





# Kutlu Çanlıoğlu | Portfolio

Brand attitude



*We make great things happen, simply, intuitively  
and easily,  
unique.*

Discreetly magical



# ipLayer Redesign

*It needs no explanation doesn't make a  
fuss.*





# Brand attitude

## Discretely magical

- *We make great things happen, simply, intuitively and easily, but always with that little bit of fairy dust that makes it special and **unique**.*
- *It needs no explanation and it **doesn't** make a fuss. It's not in your face or flashy, it just does.*

# Brand values