

DIRECTION—For the overall identity, Dyakova opted for a warm and rich color palette, inspired by the weathered, natural hues of the Lake District’s landscape and the vintage paper swatches from the Cropper family mill.

A B C D F G H I
 J K L M N O P Q R
 S T U V W X Y Z
 0 1 2 3 4 5 6 7 8 9

S s

Pigmented
 Jumbo Roll
 Kraft Pulp

As to paper, it seems to be generally admitted that the kind called, and to some extent perhaps called, ‘hand made’ is the best if only because most durable. Of this there are, according to the sort of mould used in the making, two kinds: ‘laid’, (made in a mould formed of fine metal wires running longitudinally, with stronger transverse wires at considerably greater intervals), and ‘wove’ (made in a mould of woven metal fabric). For this distinction there are two things to be noted: first, that hand made wove paper can only



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