

## OUR BRAND

## OUR IDENTITY

## VISUAL ELEMENTS

### COLOURS

### MOVING MOUNTAINS

### TYPOGRAPHY

### PHOTOGRAPHY

### ILLUSTRATION

### ICONOGRAPHY

### INFOGRAPHICS

### MOTION AND SOUND DESIGN

#### Motion design principles

#### Character animation

#### Sound design principles

## APPLICATIONS

### AIA ONE BILLION

### AIA VITALITY

### HIGH NET WORTH

### BRAND CHECKLIST

### ASSETS

# CHARACTER ANIMATION

When creating animated sequences using characters we follow the same concept as for our illustrations: Everyday surrealism.

We adopt a playful approach that uses scale and wit to define the tone of our videos and use positive motion techniques – similar to our upwards motion principle – to define how elements move. The stories we tell through our characters are full of the joyful expression of human growth and personal development.

**When creating movement, we make sure that all elements suggest a feeling of a positive bounce, as though being lifted up. Everyday surrealism applies to the physics of the world along with its objects.**

