

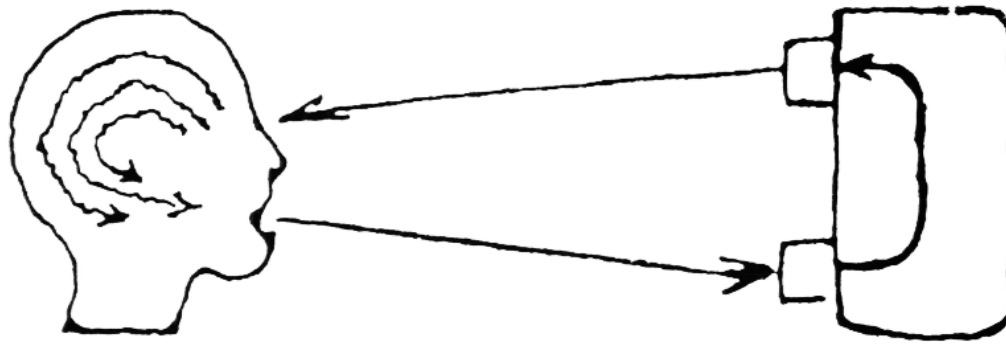
**USING**

**DESIGN**

**AS**

**RESEARCH**





**BRAND**



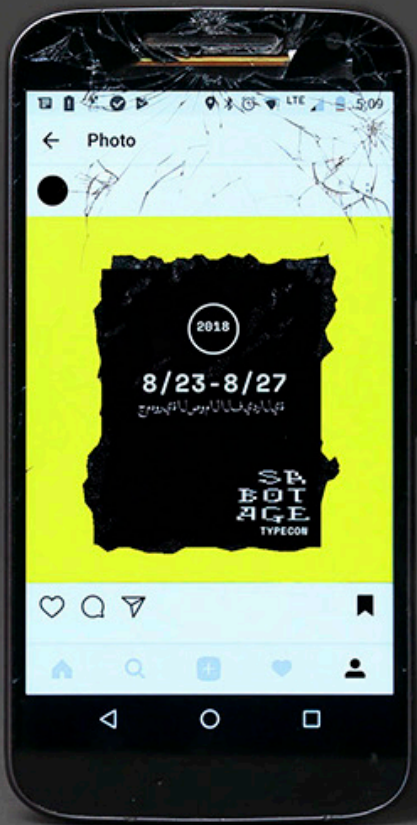
**ESTABLISHES  
IDENTITY**





# PROMOTES A CAUSE

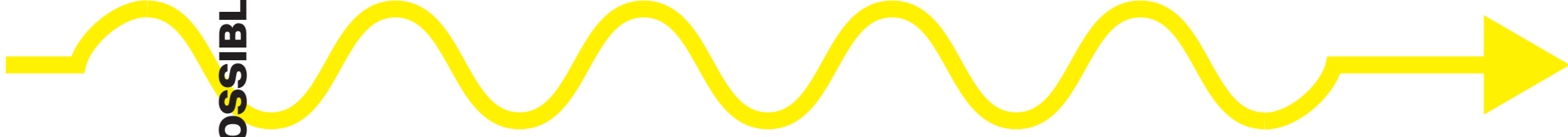
# CREATES CALL TO ACTION

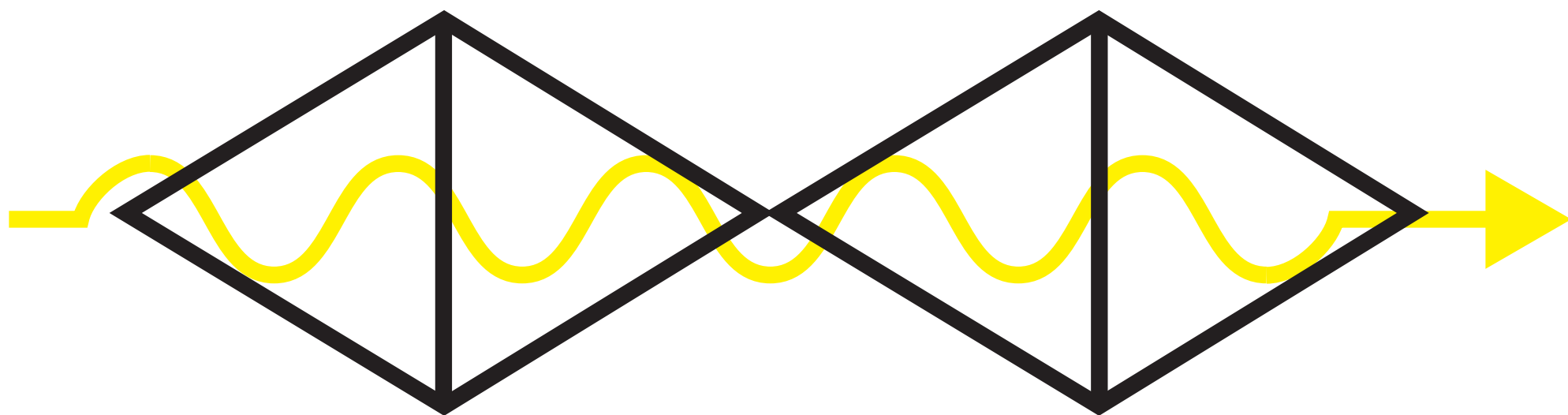


**ADJACENT  
POSSIBLE**

**POSSIBLE**

**ADJACENT  
POSSIBLE**

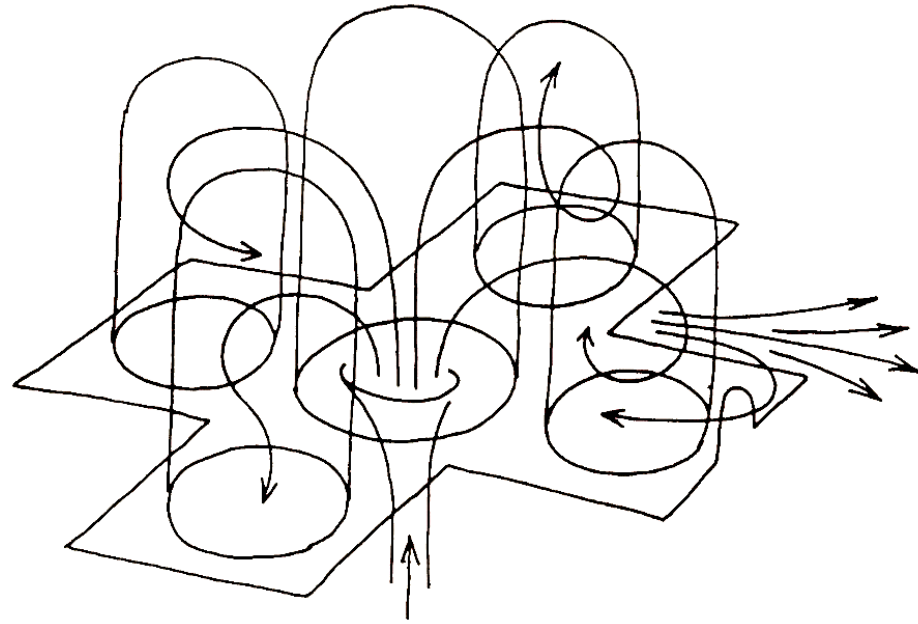




**PROMPT**

**CONCEPT**

**FORM**



**A DIFFERENT  
KIND OF BRAND**





**MOVE THE ADJACENT  
POSSIBLE**





**MOVE THE ADJACENT  
POSSIBLE**



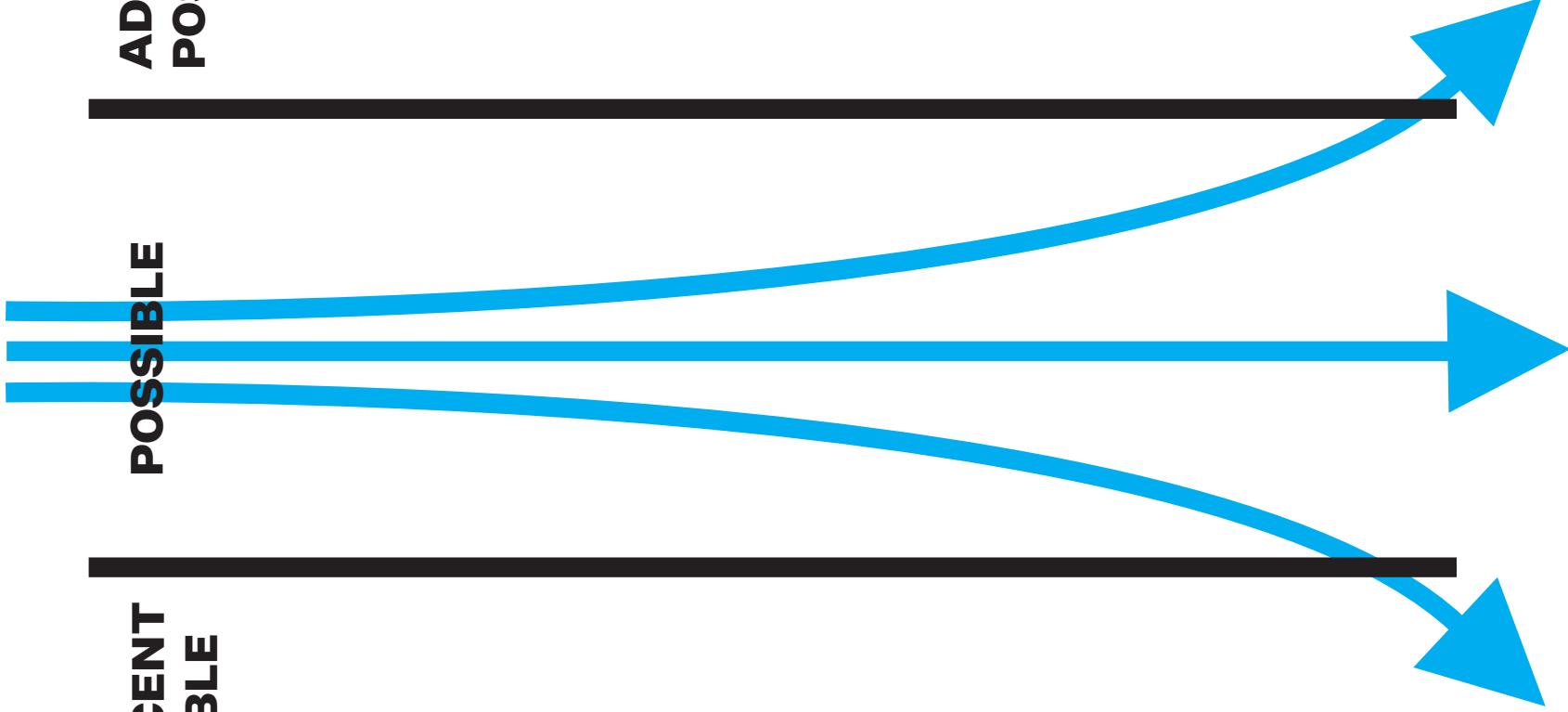


**MOVE THE ADJACENT  
POSSIBLE**

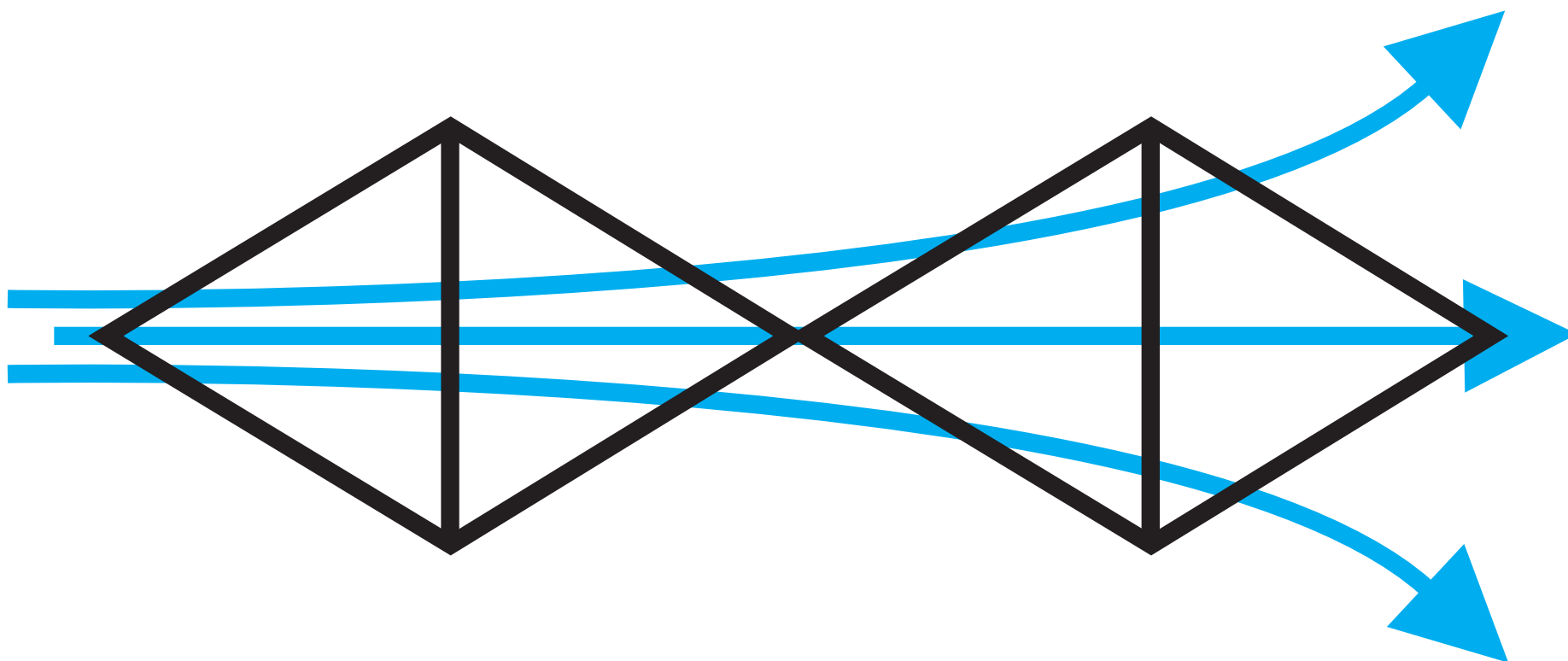
**ADJACENT  
POSSIBLE**

**POSSIBLE**

**ADJACENT  
POSSIBLE**





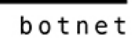


**SENSE**

**DESCRIPTION**

**FORM**





[illegible]



[illegible]

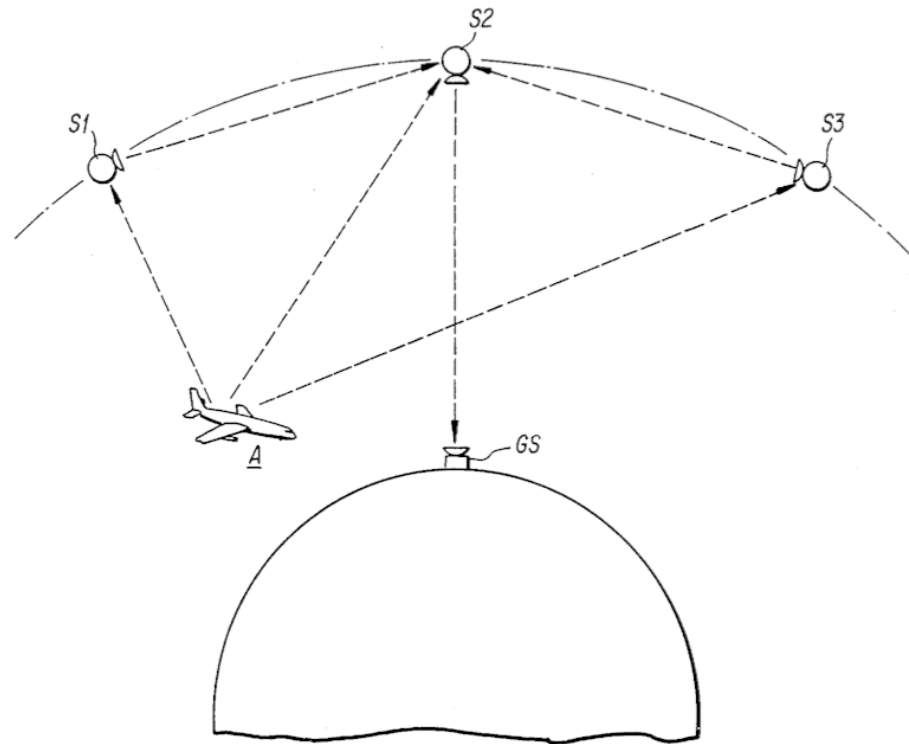
RT @cpomagazine: #IoT #botnet that has  
infected more than 1M organizations  
found! Can the internet survive that?  
#DDoS attack? <https://t.co/E9Ycc2B>











**QUESTIONS?**