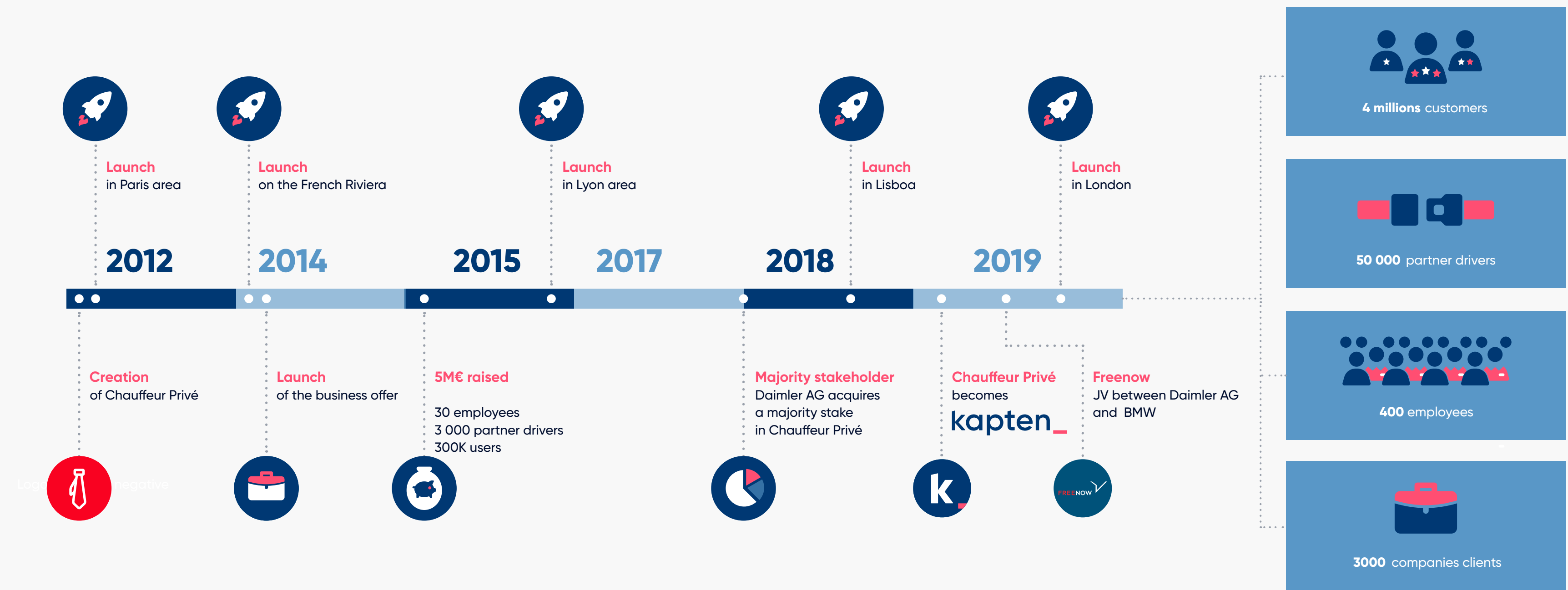


kapten.

Brandbook

Brandbook

Our history



Brandbook

Brand Platform

Our belief

There's nothing we don't like that we can't change

- At Kapten we have always strived for being a responsible and sustainable actor, genuinely committed to our drivers and clients, and taken steps to advance a better future.
- We have placed purpose, commitment, and goodwill at the heart of our business.
- From inception to implementation, we are consistent with our values and guided by our partner-drivers and clients' satisfaction : we take care of all our stakeholders, clients and partner-drivers, building a mutual and fruitful relationship based on trust and transparency.
- We are not just a demand-supply matching app, we put our customers and partner-drivers at the center of our offering.

Brandbook

Brand Platform

Our brand architecture

Vision

The only possible future for Mobility is to be human centric, locally based and collectively built.

Mission

Be local, care for people, build together to drive mobility forward.

Positioning

Kapten cares for you all along your journey.

Promise

Ride for Good

Brandbook

Brand Platform

Our signature

kapten.

Might just be
your best decision today

Brandbook

Brand Platform

Before we look at how to speak Kapten, we need to understand who Kapten is. You need to understand what makes Kapten before you know how to be Kapten. The values are the golden rules to live by at Kapten – and are at the heart of Kapten's personality.

Our core values (To live by)

#bebold

This value **is what we do.**

We are tactic, agile and ambitious. We are proactive and dare to constantly rise to new challenges.

Dare to challenge yourself and your colleagues to go above and beyond, to innovate and to find new ways to disrupt the market.

Examples of how bold we are: opening a new market in Portugal before a huge rebranding project, undertaking a company-wide rebranding within 3 months, launching a communication campaign which directly targeted Uber...

#takecare

This value **is who we are.**

Helping each other, sharing knowledge, mentoring, and caring for each other are some of our favorite things at Kapten!

Goodwill is a quality that many of us share according to the results of the 2018 employee survey – 98% of Kapten employees agree with the statement "I appreciate the quality of human relationships within Kapten (accessibility, sincerity, collaboration)"

We encourage shared knowledge, organize mentoring sessions, and believe that we can be stronger together.

Take care of your colleagues, learn from them and grow together.

#feelfree

This value is **the way we do things.**

Contact people directly without bullshit, having informal relationships internally, use of a witty and playful tone in our communications, we are engaged and we do not take ourselves too seriously!

Be ready for an informal approach with colleagues and direct communications.

Say it like it is. Don't be too serious.

Brandbook

Brand Platform

Our manifesto

- At Kapten, we are convinced that there is room for another way. That a circle can be virtuous, that effectiveness can be human and victory unanimous. That all of this, is possible.
- At Kapten, we are convinced that egoism produces only isolated people, that contempt only inspires an even greater contempt. That on the contrary, mutual aid can rise an army and that respect brings respect.
That all of this, is necessary.
- At Kapten, we are convinced that anybody can do it. That for us, a transport platform, it starts by rewarding our users, looking after our drivers, and involving ourselves in the cities that welcome us.
That all of this, is now.
- We won't change people's whole life, but we might change their daily life.

Brandbook

Brand Platform

Our philosophy

kaptenization : n. process of reviewing an existing system, so that its efficiency is no longer based on a win/lose situation for all the parties involved. Initiation of the virtuous circle of a new performance.

Our battles

We believe we have a role to play in shaping smarter cities. We are committed to care.

We **comply** with local rules and customs. We contribute to local economies by creating local jobs and supporting local initiatives.

We are the first PHV operator in Europe to have launched a round up and donate feature in order to make a donation to charity.

We have launched an electric fleet because we believe that the future of mobility is green or not at all

Customer satisfaction is our priority.

We offer the **best service at an affordable price, a reliable app, safe trips and excellent customer care.**

We **reward our customers** with our unique loyalty program.

We build and improve ourselves based on **feedback** from our customers.



Partner drivers at Kapten are considered **as real partners**.

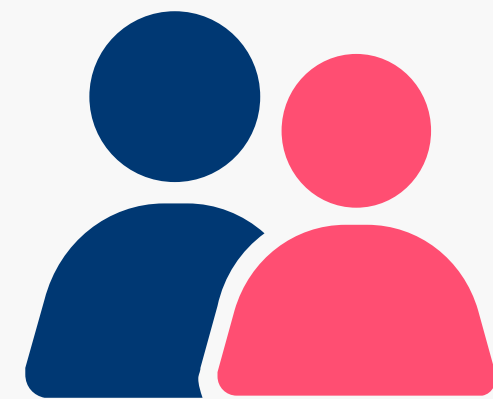
We **respect and involve them and reward their high-quality service**. We offer trainings, dedicated support, a 24/7 emergency line, special partnerships...

We have built a mutual and human relationship based on trust and transparency.

Brandbook

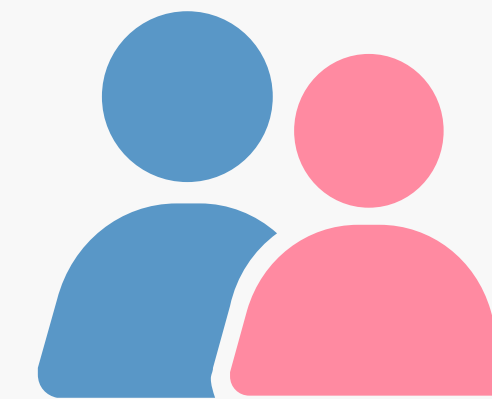
Tone of Voice B2C

Who are we talking to ?



Primary

25-49 y.o
urbans



Secondary target

- Active & urban female/male <24 years
- Students 18 - 24 years old
- Families
- Young
- Senior people

Brandbook

Tone of Voice B2C

How are we talking ?



- We are casual and fun, but always respectful. Smart, witty and uncomplicated.
- We are polite but sometimes surprising.
- We don't take life too seriously.
- We believe different can be better.

smart, funny, everyday, **human,** forward, **caring,**
free, **playful,** informal, **witty,** respectful.

Brandbook

Tone of Voice B2C

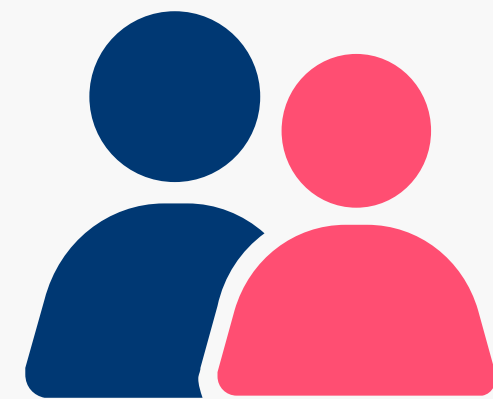
Do's & Dont's

- ✓ Communicate core values and brand personality
- ✓ Say it like it is – but be tongue in cheek, witty and funny along with it
- ✓ Have a point of view on our category (ride hailing), our field (mobility) and the city we live in
- ✓ Be conversational – use contractions (you're, he's, we'll etc.)
- ✓ Put statements in the positive form
- ✓ Be right to the point, omit needless words
- ✓ Tell the truth and be transparent
- ✓ Mind your P's and Q's! We must always be polite
- ✓ Try new things – see what is well received and what is a flop – test and learn!
- ✓ Be authentic and have fun with it
- ✓ Show how we are different
- ✓ Occasionally use emojis to add context
- ✗ Make it complicated
- ✗ Use passive voice when you can use active voice
- ✗ Forget to use a capital 'K' for Kapten when you talk about the company
- ✗ Use long, complex sentences, when you can split them into shorter ones
- ✗ Use a fancy word, when a simple will do
- ✗ Translate directly from French or another language – it rarely sounds good! Transcreate > Translate
- ✗ Go into details that customers or drivers don't need
- ✗ Curse, lose your temper
- ✗ Offend customers, drivers (also taxi drivers), regulators
- ✗ Send anything without proofreading
- ✗ Write in caps lock
- ✗ Being too informal in customer service: Use "on" versus "nous" when answering a customer

Brandbook

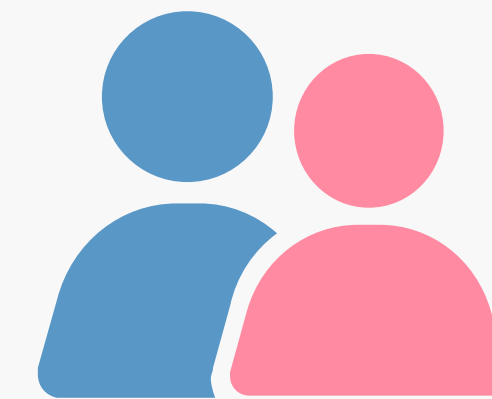
Tone of Voice B2B

Who are we talking to ?



Primary

- CEO start-up & PME
- Office manager
- Travel manager
- CFO



Secondary target

- Users of PHV or taxi in their pro life

Brandbook

Tone of Voice B2B

How are we talking ?

We are consistent in our TOV, as we are in a business relationship we make it less casual but still respectful. As we are cheeky monkeys, we also keep some Fun on our tone of voice, even if "business is business".



- We are polite but sometimes surprising.
- We believe different can be better.
- We sign personally the emails we send to the decision-makers.
- We are consistent with the tone used on CRM B2B for all the teams of our partners.
- We are part of YourNow

respectful, personal, everyday, **human,** forward,
caring, informal, **surprising,** committed.

Brandbook

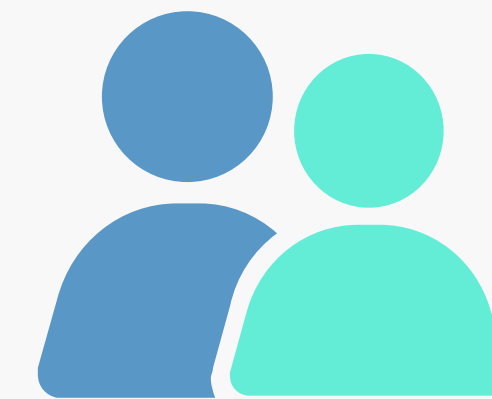
Tone of Voice Drivers

Who are we talking to ?



Primary

- Partner Drivers, already working with Kapten
- Fleet Owners, already working with Kapten



Secondary target

- Partner Drivers, not working with Kapten yet
- Fleet Owners, not working with Kapten yet

Brandbook

Tone of Voice Drivers

How are we talking ?

As we do in our customer relationship we put the human at the heart of everything. Humans speak to humans, we do not automatize the exchange, we are available to help our partners at any time and we respect them.



- We are polite and respectful.
- We are transparent.
- We are humans.
- We believe different can be better.
- We are always available to our partner drivers
- We believe that working with Kapten might be your best decision of the day.

respectful, personal, everyday, **human,** forward,
caring, committed.

Styleguide

Logo

Logo

Logotype & App icon

kapten.

Logotype Rider

kapten.

Logotype Driver

kapten.

Logotype Rider negative

kapten.

Logotype Driver negative



App icon Rider



App icon Driver

Logo

Logotype with claim

kapten_

Might just be

your best decision today

International

kapten_

Peut-être

le meilleur choix de votre journée

French

kapten_

Possivelmente

a melhor decisão do teu dia

Portuguese

kapten_

Might just be

your best decision today

International negative

kapten_

Peut-être

le meilleur choix de votre journée

French negative

kapten_

Possivelmente

a melhor decisão do teu dia

Portuguese negative

Logo

Logotype BtoB

kapten_
business

kapten_**business**

BtoB

kapten_
business

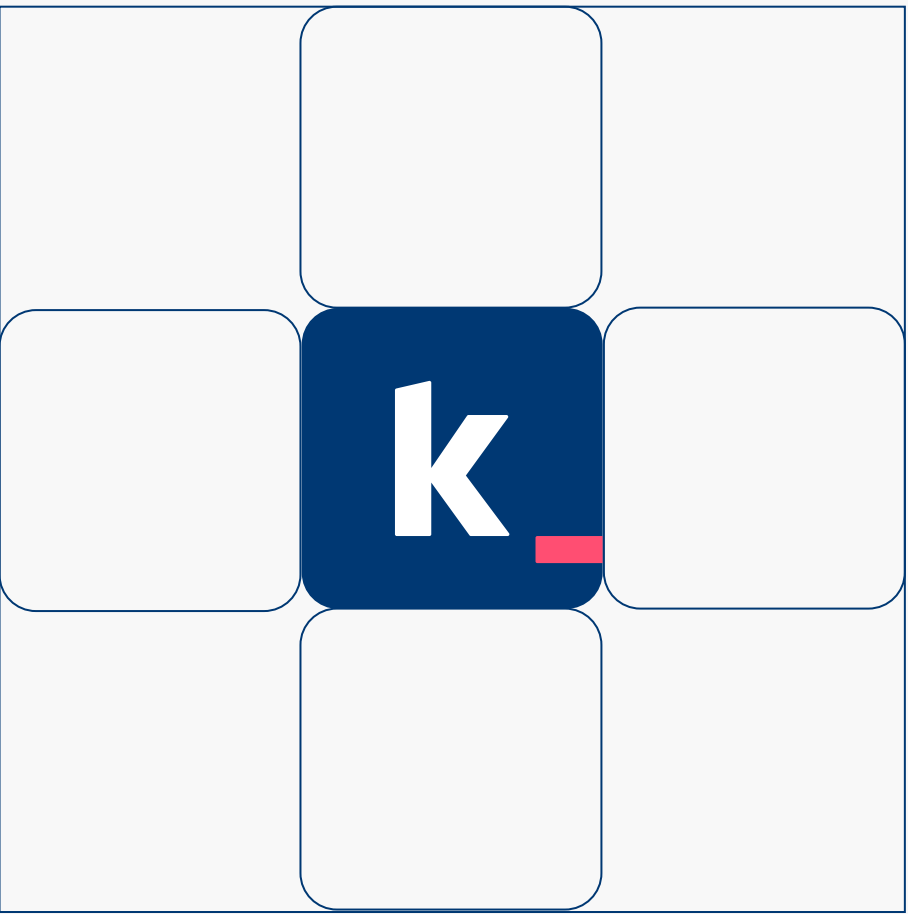
kapten_**business**

BtoB negative

If Kapten Business stands in a sentence it has to be written like this "Kapten Business" otherwise the logo has to be used as it is.

Logo

Safe area & Sizes



To ensure that no graphic element can be placed too close from the logo, a protection zone is defined around it.
The letter "e" serves as the measuring standard of the protection zone, both horizontally and vertically. Any other graphic elements must not be placed in this area.

Logo

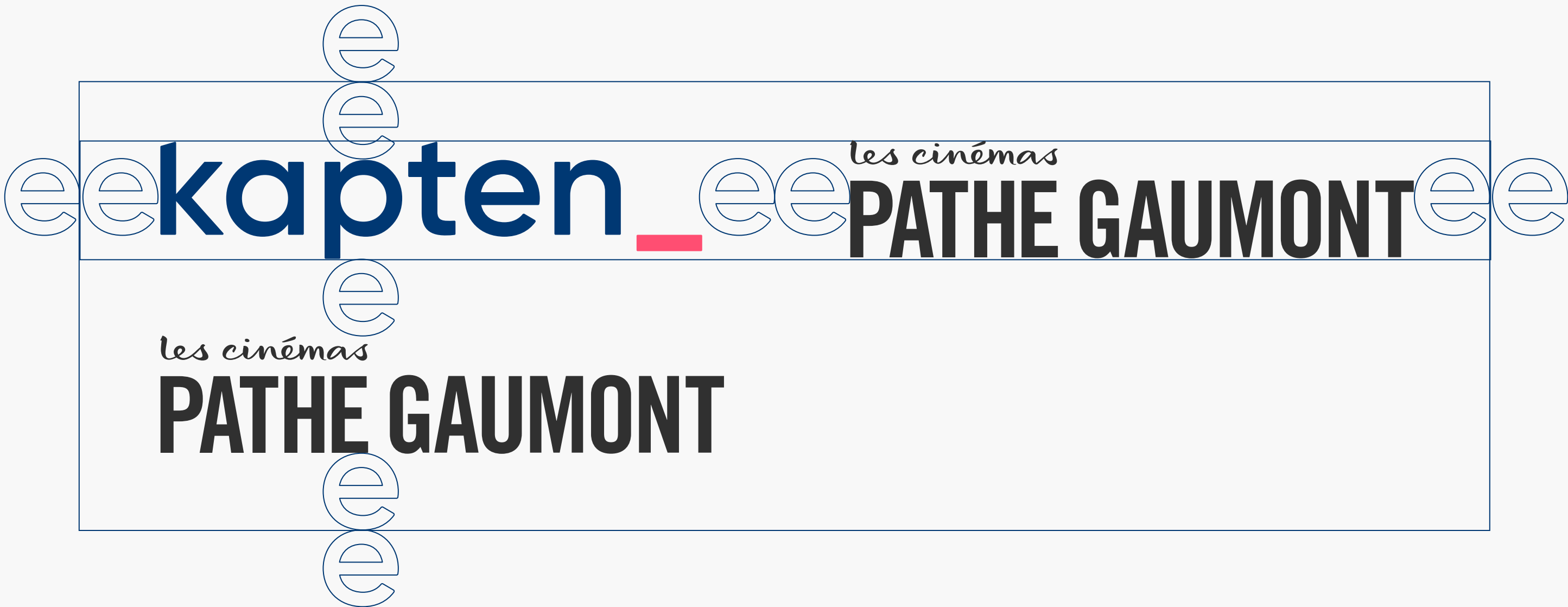
Placement



The logo can be placed any side desired: Left, right, top or bottom.

Logo

Co-branding



Logo

Things to avoid



Do not use it in one color



Do not use it in pink



Do not use it in another color



Do not outline it



Do not break it apart



Do not crop it



Do not lose the underscore



Do not distort it



Do not use it in bold



Do not place it in a container shape



DO NOT put the blue logo on a color background



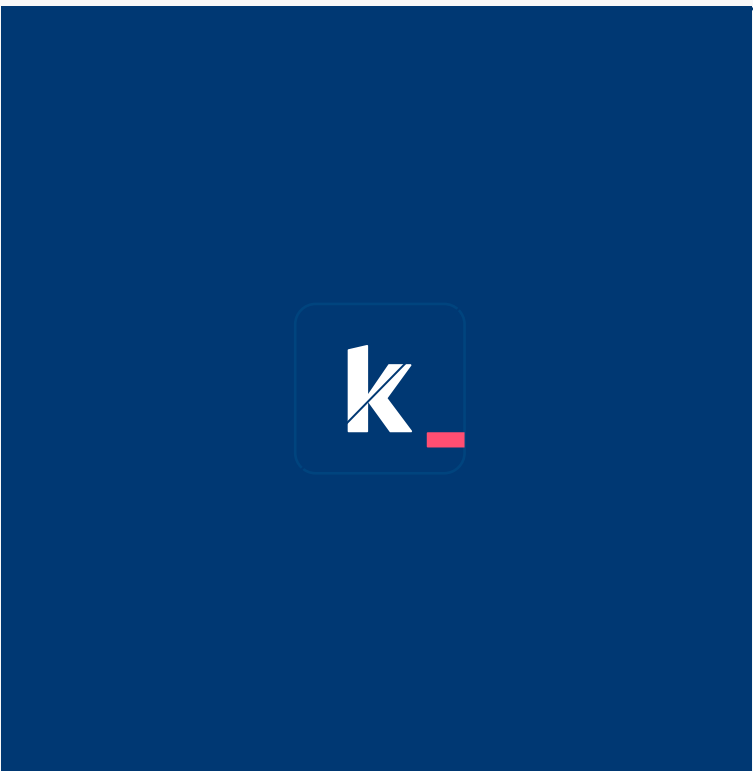
Do not rotate it

Logo

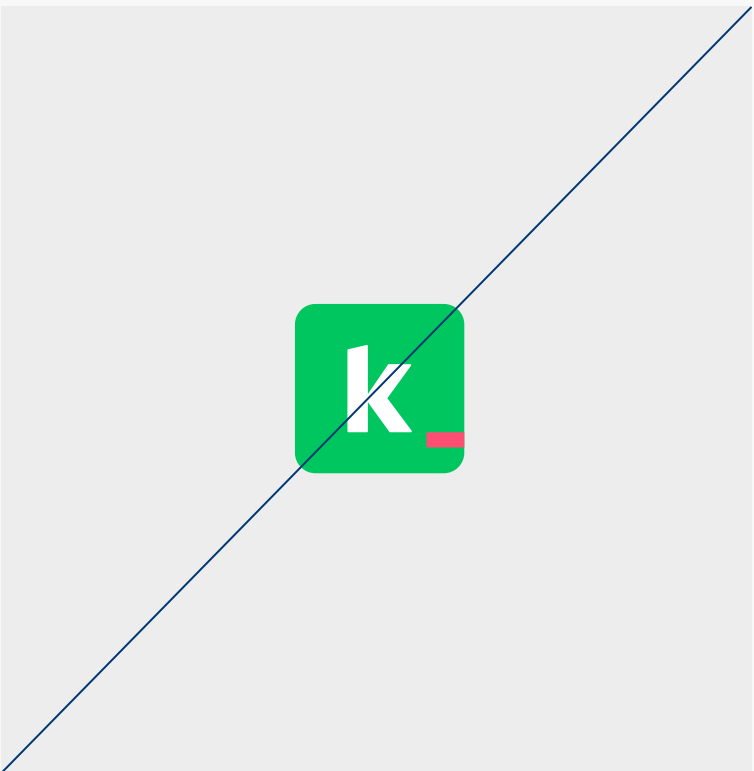
Things to avoid



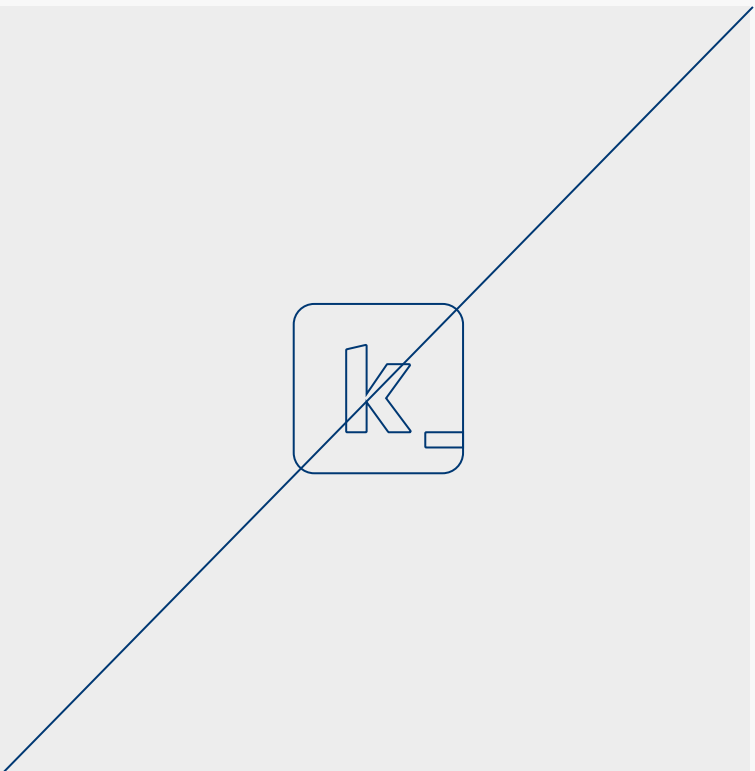
Do not change the app icon colors



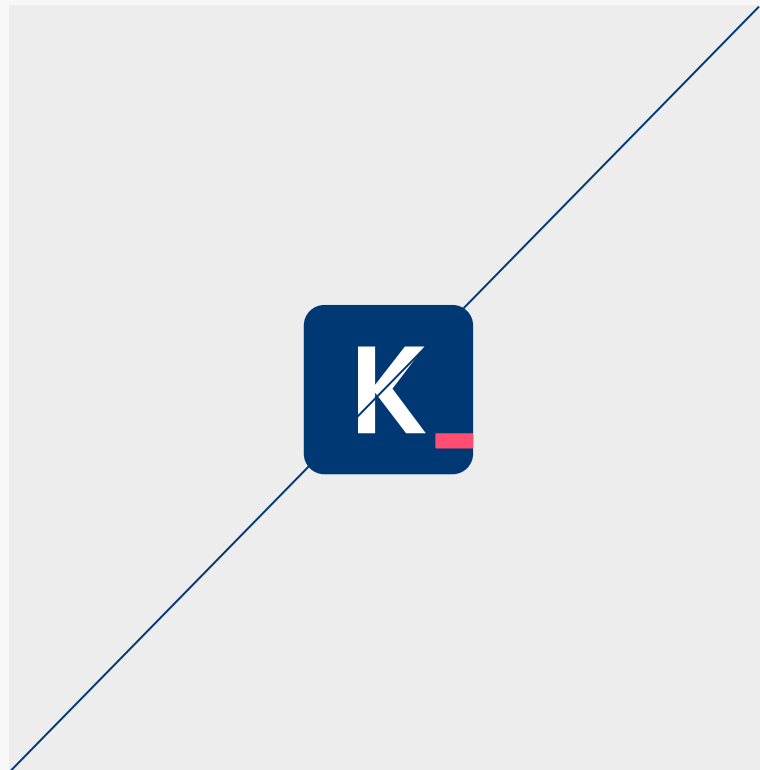
Do not place it on a blue background



Do not use it outside of the brand colours



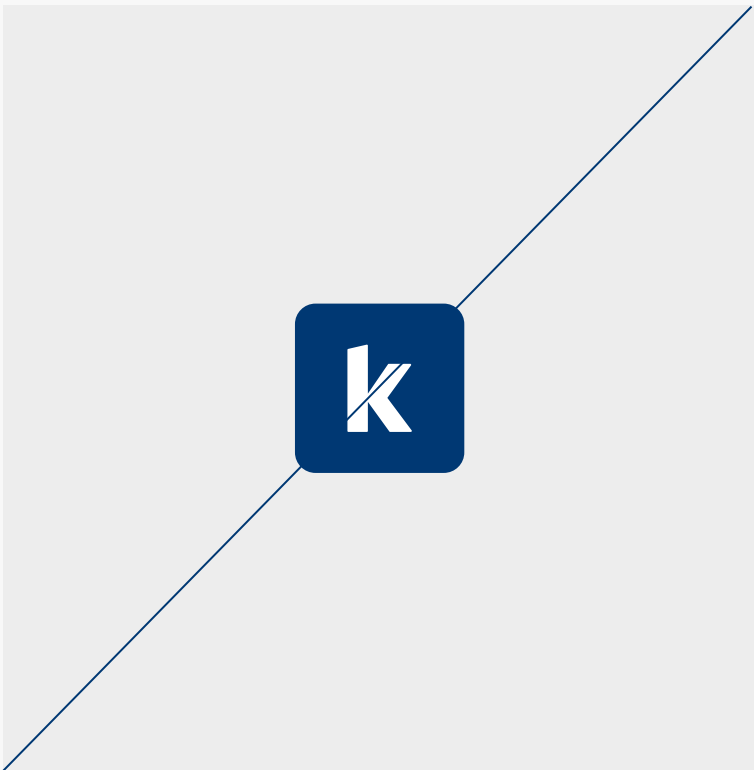
Do not outline it



Do not use capital K or change the font type



Do not crop it



Do not lose the underscore



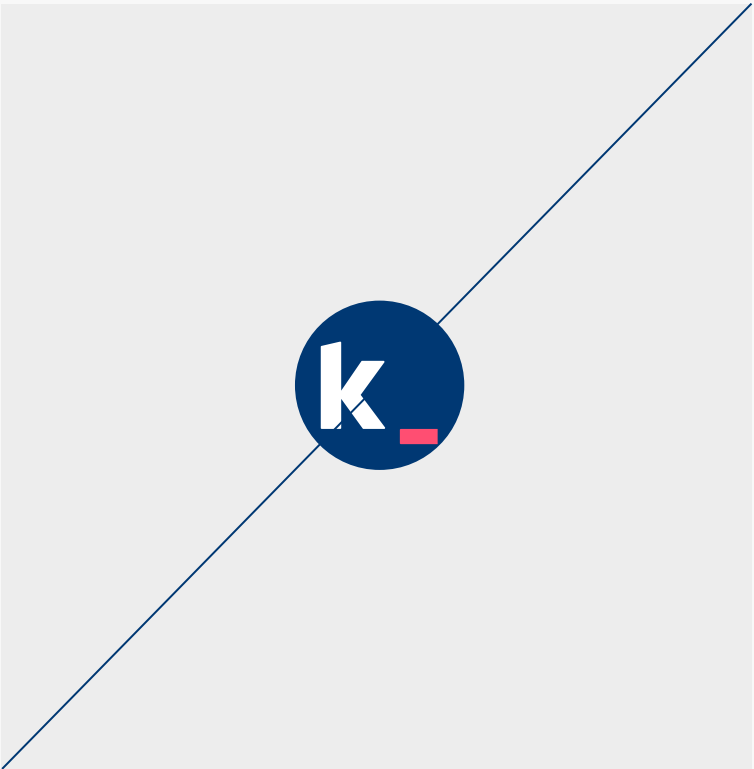
Do not distort it



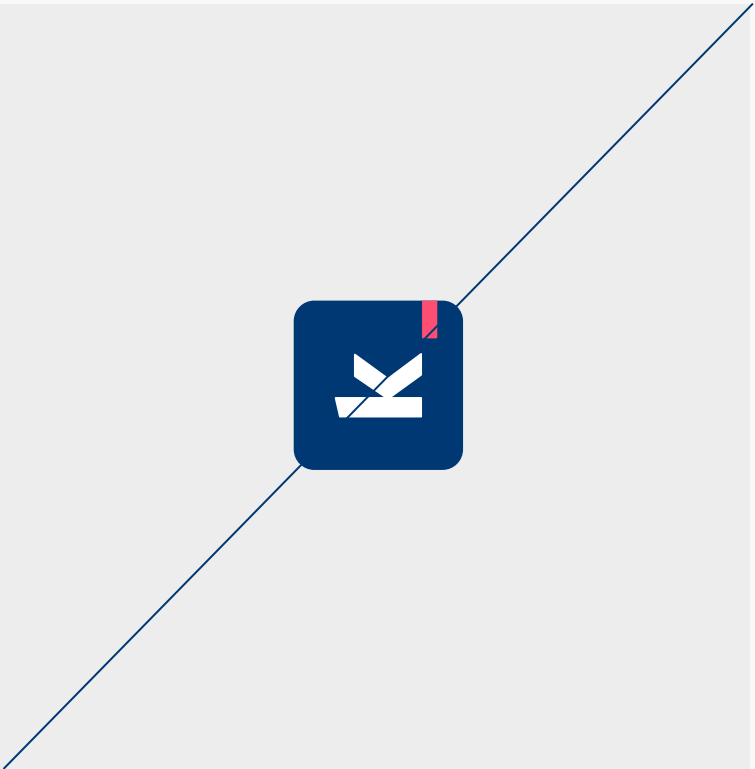
Do not center the k_ in the square



Do not place it in a container shape



DO NOT center the k_ in a circle



Do not rotate it

Colors

Colors

Primary palette

Main color

The main colour for Kapten is Blue.
The other primary colours are pink and green.
Pink and Green are meant for the rider and the driver communication respectively.
Each colour has a range of halftones for more design flexibility. Primary Pink can not be used on blue as text.

Main Blue
#003c72
R0 G60 B114
C100 M83 Y29 K15
Pantone 654 C

<div>#001632 R0 G22 B50 C100 M88 Y47 K65 Pantone 282 C</div>	<div>#002b51 R0 G43 B81 C100 M85 Y39 K38 Pantone 2767 C</div>	<div>#134e89 R19 G78 B137 C98 M76 Y19 K4 Pantone 7686 C</div>
<div>#2d66a5 R45 G102 B165 C86 M57 Y9 K1 Pantone 7683 C</div>	<div>#5682b2 R86 G130 B178 C71 M42 Y13 K1 Pantone 646 C</div>	<div>#7097c4 R112 G151 B196 C61 M34 Y9 K1 Pantone 7453 C</div>
<div>#85aad3 R133 G170 B211 C53 M26 Y5 K0 Pantone 659 C</div>	<div>#9cbbd8 R156 G187 B216 C44 M19 Y8 K0 Pantone 644 C</div>	<div>#b5cfea R181 G207 B234 C33 M12 Y2 K0 Pantone 2708 C</div>
<div>#cedfef R206 G223 B239 C23 M7 Y3 K0 Pantone 2707 C</div>	<div>#e2eef7 R226 G238 B247 C14 M3 Y2 K0 Pantone 656 C</div>	<div>#f5f8fc R245 G248 B252 C4 M2 Y1 K0 Pantone _</div>

Primary palette

Colors for Riders



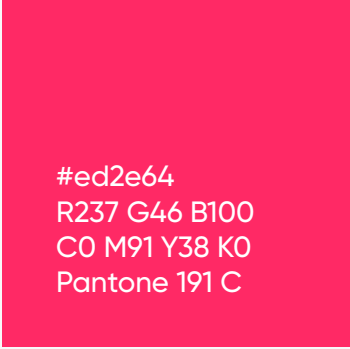
Main Pink
#ff4f71
R255 G79 B113
C0 M81 Y35 K0
Pantone 184 C



#680037
R104 G0 B55
C38 M100 Y35 K52
Pantone 690 C



#b50b4d
R181 G11 B77
C20 M100 Y46 K12
Pantone 7425 C



#ed2e64
R237 G46 B100
C0 M91 Y38 K0
Pantone 191 C



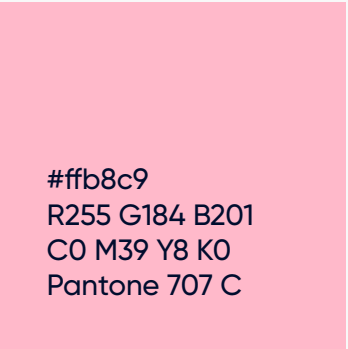
#ff7690
R255 G118 B144
C0 M67 Y23 K0
Pantone 190C



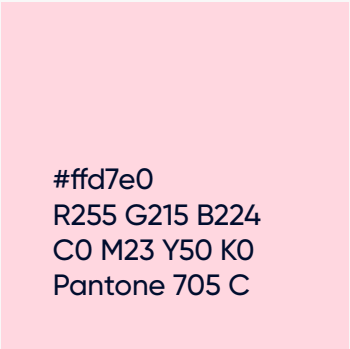
#ff8aa0
R G B
C M Y K
Pantone C



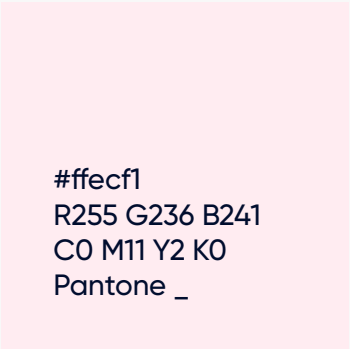
#ff9fb1
R G B
C M Y K
Pantone C



#ffb8c9
R255 G184 B201
C0 M39 Y8 K0
Pantone 707 C



#ffd7e0
R255 G215 B224
C0 M23 Y50 K0
Pantone 705 C



#ffecf1
R255 G236 B241
C0 M11 Y2 K0
Pantone _

Primary palette

Colors for Drivers



#01665c
R1 G102 B92
C88 M34 Y61 K28
Pantone 568 C

#00917f
R0 G145 B127
C82 M19 Y56 K4
Pantone 7473 C

#00b29c
R0 G178 B156
C75 M0 Y48 K0
Pantone 7465C

#00c4a8
R0 G196 B168
C70 M0 Y45 K0
Pantone 3258 C

#68ddb8
R104 G221 B191
C55 M0 Y36 K0
Pantone 3375 C

#9aedd8
R154 G237 B216
C41 M0 Y25 K0
Pantone 0921 C

#bcede3
R188 G237 B227
C30 M0 Y17 K0
Pantone _

#e2f7f0
R226 G247 B240
C14 M0 Y9 K0
Pantone _

#f5fcfa
R245 G252 B250
C5 M0 Y3 K0
Pantone _

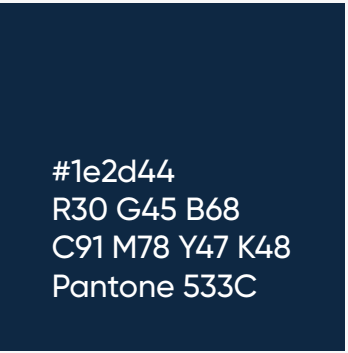
Secondary palette

App colors

Dark blue is used as the backgroud color of the driver application, and for the main texts (instead of black).



Dark Blue
#001632
R0 G22 B50
C100 M88 Y47 K65
Pantone 282 C



#1e2d44
R30 G45 B68
C91 M78 Y47 K48
Pantone 533C



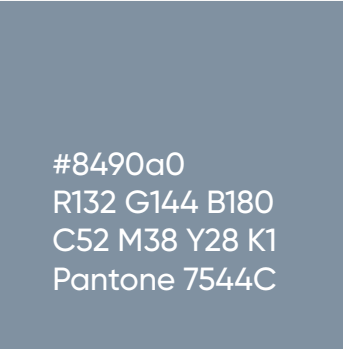
#36465e
R54 G70 B94
C83 M69 Y42 K29
Pantone 7545C



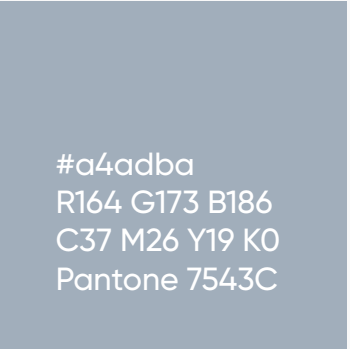
#546275
R84 G98 B117
C71 M56 Y39 K16
Pantone 431C



#6b7b91
R107 G123 B145
C63 M46 Y31 K4
Pantone 7544C



#8490a0
R132 G144 B180
C52 M38 Y28 K1
Pantone 7544C



#a4adba
R164 G173 B186
C37 M26 Y19 K0
Pantone 7543C



#bfc8d1
R191 G200 B209
C25 M12 Y11 K0
Pantone 5455C



#dfe4ea
R223 G228 B234
C11 M6 Y4 K0
Pantone 656C



#f2f3f4
R242 G243 B244
C4 M2 Y2 K0
Pantone _

Secondary palette

App Colors

Our secondary colors are displayed in app interfaces. They should be used sparingly in illustration, photography, and ads. Red is specifically used for error messages, while Green is used for success messages on the app. Green is also the main color for communication on electric fleet.

Red Error
#e44240
R228 G66 B64
C2 M85 Y72 K0
Pantone 7625C

#770000
R119 G0 B0
C30 M100 Y100 K43
Pantone 1815C

#9e0000
R158 G0 B0
C24 M100 Y100 K23
Pantone 7427C

#c10505
R193 G5 B5
C16 M100 Y100 K8
Pantone 7621C

#ff3e3e
R255 G62 B62
C0 M89 Y76 K0
Pant WarmRedC

#ff6c6c
R255 G108 B108
C0 M73 Y48 K0
Pantone 7416C

#ff9f9f
R255 G159 B159
C0 M47 Y25 K0
Pantone 708C

#ffc7c7
R255 G199 B199
C0 M27 Y12 K0
Pantone 699C

#f7d5d5
R247 G213 B213
C2 M18 Y9 K0
Pantone 698C

#f9efef
R249 G239 B239
C1 M6 Y3 K0
Pantone _

Secondary palette

App Colors



#00442b
R0 G68 B43
C90 M44 Y86 K52
Pantone 3435C

#00704b
R0 G112 B75
C89 M32 Y83 K21
Pantone 7733C

#0d9356
R13 G147 B86
C85 M18 Y87 K4
Pantone 7731C

#00a860
R0 G168 B96
C82 M6 Y85 K0
Pantone 7739C

#43d173
R67 G209 B115
C64 M0 Y75 K0
Pantone 7479C

#82e096
R130 G224 B150
C47 M0 Y57 K0
Pantone 353C

#b8f2c1
R184 G242 B193
C27 M0 Y33 K0
Pantone 351C

#daf7de
R218 G247 B222
C13 M0 Y16 K0
Pantone 7485C

#edf7ed
R237 G247 B237
C6 M0 Y7 K0
Pantone 621C

Secondary palette

Greys

#333333
R51 G51 B51
C69 M63 Y62 K58
Pantone 447C

#5e5e5e
R94 G94 B94
C62 M54 Y53 K25
Pantone 425C

#878787
R135 G135 B135
C49 M41 Y41 K5
Pantone 423C

#b2b2b2
R178 G178 B178
C31 M25 Y25 K0
Pant CoolGray5C

#cccccc
R204 G204 B204
C19 M15 Y16 K0
Pantone 420C

#d8d8d8
R216 G216 B216
C14 M11 Y11 K0
Pant CoolGray1C

#e5e5e5
R229 G229 B229
C9 M6 Y7 K0
Pantone 663C

#ededed
R237 G237 B237
C6 M4 Y4 K0
Pantone 663C

#f0f0f0
R240 G240 B240
C4 M3 Y3 K0
Pantone 663C

#f8f8f8
R248 G248 B248
C2 M1 Y1 K0
Pantone _

Secondary palette

<div>#5aa008</div> <div>R90 G160 B8</div> <div>C70 M14 Y100 K2</div> <div>Pantone 369C</div>	<div>#78cc00</div> <div>R120 G204 B0</div> <div>C56 M0 Y100 K0</div> <div>Pantone 368C</div>	<div>#91e21e</div> <div>R145 G226 B30</div> <div>C46 M0 Y100 K0</div> <div>Pantone 375C</div>	<div>#afef54</div> <div>R175 G239 B84</div> <div>C34 M0 Y85 K0</div> <div>Pantone 7487C</div>	<div>#cdf993</div> <div>R205 G249 B147</div> <div>C22 M0 Y55 K0</div> <div>Pantone 373C</div>
<div>#4d72c4</div> <div>R77 G114 B196</div> <div>C74 M56 Y0 K0</div> <div>Pantone 660C</div>	<div>#708fe5</div> <div>R112 G143 B229</div> <div>C56 M41 Y0 K0</div> <div>Pantone 2718C</div>	<div>#8bb0f2</div> <div>R139 G176 B242</div> <div>C42 M23 Y0 K0</div> <div>Pantone 7451C</div>	<div>#a6caff</div> <div>R166 G202 B255</div> <div>C31 M13 Y0 K0</div> <div>Pantone 2717C</div>	<div>#c0d5ff</div> <div>R192 G213 B255</div> <div>C21 M11 Y0 K0</div> <div>Pantone 2708C</div>
<div>#61549b</div> <div>R97 G84 B155</div> <div>C73 M77 Y6 K1</div> <div>Pantone 7670C</div>	<div>#7f6eb9</div> <div>R127 G110 B185</div> <div>C56 M62 Y0 K0</div> <div>Pantone 272C</div>	<div>#968ad6</div> <div>R150 G138 B214</div> <div>C42 M47 Y0 K0</div> <div>Pantone 2715C</div>	<div>#aca0e8</div> <div>R172 G160 B232</div> <div>C32 M36 Y0 K0</div> <div>Pantone 2645C</div>	<div>#bfbef4</div> <div>R191 G190 B244</div> <div>C23 M23 Y0 K0</div> <div>Pantone 270C</div>
<div>#d32288</div> <div>R211 G34 B136</div> <div>C13 M97 Y5 K0</div> <div>Pantone PinkC</div>	<div>#ff4ea9</div> <div>R255 G78 B169</div> <div>C0 M83 Y0 K0</div> <div>Pantone 212C</div>	<div>#ff80cc</div> <div>R255 G128 B204</div> <div>C2 M60 Y0 K0</div> <div>Pantone 231C</div>	<div>#ff9fd8</div> <div>R255 G159 B216</div> <div>C1 M46 Y0 K0</div> <div>Pantone 223C</div>	<div>#ffc2e9</div> <div>R255 G194 B233</div> <div>C1 M229 Y0 K0</div> <div>Pantone 2365C</div>

Secondary palette

<div>#ff6100</div> <div>R255 G97 B0</div> <div>C0 M76 Y100 K0</div> <div>Pantone 1585C</div>	<div>#ff7f29</div> <div>R255 G127 B41</div> <div>C0 M62 Y93 K0</div> <div>Pantone 1575C</div>	<div>#ff983b</div> <div>R255 G152 B59</div> <div>C0 M48 Y85 K0</div> <div>Pantone 715C</div>	<div>#ffaf6e</div> <div>R255 G175 B110</div> <div>C0 M37 Y62 K0</div> <div>Pantone 7410C</div>	<div>#ffc392</div> <div>R255 G195 B146</div> <div>C0 M27 Y44 K0</div> <div>Pantone 712C</div>
<div>#ffa800</div> <div>R255 G168 B0</div> <div>C0 M39 Y100 K0</div> <div>Pantone 130C</div>	<div>#ffc200</div> <div>R255 G194 B0</div> <div>C1 M25 Y100 K0</div> <div>Pantone 7408C</div>	<div>#ffda00</div> <div>R255 G218 B0</div> <div>C2 M11 Y100 K0</div> <div>Pantone 107C</div>	<div>#f9e850</div> <div>R249 G232 B80</div> <div>C4 M3 Y81 K0</div> <div>Pantone 603C</div>	<div>#fffa97</div> <div>R255 G250 B151</div> <div>C2 M0 Y50 K0</div> <div>Pantone 601C</div>
<div>#824e4b</div> <div>R130 G78 B75</div> <div>C38 M70 Y62 K27</div> <div>Pantone 4985C</div>	<div>#c77165</div> <div>R199 G113 B101</div> <div>C19 M65 Y58 K3</div> <div>Pantone 7607C</div>	<div>#ffa488</div> <div>R255 G164 B136</div> <div>C0 M44 Y42 K0</div> <div>Pantone 1625C</div>	<div>#ffc7ae</div> <div>R255 G199 B174</div> <div>C0 M26 Y28 K0</div> <div>Pantone 474C</div>	<div>#ffdfcc</div> <div>R255 G223 B204</div> <div>C0 M14 Y17 K0</div> <div>Pantone 475C</div>
<div>#b2a36b</div> <div>R178 G163 B107</div> <div>C32 M30 Y68 K2</div> <div>Pantone 4515C</div>	<div>#cebc82</div> <div>R206 G188 B130</div> <div>C21 M22 Y57 K0</div> <div>Pantone 4525C</div>	<div>#d8cd9e</div> <div>R216 G205 B158</div> <div>C16 M14 Y43 K0</div> <div>Pantone 4545C</div>	<div>#e2dbaf</div> <div>R226 G219 B175</div> <div>C12 M9 Y35 K0</div> <div>Pantone 5875C</div>	<div>#efead3</div> <div>R239 G234 B211</div> <div>C6 M5 Y18 K0</div> <div>Pantone _</div>

Typography

Typography

Brand Typeface : Gilroy

The corporate font for Kapten is the Gilroy. It has a modern, friendly appearance and is suitable for both headlines and body text. In the logo, there is a modified version of the font with rounded corners to convey more emotions.

Gilroy medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Gilroy extrabold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Gilroy heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Typography

Hierarchy and weights

Headline V1
Gilroy heavy
Letter spacing : 30
Case : All caps

LOREM IPSUM
DOLOR SIT AMET

Headline V2
Gilroy extrabold
Case : Sentence case

Ut wisi enim minim,
quis nostrud exercit

Subheadline (1/2H)
Gilroy extrabold
Case : Sentence case

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy.

Body copy (1/2SH)
Gilroy medium
Case : sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam suscipit lobortis nisl.

Art Direction

Art Direction

Art Direction

Illustrations

Our illustrations have a very personal, fresh and modern style. They are made from simple shapes, not symmetrical, and slightly irregular. The style is flat, without outline. Small details are highlighted with subtle lines.



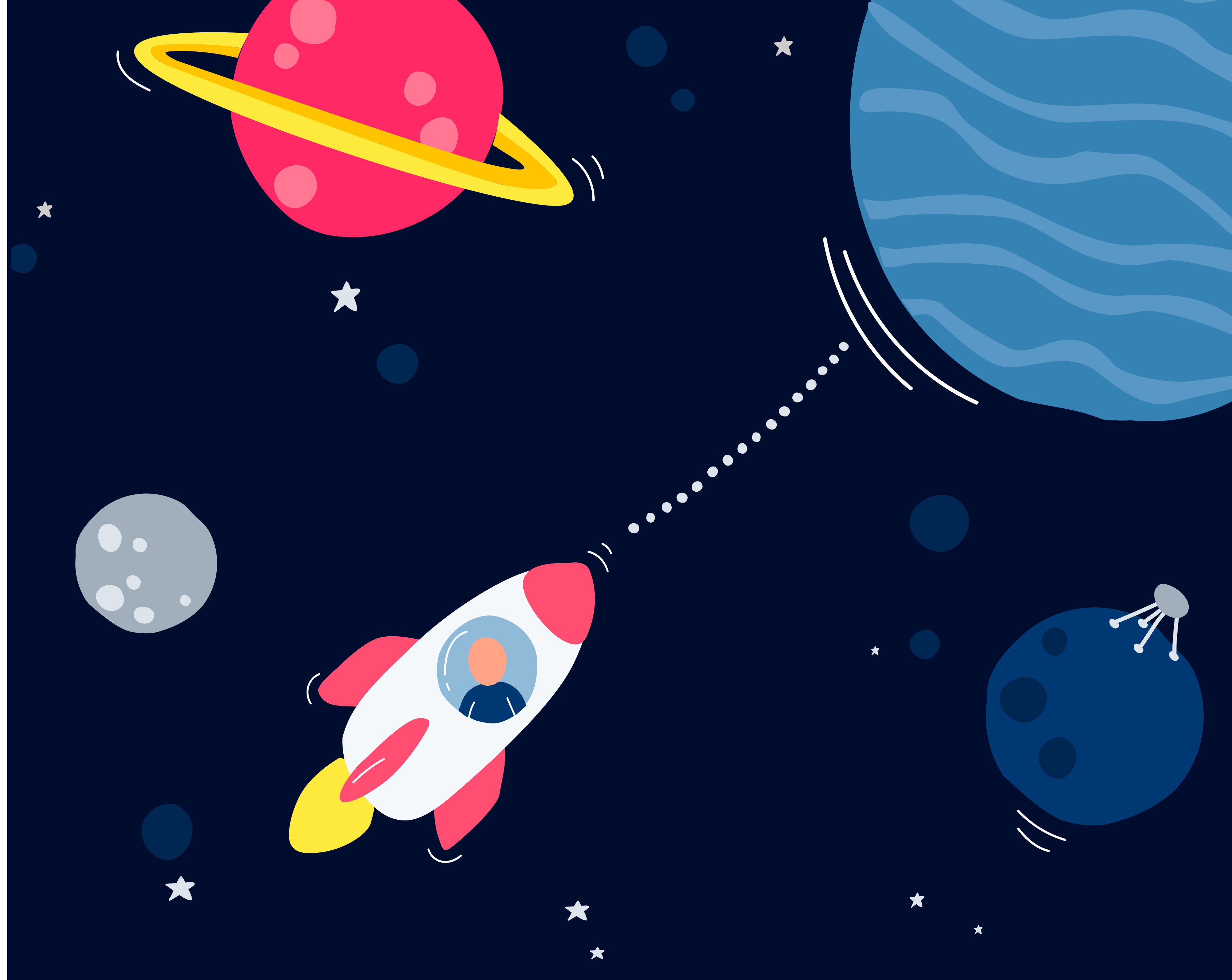
Art Direction

Illustrations



Art Direction

Illustrations



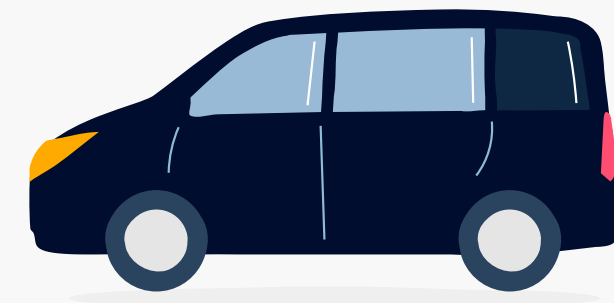
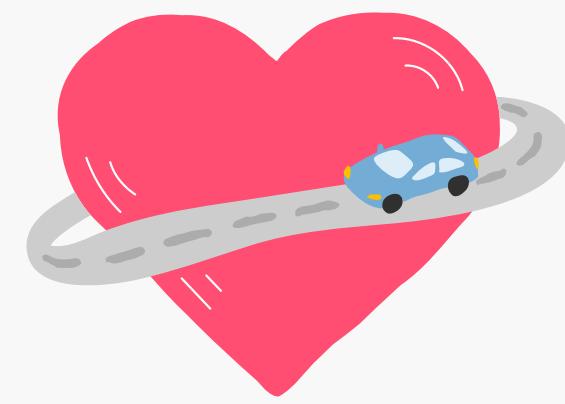
Art Direction

Illustrations



Art Direction

Illustrations



Thank you !