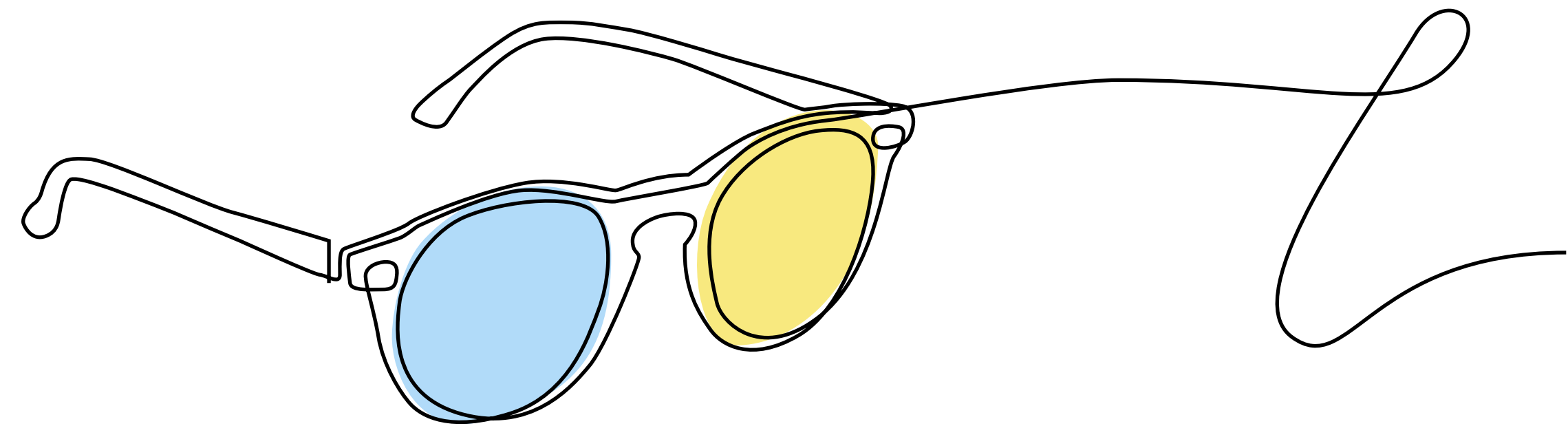


DESIGN MANIFESTO

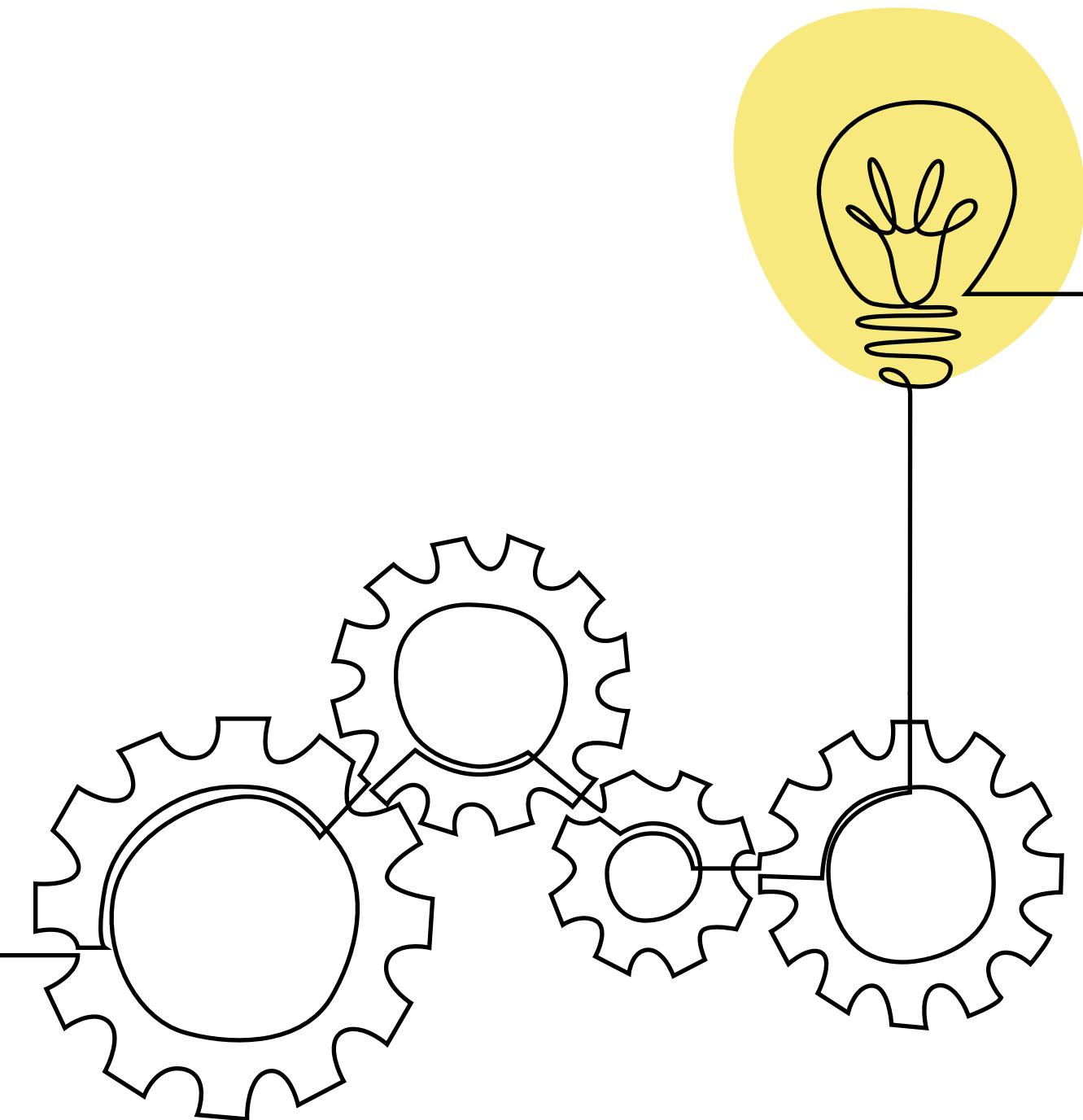
BRAND PERSPECTIVE

Perspective is how we see and understand things. A brand's idea is its unique way of looking at the world, like Volvo focusing on safety or Coca-Cola on happiness. Design turns this idea into pictures or visuals that people can understand and feel.



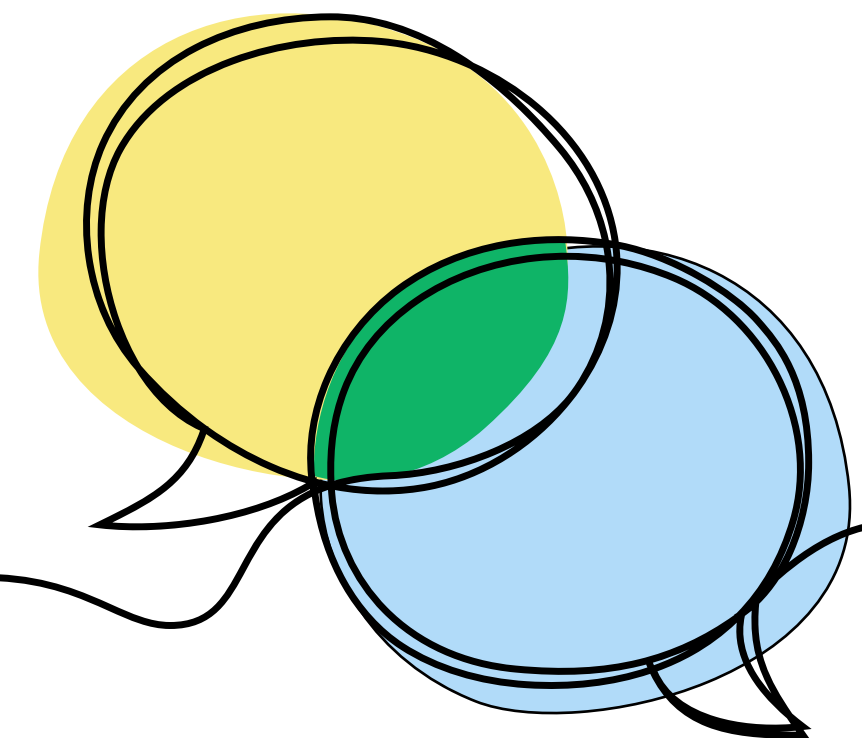
FILTERING THE IMPORTANT

Art and stories take away extra details to show only what matters most. Design does the same, focusing on the main idea to create something clear and simple that speaks to people.



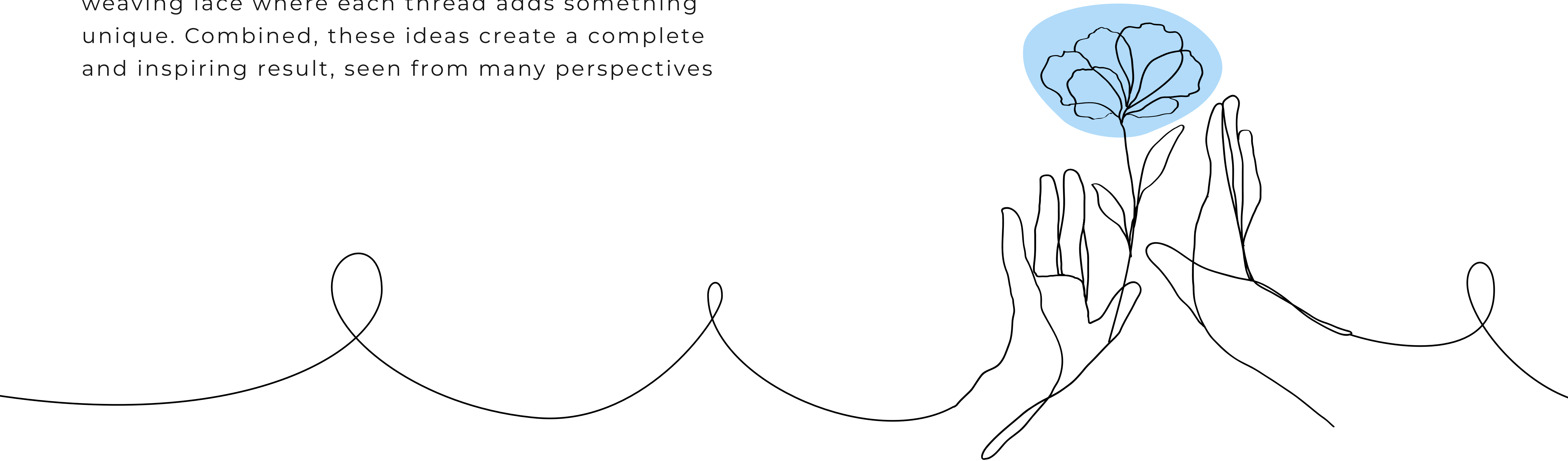
TOGETHER

Design involves many roles, from illustrators to service designers. Each person's contribution builds on others, making teamwork essential. What one person might take a hundred years to do, a team of a hundred people can finish in just one year by working together and sharing ideas.



PATTERN OF IDEAS

Teamwork brings different ideas together, like weaving lace where each thread adds something unique. Combined, these ideas create a complete and inspiring result, seen from many perspectives



FROM THE START

Design changes over time. Logos and websites need updates to stay modern and match new ideas. Each update isn't the end but the start of the next step in creating something new.

