

MISSION

Brand motivation

We are a multi-disciplinary design firm that excels in UI & Front-End. We are creative doers and strategic thinkers. We are bold, playful and dare to take place in “the country of lagom”. We don’t speak **to** our customers, we speak **with** them.

We exist to paint the picture of our customer’s visions.

UX

Our visual identity represents our boldness and playfulness, while still reflecting our professionalism. We dare to take place in “the country of lagom” and so does our brand identity. We strive for that wow-effect without loosing the accessibility point of view.

Simply put, we are like that friend who is “too cool for school” but yet one of the nicest persons you know.

UI

Our colors represents us. We are equally black and white (professional, strategic and playing by the rules) as we are yellow and turquoise (playful, adventurous and a fresh breeze in the rather monochrome world of design agencies).

Our headlines are like a punch in the stomach, while our body font is user friendly and inviting.

The logotype is a reflection of something ever-changing, playfulness and friendliness.