

Method 1

				28
				30
				18
				20
?	30	23	22	

If $\bullet = 1$
 $\blacktriangle = 15$ (3rd row)
 $\blacksquare = 17$ (4th row)
 But then top row $\neq 28$,
 so $\bullet \neq 1$
 If $\bullet = 2 \dots$

Method 2

				28
				30
				18
				20
?	30	23	22	

Top row: $2\blacksquare + 2\blacktriangle = 28$
 $\Rightarrow \blacksquare + \blacktriangle = 14$
 Second column: $\blacksquare + \blacktriangle + 2\bullet = 30$
 $14 + 2\bullet = 30$
 $2\bullet = 16 \dots$

Method 3

				28
				30
				18
				20
?	30	23	22	

Comparing row 3 + 4 tells me
 $\blacksquare = \blacktriangle + 2$
 Comparing columns 1 + 3 tells me ...

Method 4

				28
				30
				18
				20
?	30	23	22	

Comparing 4th column + 3rd row
 $\blacksquare = \bullet + 4$
 4th row: $3\bullet + \blacksquare = 20$
 $3\bullet + \bullet + 4 = 20 \dots$

Method 5

				28
				30
				18
				20
?	30	23	22	

If $\triangle = 10$
 $\square = 4$ (1st row)
 But then second column $\neq 30$
 So $\triangle \neq 10$
 If $\triangle = 9 \dots$

Method 6

				28
				30
				18
				20
?	30	23	22	

Top row: $2\square + 2\triangle = 28$
 $\Rightarrow \square + \triangle = 14$
 Fourth column: $\square + \triangle + 2\circ = 22$
 $14 + 2\circ = 22$
 $2\circ = 8 \dots$

Method 7

				28
				30
				18
				20
?	30	23	22	

Comparing row 3 + 4 tells me
 $\square = \triangle + 2$
 Row 1: $2\triangle + 2\square = 28$
 $\triangle + \square = 14$
 $\triangle + \triangle + 2 = 14 \dots$

Method 8

				28
				30
				18
				20
?	30	23	22	

All four rows add up to 96
 so all 16 cells add up to 96
 so all four columns add up to 96 ...