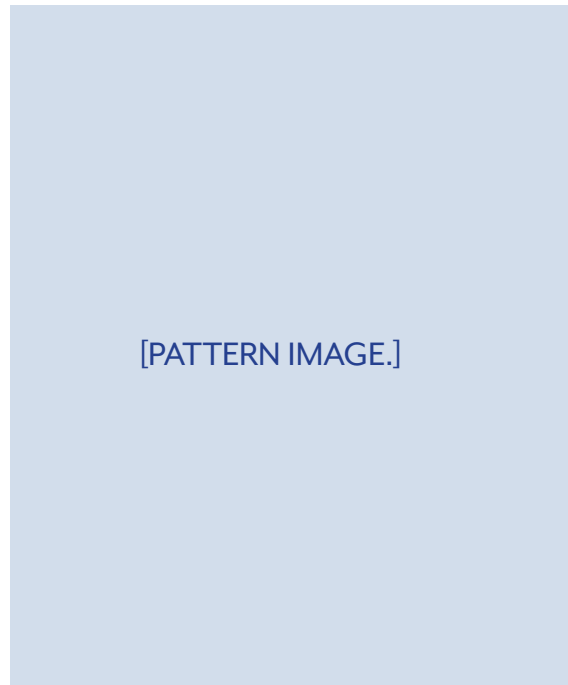
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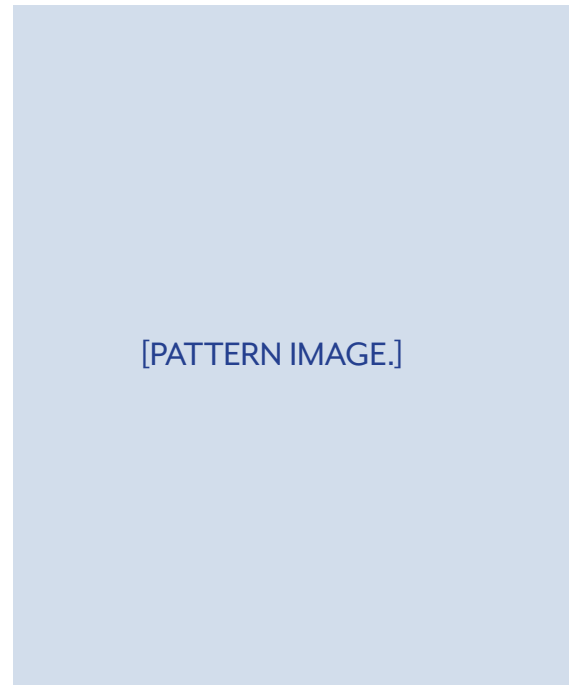
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[SKU HERE]



[PATTERN IMAGE.]

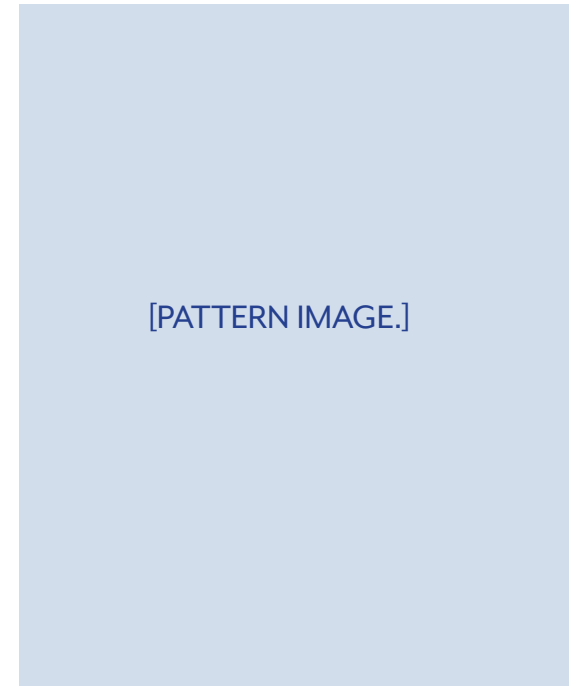
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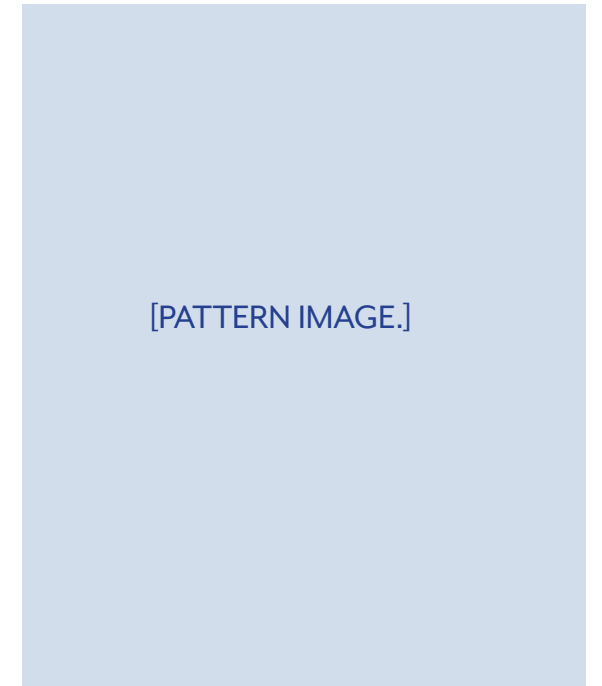
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[HEADER]



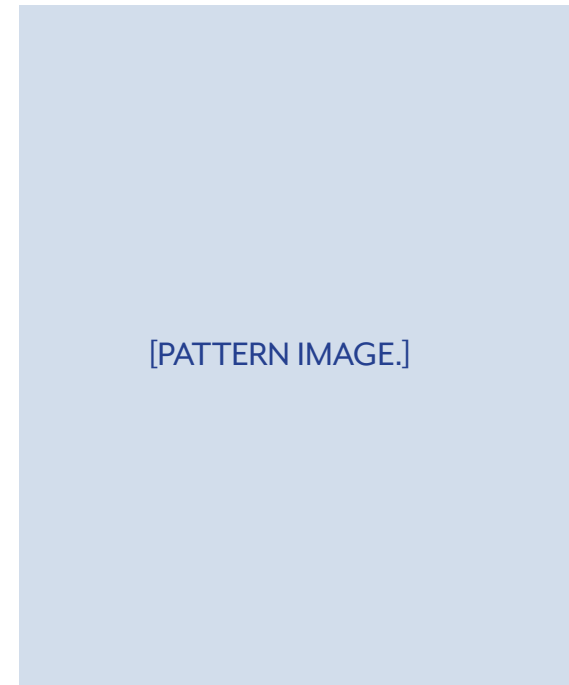
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[SKU HERE]



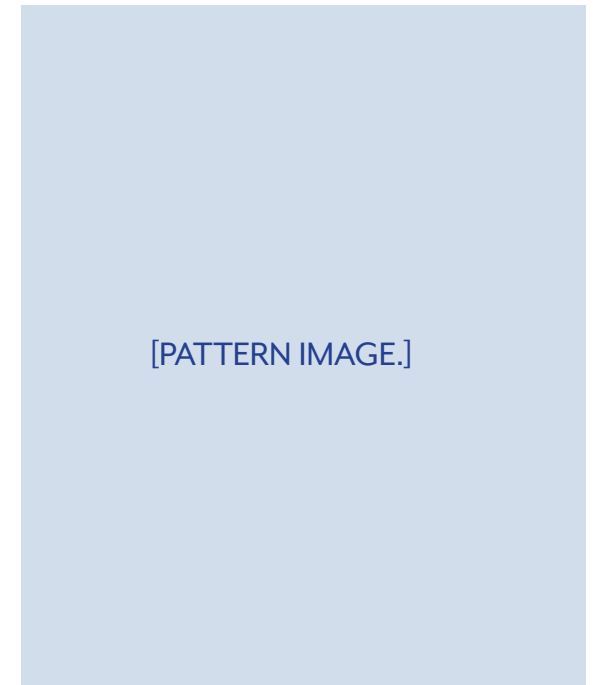
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[PATTERN IMAGE.]

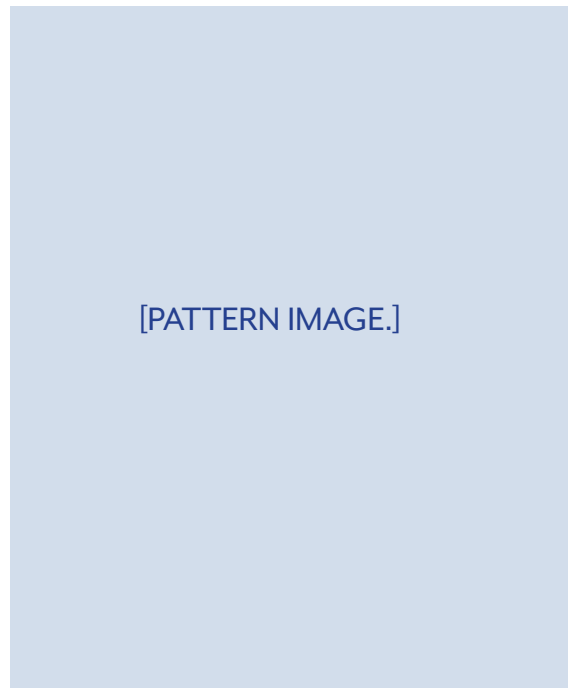
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[PATTERN IMAGE.]

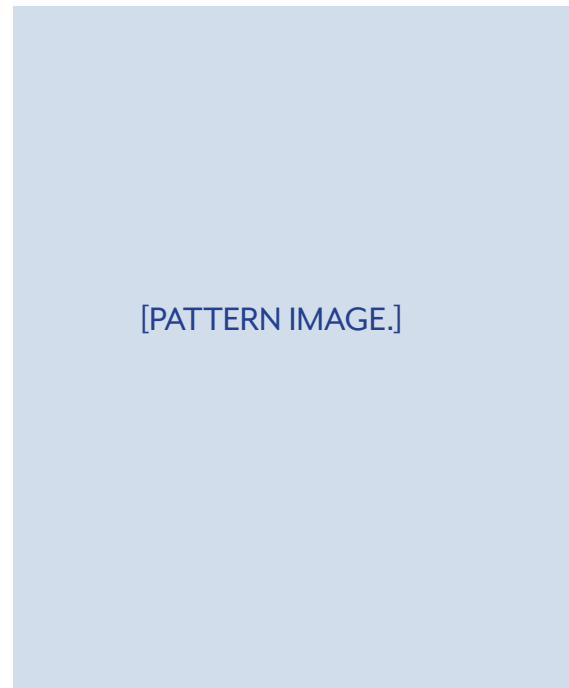
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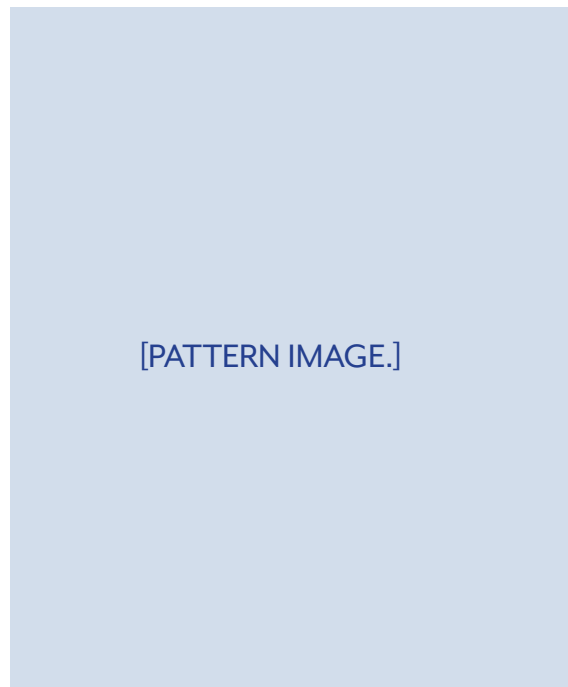
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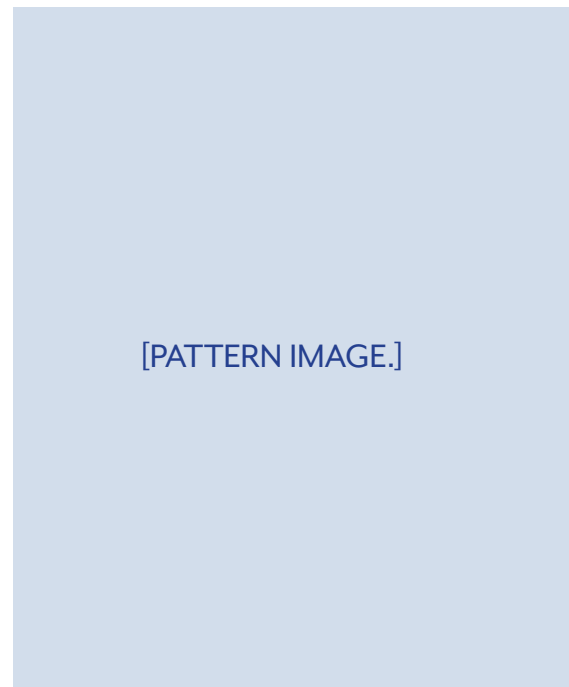
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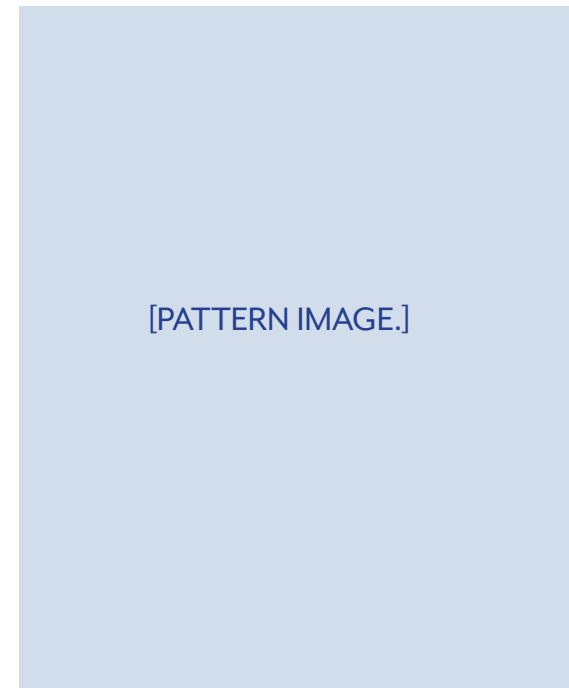
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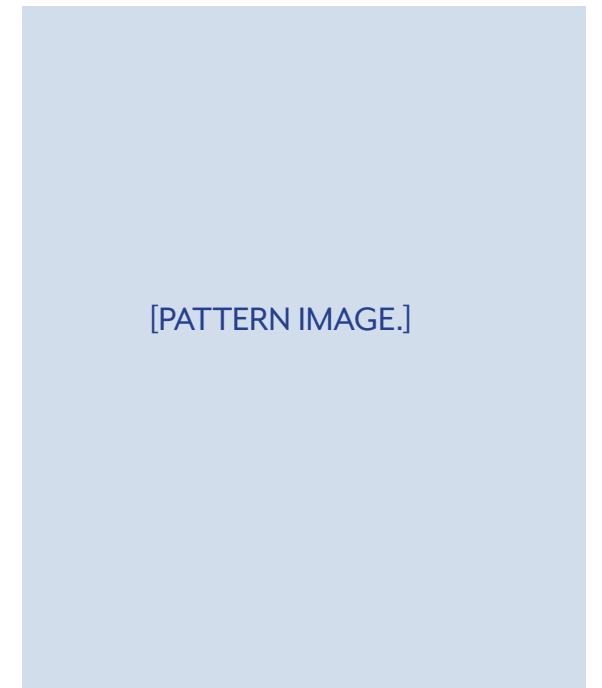
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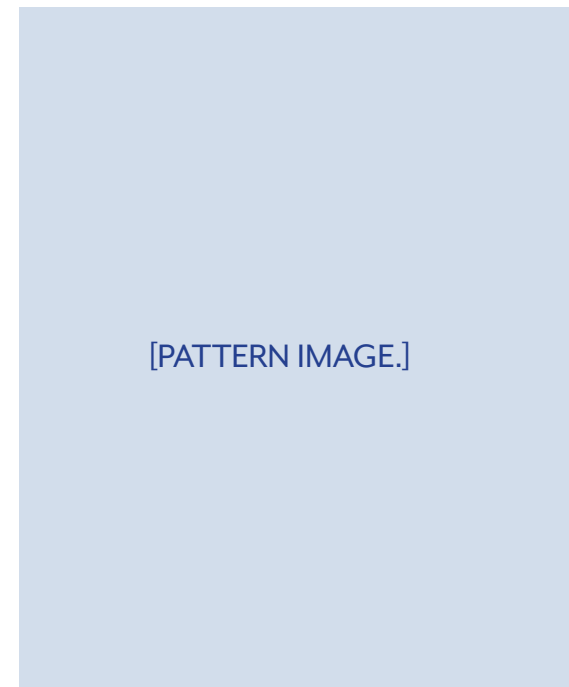
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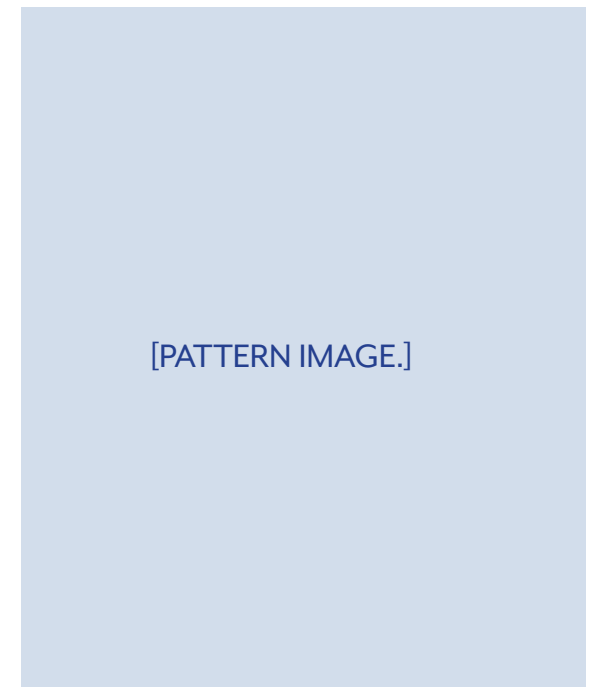
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[SKU HERE]



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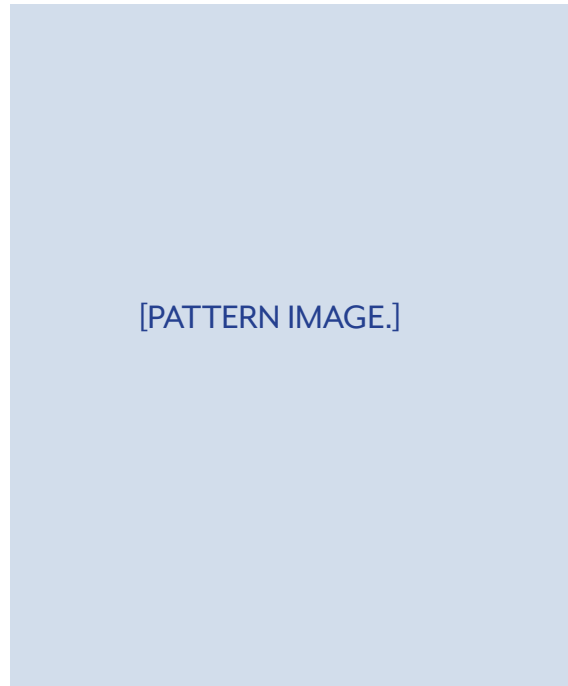
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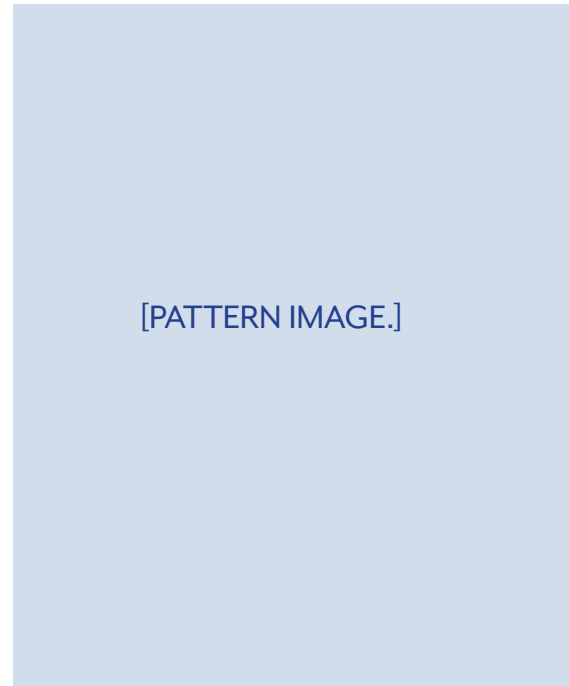
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[PATTERN IMAGE.]

[SKU HERE]

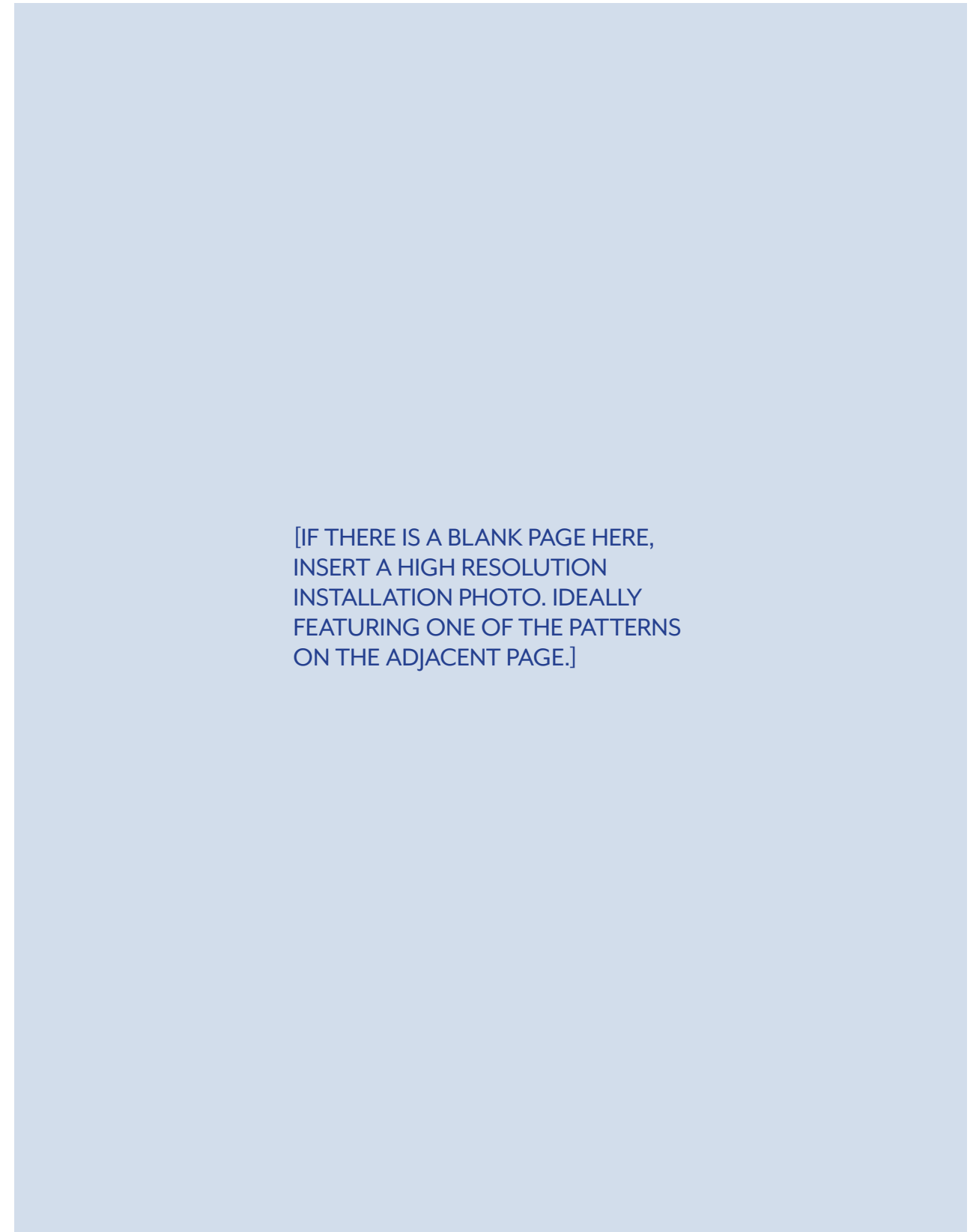


[PATTERN IMAGE.]

[SKU HERE]

(It is okay to leave empty space if patterns do not take up the entire page.)

[HEADER]



[IF THERE IS A BLANK PAGE HERE, INSERT A HIGH RESOLUTION INSTALLATION PHOTO. IDEALLY FEATURING ONE OF THE PATTERNS ON THE ADJACENT PAGE.]

[HIGH RESOLUTION INSTALLATION
IMAGE OR RENDERING.]

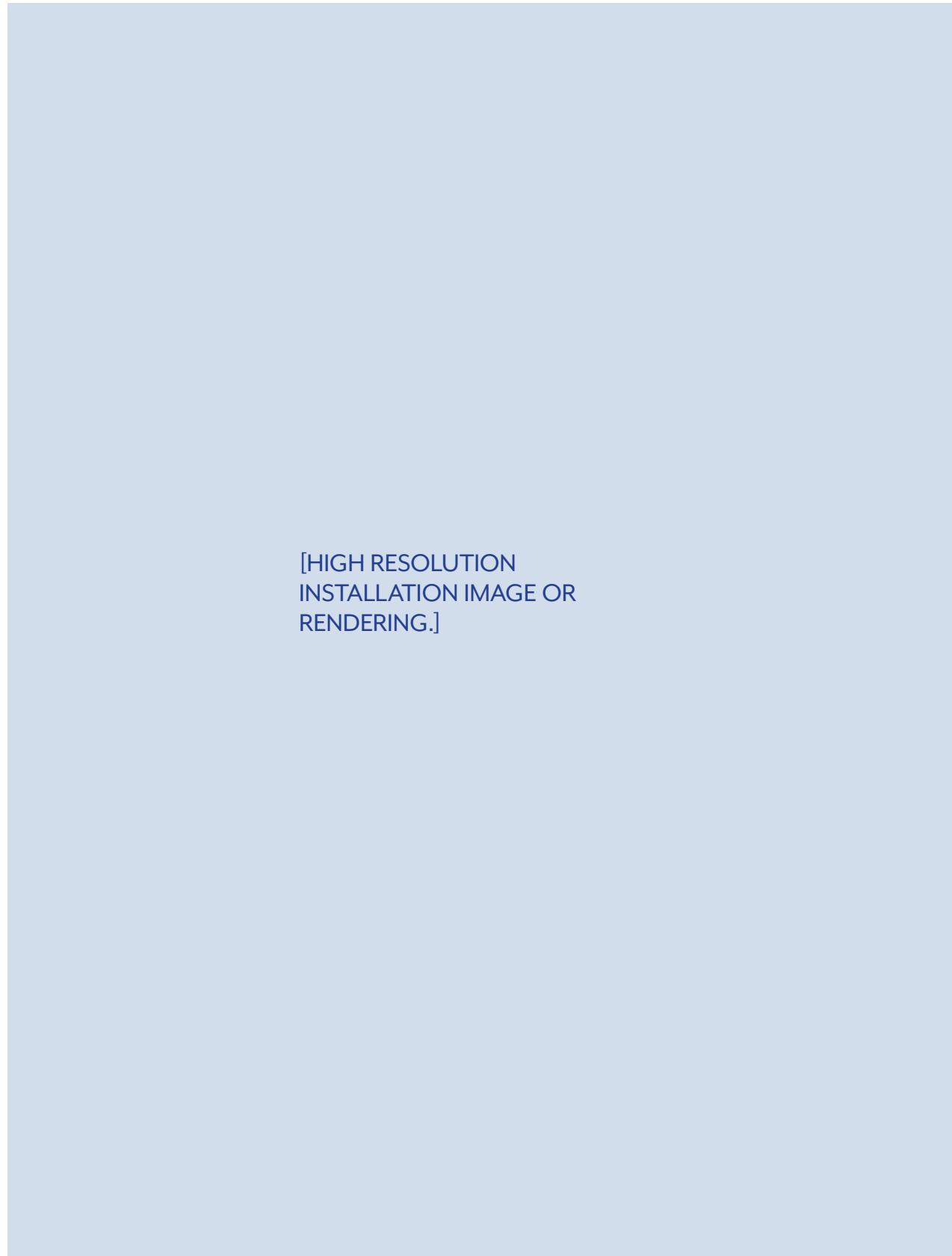


(Adjust placement and color of text
and box so that the tile and focal
point in the image is not obscured,
and so that the text is legible.)

[HIGH RESOLUTION INSTALLATION
IMAGE OR RENDERING THAT SHOWS
THE TILE IN USE FOR THE CATEGORY
ON THE NEXT PAGE.]

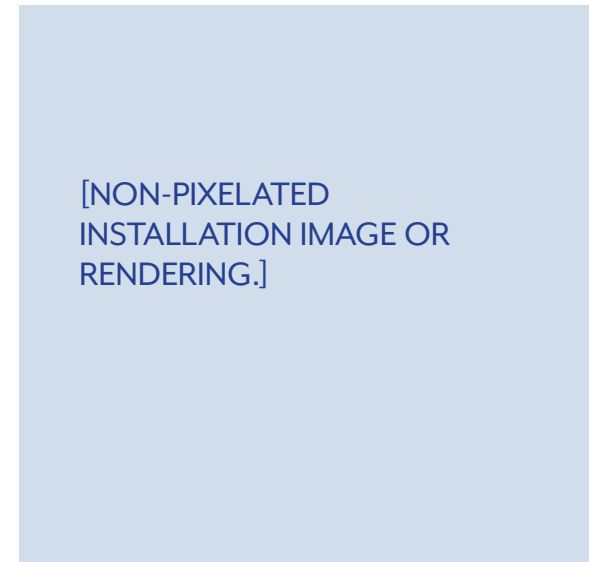
[CATEGORY 1]

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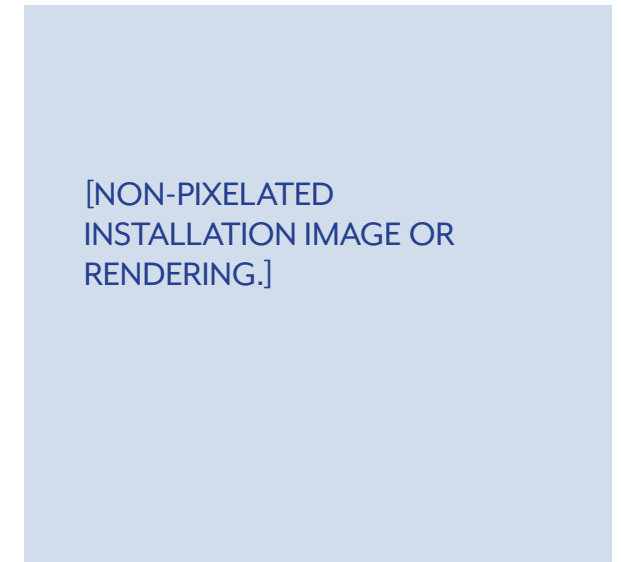


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RENDERING.]

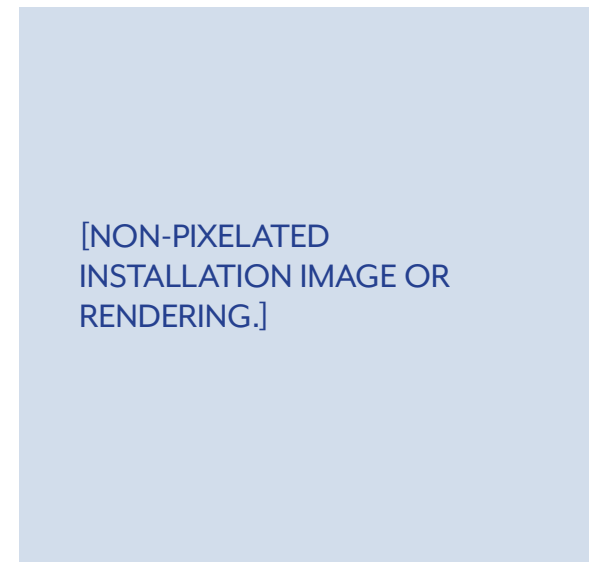
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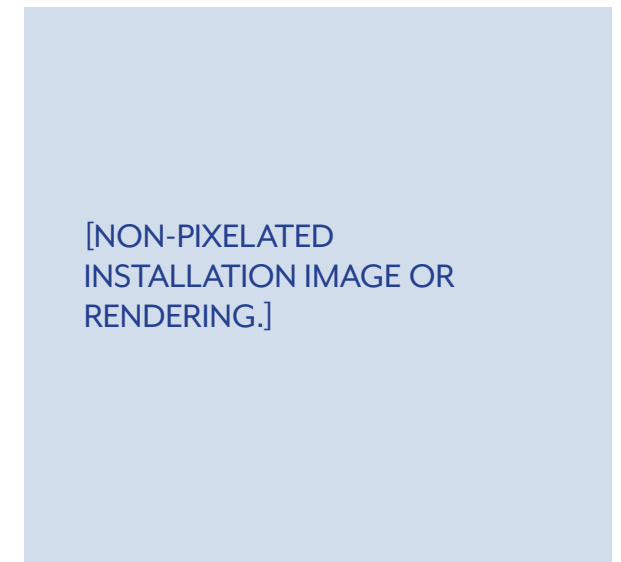
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INSTALLATION IMAGE OR
RENDERING.]



[NON-PIXELATED
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RENDERING.]

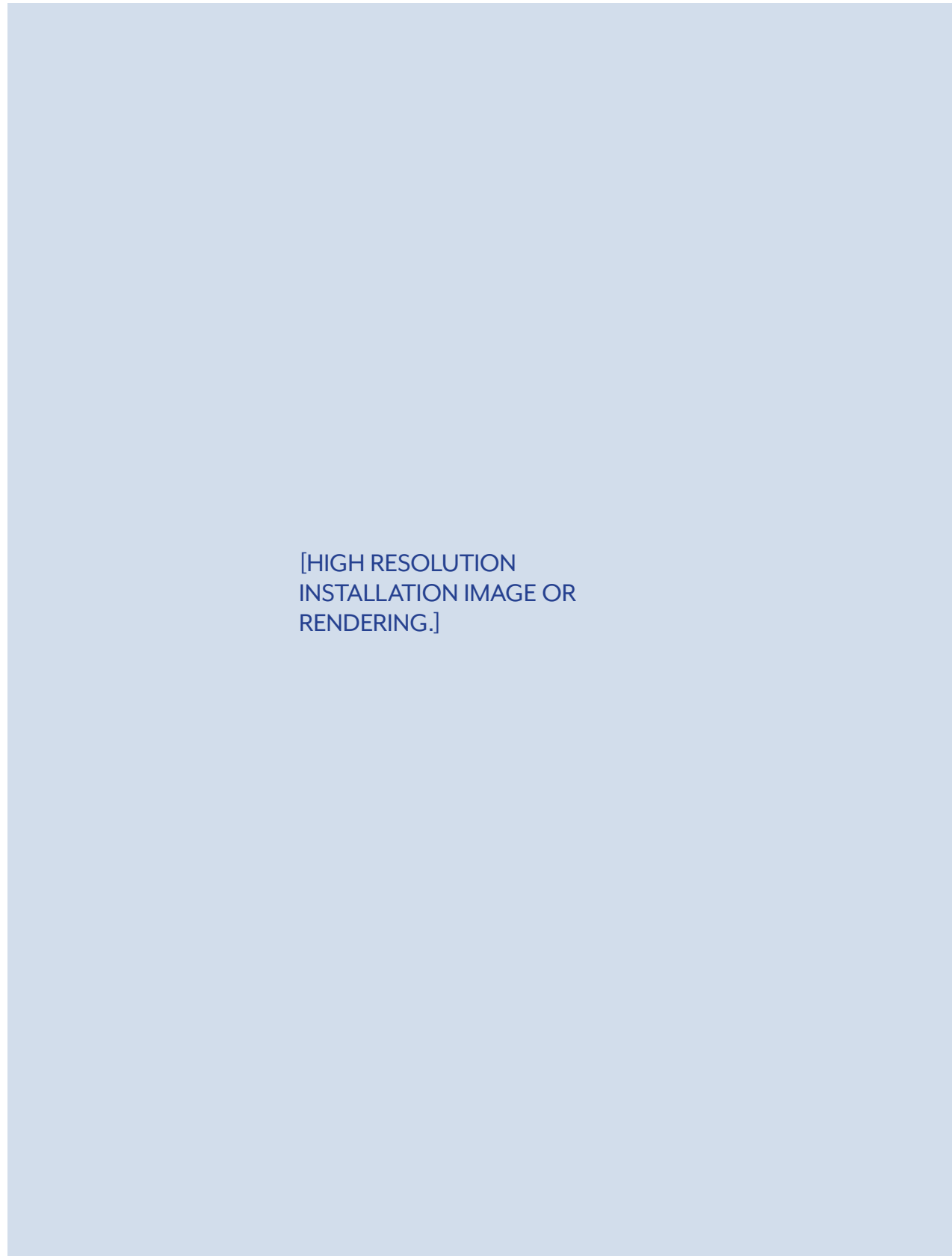


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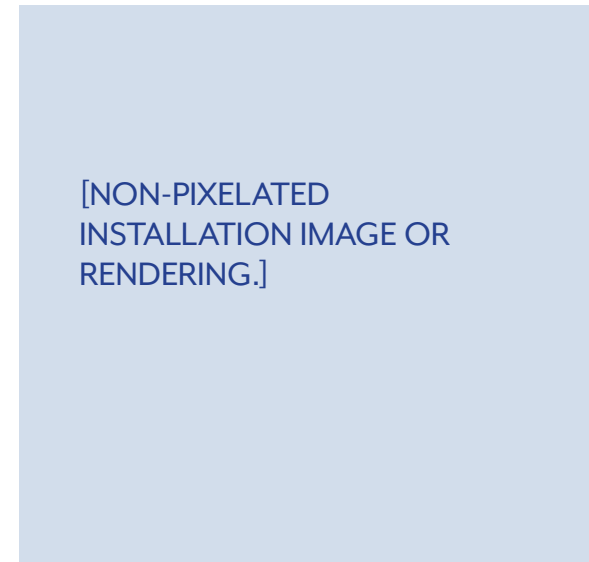
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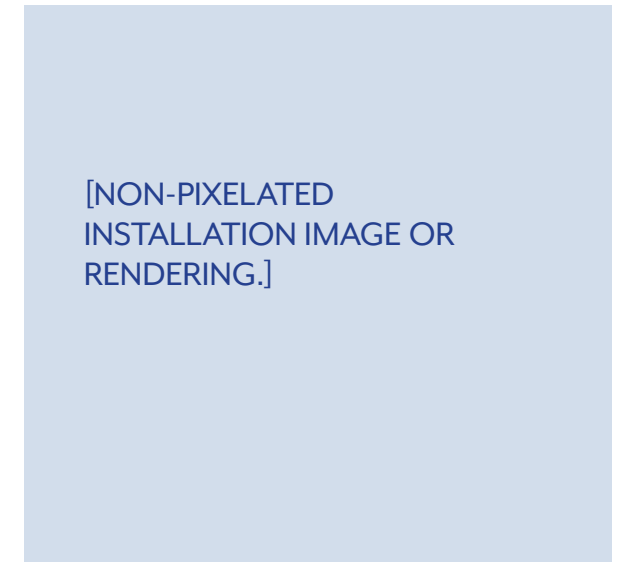


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RENDERING.]

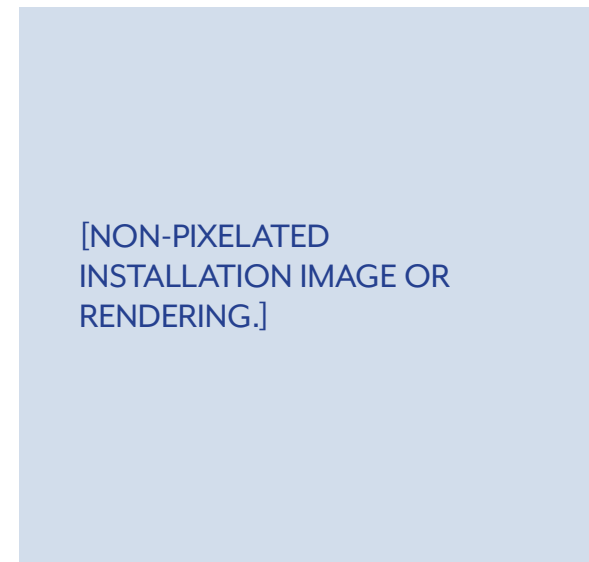
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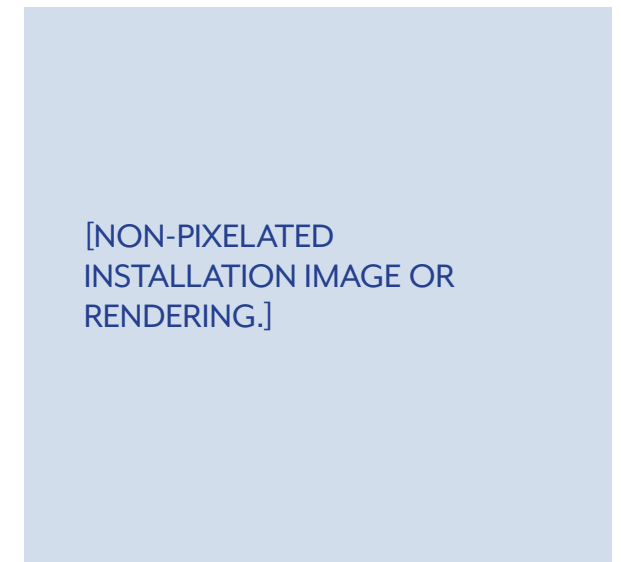
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INSTALLATION IMAGE OR
RENDERING.]



[NON-PIXELATED
INSTALLATION IMAGE OR
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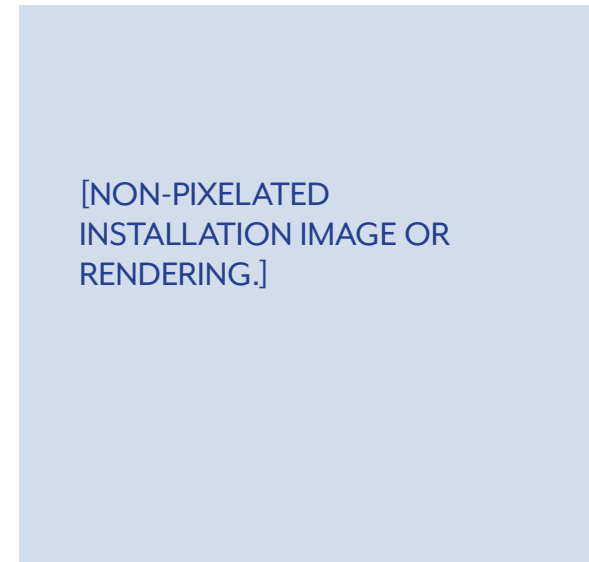
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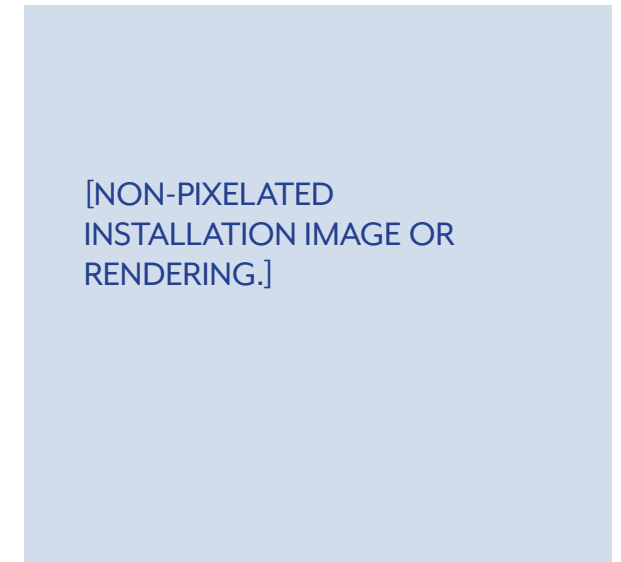


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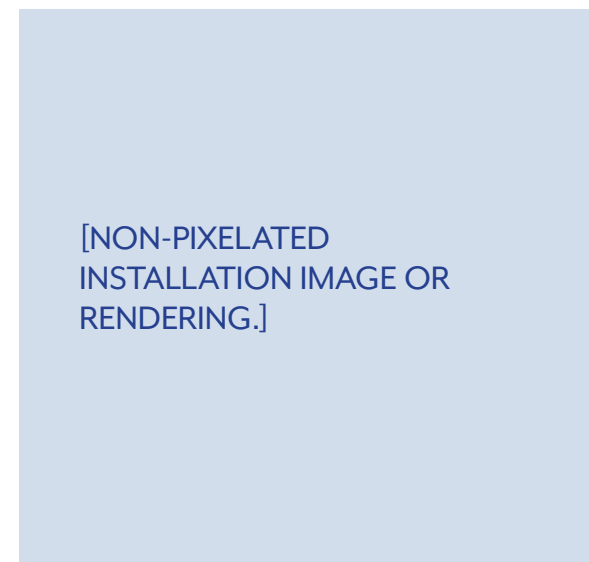
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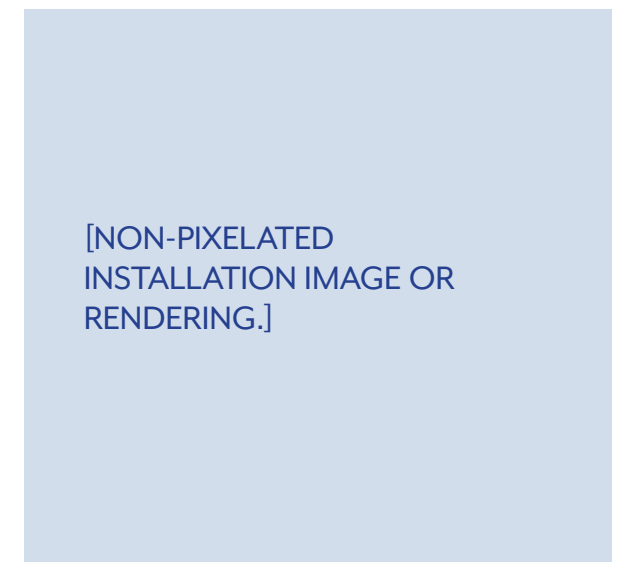
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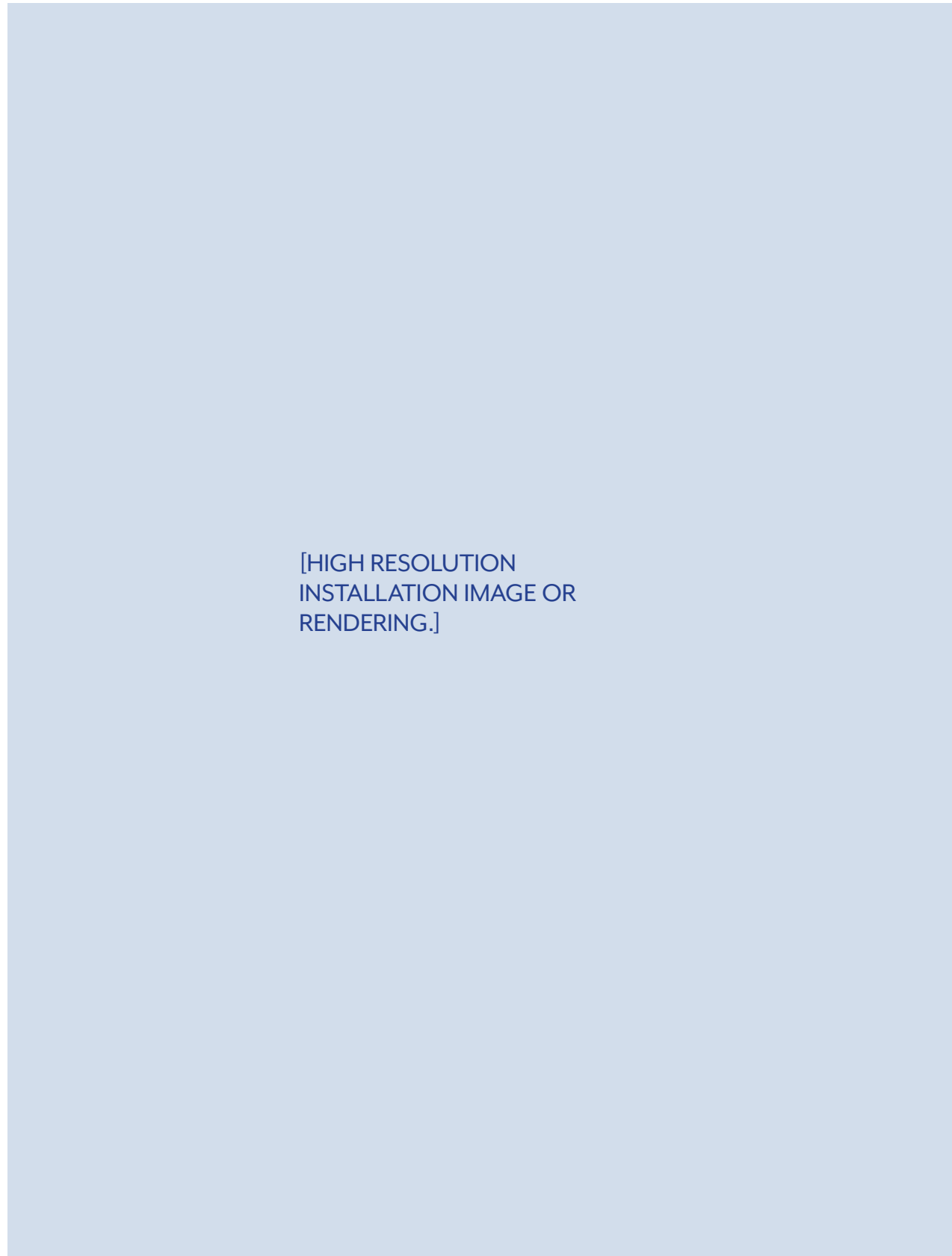


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[HIGH RESOLUTION INSTALLATION
IMAGE OR RENDERING THAT SHOWS
THE TILE IN USE FOR THE CATEGORY
ON THE NEXT PAGE.]

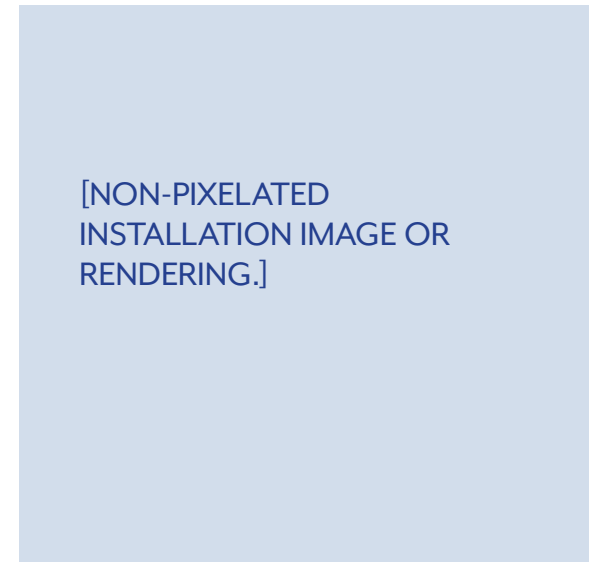
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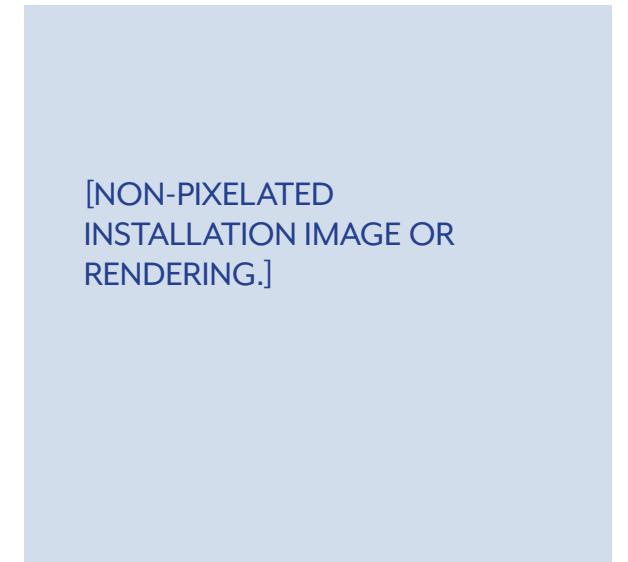


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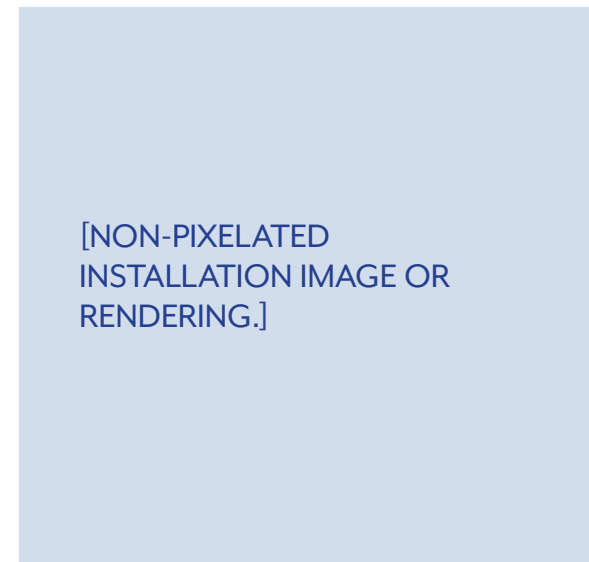
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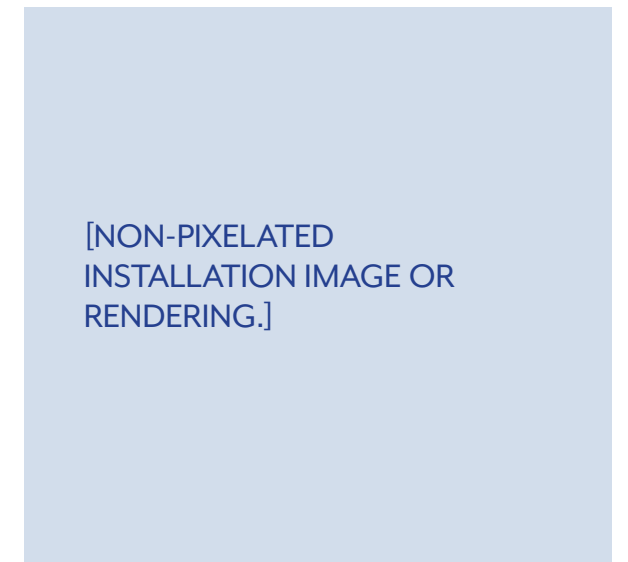
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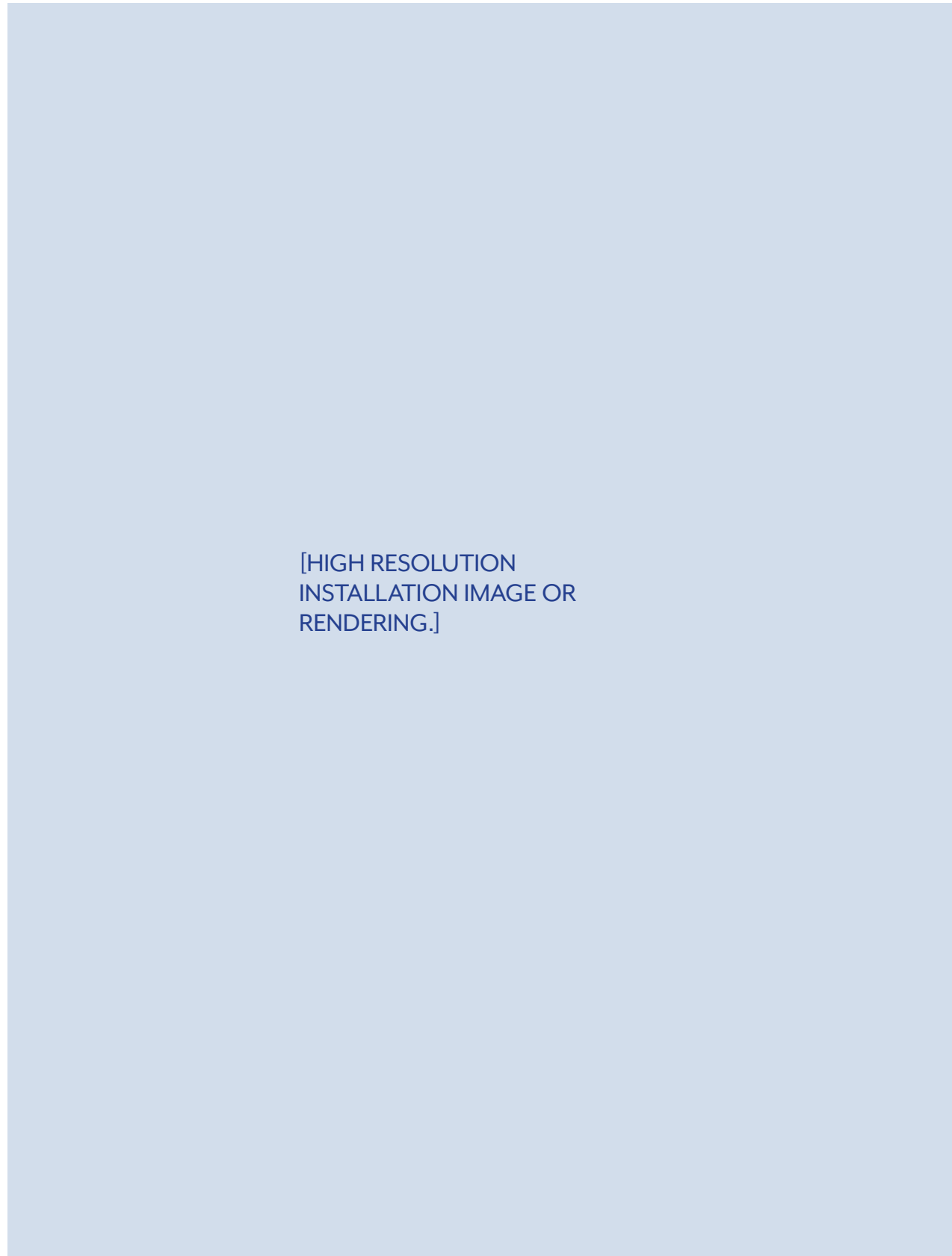


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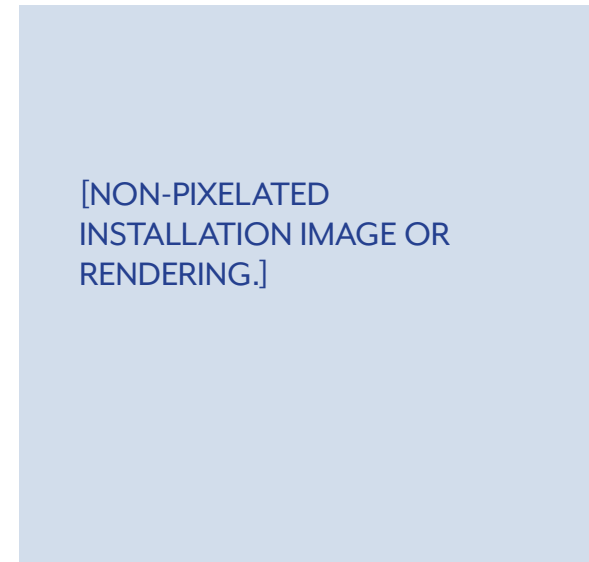
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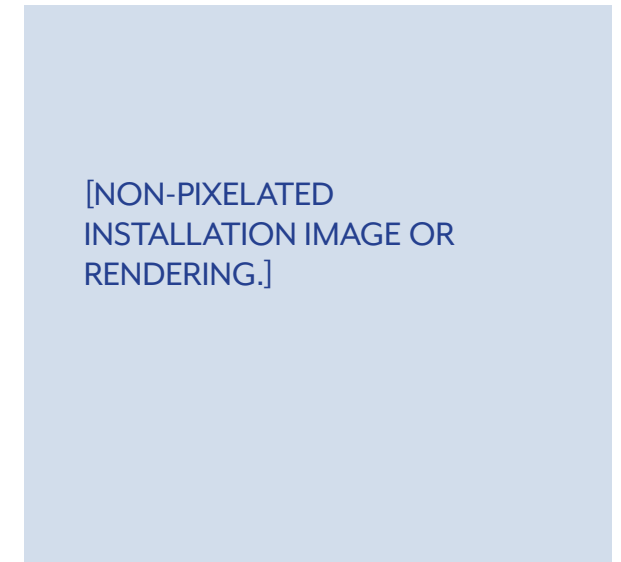


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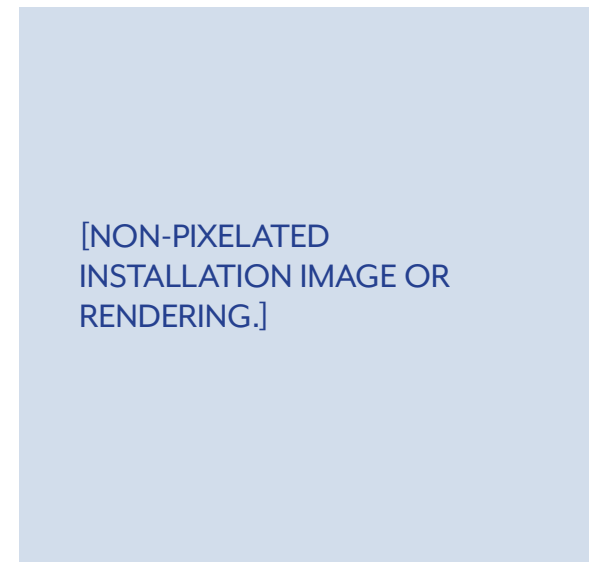
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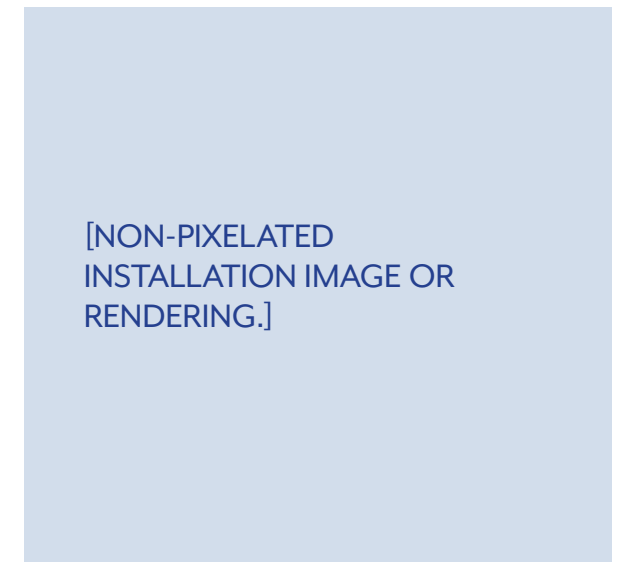
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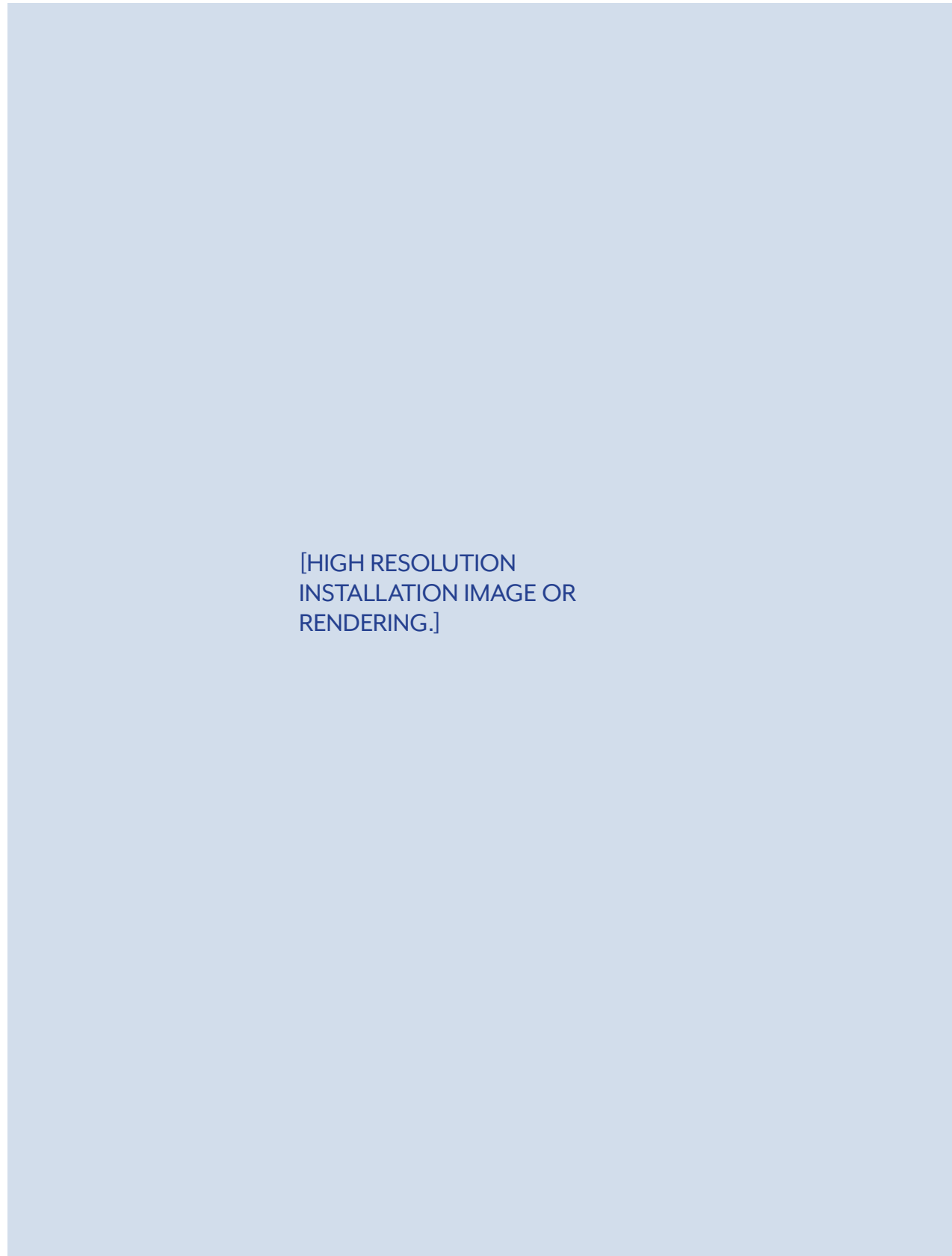


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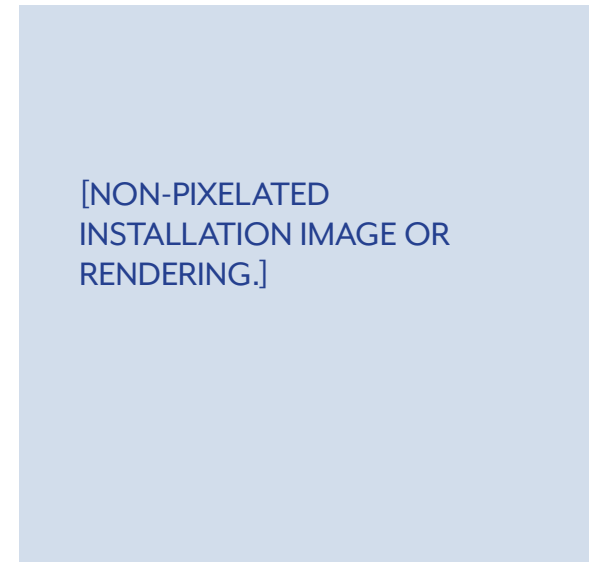
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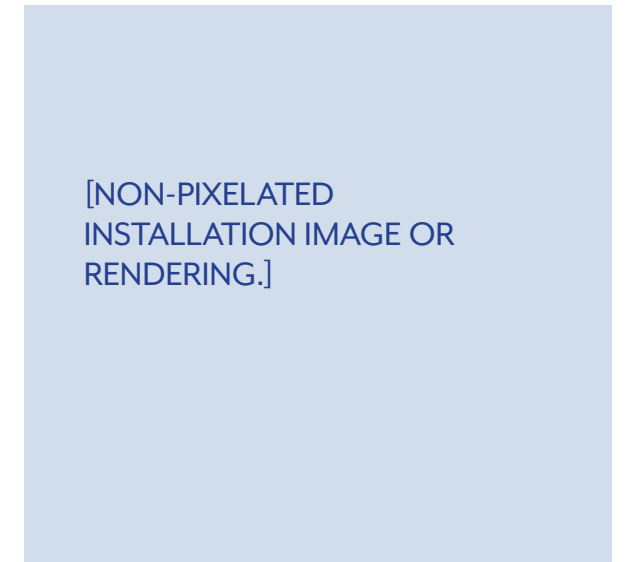


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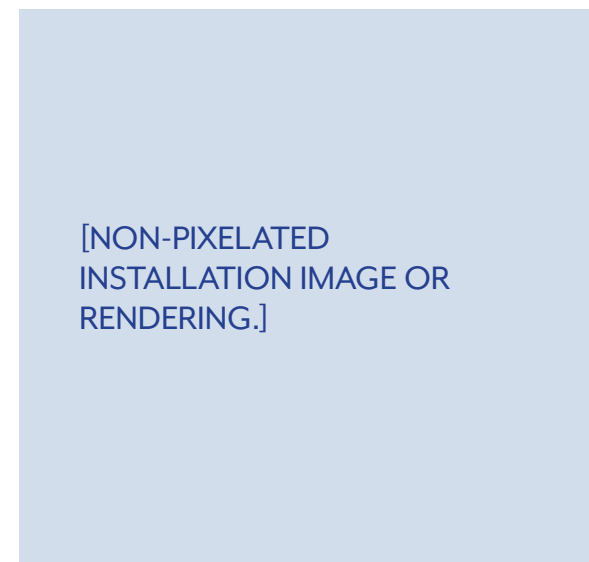
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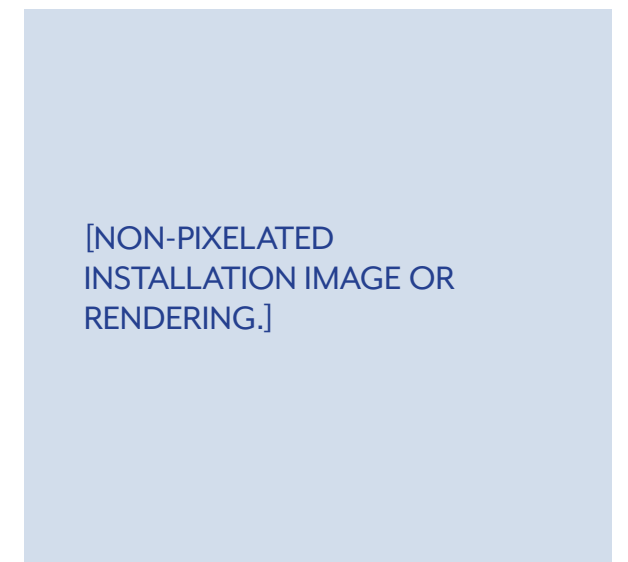
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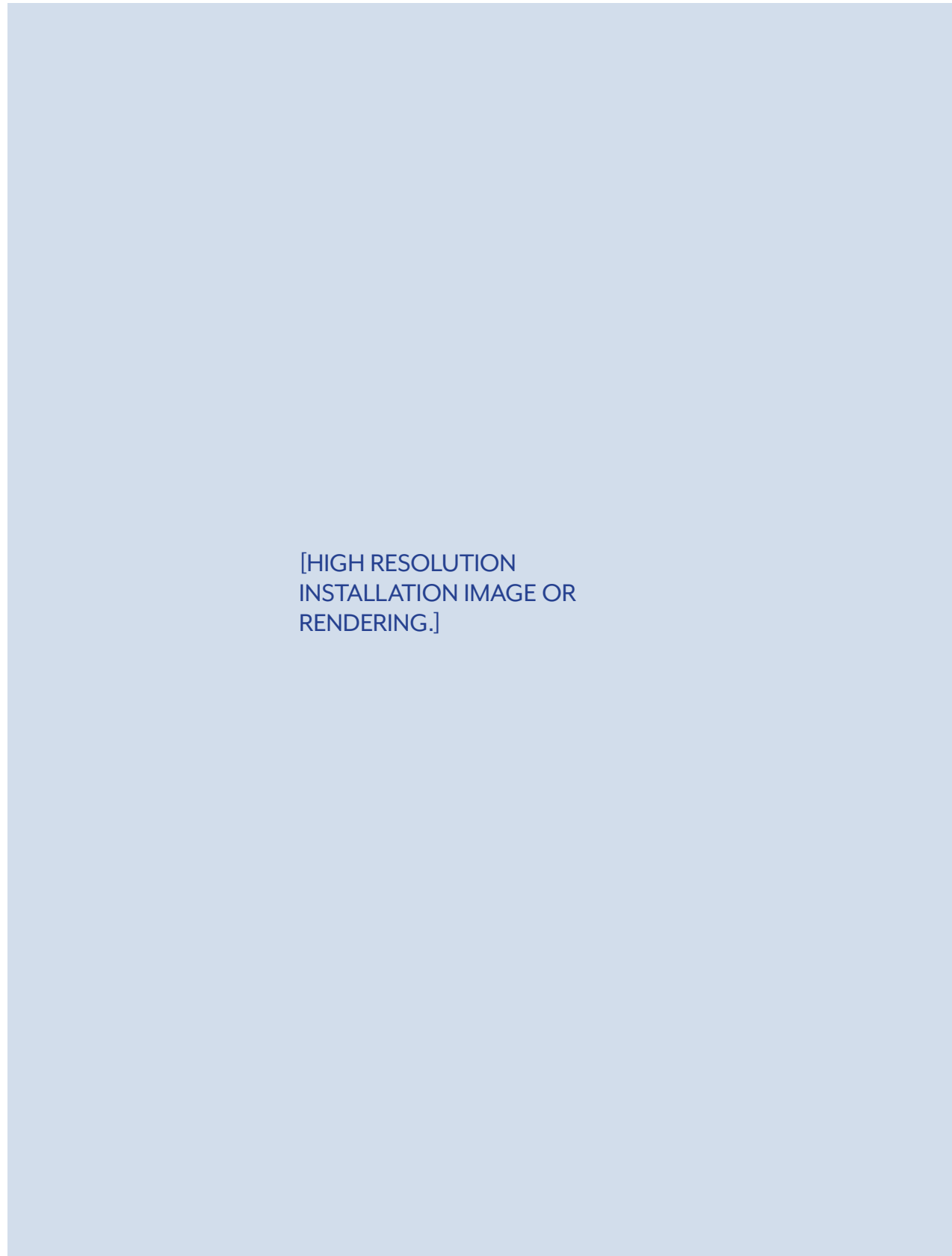


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[HIGH RESOLUTION INSTALLATION
IMAGE OR RENDERING THAT SHOWS
THE TILE IN USE FOR THE CATEGORY
ON THE NEXT PAGE.]

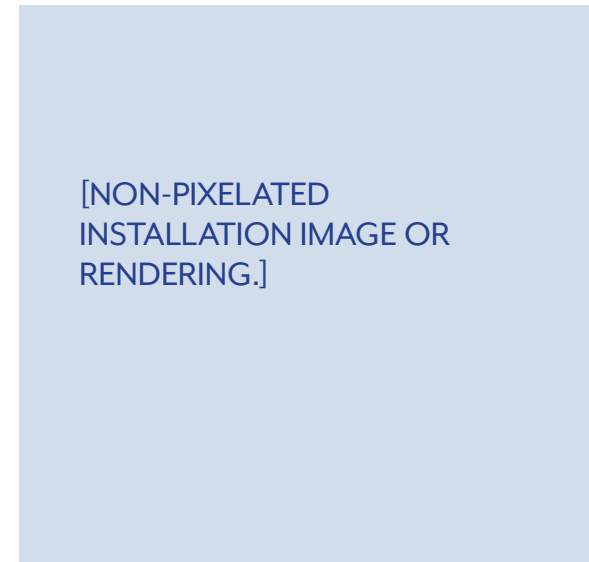
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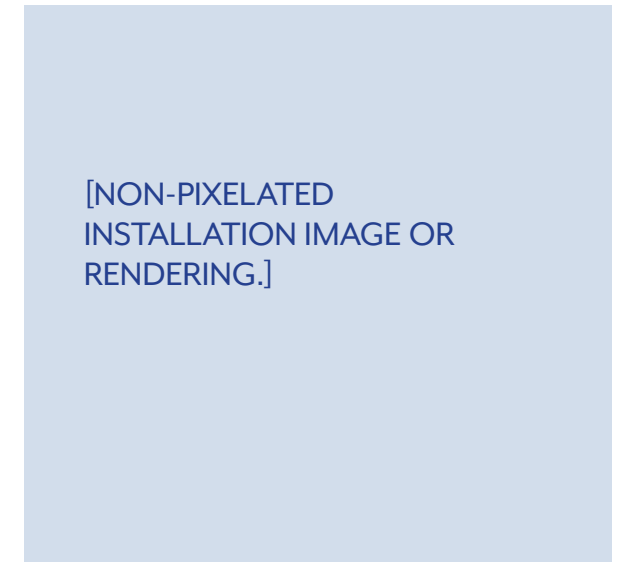


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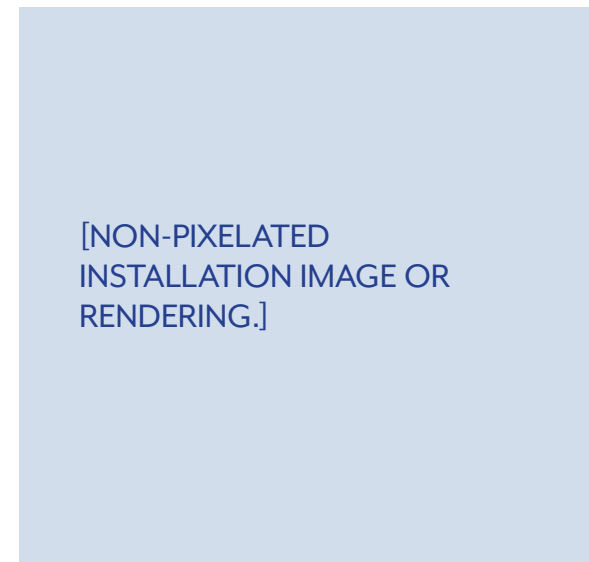
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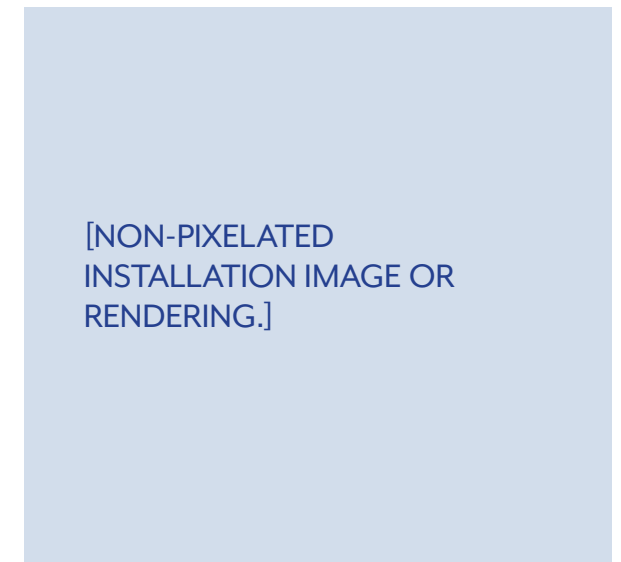
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RENDERING.]



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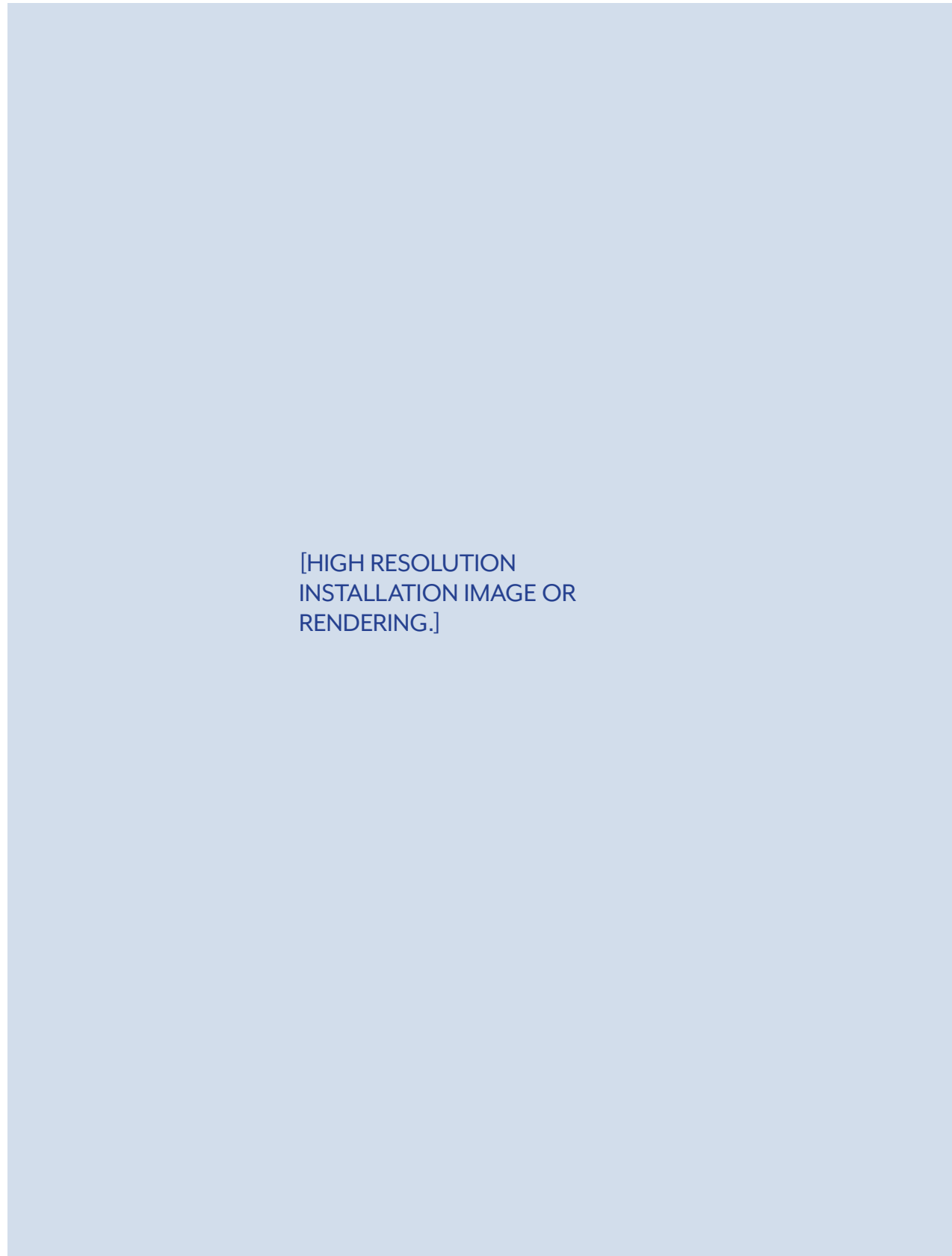


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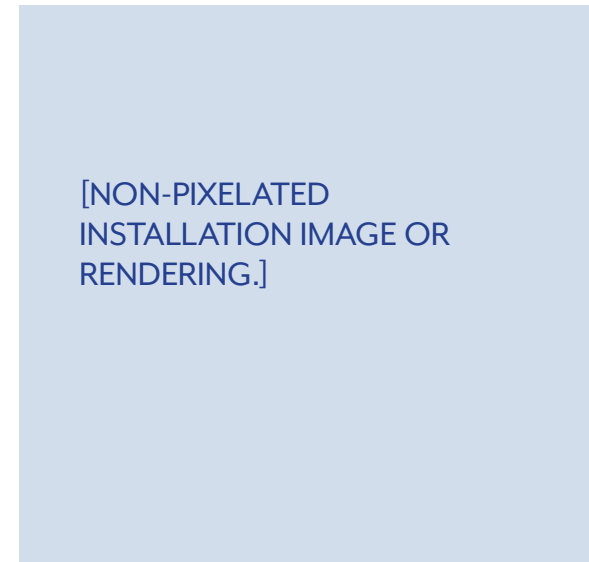
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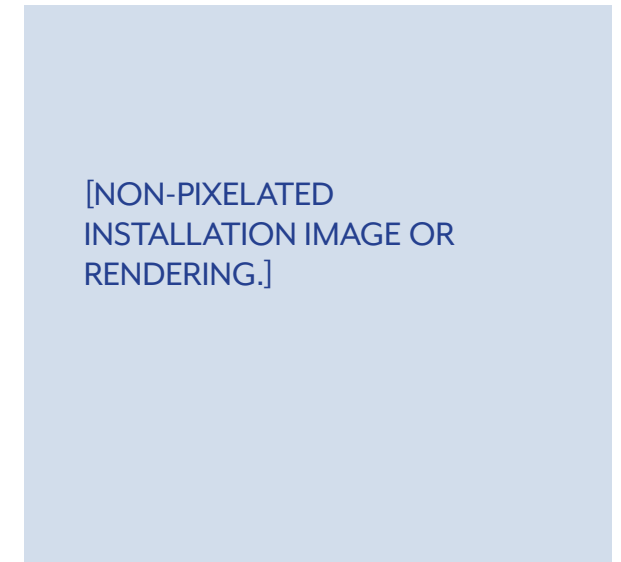


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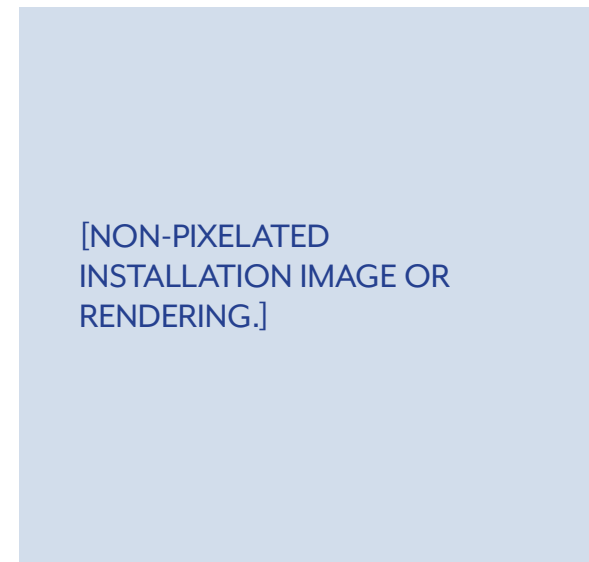
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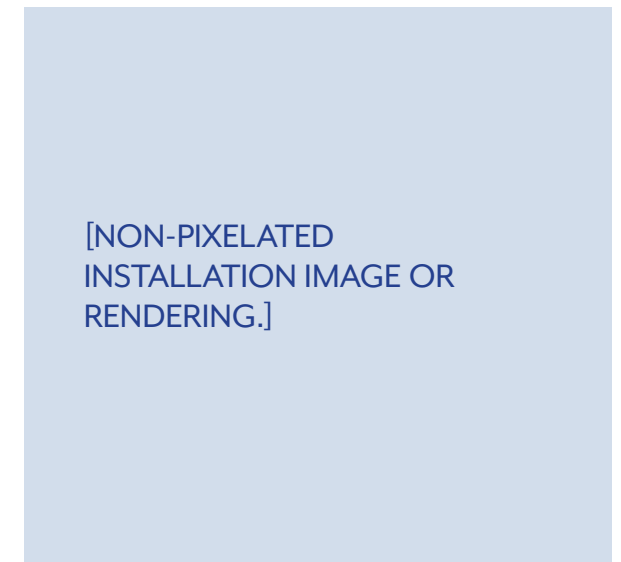
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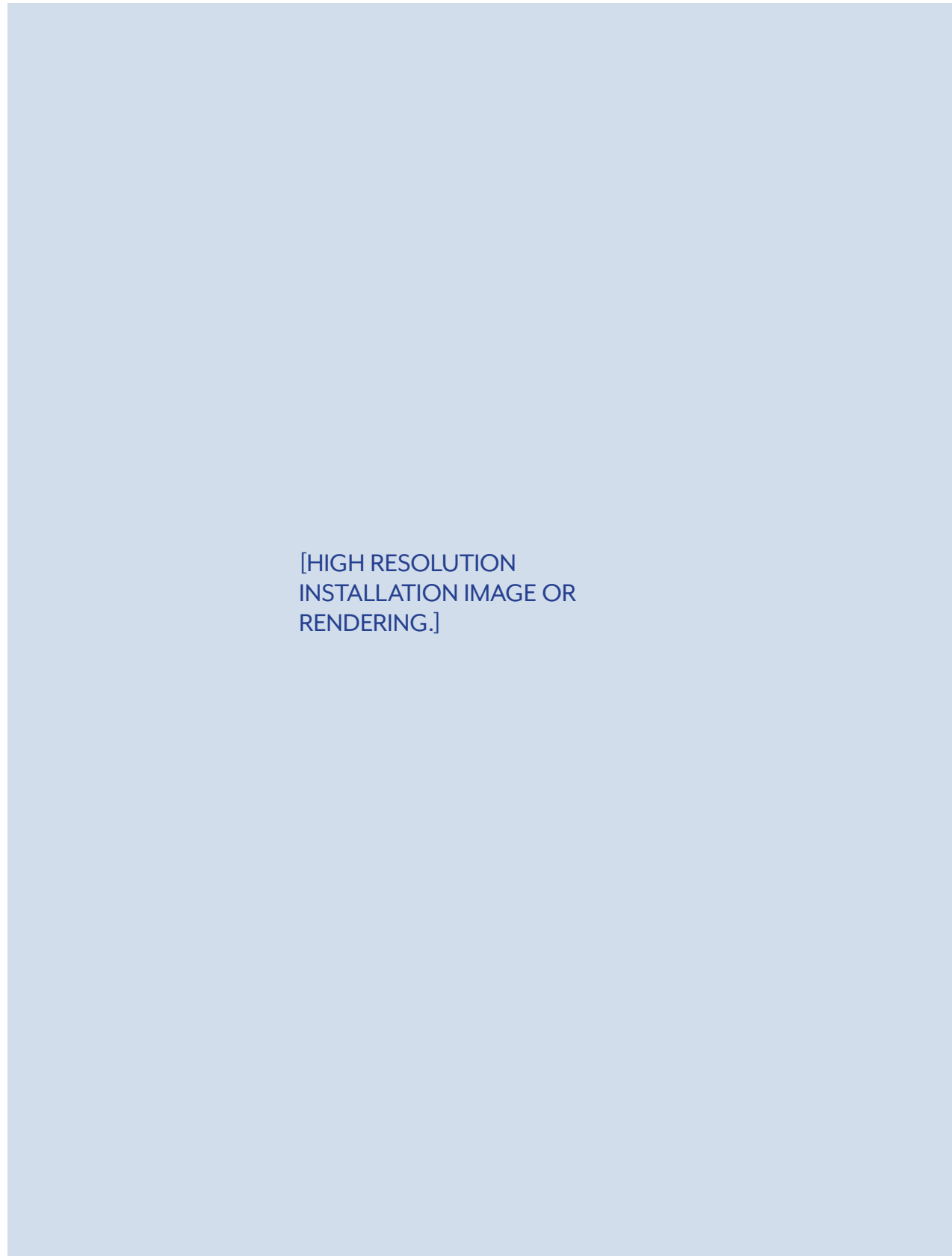


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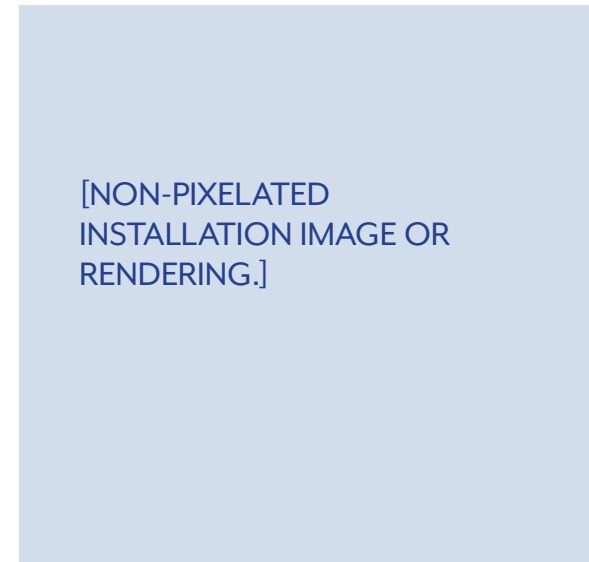
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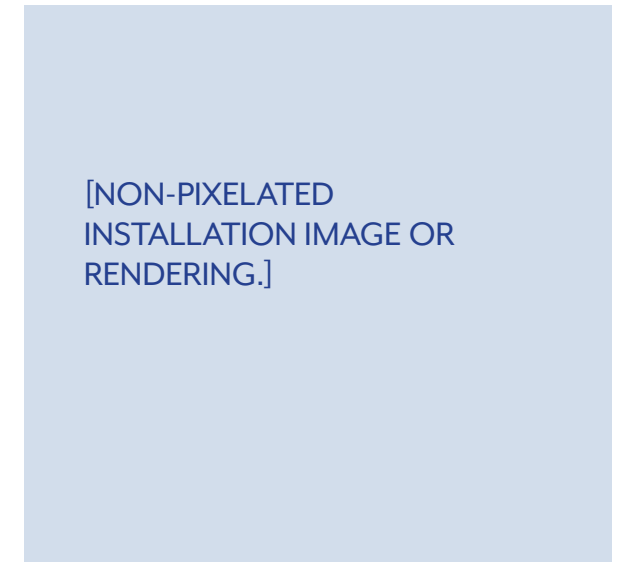


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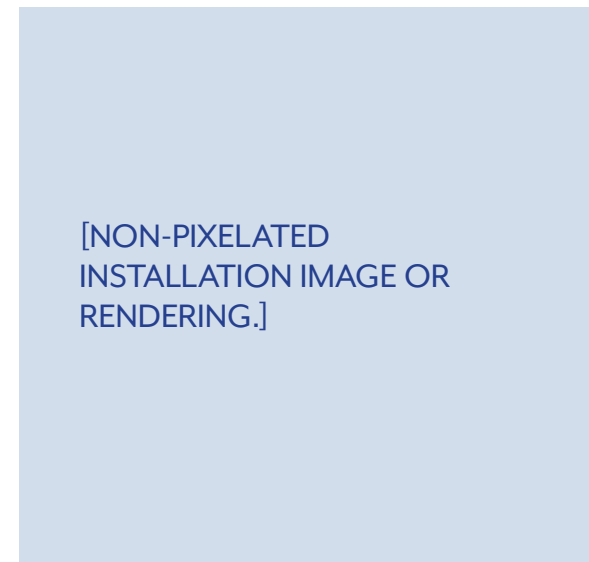
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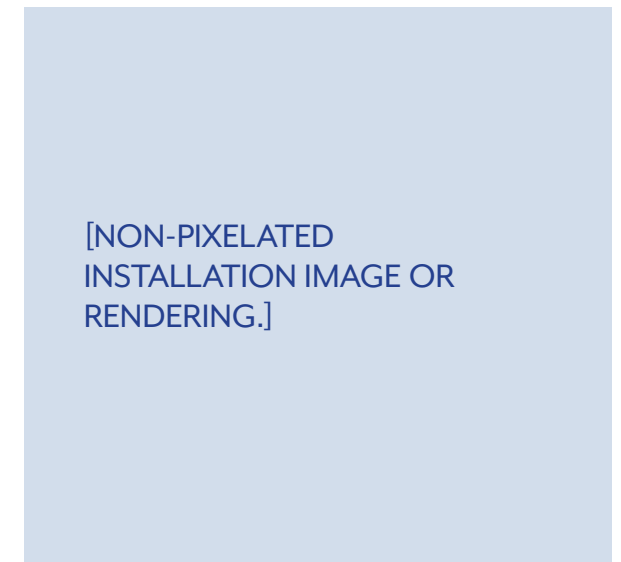
[NON-PIXELATED
INSTALLATION IMAGE OR
RENDERING.]



[NON-PIXELATED
INSTALLATION IMAGE OR
RENDERING.]



[NON-PIXELATED
INSTALLATION IMAGE OR
RENDERING.]



[NON-PIXELATED
INSTALLATION IMAGE OR
RENDERING.]

[HIGH RESOLUTION
INSTALLATION IMAGE OR
RENDERING.]

THANK
YOU



[BACK COVER FOR PRINT: HIGH
RESOLUTION INSTALLATION
IMAGE OR RENDERING.]