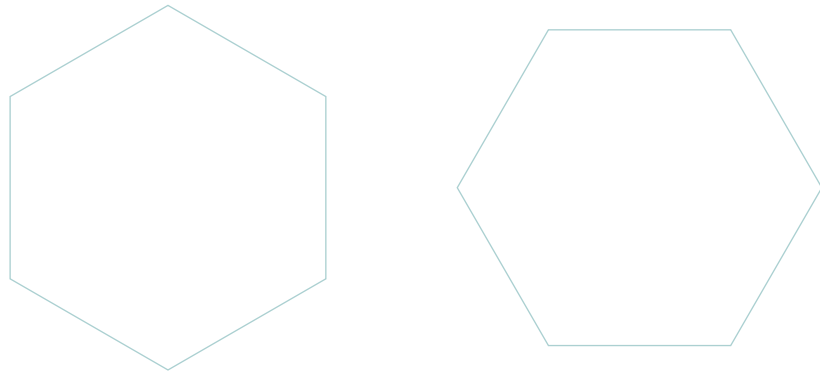


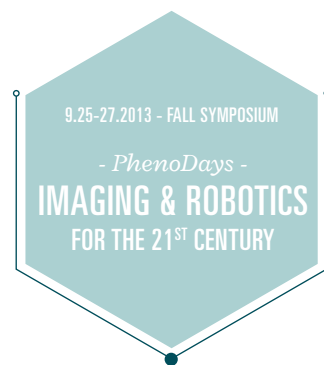


*These shapes can be used larger, as holding shapes for headlines or quotes. They can also be broken apart or bleed off the page.*



PRIMARY SHAPES

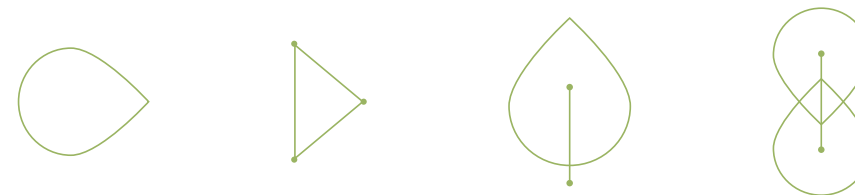
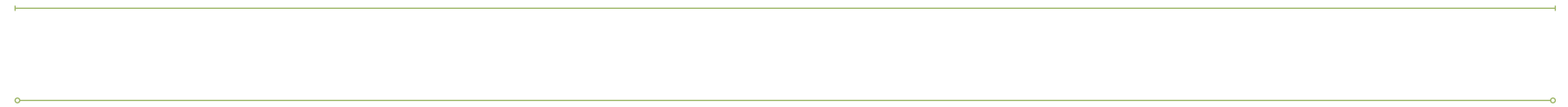
*A few examples of usage:*



SECONDARY SHAPES

LINES AND ICONS

*These lines and icons should only be used as small accents, never getting larger than the size they are on this page.*



*A few examples of usage:*



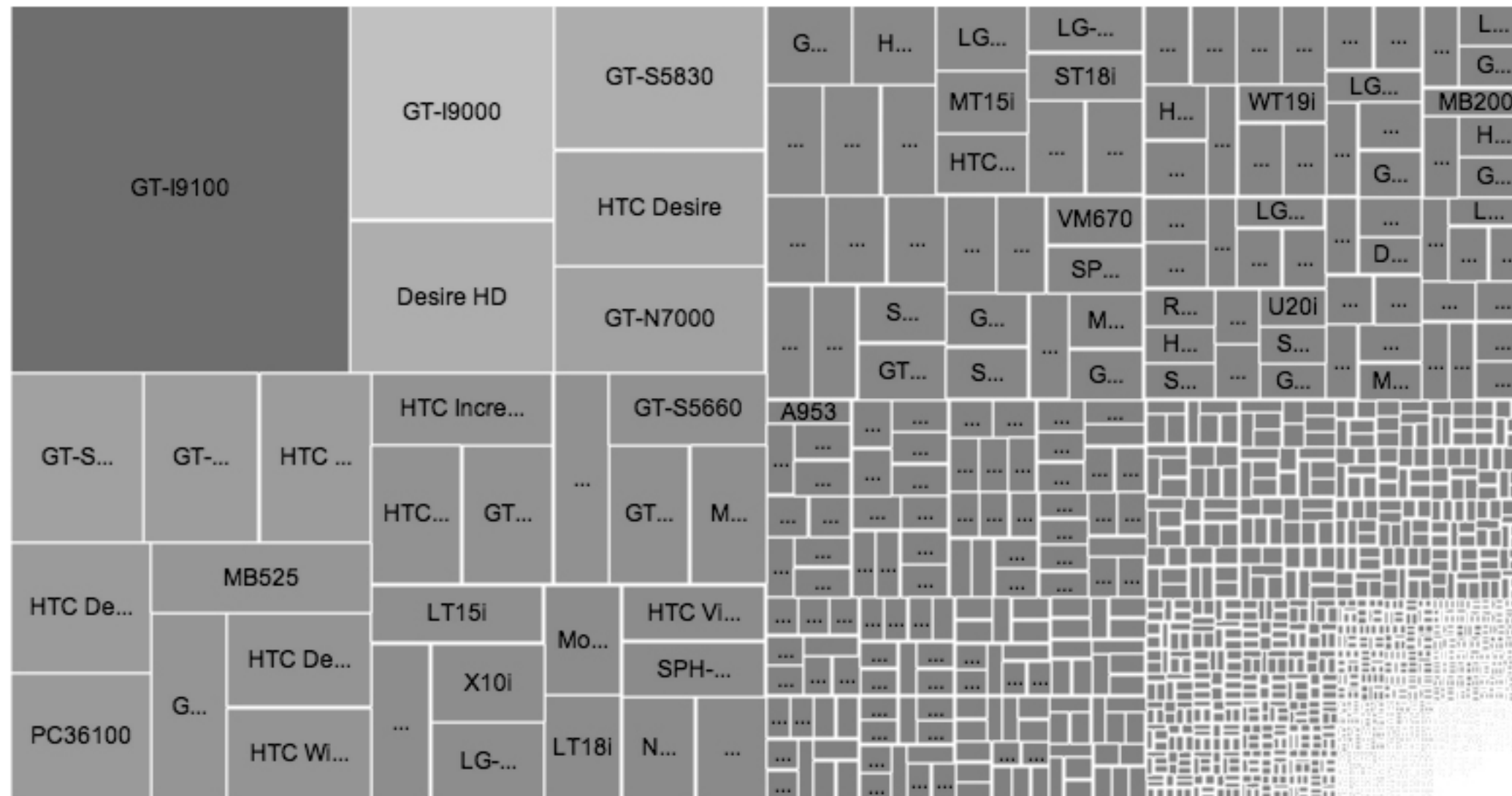
ROOTS AND SHOOTS



*"VER US; IN DII CAECIEME VITABULUS.  
MARBIS, QUO IN STATIMEDO, QUAM OMNOST  
INUMUORES CONERE NOSTALA REHEBEST? O TEMUS  
PERNHILLEM INCERIS TRATILI CAEDETIA SIMIUS  
SIT? QUA NORTISS ULUDEM PERIBUS NONLOCRIPISEN  
VIRISTORES ME PRISSENAM OMNONFEC TUM  
QUERORDICIEM PRO MOVENA."*

# IN SIX MONTHS, 3,997 DISTINCT DEVICES WERE CREATED.

*Which creates 3,997 screen sizes.*



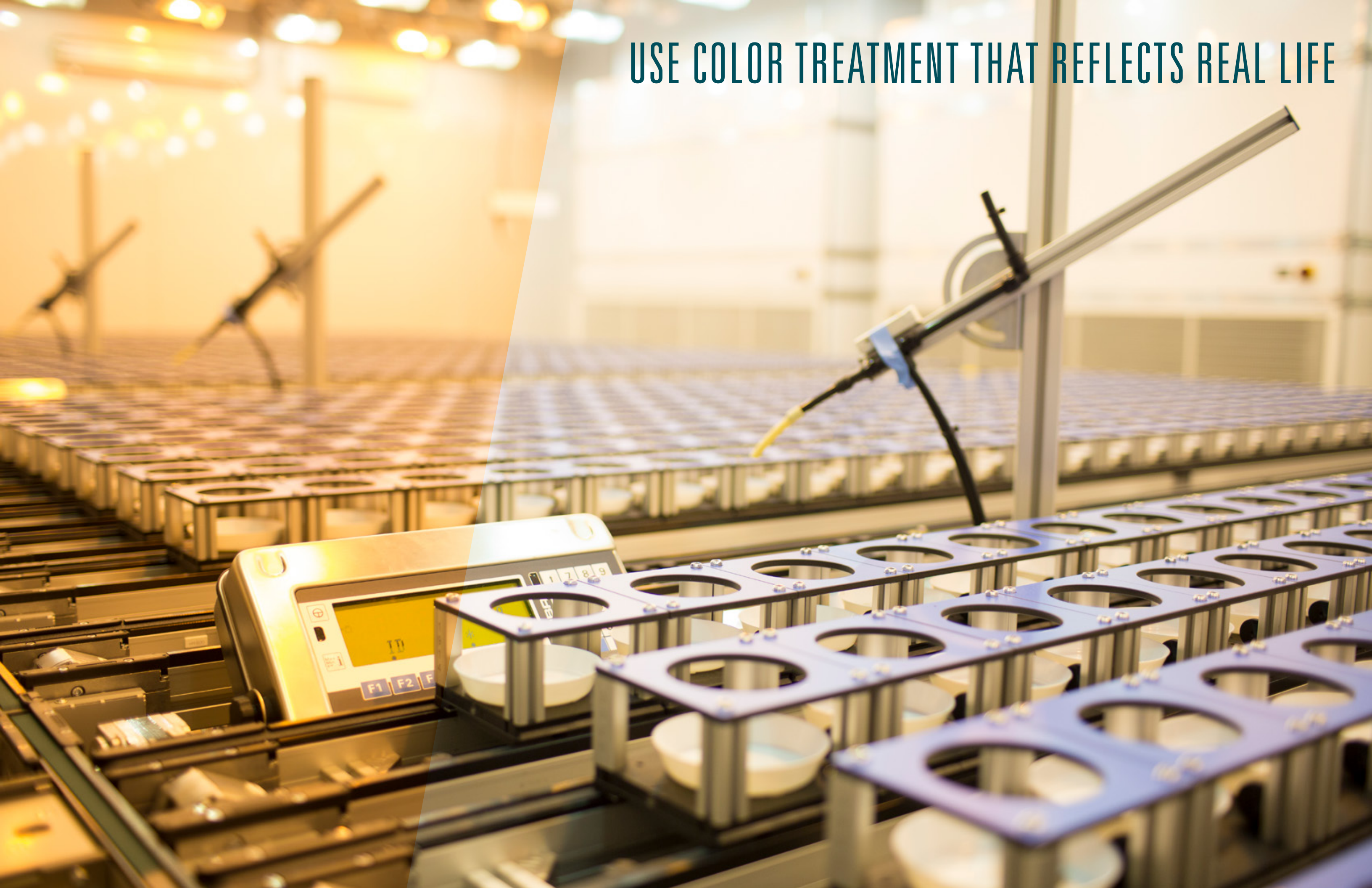
MOTION + EMOTION

*are at the forefront.*

# PHOTOGRAPHY EVOLUTION



USE COLOR TREATMENT THAT REFLECTS REAL LIFE



# PHOTO STYLE IS



*echoing real life  
using a shallow depth-of-field  
showing genuine emotion  
plant life, science or technology is always represented*

# PHOTO STYLE IS NOT



*feeling forced  
appearing photoshopped  
not echoing real life*

# GLOBAL REACH IMAGERY

*should be outcome focused  
while also following the brand aesthetic:  
echoing real life  
using a shallow depth-of-field  
showing genuine emotion  
plant life, science or technology is always represented*

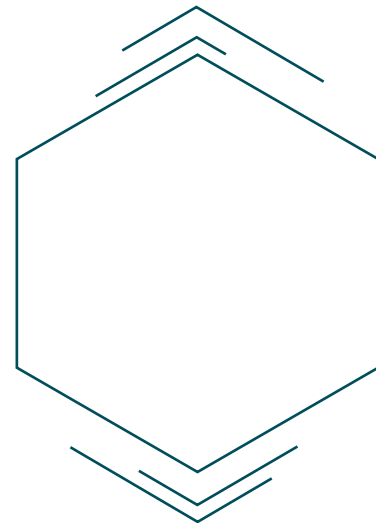
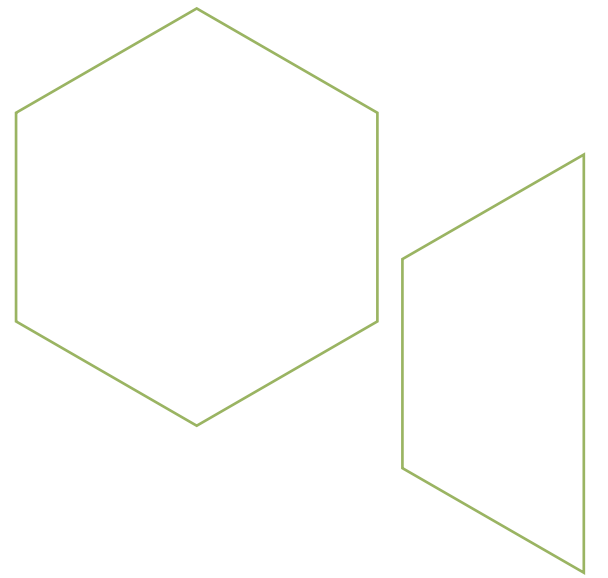
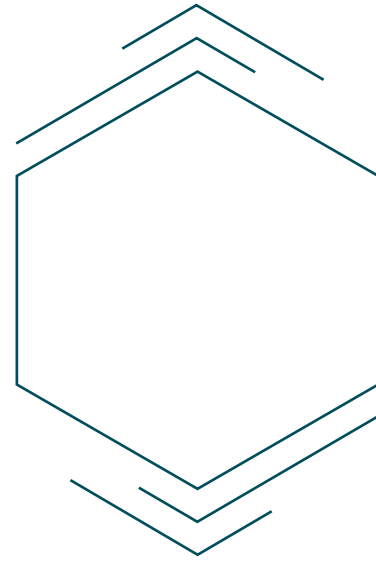
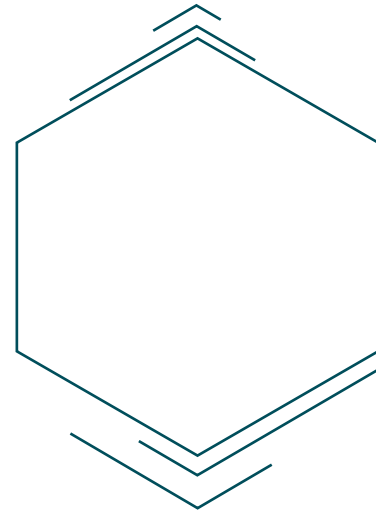
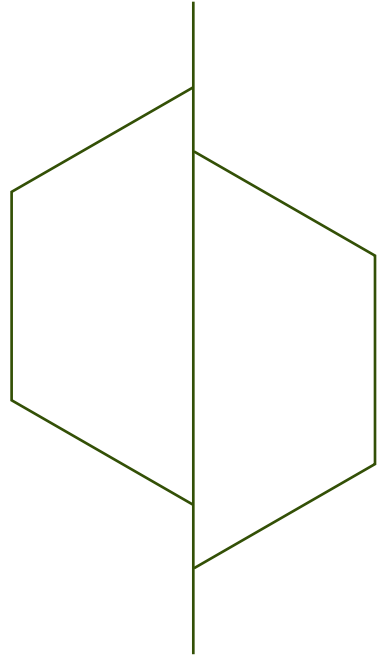
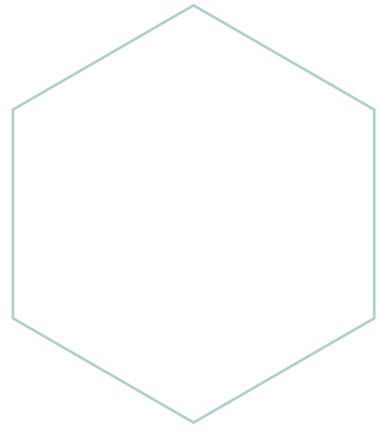




# EVOLVED GRAPHIC ELEMENTS | OPT 1.5



PRIMARY SHAPE EVOLUTION



MOTION IS ENCOURAGED

INTRODUCING A SECONDARY SHAPE

