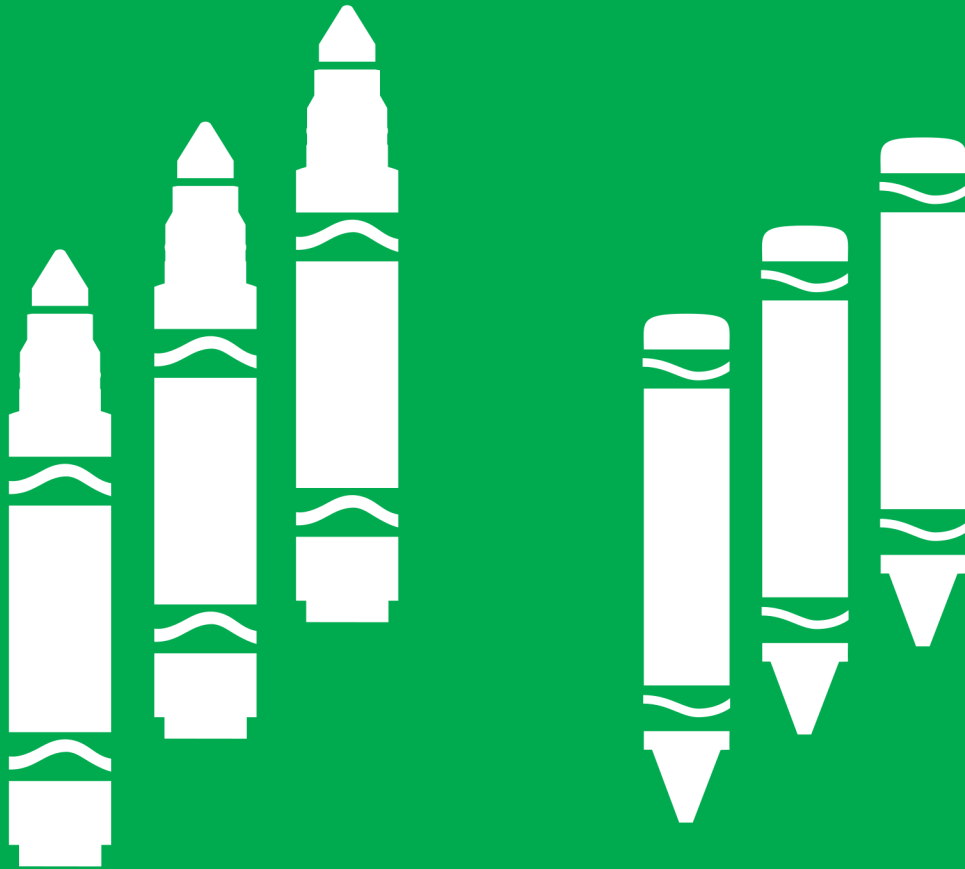


UNITY



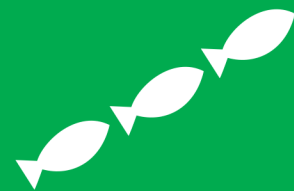
The arrangement of elements in such a way as to highlight their similarities.



REPETITION:
similar elements
are repeated



PROXIMITY:
elements placed
close together,
limiting the
negative space



CONTINUATION:
elements that
create a continuous
line or edge