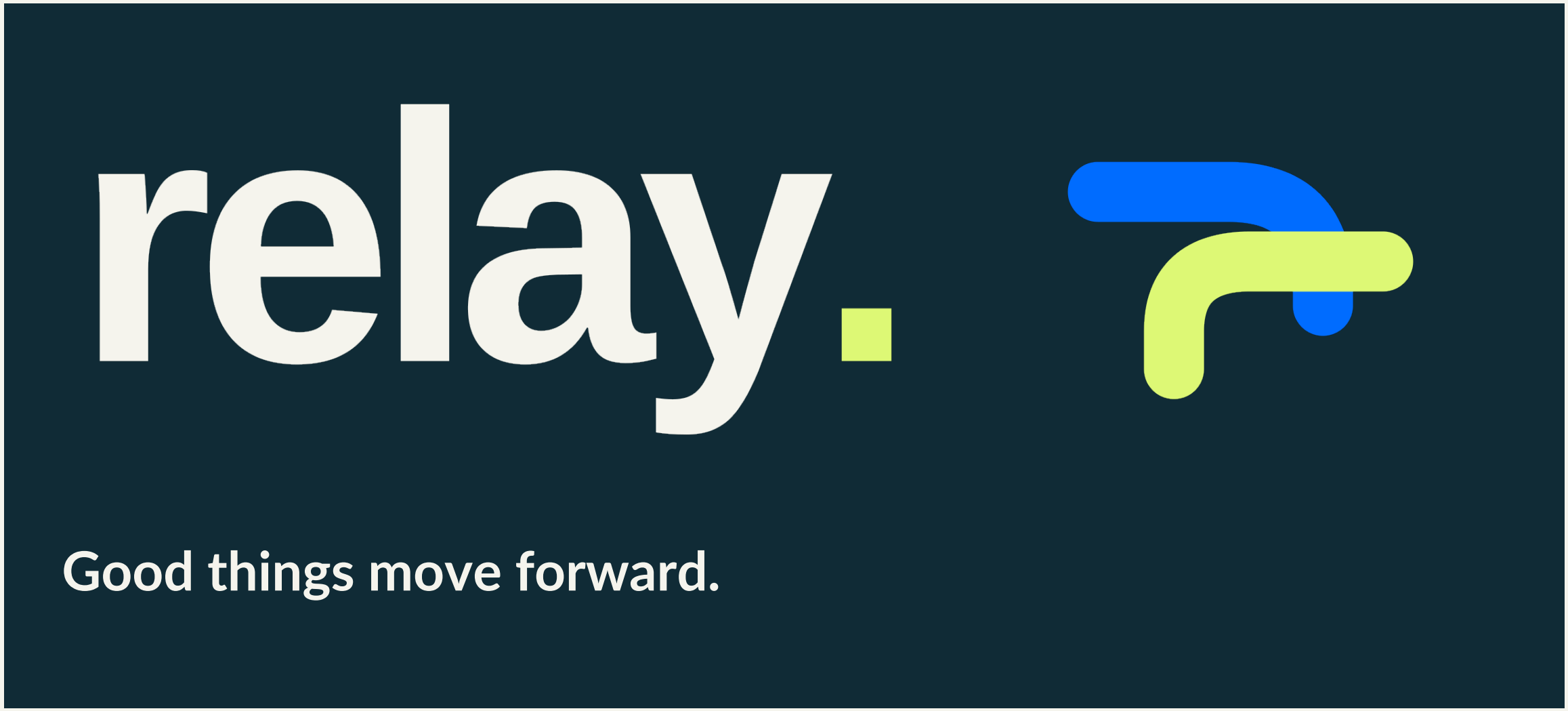
AI BRAND EXPRESSION LAB

One identity. Endless expressions.

An independent exploration of adaptive brand design and AI-assisted creative workflows.



01 / CHALLENGE

How can a brand move without losing itself?

The premise

RELAY is a fictional intelligent logistics brand. The challenge is to translate a consistent identity into flexible creative expressions for different audiences and channels.

Creative direction

Precision meets movement. An upright wordmark provides stability; rounded pathways and real-world photographic references communicate connection and progress.

My role

Independent creative direction: selecting the concept, approving the upright identity, palette and hybrid art direction, and reviewing the proposed experience.

AI collaboration

AI assisted concept exploration, reference imagery, vector asset preparation and documentation. The work is speculative, not a commissioned client engagement.

02 / SYSTEM

A stable identity. A flexible language.



Fixed

Wordmark, five-color palette, type families, modular geometry and voice.

Flexible

Color emphasis, photography, pathway arrangement, composition and motion intensity.

Deep Relay #102B36

Electric Blue #006CFF

Signal Lime #DDF875

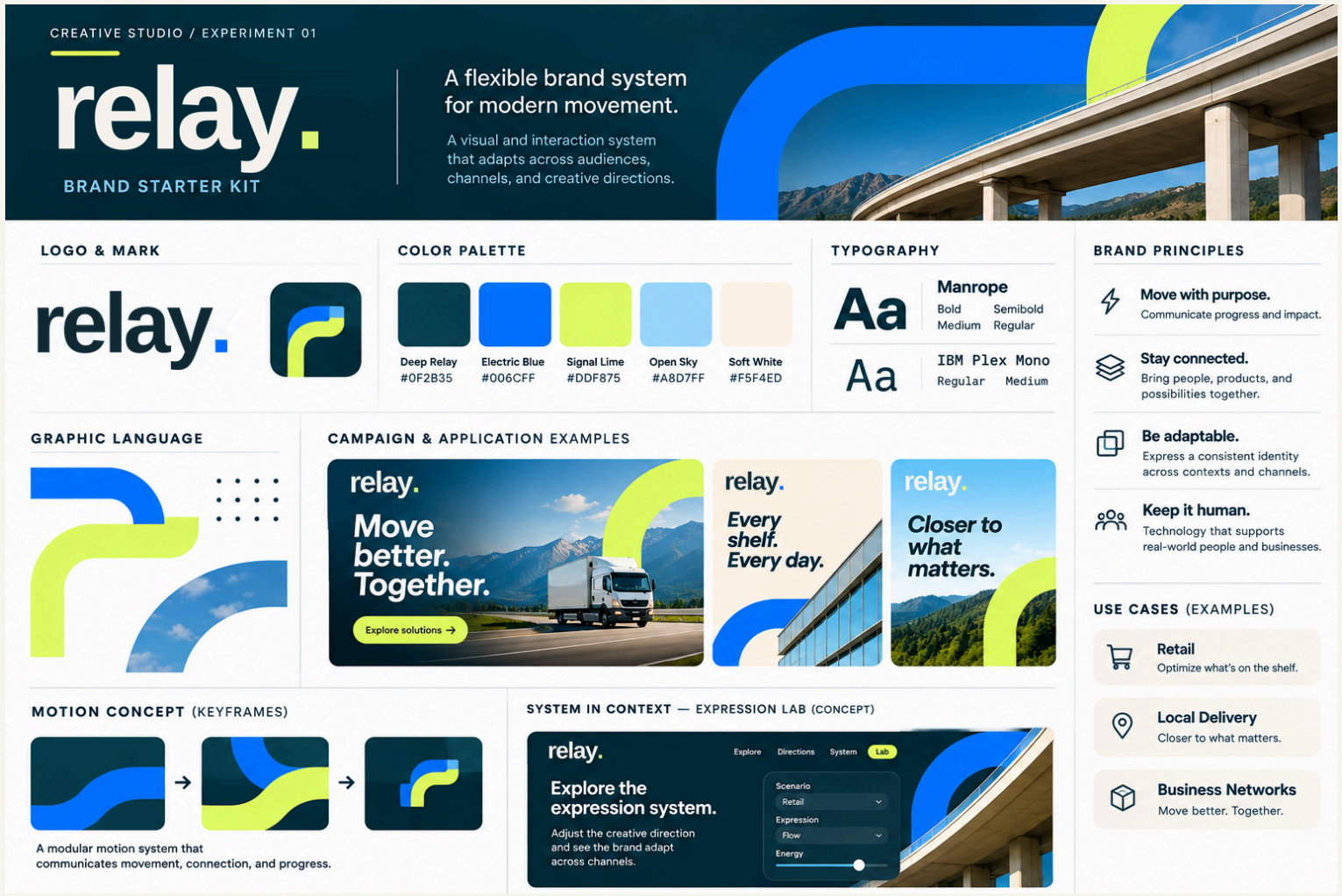
Open Sky #A8D7FF

Soft White #F5F4ED

03 / EXPLORATION

Three contexts, one visual vocabulary.

Retail, Local Delivery and Business Networks are independent of the creative expression.



Retail

Every shelf. Every day.

Local delivery

Closer to what matters.

Business networks

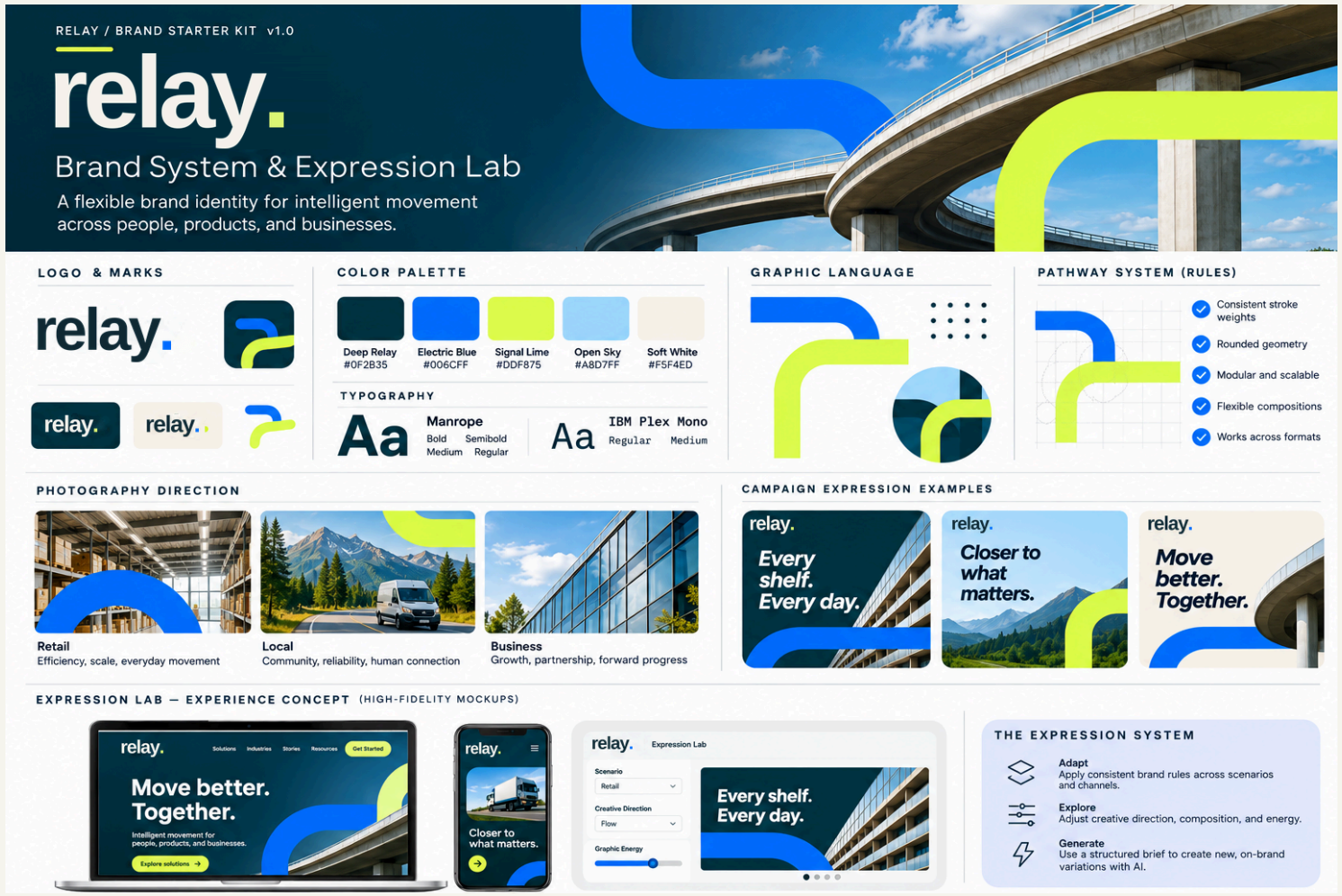
Move better. Together.

AI-assisted concept board; not final photography or authoritative logo artwork.

04 / EXPERIENCE CONCEPT

From art direction to coordinated output.

Proposed rules-driven experience: scenario × expression × graphic energy.



Inputs

Three scenarios, Flow / Momentum / Connection, and adjustable energy.

Outputs

Website hero, social graphic, motion preview and a structured creative brief.

Static concept reference. No functioning website or live AI generation yet.

05 / OUTCOME & NEXT STEPS

A foundation for creative technology.

Delivered at this stage

Brand Starter Kit v1.0: guidelines, editable identity assets, design tokens, graphic studies, campaign references and creative brief template.

Design insight

Separating fixed identity rules from flexible expression makes variation purposeful rather than arbitrary.

Next experiment

Build a small deterministic prototype, finalize photography, and test responsive layouts, keyboard access, contrast and reduced motion.

Evidence

Visual direction approved; package review and implementation remain separate milestones. No measured performance or user testing results are claimed.