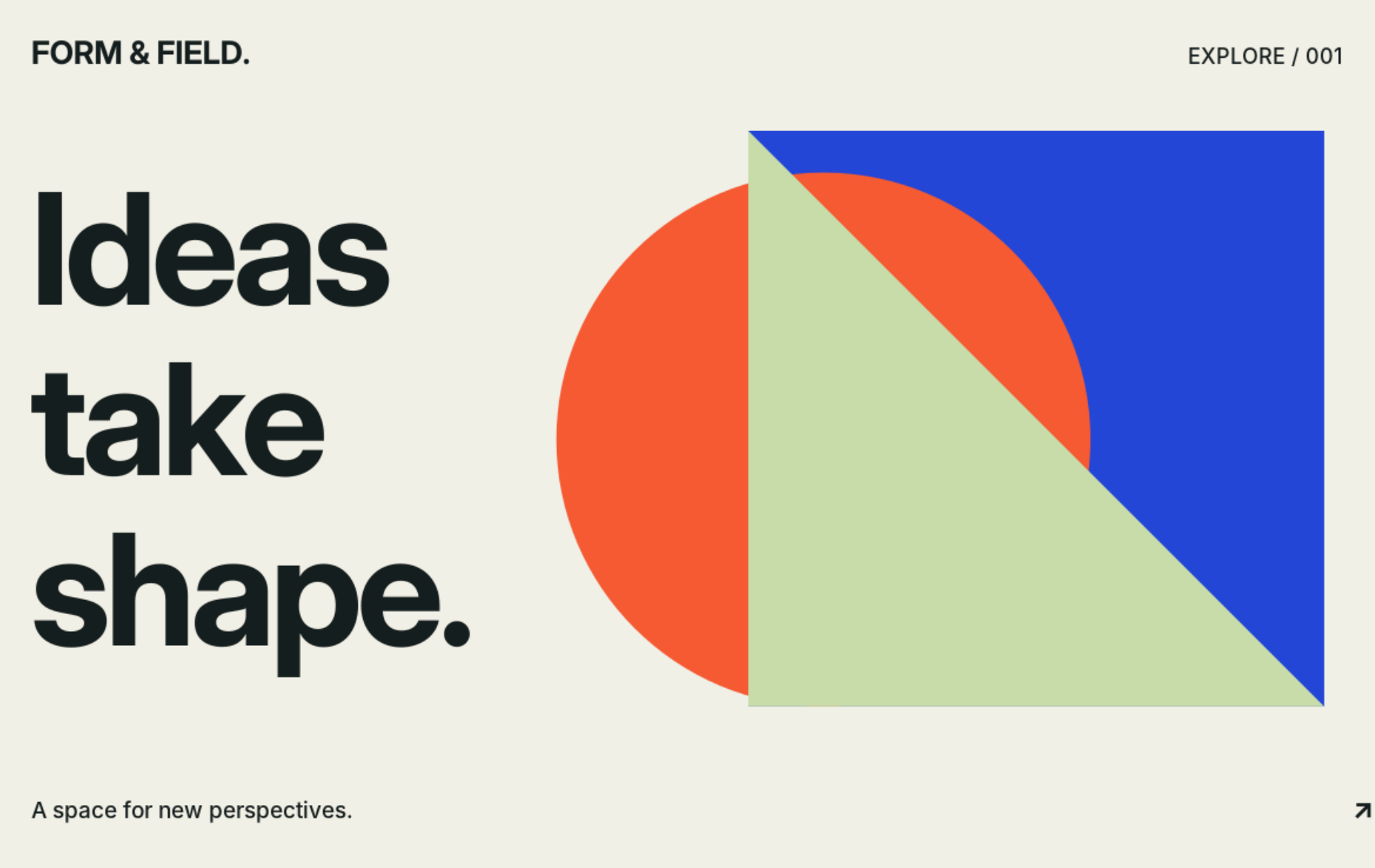
GENERATIVE IDENTITY LAB

Ideas take shape.

An independent exploration of editorial identity, geometric composition and controlled variation.



01 / CHALLENGE

Can three shapes become a visual language?

The premise

FORM & FIELD is a fictional cultural platform for art, technology and ideas. The challenge is to create a recognizable identity from a deliberately limited geometric vocabulary.

Creative direction

Bold editorial typography, a restrained grid and overlapping square, circle and triangle forms create a balance of structure and play.

My role

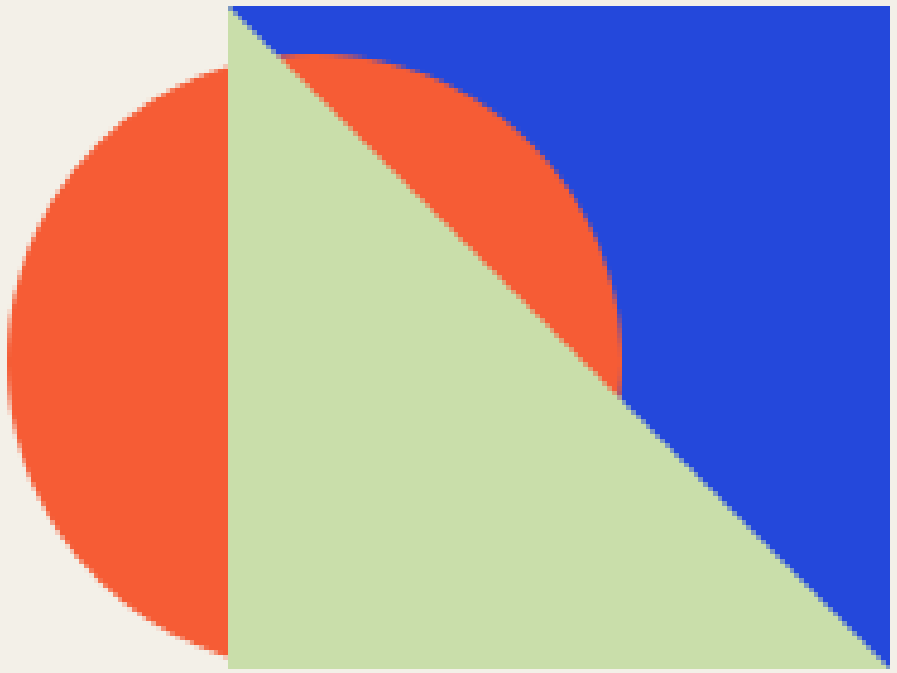
Independent creative direction: selecting the original composition as the foundation and requesting a coherent identity system and reusable starter kit.

AI collaboration

AI assisted initial concepts, asset preparation, editorial variations, mockups and documentation. The project is a self-directed speculative study.

02 / SYSTEM

Simple forms. Meaningful combinations.



The grammar

Square, circle and right triangle. Up to three dominant forms, deliberate layering, quarter-turn rotation and scale from 0.75 to 1.25.

The constants

Upright wordmark, five-color palette, Inter typography, 8-unit grid and a protected reading area.

Canvas #F3F0E8

Ink #18201F

Cobalt #2448DB

Vermilion #F65C35

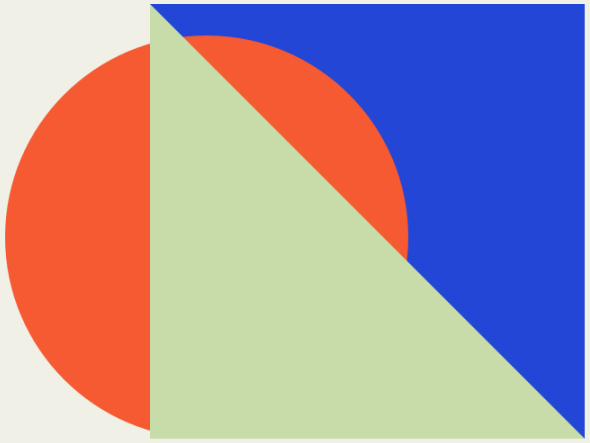
Sage #C9DEAA

03 / EXPLORATION

A collection of new perspectives.

Three editorial territories express the same identity through different compositions.

FORM & FIELD.



See differently.

ART / 001

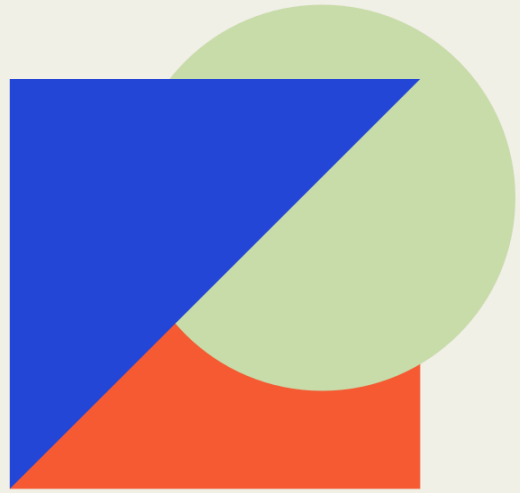
FORM & FIELD.



Imagine what's next.

TECHNOLOGY / 002

FORM & FIELD.



Ideas take shape.

IDEAS / 003

Art / See differently.

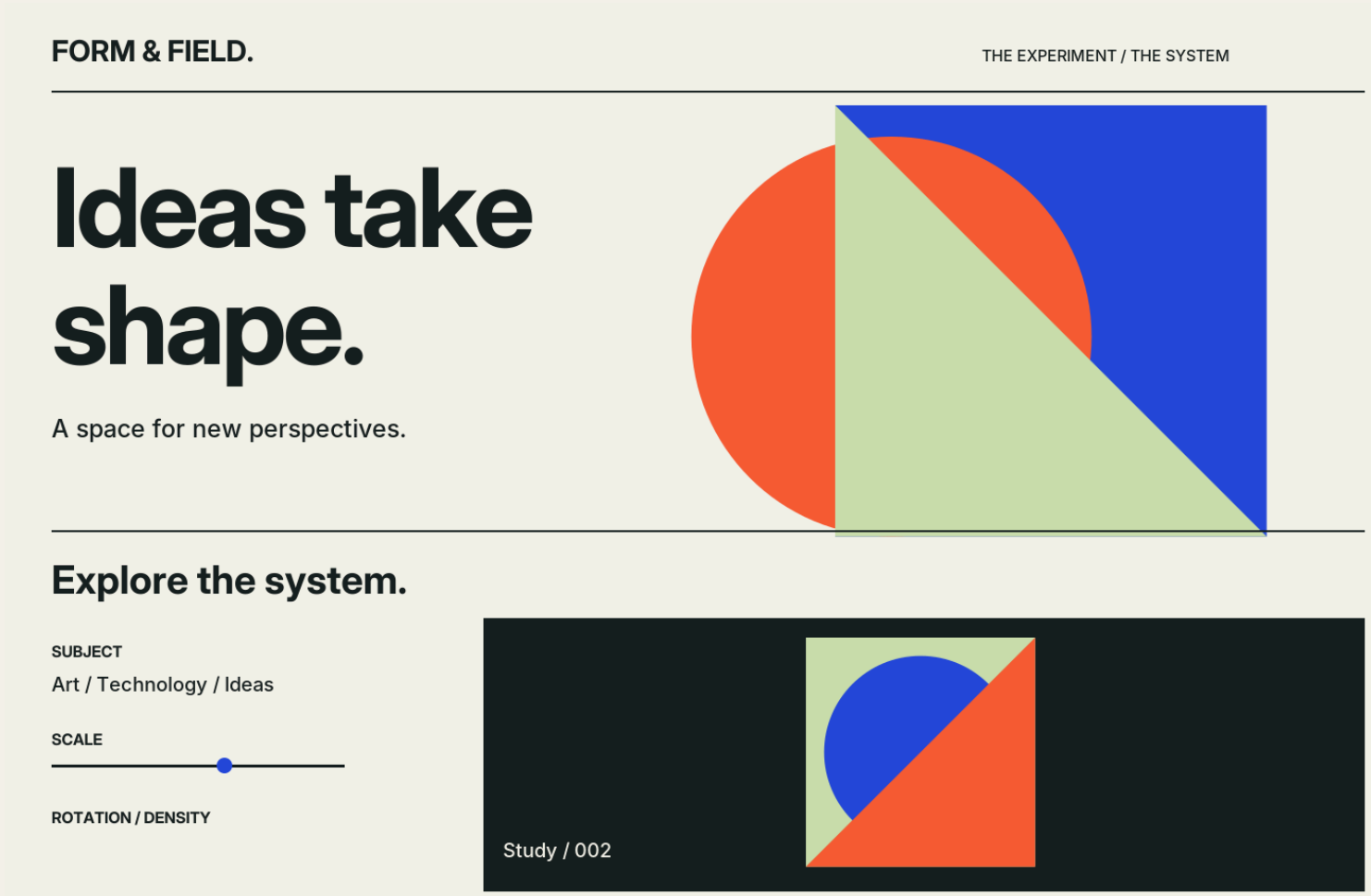
Technology / Imagine what's next.

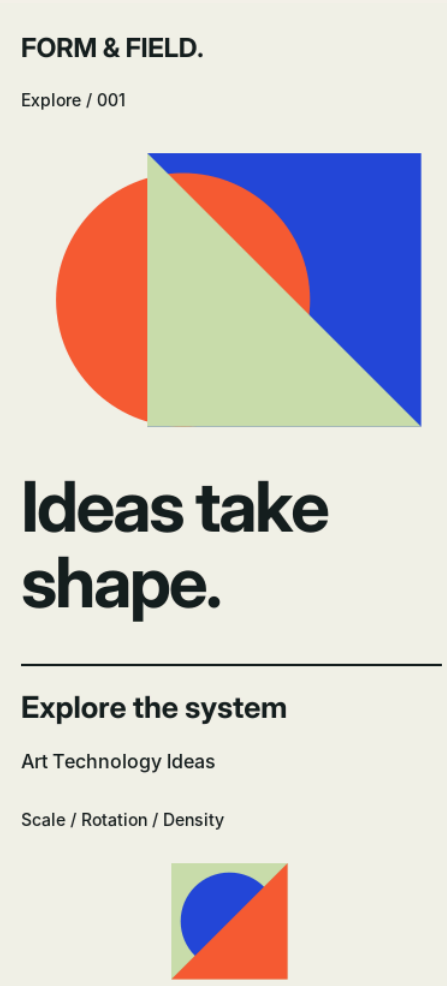
Ideas / Ideas take shape.

04 / EXPERIENCE CONCEPT

A playground for controlled variation.

Static desktop and mobile studies establish the proposed interaction hierarchy.





Proposed controls: subject, scale, rotation and density. No functioning controls or live AI generation yet.

05 / OUTCOME & NEXT STEPS

A small system with room to grow.

Delivered at this stage

Brand Starter Kit v1.0: guidelines, editable marks, design tokens, geometric studies, editorial posters, static screen mockups and a creative brief.

Design insight

A limited visual vocabulary can support expressive variation when hierarchy, spacing and layering remain intentional.

Next experiment

Implement a deterministic geometry playground, curate the strongest outputs and explore motion with accessible static alternatives.

Evidence

The starter kit is a review candidate. Generative behavior, usability and accessibility testing remain future work; no performance results are claimed.