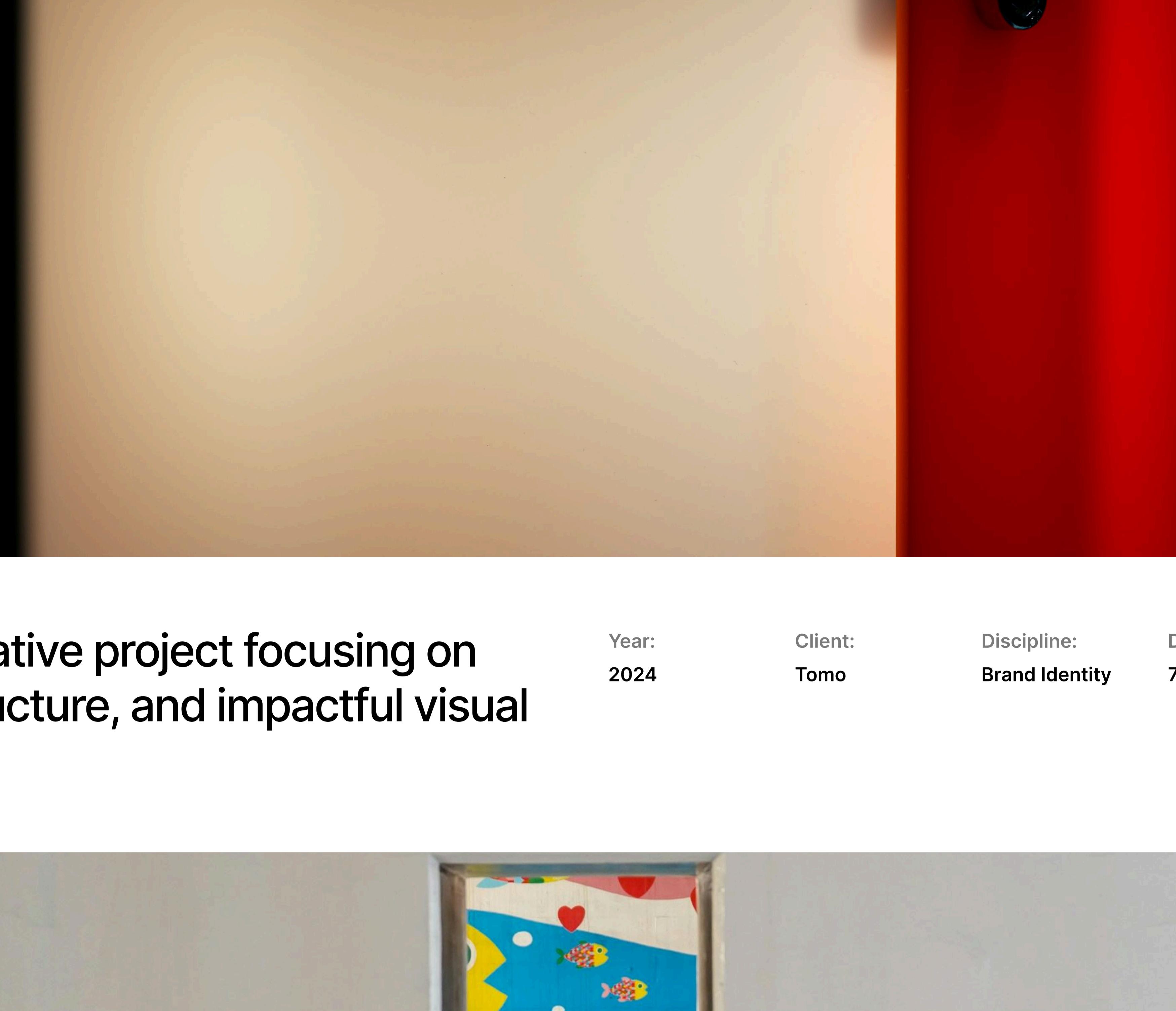


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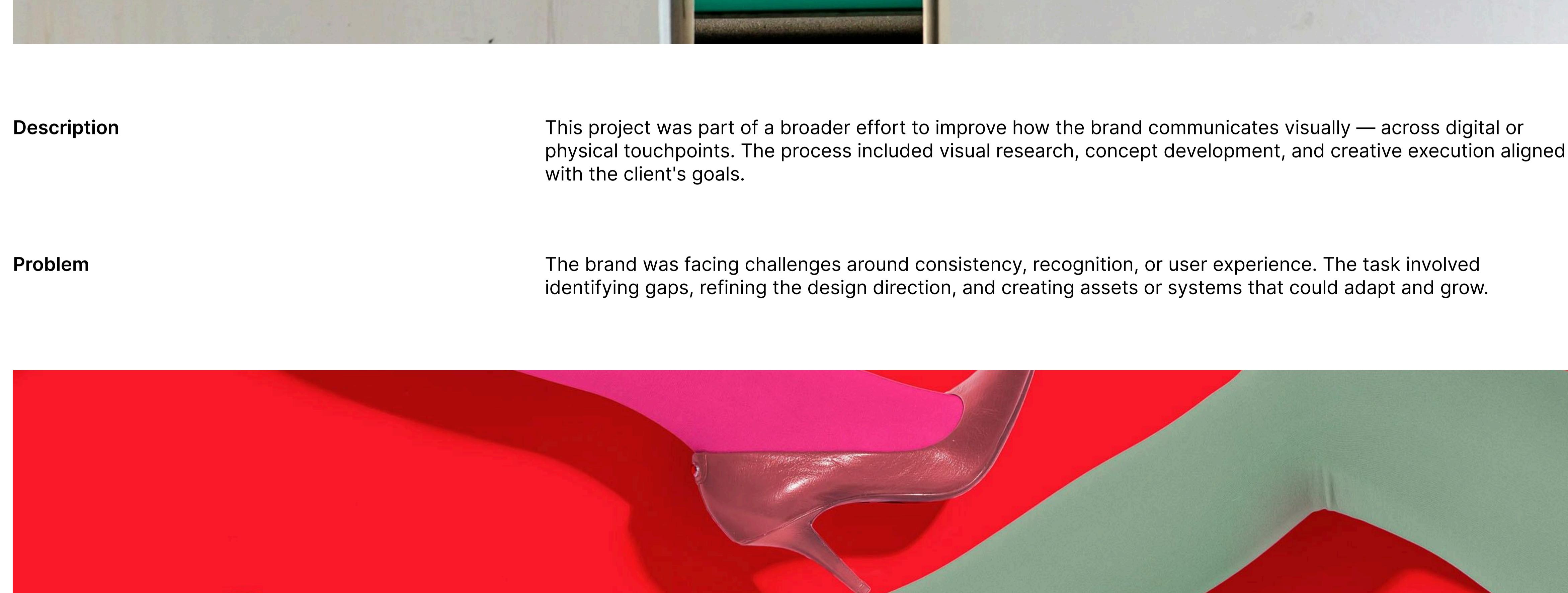
A collaborative project focusing on clarity, structure, and impactful visual design.

Year:  
2024

Client:  
Tomo

Discipline:  
Brand Identity

Deadline:  
7 Weeks

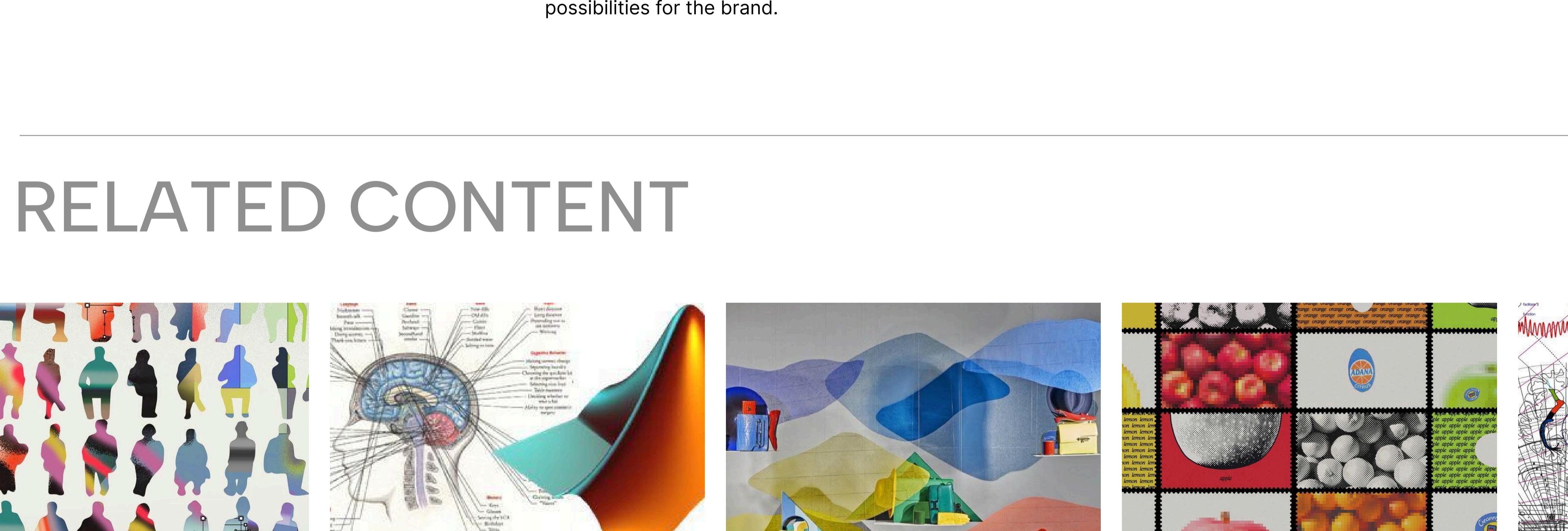
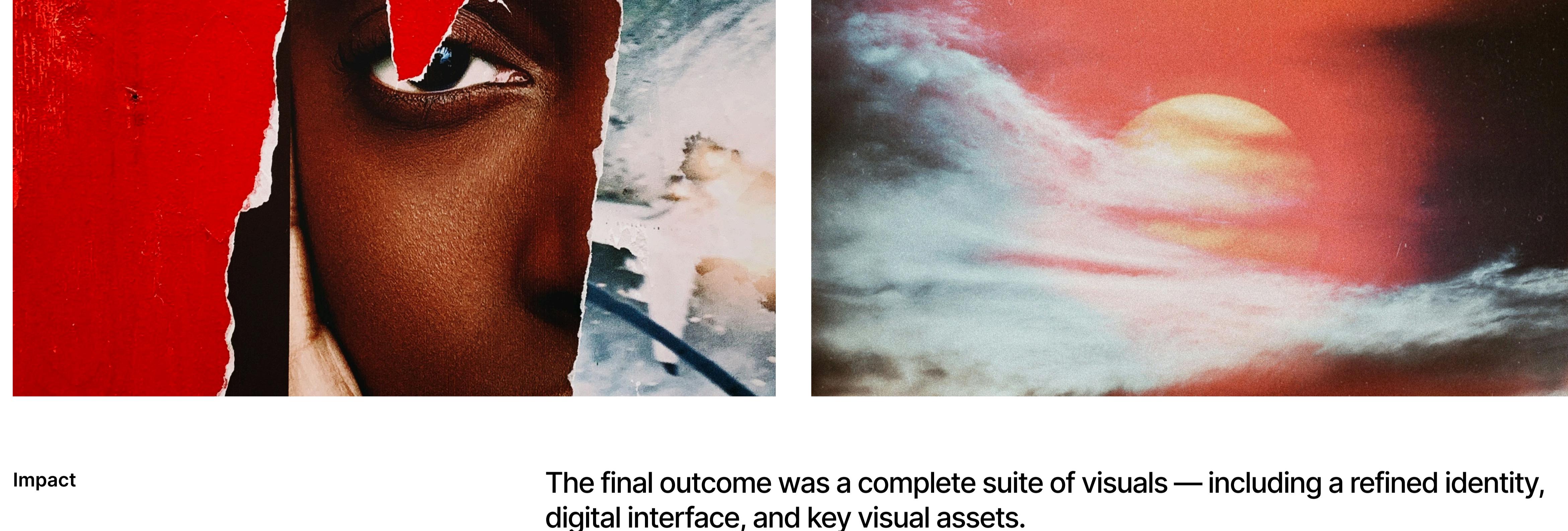


### Description

This project was part of a broader effort to improve how the brand communicates visually — across digital or physical touchpoints. The process included visual research, concept development, and creative execution aligned with the client's goals.

### Problem

The brand was facing challenges around consistency, recognition, or user experience. The task involved identifying gaps, refining the design direction, and creating assets or systems that could adapt and grow.

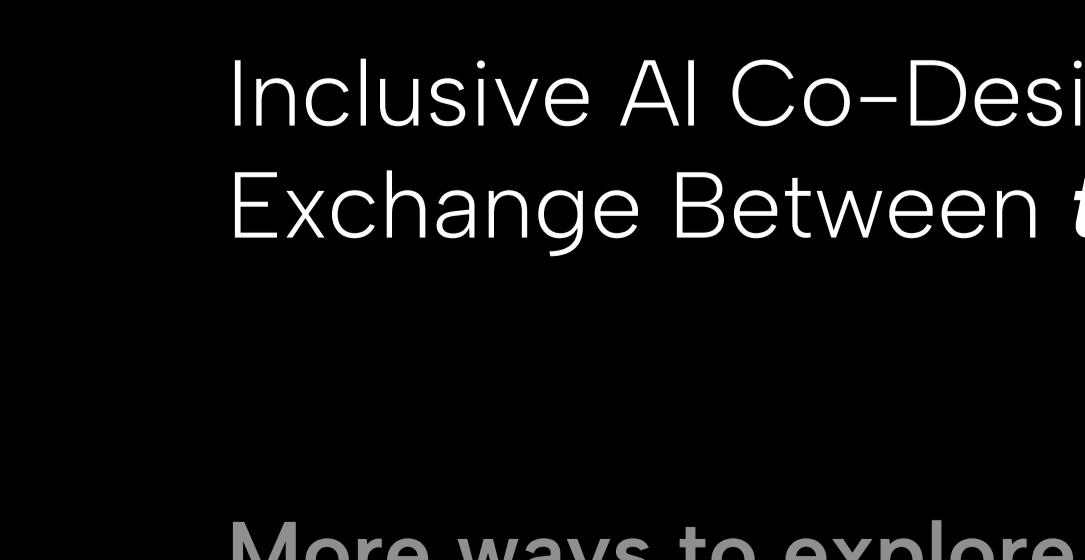


### Impact

The final outcome was a complete suite of visuals — including a refined identity, digital interface, and key visual assets.

The work was delivered with a set of guidelines to ensure consistency across platforms, along with templates and components for future use. The solution responded directly to the needs of the project while opening up creative possibilities for the brand.

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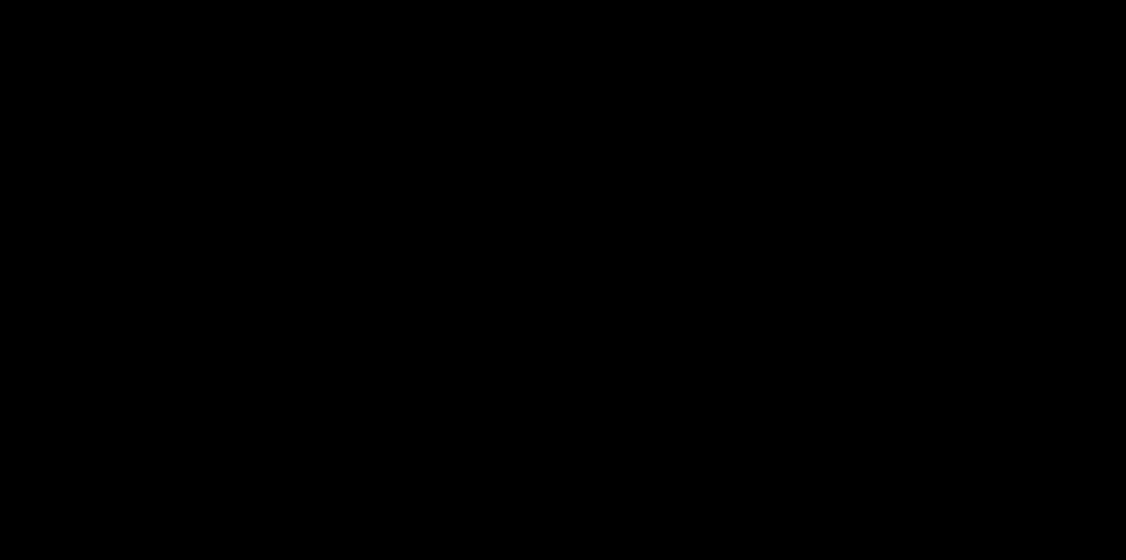
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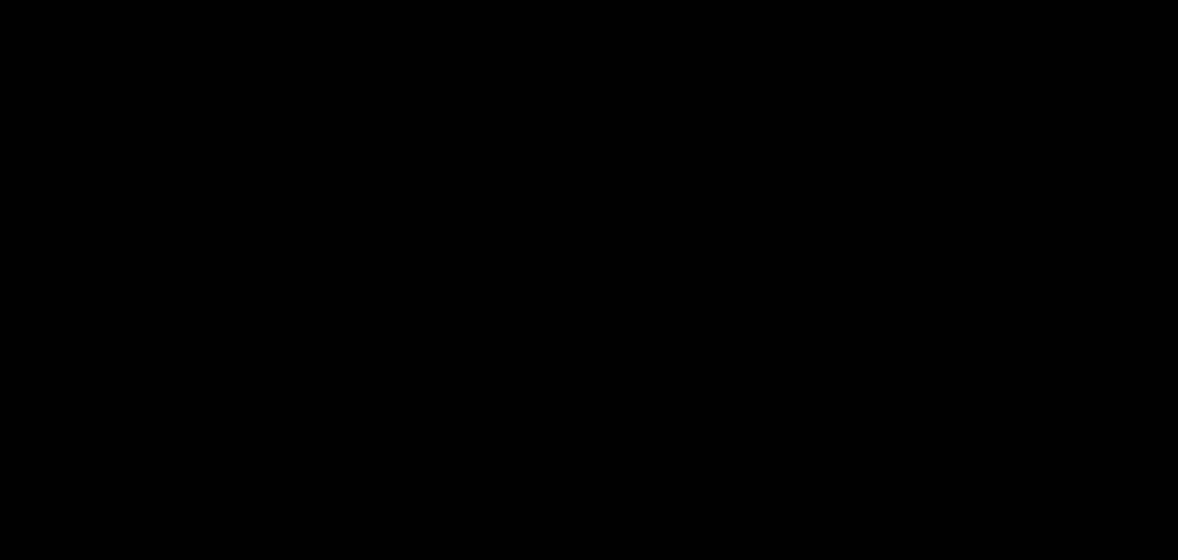
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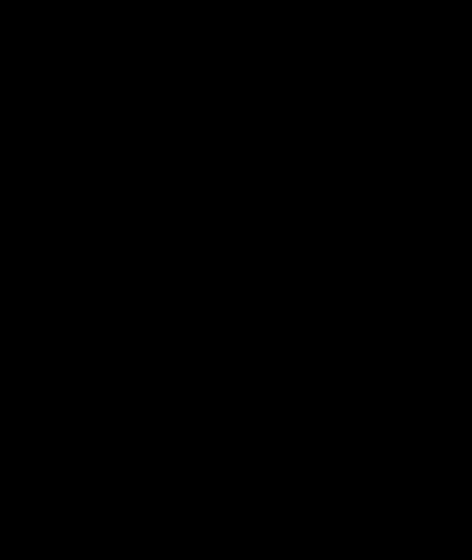
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Inclusive AI Co-Design and PhD Research Exchange Between **the UK** and **Brazil**.

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