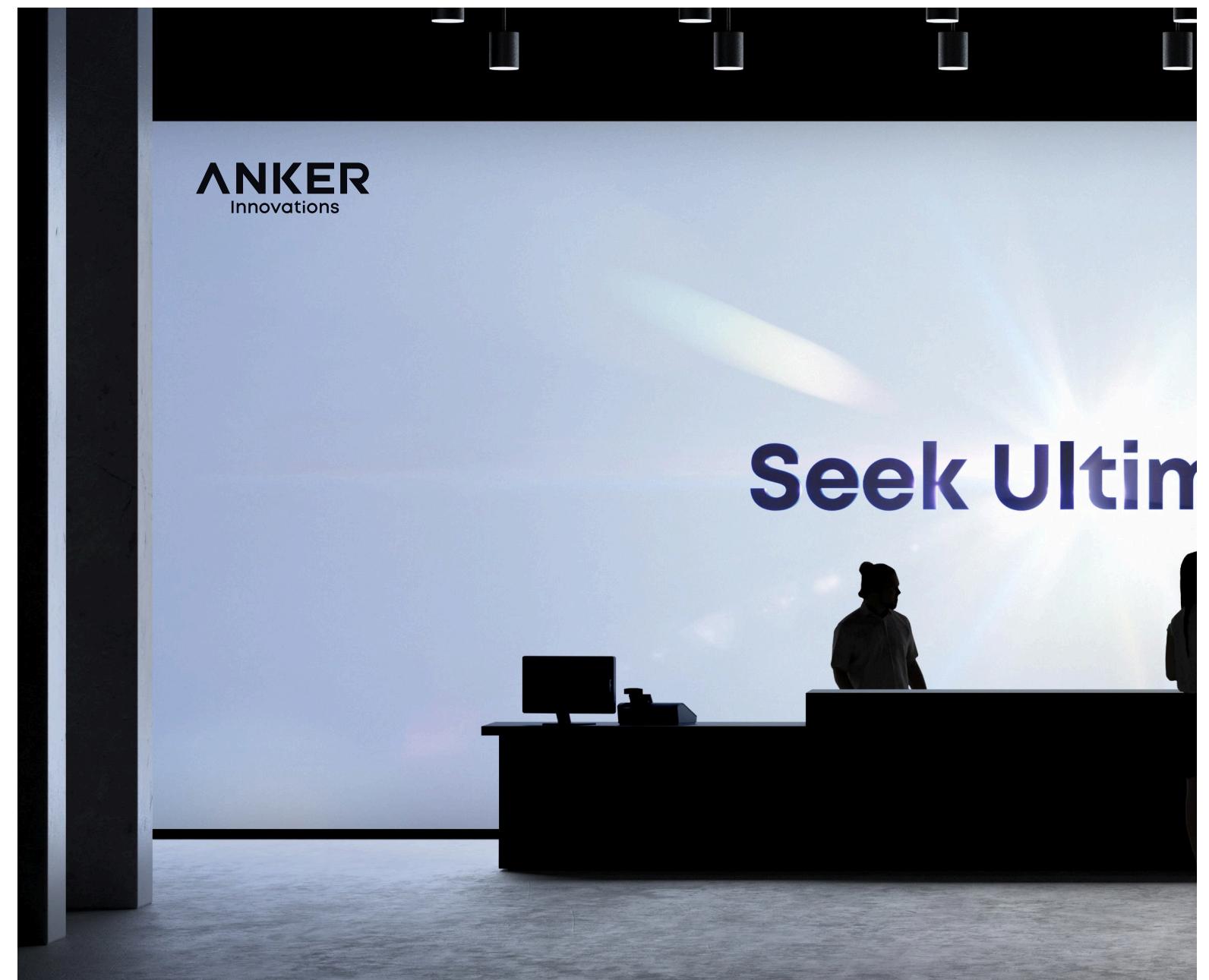


# Brand Focus Context

When emphasizing brand identity, the layout hierarchy should be led by the brand's core values. Clearly layer the following to ensure consistency and recognizability.

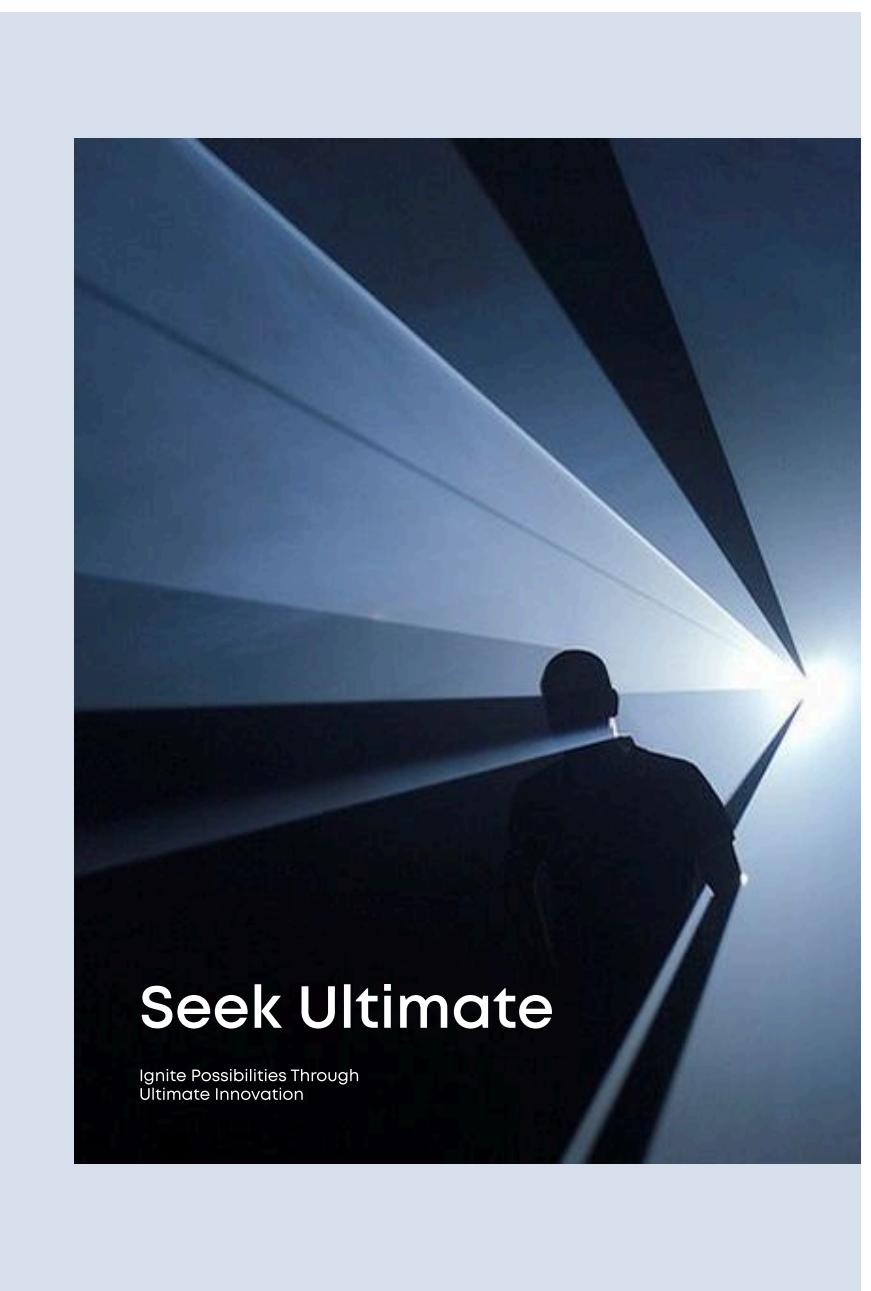
## Brand Communications

Distributes marketing materials and brand campaigns across different platforms.



## Social Media

Distributes marketing materials and brand campaigns across different platforms.



## Corporate Applications

Reinforces the brand through employee uniforms, branded stationery and professional presentation materials.

