



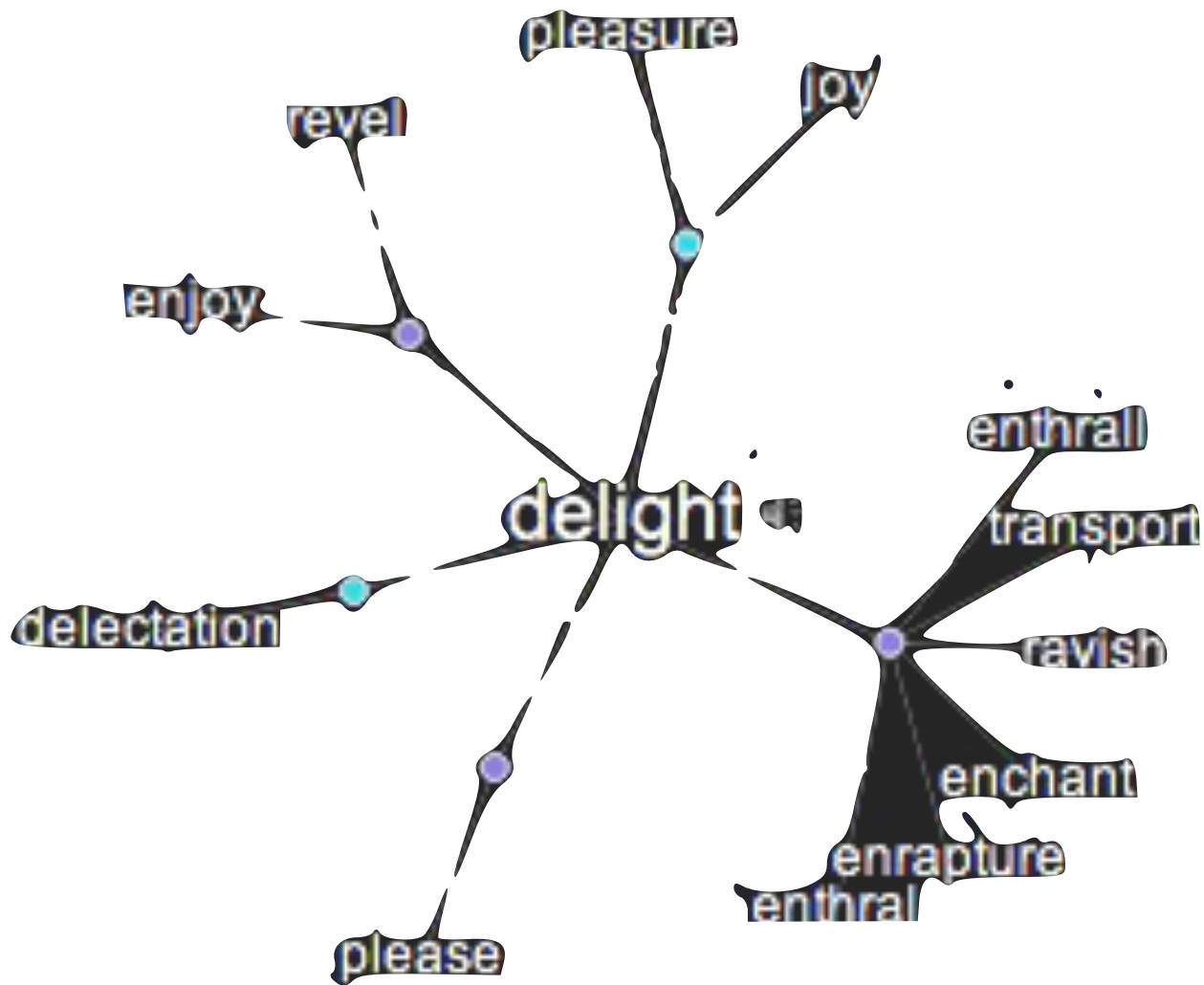


# Kutlu Canlıoğlu | Portfolio

Brand definition

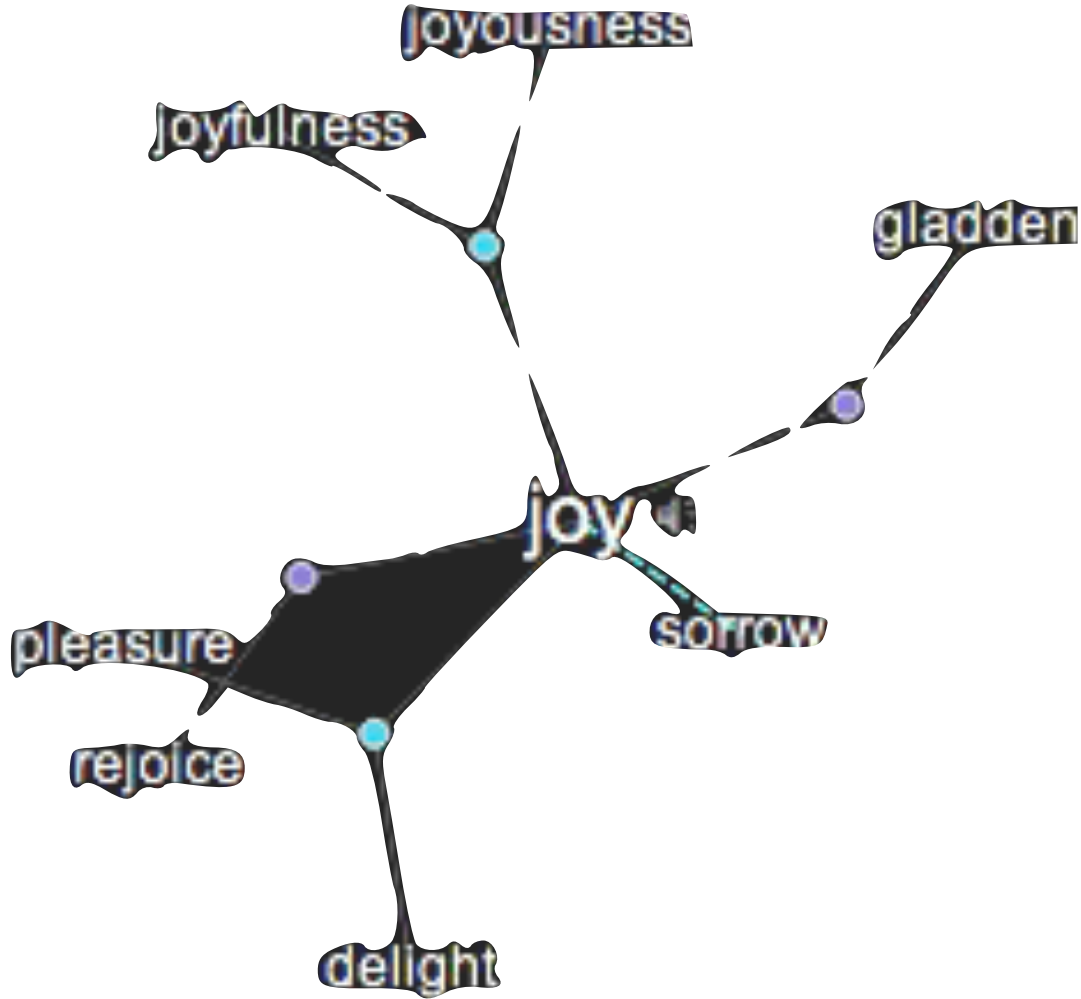


ipLayer Redesign



Led a series of workshops with the UX&D team, product management and marketing to refocus the brand definition for internal use.







# Brand definition

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## Brand definition

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**Magical**



**Delightful  
Joy**

**Confident**



**Surefooted  
Pioneer**

**Witty**



**Charming  
Playful**

**Inspiring**



**Discover**