

# 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.