
03 Art Direction

Creative Territories

Characteristic	Description	Do's	Don'ts
Auto Performance & Precision	Visual language centered on high-contrast automotive photography, technical details, and engineering excellence. This territory captures the aspirational world of performance vehicles, cutting-edge technology, and precision craftsmanship. Focus on dramatic lighting, sleek surfaces, and the intersection of human and machine.	Emphasize car culture across eras Use dramatic lighting and reflections Include technical details and film grain Maintain premium, sophisticated feel Studio Lighting with modern grit	Avoid cluttered or busy backgrounds Don't use oversaturated colors Skip generic stock car imagery Don't compromise on image quality Nothing should feel too commercial
Lifestyle Human Connection	Authentic portraiture and fashion-forward imagery that celebrates diverse human experiences and cultural moments. This territory focuses on genuine connections, contemporary style, and inclusive representation. It's about capturing real people in aspirational yet attainable contexts.	Prioritize authentic, diverse personas Capture genuine emotions Use natural, flattering lighting Show real environments and contexts	Avoid overly staged or artificial poses Don't rely on stereotypes Skip heavy retouching or filters Don't ignore cultural sensitivity
Move Dynamic Energy	Motion-driven visual language that captures athleticism, transformation, and kinetic energy. This territory embodies movement through motion blur, dynamic angles, and athletic forms. It's about progress, momentum, and the beauty of bodies in motion.	Capture motion blur and trails Use dynamic angles and perspectives Show athletic form and technique Emphasize energy and vitality	Avoid static, rigid compositions Don't overuse motion effects Skip unrealistic body standards Avoid poor timing in action shots

Creative Territories

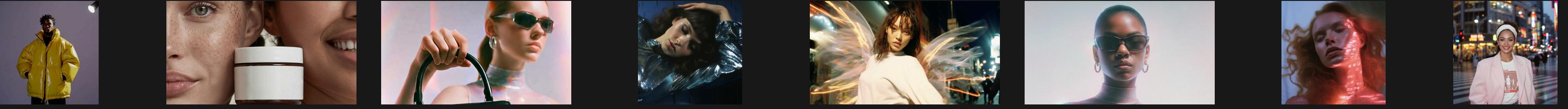
Characteristic	Description	Do's	Don'ts
Escape Wanderlust & Solitude	Environmental portraiture set against vast landscapes, capturing moments of contemplation and adventure. This territory balances the grandeur of nature with intimate human moments. It creates a sense of journey, discovery, and mindful exploration.	Showcase scale through human placement Capture golden hour and blue hour light Include authentic outdoor moments Emphasize natural beauty and preservation	Avoid overcrowded tourist spots Don't ignore environmental impact Skip heavily filtered landscapes Don't compromise authenticity for beauty
Work Design Transformation	Client success stories showcasing optimization through human-computer interaction and collaborative innovation. This territory highlights real project outcomes, case studies, and transformative results. It demonstrates how strategic design and technology solutions drive measurable business impact.	Feature real client projects and outcomes Show before/after transformations Include data visualizations and metrics Highlight collaborative processes and results	Avoid generic stock office imagery Don't use staged workplace scenarios Skip hypothetical or concept work Don't obscure client success metrics
Feel Atmospheric Abstraction	Artistic territory featuring textural landscapes, color fields, and emotional abstracts that evoke sensory experiences. This is about mood over message, feeling over form. Use organic shapes, gradient washes, and atmospheric elements to create emotional resonance.	Experiment with color gradients Capture natural textures and patterns Use soft focus and bokeh effects Emphasize mood and atmosphere	Avoid harsh, jarring transitions Don't over-explain the abstract Skip digital artifact effects Avoid predictable color combinations

Photography

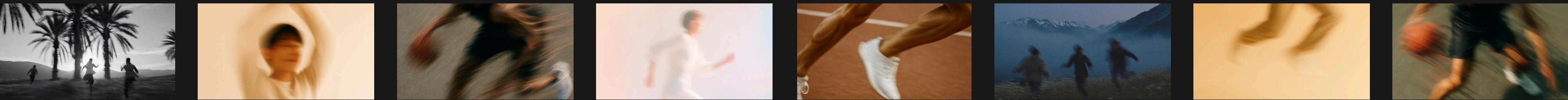
Auto



Lifestyle



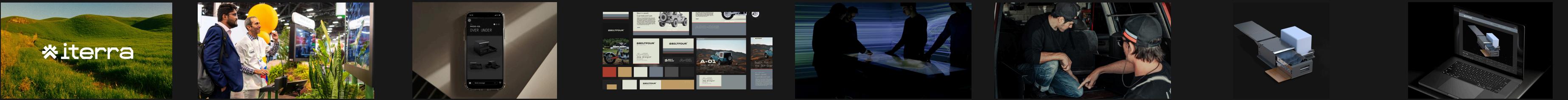
Move



Escape



Work

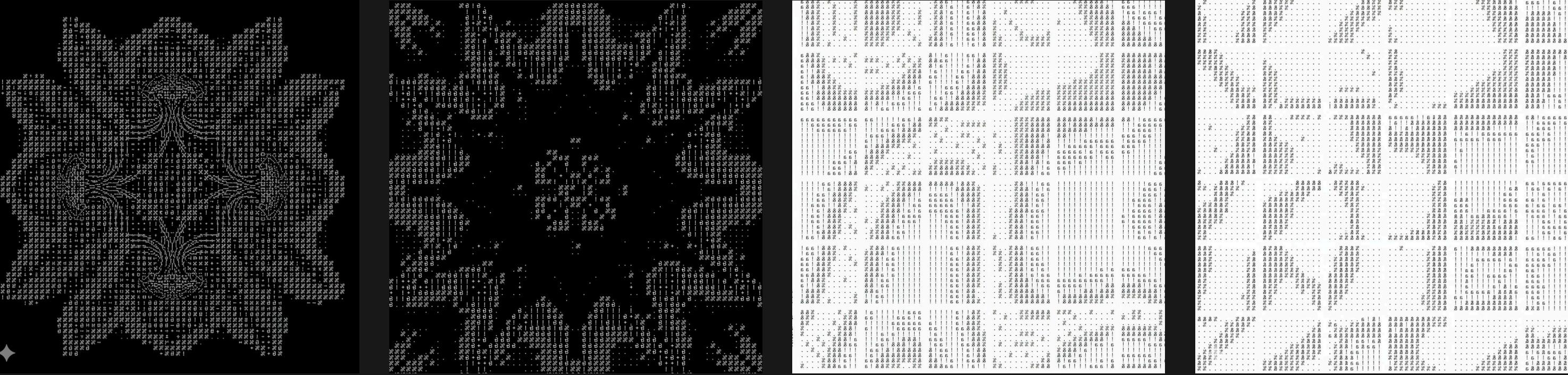


Feel

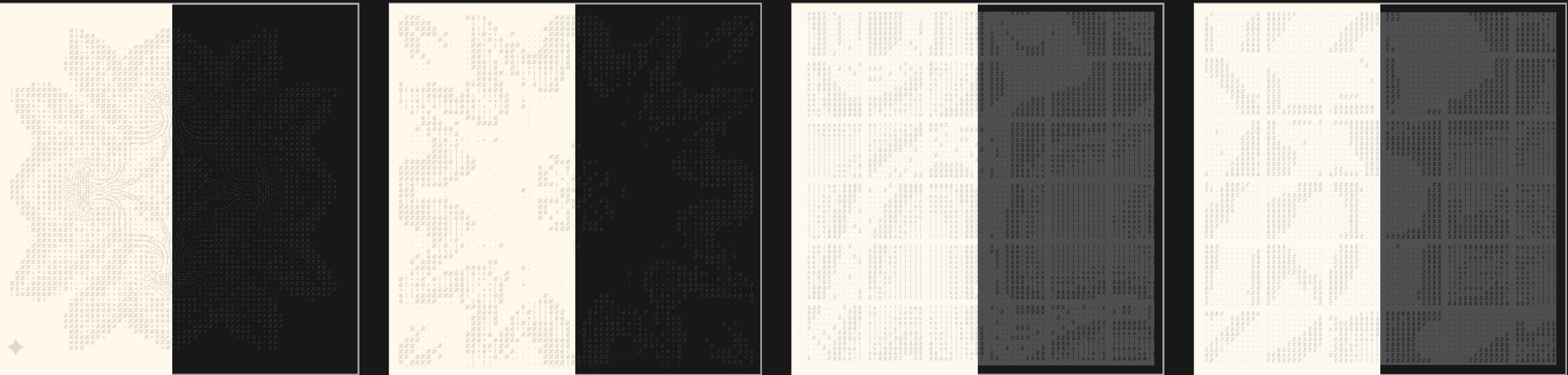


Textures

ASCII



Examples



Opacity: 25%
Blend Mode: Difference

Opacity: 25%
Blend Mode: Difference

Opacity: 25%
Blend Mode: Plus Darker

Opacity: 25%
Blend Mode: Plus Darker

Application Guidelines

Should always be the back-most layer.

Set layer opacity to 25%.

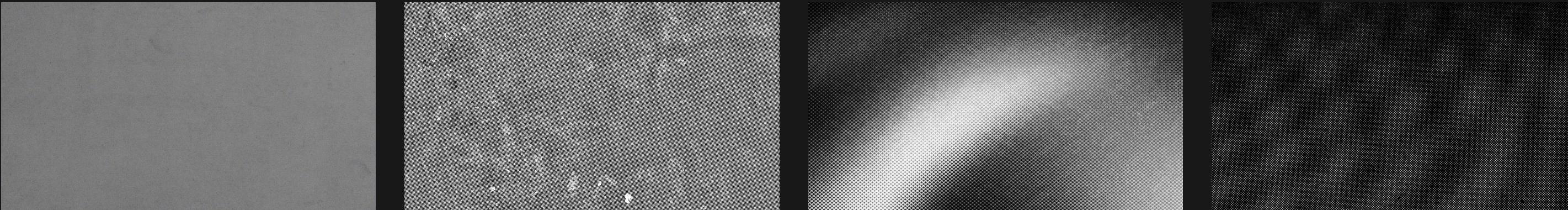
If dark with light texture elements, use Difference blend mode.

If light with dark texture elements, use Plus Darker blend mode.

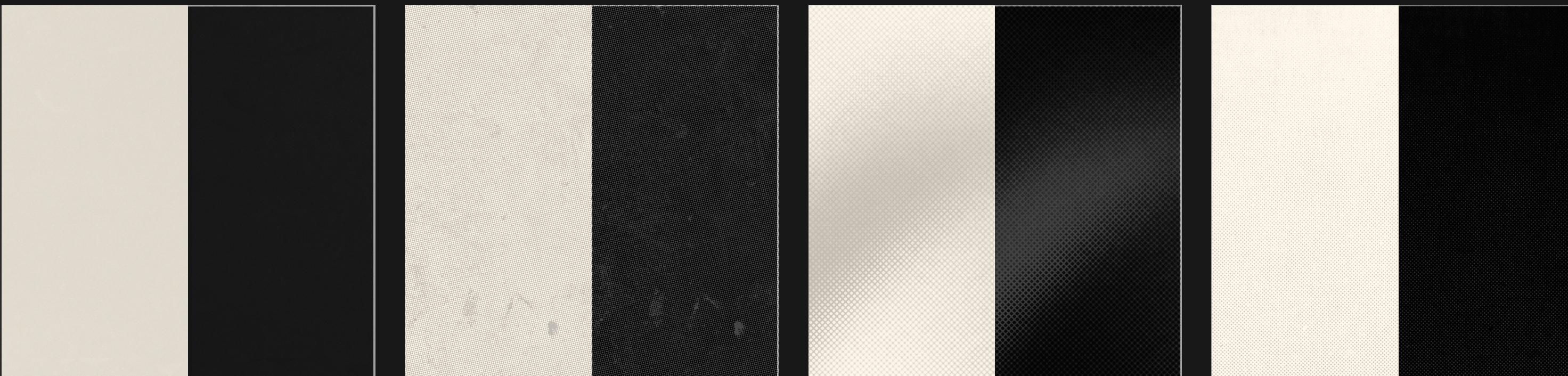
Only use on backgrounds that are our brand's primary colors, Vanilla and Charcoal.

Textures

Halftone



Examples



Vanilla BG
Opacity: 25%
Blend Mode: Difference

Charcoal BG
Opacity: 100%
Blend Mode: Soft Light

Vanilla BG
Opacity: 25%
Blend Mode: Difference

Charcoal BG
Opacity: 100%
Blend Mode: Soft Light

Vanilla BG
Opacity: 25%
Blend Mode: Difference

Charcoal BG
Opacity: 100%
Blend Mode: Soft Light

Vanilla BG
Opacity: 25%
Blend Mode: Difference

Charcoal BG
Opacity: 100%
Blend Mode: Soft Light

Application Guidelines

Should always be the back-most layer.

Only use on backgrounds that are our brand's primary colors, Vanilla and Charcoal.

On Vanilla background:

Set layer opacity to 25%.
Use Difference blend mode.

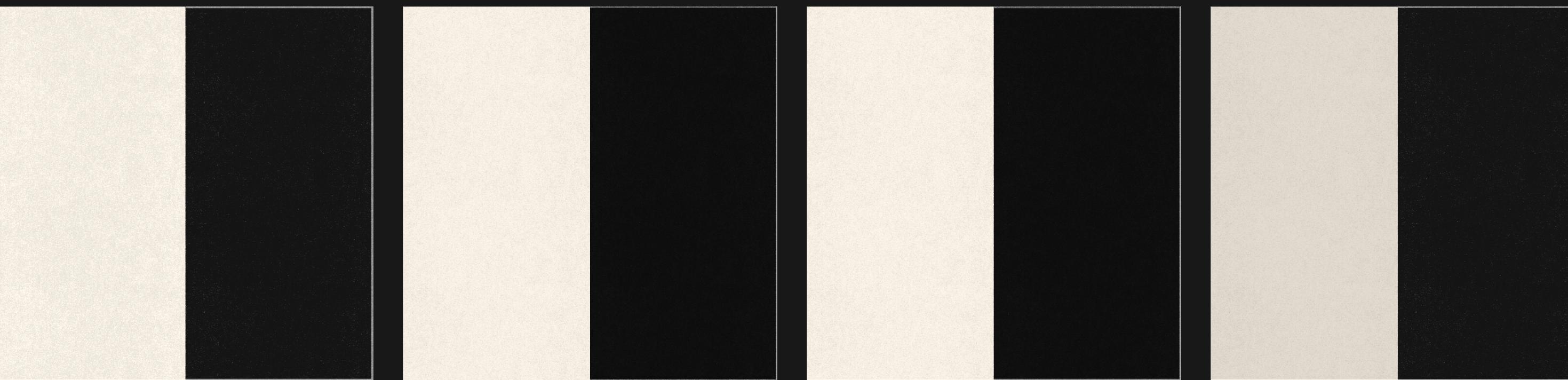
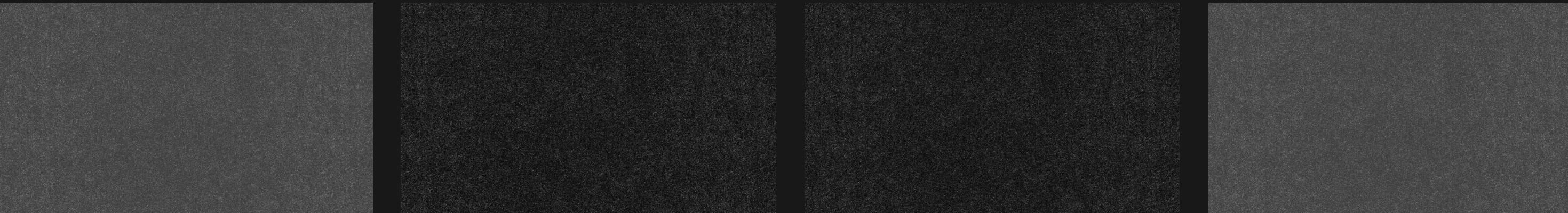
On Charcoal background:

Set layer opacity to 100%.
Use Soft Light blend mode.

Textures

Paper

Examples



Vanilla BG
Opacity: 50%
Blend Mode: Hard Light

Charcoal BG
Opacity: 100%
Blend Mode: Hard Light

Vanilla BG
Opacity: 50%
Blend Mode: Difference

Charcoal BG
Opacity: 100%
Blend Mode: Hard Light

Vanilla BG
Opacity: 50%
Blend Mode: Difference

Charcoal BG
Opacity: 100%
Blend Mode: Hard Light

Vanilla BG
Opacity: 50%
Blend Mode: Difference

Charcoal BG
Opacity: 100%
Blend Mode: Hard Light

Application Guidelines

Should always be the back-most layer.

Only use on backgrounds that are our brand's primary colors, Vanilla and Charcoal.

On Vanilla background:

Set layer opacity to 50%.
Use Difference blend mode.

On Charcoal background:

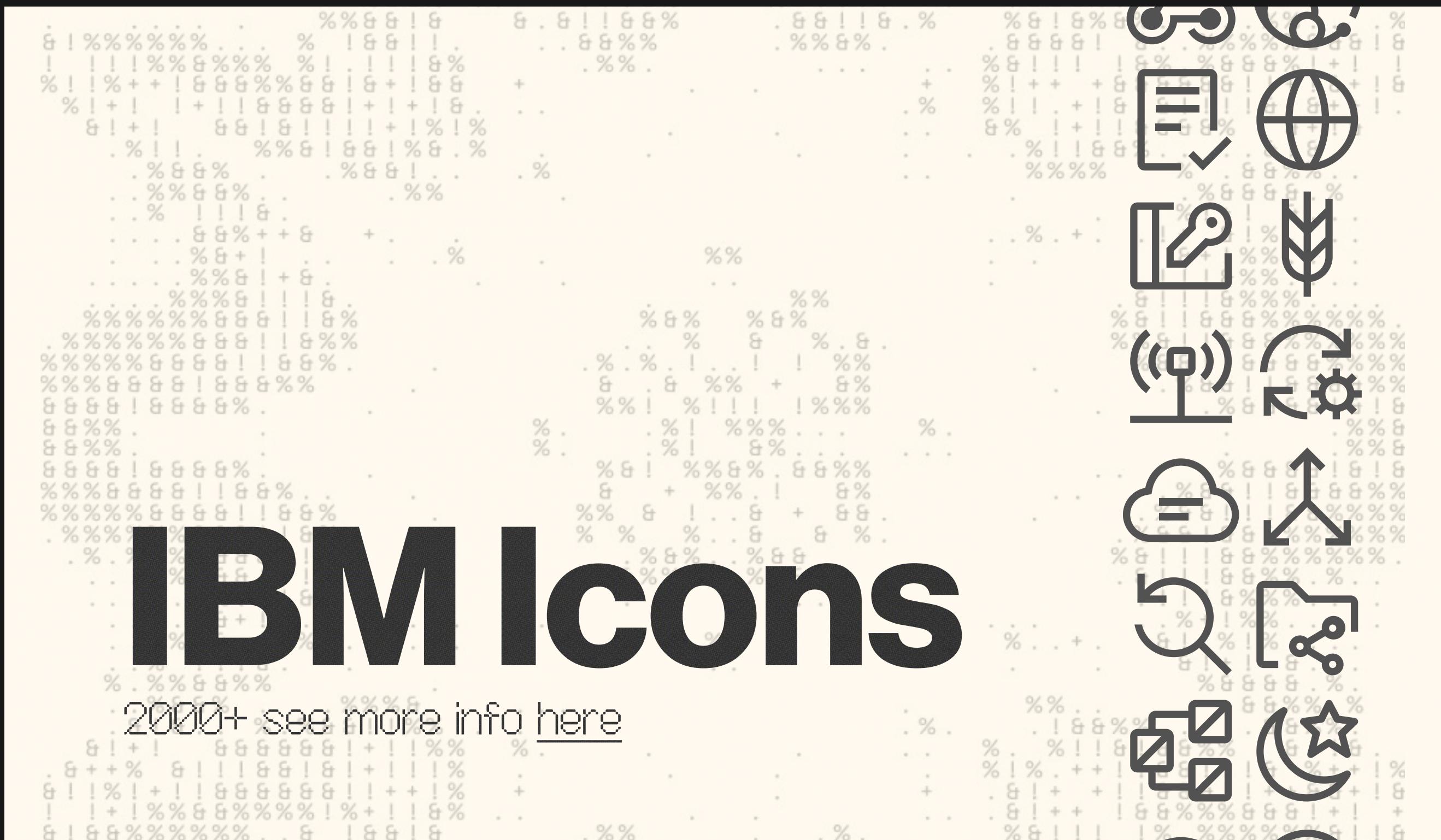
Set layer opacity to 100%.
Use Hard Light blend mode.

Icons

With over 2,000 icons, the IBM icon system offers a free and comprehensive visual language. We utilize a dedicated branch within our Figma library, ensuring seamless integration and ease of use across all our design projects.

Figma 

Site 



Illustrations



Our illustrations are sourced from Sigma, specifically the agency Counterfeit Works. These visuals showcase layers of data design, and the intersection of science aligns well with our core values and visual aspirations.

[Shapes Vol.1](#)

[Shapes Vol.2](#)

Video & Effects

Style

Our style emulates CRT and film-like effects, drawing inspiration from the digital joy aesthetic. We aim to bring a nostalgic and vibrant feel to your videos.



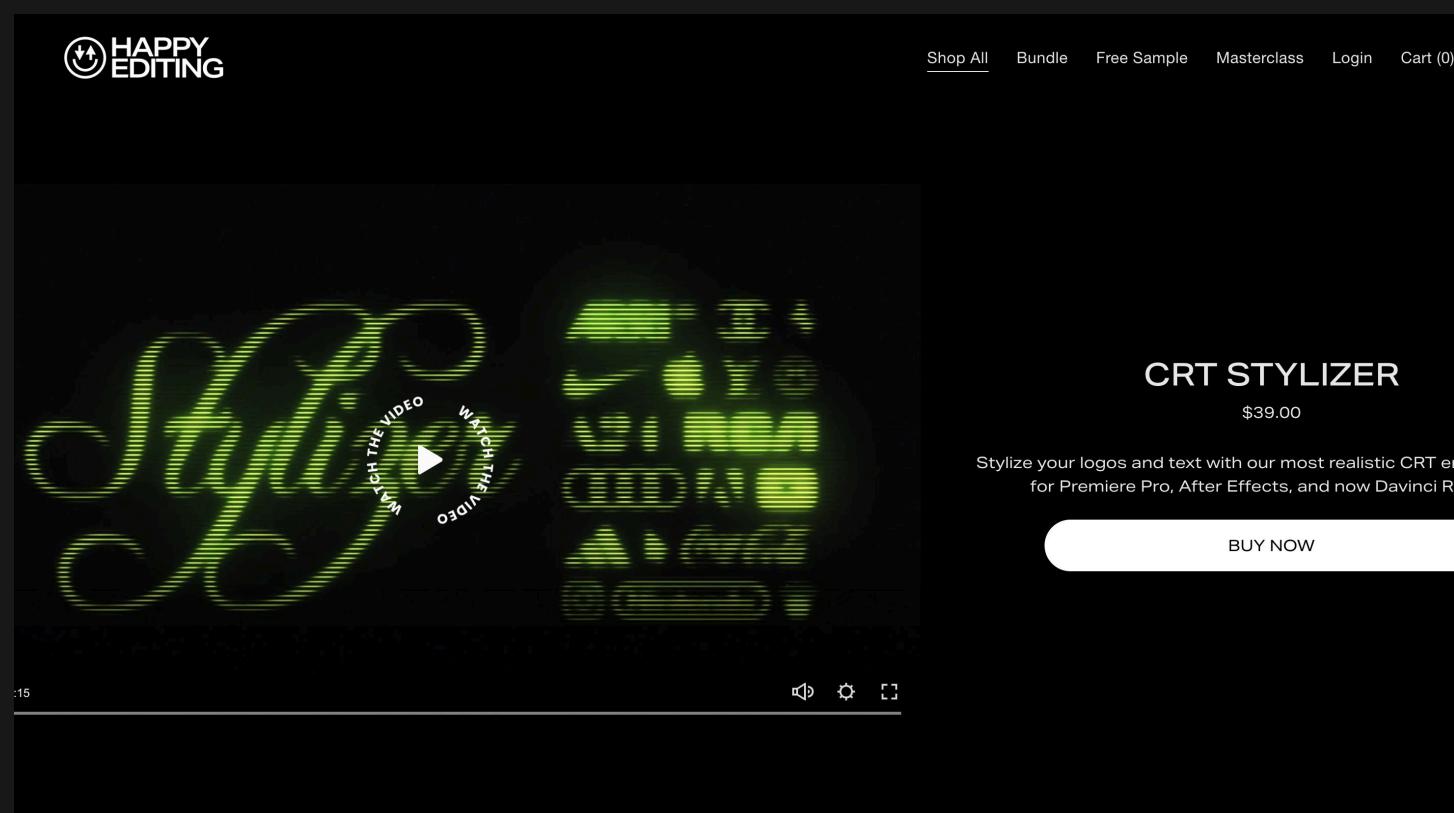
CRT, Film, Grit, Grain, Aberration, and Halation

Digital.Joy

Dehancer

Templates

To maintain agility and effectiveness, we utilize top-tier templates from industry repositories. This allows us to show up well across short-form and long-form content.



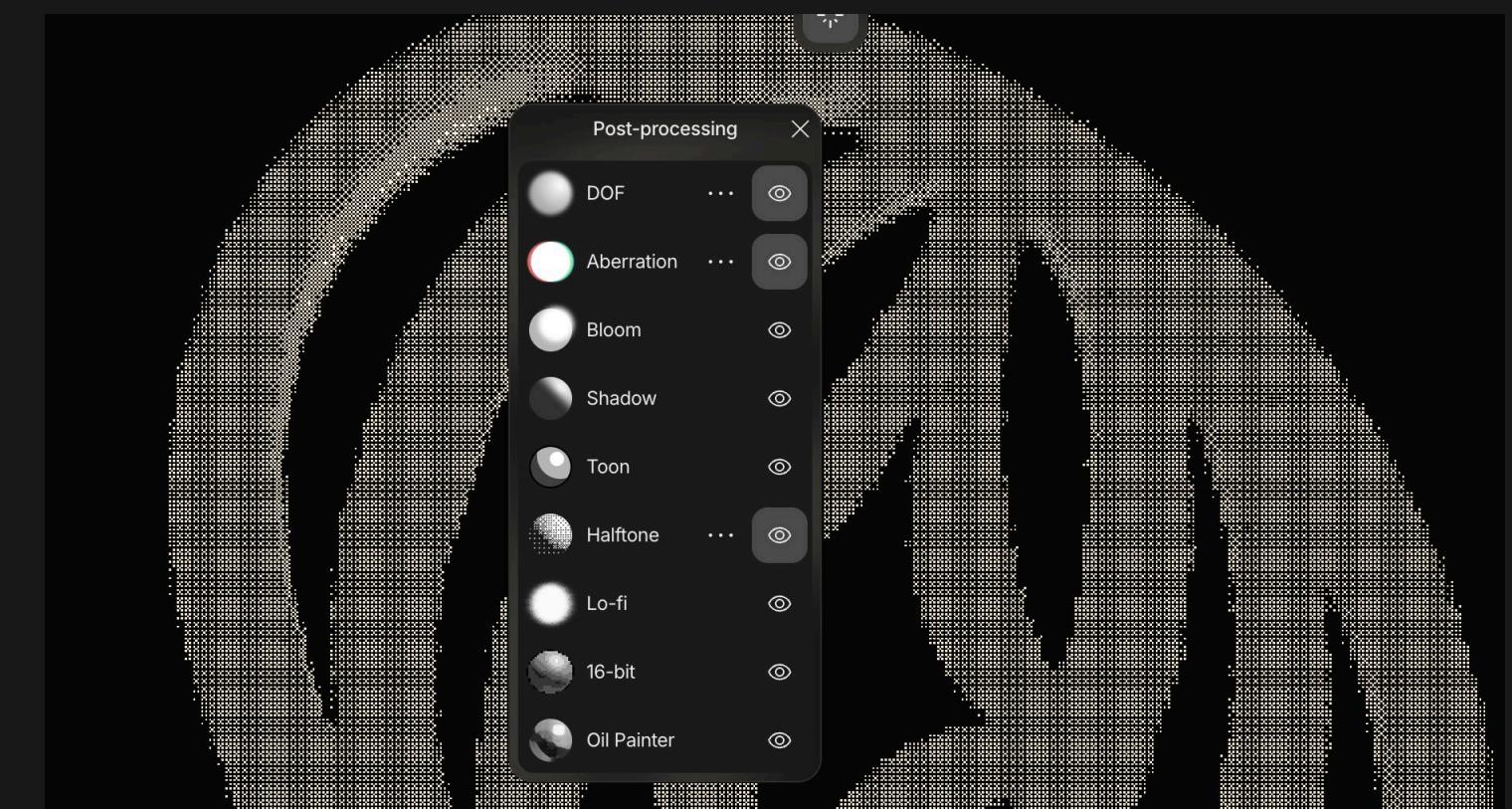
Caption

Happy Editing Co.

Fredpelle

Tools

We leverage a range of fast-access web tools to craft engaging video snippets and stunning effects. These tools allow us to easily edit and enhance our videos.



ASC2 & 3D Generators

Endless Tools

Video.to.ASC2