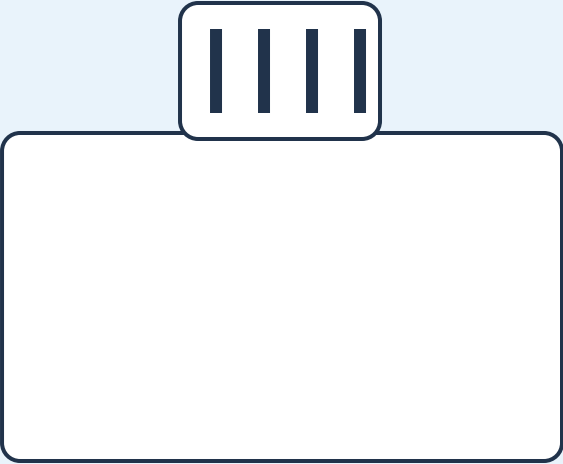


Two ways to draw attention

One fictional toolbox, with stripes on the handle or on the box.

SAME INVENTED TOOLBOX · TWO STRIPE LOCATIONS

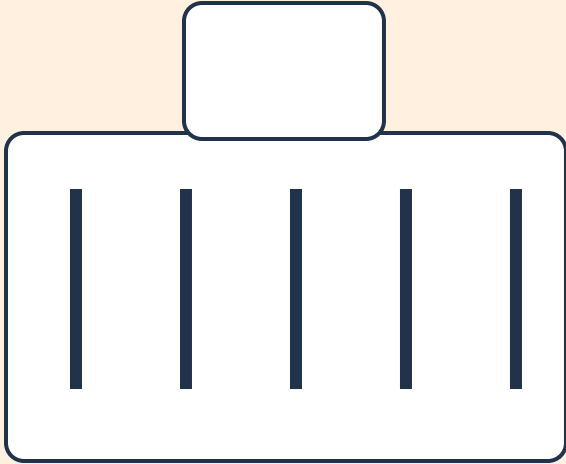
OPTION A



A light blue rounded rectangle representing a toolbox. At the top center is a smaller white rounded rectangle representing the handle. Inside the handle are four vertical black stripes. The main body of the toolbox is empty.

STRIPED HANDLE

OPTION B



A light orange rounded rectangle representing a toolbox. At the top center is a smaller white rounded rectangle representing the handle, which is empty. The main body of the toolbox contains five vertical black stripes.

STRIPED BOX

What would YOU want a viewer to find first?

A choice is an intention; no viewer has been tested.

Stripes can be found without any colour.