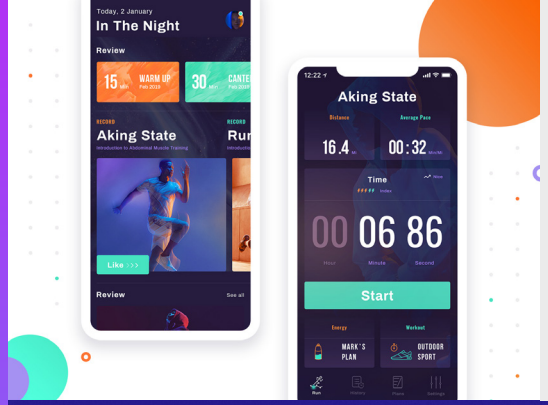
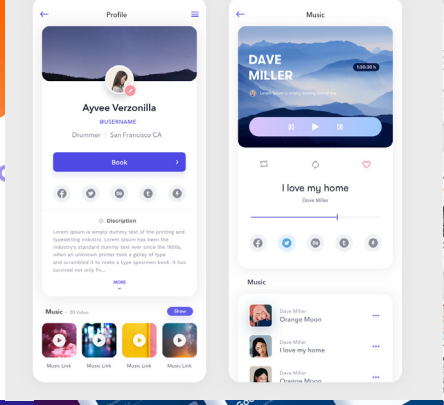
BINARYGIANT

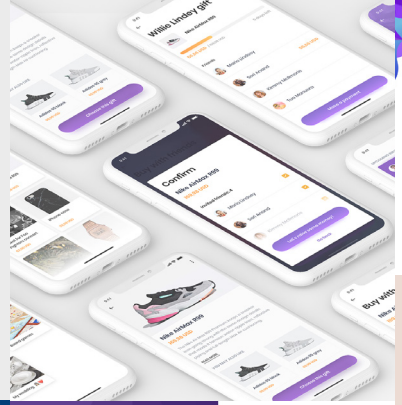
DESIGN RESEARCH

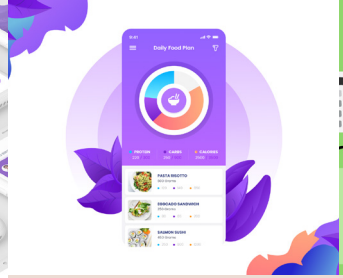
INITIAL RESEARCH AND DECISION MAKING

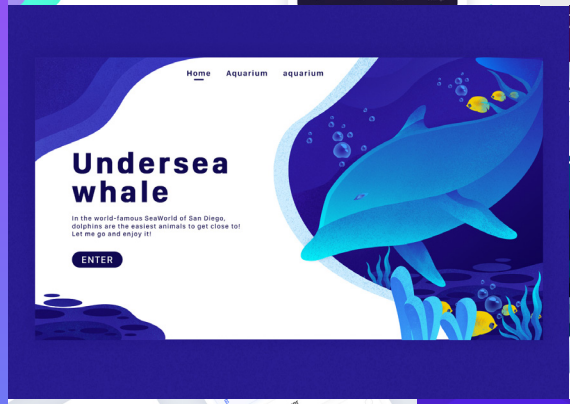
BINARYGIANT

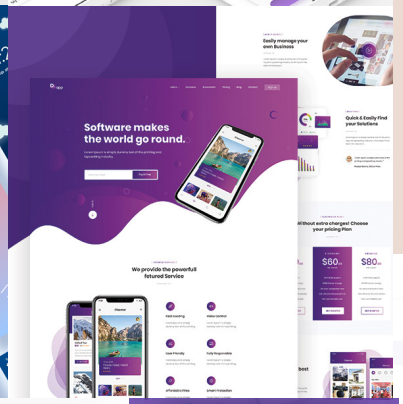


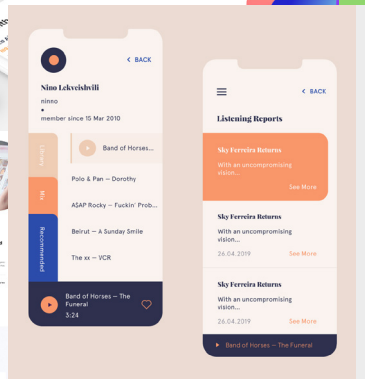


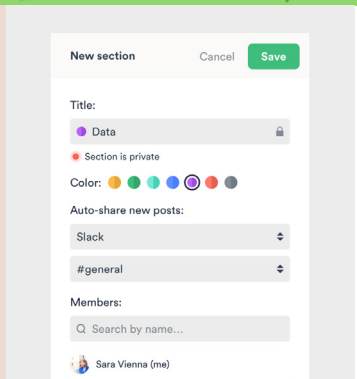


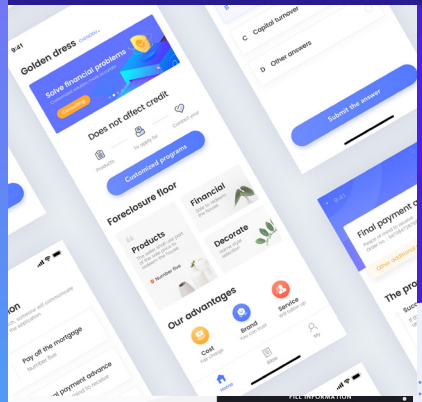


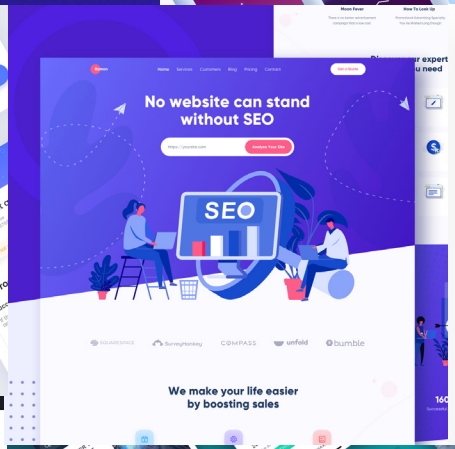


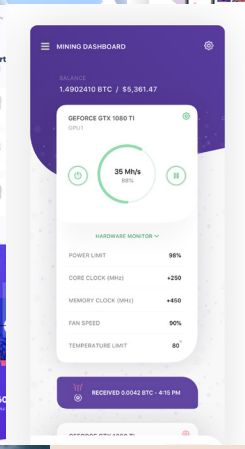


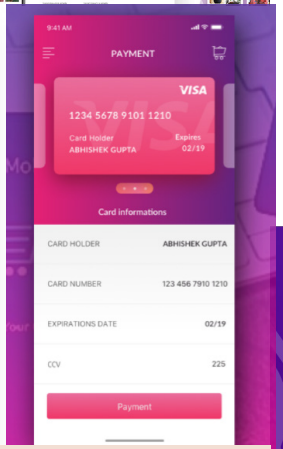


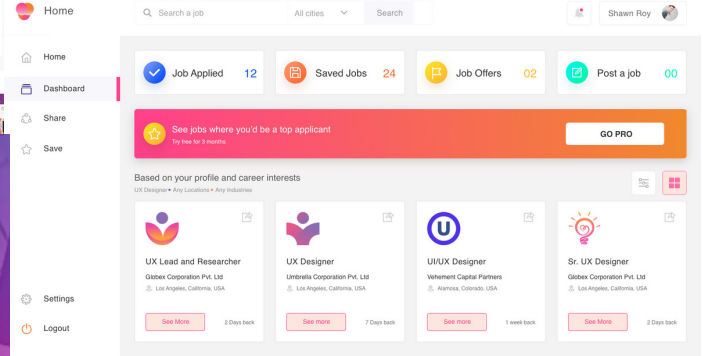


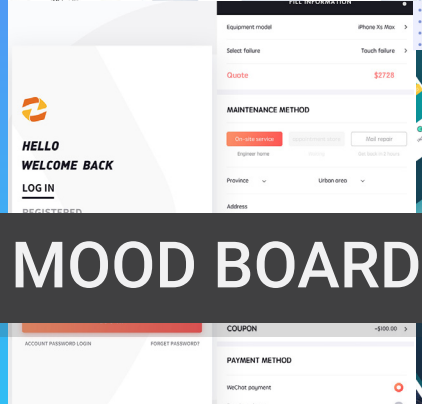


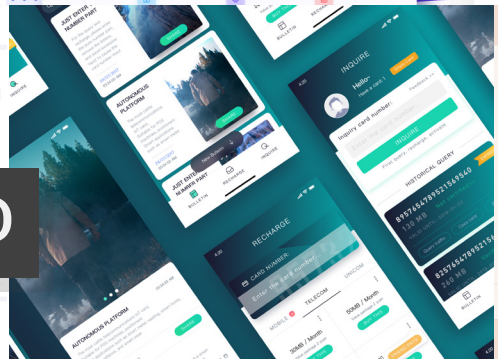


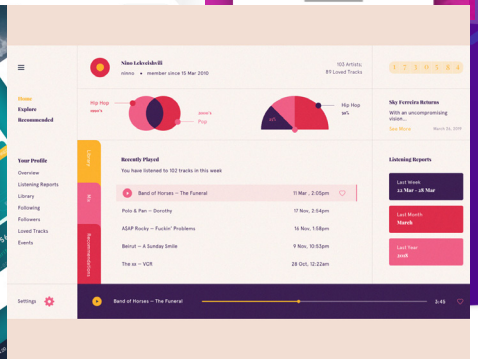


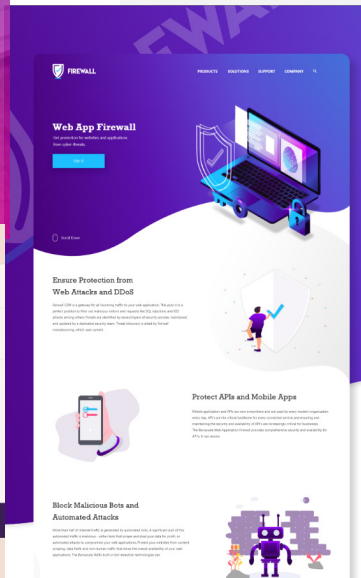


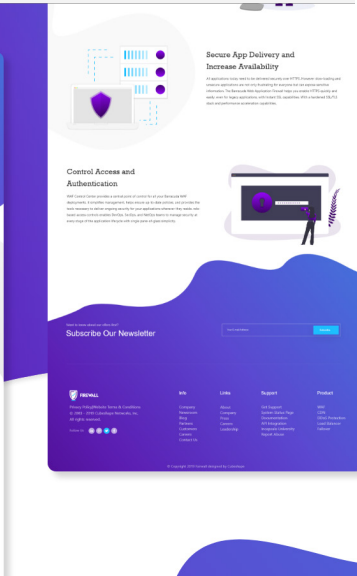










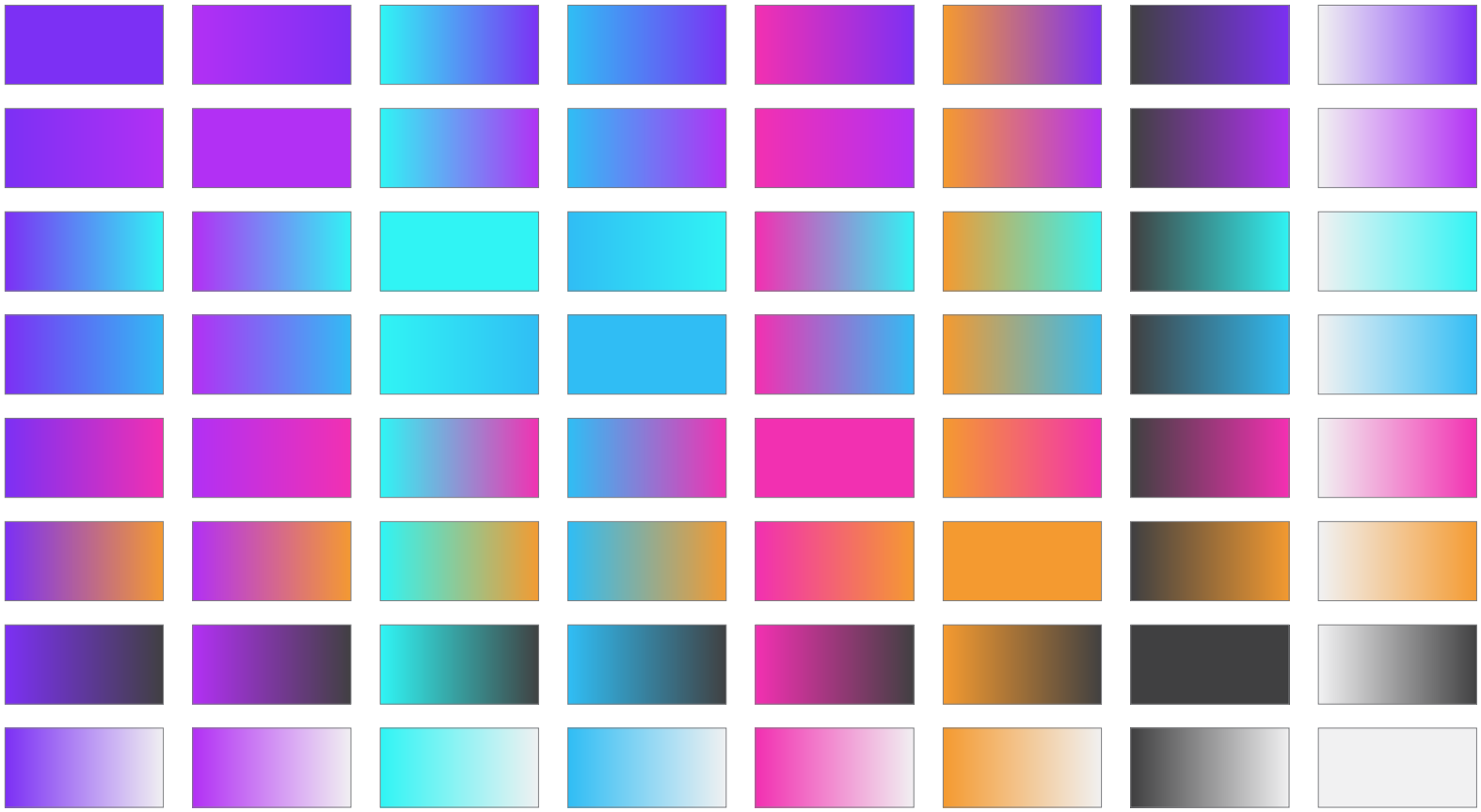


MOOD BOARD

COLOUR PALETTE

#7C30F4	#B230F4	#30F4F4	#30BDF4	#F230B1	#F49A30	#404041	#F1F1F2

POSSIBLE GRADIENTS



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FONT CHOICES

ROBOTO BOLD Used for Headings 1

ROBOTO MEDIUM Used for Headings 2 and 3

ROBOTO LIGHT Used for Normal Text

GROUP LOGO

Primary Logo Colour

Alternative Logo Colour

BINARYGIANT