Triangles

Triangles suggest action. They are dynamic. Triangles may convey either conflict or strength.

Triangles can direct movement (up, down, left, right — depending on which way they 'point') but rather than moving themselves, they point the way for the reader.

Triangles are suggestive of many different shapes and ideas. They can represent a religious Trinity, a pyramid, a flag or pennant, an arrow, a beacon.

Some ways you can use triangles:

- To symbolize action or conflict. In a logo, a triangle might be better suited to a growing, dynamic high tech company than the more stable, familiar square, for example.
- Related to the first bullet item, use triangles to suggest familiar themes (flag, pyramid, arrow or pointer). A single or a series of triangles can point the eye to important information or act as an arrow to get readers to turn the page.
- To highlight, organize, or set apart information using a solid or outlined triangle. Use a triangle to suggest progression. Place it behind a 'Top 10’ list or the steps to accomplish a specific task.
- Replace the letter A or V in text with a triangular shape that suggests that letter. Try a wedge of pie for the letter A in the phrase Amy's Desserts.