

INTERCULTURAL

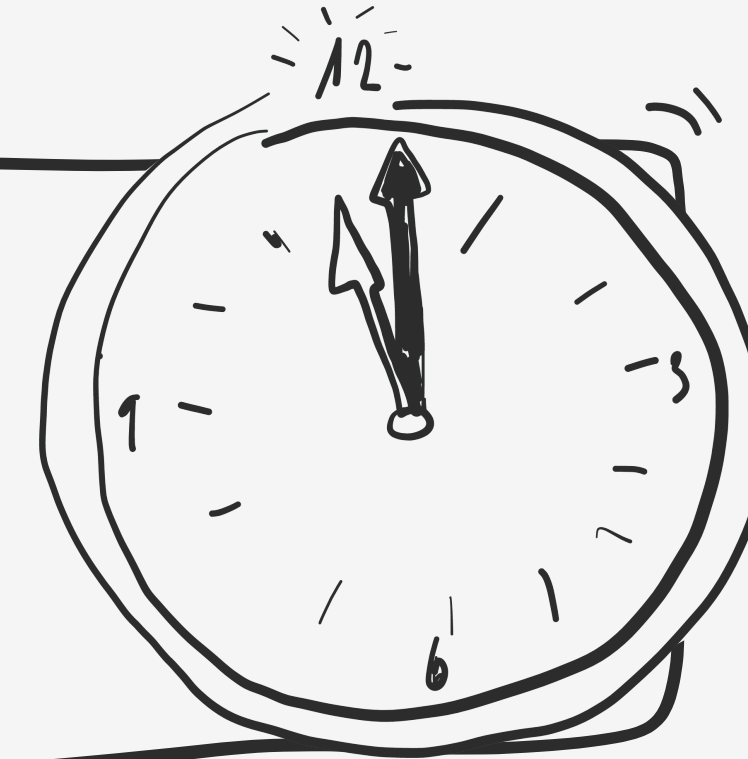
AN **ICONIC** LANGUAGE -
AND TOOLS TO SUPPORT
IT.

BUILDING
BRIDGES



INTUITIVE

RAPID
RESPONSE



BREAKING SILOS

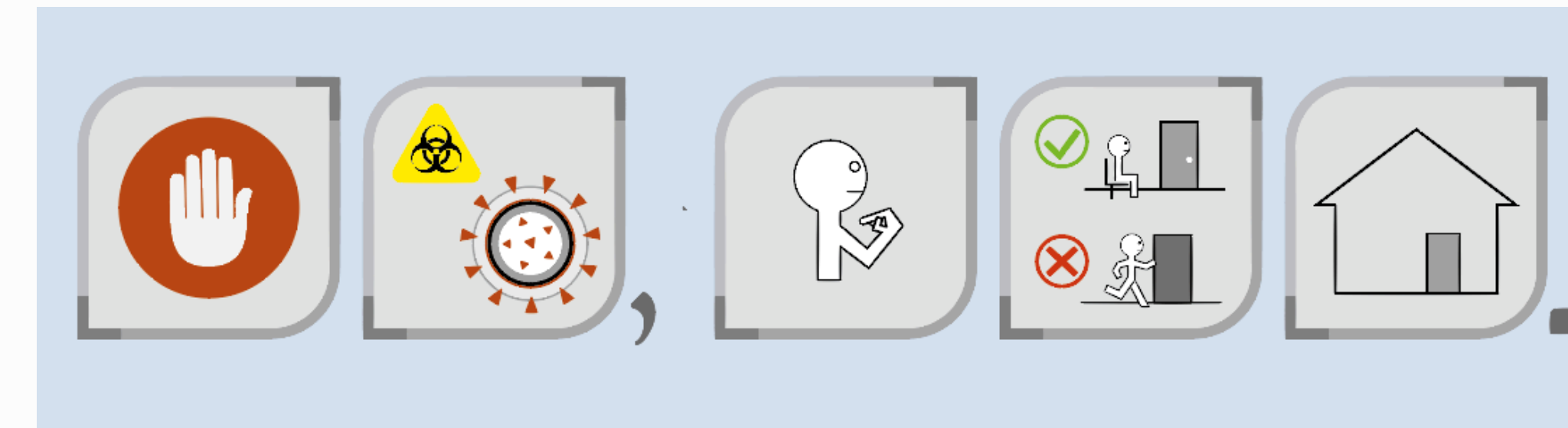
PUBLIC ANNOUNCEMENTS



ICONS VS VIRUS

AN **ICONIC** TRANSLATION TOOL THAT
CAN EFFECTIVELY COMMUNICATE
INSTRUCTIONS GLOBALLY ABOUT
HIGH-RISK EMERGENCIES SUCH AS
COVID-19.

stop virus, I stay at home



制止
stop
simamisha

病毒
virus
virosi

我
I
mimi

待在家
stay at home
ninakaa

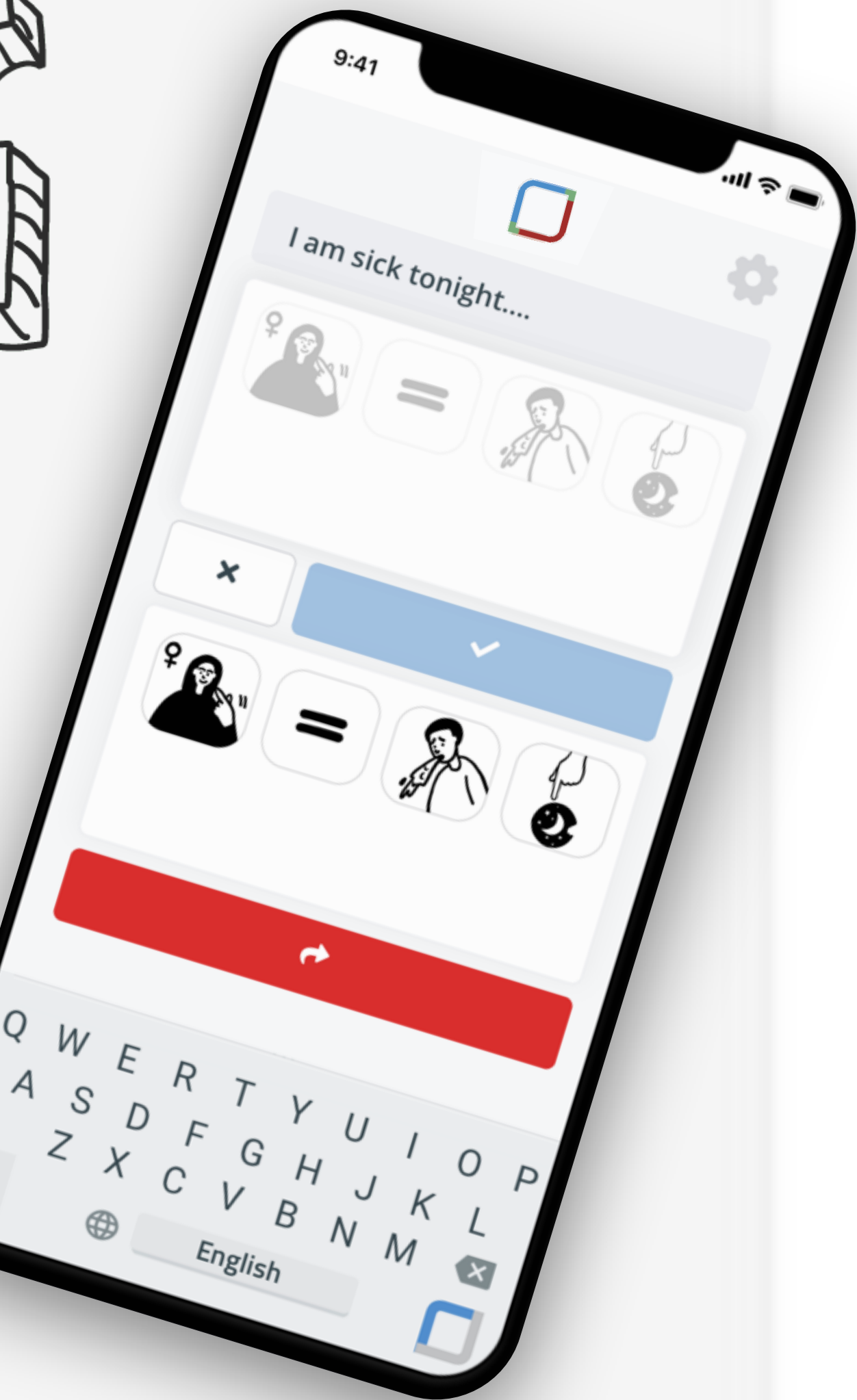
家中
home
nyumbani

APP



FOSTERING
UNDERSTANDING

INTERNATIONAL



ENHANCING
COMMUNICATION

BEYOND LINGUISTIC
BARRIERS

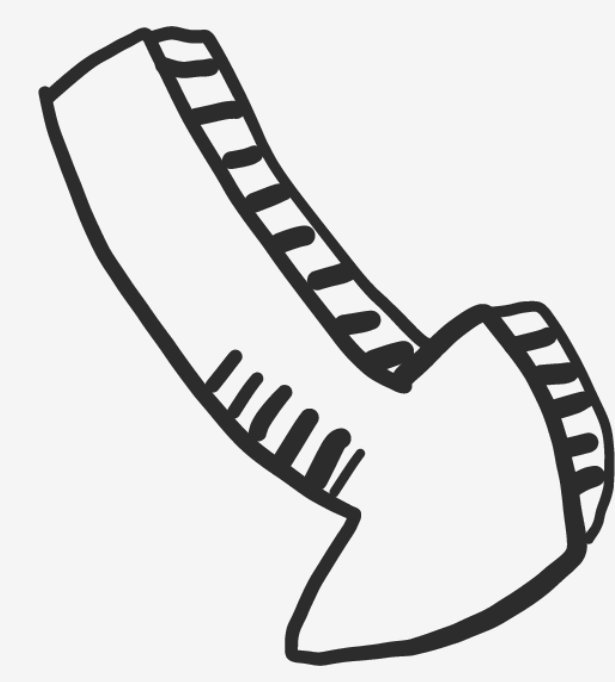
SHARER OF
KNOWLEDGE

DIRECT
MESSAGES

CHAT



SCENARIO 1:
PUBLIC ANNOUNCEMENTS



SCENARIO 2:
MOBILE AND IPAD APP



