

Shared Language Across Departments and Regions

For Designers

Every design proposal must begin by identifying the appropriate emotional tone. Once set, the matching light forms, color palette, and structural template should be selected.

For Brand and Marketing Terms

All key visuals for communications, product launches, and campaigns must specify their emotional coordinates, along with the reasoning behind their primary and secondary positioning.

For Regional Markets

Local pages and interactive experiences may be adapted to reflect localized emotional nuances. However, the overall tone must remain aligned with the brand's core design language.