

BRISÄ

Brand Playbook & Portfolio

Where clarity meets feeling, and design becomes transformation.

Brand Playbook & Portfolio

Introduction

This document brings together the fundamental principles and tools that define Brisä's visual and conceptual identity, serving as a guide for its coherent application across its different expressions.

Through the visual system — logo, typography, color palette, and application examples — criteria are established to interpret and expand the brand beyond the cases presented here.

Rather than a set of fixed rules, this playbook offers a framework: a way of thinking, building, and communicating Brisä with coherence, sensitivity, and purpose.

The consistent use of Brisä's visual identity reinforces clarity, recognition, and integrity, supporting the brand's growth and evolution as a living project within the field of design.

Brisä 2026

Brand Essence

Brand Foundations

Purpose

Where clarity meets feeling, and design becomes transformation.

Point of View

Brisä understands design as an intentional practice that balances structure and intuition.

Clarity gives direction; emotion gives meaning.

Design is not decoration, but a way of shaping experiences that feel human, contextual, and alive.

Origin

Brisä is shaped by a journey across cultures — the rhythm and color of the Caribbean, the artistic discipline of Barcelona, and the precision and restraint of Switzerland.

This intersection defines its sensitivity, its pace, and its attention to detail.

What Brisä Is Built Around

Brisä is built around a deep respect for how things are made — their materials, processes, and inner logic.

It values craft and skill as forms of knowledge, shaped through attention and practice.

Guided by a clear, personal vision, Brisä seeks coherence between thinking, making, and communicating.

The work is created for people with sensitivity and discernment, aiming to elevate experience rather than follow trends.

Place matters. Cultural context, regional influence, and authenticity are integral to how Brisä thinks, designs, and evolves.

Persona - Point of view (POV)

Brand Foundations

Persona

Brisä operates with a calm, observant, and intentional presence.

It values depth over noise, coherence over trend, and craft over speed.

As a persona, Brisä is precise yet intuitive, reserved yet warm — confident enough to create distance when needed, and close enough to build meaningful collaboration.

Point of View

Brisä approaches design as a balance between structure and sensitivity.

Systems must be clear, but experiences must feel alive.

Design decisions are guided by purpose, context, and emotion.

Design Attitudes

Working within constraints to create intentional, scalable solutions.

- Using motion, rhythm, and interaction as structural tools
- Refining rather than adding, editing until clarity emerges
- Designing for people who value discernment, intelligence, and cultural awareness

Archetype

Visionary Artisan

Elegant restraint, measured warmth, quiet confidence.

A balance of foresight and craft — where ideas are shaped with intention, and clarity allows emotion to emerge without excess.

Design is understood as a process of attention — where clarity enables use, and feeling creates meaningful connection.

Brand Personality

Brand Foundations

Dimension		Spectrum											
		-5	-4	-3	-2	-1	0	1	2	3	4	5	
Social Energy	Introverted	☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	Extroverted
Thinking Style	Analytical	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	Creative
Emotional Expression	Serious	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	Playful
Approachability	Accessible	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	Exclusive
Style & Tone	Casual	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	Elegant
Boldness	Subtle	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	Daring
Temporal Aesthetic	Classic	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	Contemporary
Conceptual Complexity	Simple	☐	☐	☐	☐	☐	☐	☐	☒	☐	☐	☐	Complex
Material Atmosphere	Industrial	☐	☐	☐	☐	☐	☐	☐	☐	☐	☒	☐	Organic
Energetic Polarity	Feminine	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	Masculine

Audience Positioning Strategy

Context & Positioning

Primary Audience

Design Agencies and Product Teams

Brisä's core collaborators are design agencies and product teams based in Zurich and Thurgau that value craft, art direction, and emotionally intelligent UX/UI.

These teams actively seek hybrid profiles capable of bridging visual sensitivity, systems thinking, and strategic clarity. Brisä positions itself as a studio that operates comfortably at this intersection, contributing not only executional quality but also conceptual and experiential depth. This audience defines the studio's primary professional focus.

Secondary Audience

Cultural and Premium Hospitality Brands

Brisä also collaborates with cultural and premium hospitality brands, including galleries, restaurants, wellness spaces, and independent fashion labels.

These clients are typically driven by sensorial identity, narrative coherence, and motion-led expression. Working within this context allows Brisä greater artistic freedom while reinforcing its cultural credibility and premium positioning. Although secondary in volume, this audience plays a key role in shaping the studio's expressive range and brand perception.

Future-Oriented Audience

Niche Audience Interested in Object-based Design

In the long term, Brisä extends into limited-edition objects and collectible pieces, addressing a niche audience interested in object-based design, materiality, and craftsmanship.

This audience informs the studio's long-term vision and creative direction. However, it does not currently shape Brisä's digital or commercial focus, functioning instead as a strategic horizon rather than an active market.

Experience Benchmark

Context & Positioning

Context & Positioning

Given that Brisä's primary expression lives in digital space, this benchmark focuses intentionally on **web-based narrative, motion, and interaction** as the core vehicles through which the brand is experienced.

Rather than comparing visual styles, this research examines how selected creative practices translate **point of view, emotional structure, and authorship** into coherent digital experiences. The emphasis lies on **how design is felt before it is understood**, and how clarity emerges progressively through interaction and pacing.

Benchmark Objective

The objective of this benchmark is to explore how contemporary creators **articulate emotion, intention, and credibility** through digital environments — balancing poetic expression with strategic depth.

To achieve this, I analyzed the websites and digital presence of **Spencer Gabor, Luzgga, Ada Sokol**, and the creative agency **CANADA**.

These references were selected for their ability to:

- build emotional connection without over-explanation
- use motion and interaction as narrative tools
- establish authority through restraint rather than excess

The insights extracted directly inform Brisä's journey map and experiential strategy.

Outcome - Experiential Direction for Brisä

Hero

Brisä's entry point is conceived as a **short cinematic piece (~80 seconds)** combining typography, live-action footage, and subtle 3D imagery, supported by music and voice.

The piece is intentionally **poetic and non-explanatory**.

Its sole purpose is **emotional connection**.

It invites the viewer to slow down, to feel, and to enter Brisä's universe through rhythm, atmosphere, and sensorial continuity.

Clarity is not stated — it is sensed.
Strategy is not described — it is embodied.

Supporting elements

- A brief editorial text that gently grounds the film, articulating Brisä's point of view and creative intention **without interrupting its sensorial rhythm**.
- A selective call to action that evokes desire and discernment: *For brands moved by meaning, rhythm, and beauty*.

Button: **Let's Create** or **Let's Talk**

This framing positions Brisä as a **considered, finite, and intentional practice**, rather than a service on demand.

About / Manifesto

Inspired by the authorial clarity of **Luzgga**, this section focuses on **values, collaborations, and trajectory** rather than self-description.

An editorial, documentary tone allows the inclusion of concise metrics as markers of experience and credibility — never as sales arguments.

Examples:

- 8+ years designing solutions for international brands
- 40+ projects across branding, motion, and UX/UI
- 25+ professional collaborations

The language remains restrained, precise, and aligned with Brisä's reflective verbal identity.

Contact / Connect

The tone shifts from presentation to proximity.

Instead of "Contact", Brisä adopts verbs such as **Connect, Collaborate, or Let's Create**, inspired by **Ada Sokol**.

A **subtle interactive gesture** — such as an expanding or revealing text element (reference: **Spencer Gabor**) — reinforces intimacy without breaking calm.

Atmosphere

Base: Brisä's established color palette, balanced by natural light and shadow.

Textures: A blend of digital precision and hand-crafted nuance, informed by **Ada Sokol**.

Motion: Fluid, restrained, and rhythmic.

"Breeze-like" micro-interactions: soft scroll, gentle transitions, floating elements.

Motion is never aggressive or decorative.

Flat backgrounds act as calm surfaces against which subtle animation can breathe.

The contrast between stillness and movement creates **visual musicality**, avoiding literal liquid metaphors. The goal is to evoke **contemplation, craft, and calm**.

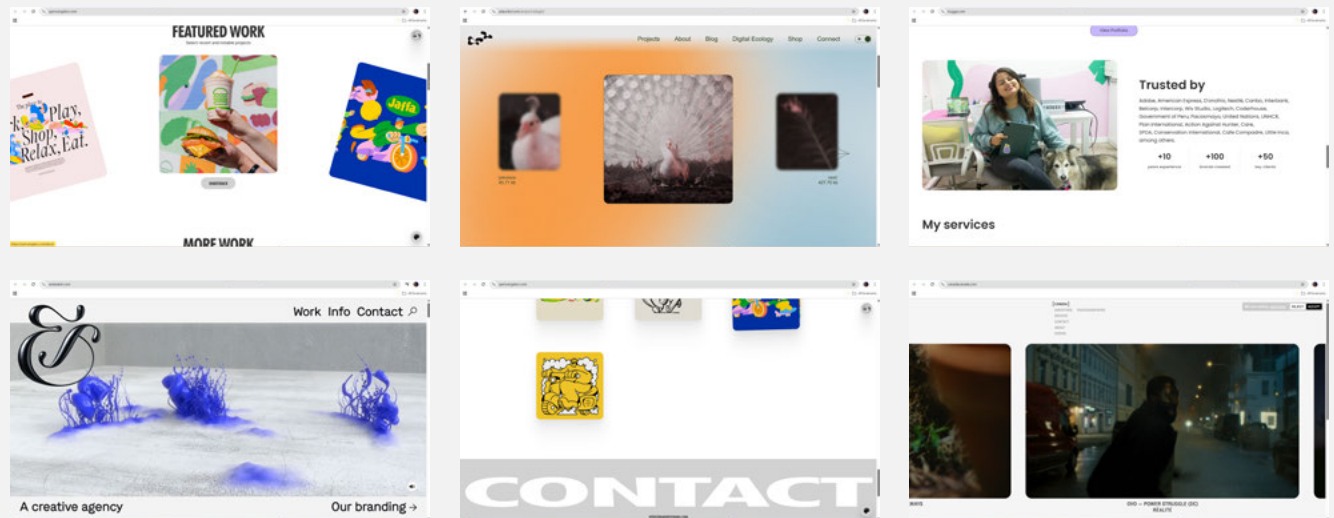
Interaction as Revelation

Between brand statement sections, interaction becomes a mechanism of discovery.

Cursor-based gestures reveal hidden layers:

- fine, line-drawn flowers
- transforming into subtle 3D "jewel animals" through motion

Selected website references from the experience benchmark.



This interaction reflects Brisä's symbolic universe:

- the handcrafted
- the hidden
- the meaningful

Each gesture functions as a metaphor:
opening an envelope, revealing a jewel, uncovering a soul.

All interactions remain lightweight and responsive. No effect exists for decoration alone — every transition must serve an emotional purpose.

Portfolio / Works

The portfolio is presented through a horizontal, film-strip-inspired layout, referencing Ada Sokol and CANADA.

Some project covers are animated, others remain still, creating rhythm and pause.

Copy is poetic yet grounded, for example:
"Translating what moves us into what moves the world."

The intention is to evoke respect, trust, and inspiration, rather than immediacy.

Project View / Case Studies

Rational clarity lives here — not above.

Each project unfolds through:

- the challenge and context
- the strategic approach
- key decisions and constraints
- outcomes, learnings, and metrics (when relevant)

Visual sequencing alternates moments of stillness and motion, inspired by Spencer Gabor, allowing each project to breathe and be understood with depth.

Summary

This benchmark establishes Brisä's digital experience as:

- emotional before analytical
- poetic before explanatory
- intentional rather than performative

Motion and interaction function as narrative instruments, not ornamentation.

The result is a brand experience that invites alignment first — and understanding second.

Journey map

Experience Strategy

Moments	Stage	Purpose	Emotion
 Social Media	Discovery	Make myself visible	Curiosity + Authority
 Discover Brisä	Landing (hero video)	Intrigue and connect sensorially	Awe + Poetic calm
	About / Story	Create emotional connection	Empathy + Curiosity
	Portfolio intro	Show relevance without losing magic	Respect + Inspiration
 Explore My Work	Project Case	Show how strategy becomes emotion	Clarity + Admiration
	Interactions	Let craft and calm be felt	Contemplation
	Call to Action ("Work with me")	Elevate desire, don't push	Desire + Exclusivity
 Evaluate Credibility	Decision	Generate rational trust	Security + Validation
 Purchase or Contact	Form / Waitlist	Turn interest into commitment	Trust + Exclusivity
	Confirmation	Reinforce the premium experience	Reward + Belonging
 Post-Experience	Email / Delivery	Leave an emotional imprint	Gratitude + Human connection
	Newsletter / Blog	Keep the relationship alive	Transformation + Ongoing inspiration

Actions

Relevant blog and social media content with subtle sarcasm and data-backed thought pieces.
Include the website link in my CV and across all professional touchpoints.

Fluid micro-transitions that “breathe.”
Short, intentional copy (e.g. “Where clarity meets feeling”).

Subtle motion revealing scroll: words appear as if painted.

Modular grid with hover states revealing emotional phrases
 (“Translating what moves us into what moves the world”).

Sequential storytelling: context → challenge → insight → visual transformation.

“Breeze” micro-interactions: floating icons, smooth scroll.

Aspirational phrase: “For brands seeking empathy, rhythm, and transformation.”
CTA button: “Let’s talk”. Secondary CTA: “Start a conversation”

Social proof: testimonials, awards, publications.
Clear metrics (e.g. +80% CTR).

Optional: Behind-the-scenes process snapshots.

Minimal fields + warm microcopy
 (“Let’s create something that breathes.”)

Optional: Share high-level process transparency during calls
 (feedback rounds, moodboard selection).

Short animation with visual texture + personalized message (“Welcome to Brisä”).
Digital email with handwritten-style signature.

“Crafted by hand, guided by soul” note.

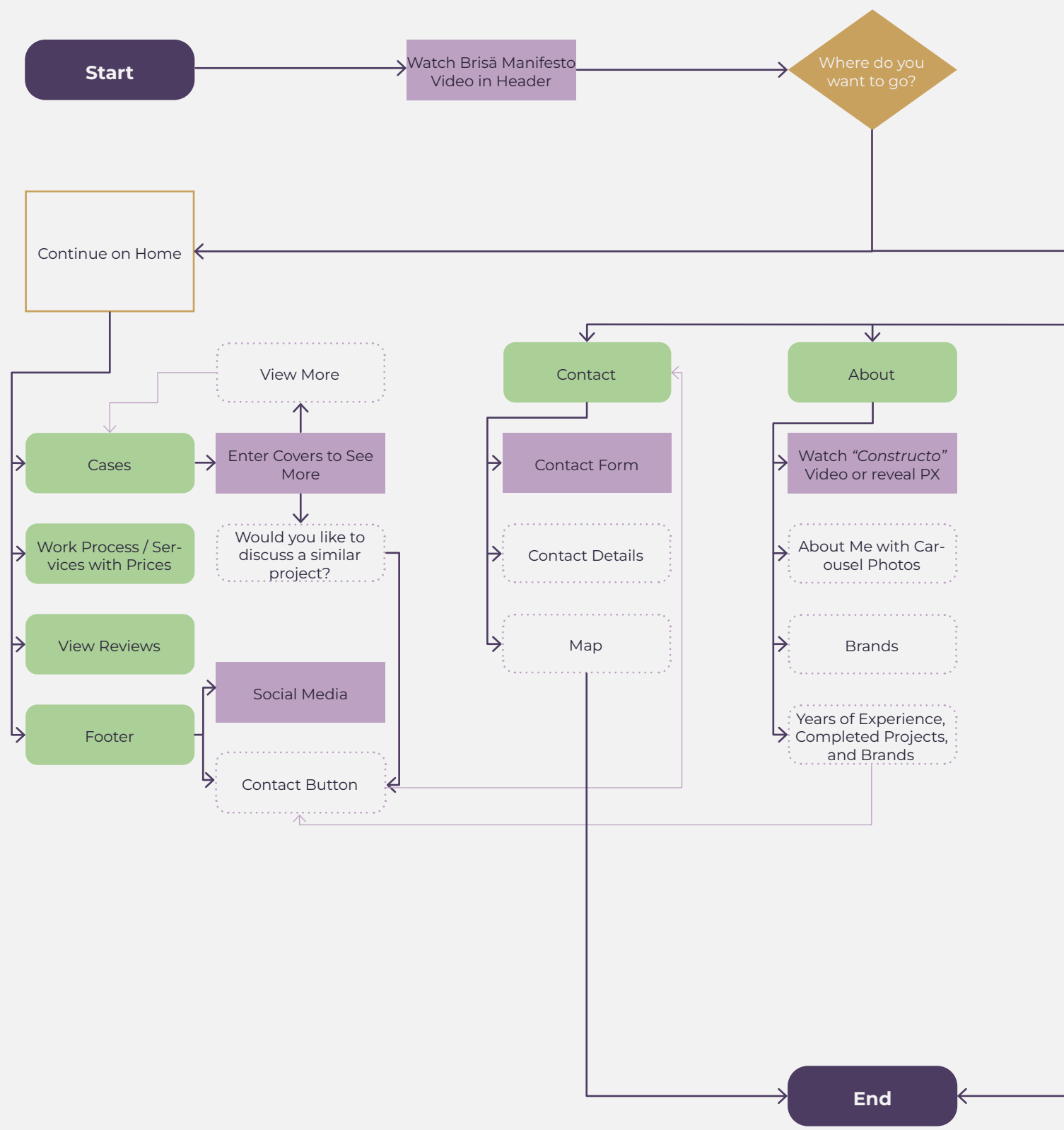
Optional: Thoughtful packaging with weight and tactility. Reminder of purpose and impact achieved together.

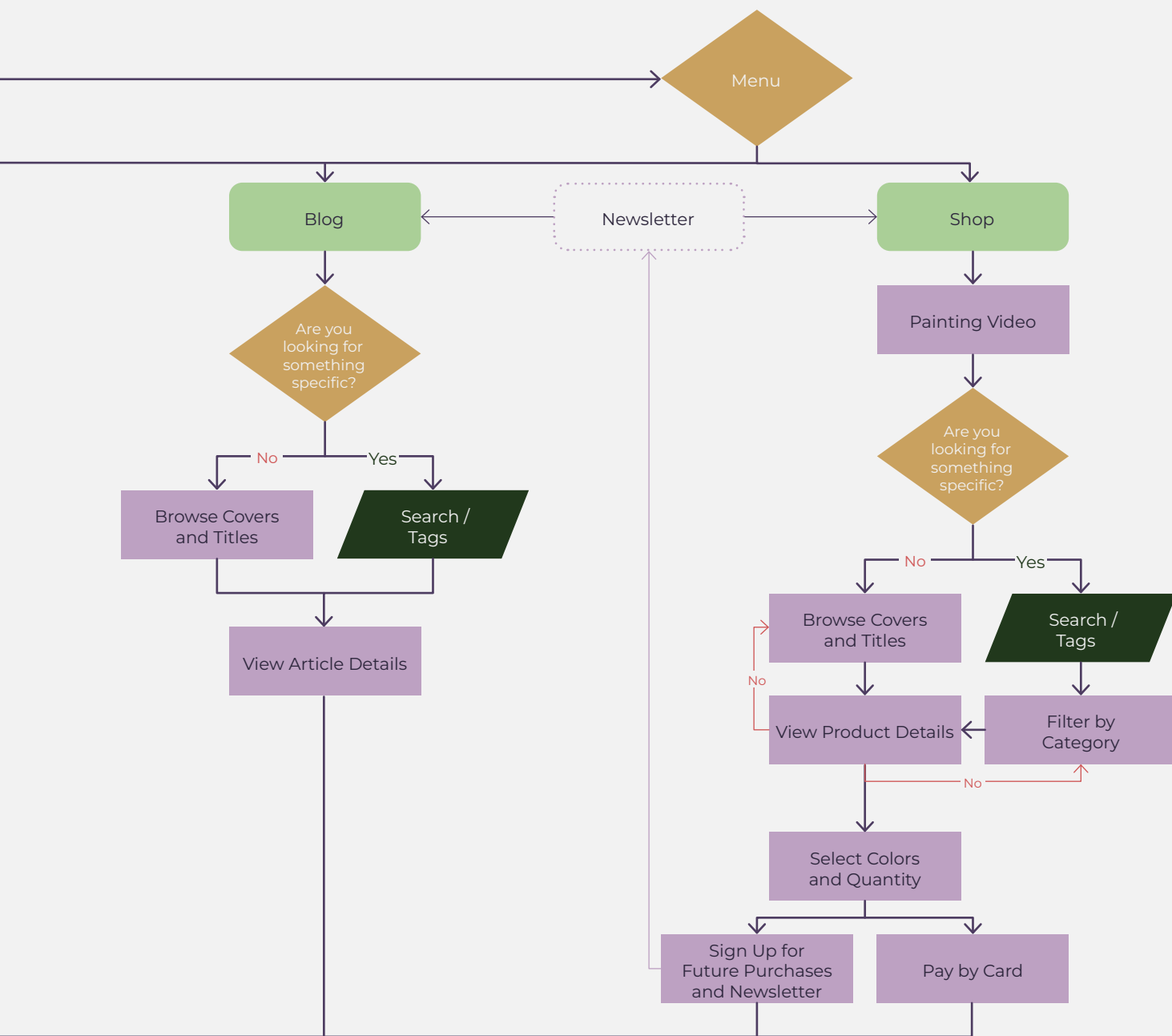
Micro-stories, behind-the-scenes, reflections on design, art, and culture.

Optional: Check-in messages and performance follow-ups. Invitations to Wine & Design workshops. Limited launches.

Portfolio User Flow

Experience Strategy





Experience Principles

Experience Strategy

Translating Brand into UX

Pillars of Brisä	UX Representation	Outcome
Movement & Transformation	Micro-animations, fluid scroll, sequential narrative	Natural, handcrafted sense of flow
Elegant Mystery	Hover reveals, negative space, suggested imagery	Continuous curiosity, desire to explore
Conscious Exclusivity	Fewer options, aspirational CTAs, restrained copy	Perception of selectivity and value
Cultural Roots	Palette, texture, visual rhythm (Caribbean + Barcelona)	Coherent, sensorial identity

Naming

Brand Verbal Expression

Naming: Brisä

The name **Brisä** emerged from the search for a concept that conveys **movement, change, and flow**, while remaining **recognizable and easy to pronounce across different languages**.

A **breeze** is a gentle and pleasant wind that occurs in a cyclical pattern: during the day it flows from the sea toward the land, and at night it returns from the land to the sea. This **natural back-and-forth embodies constant transformation, balance, and rhythm** — principles that lie at the core of Brisä's practice.

Additionally, the word maintains an **almost identical phonetic expression** in the four languages I work with most closely:

→ Spanish: Brisa, Catalan: Brisa, German: Brise, and English: Breeze

This linguistic consistency reinforces the idea of a studio that moves fluidly between cultures, contexts, and disciplines.

Brisä is grounded in a clear conviction: **everything we create carries its own extraordinary story**.

Design becomes the means through which that story is revealed, translated, and made tangible.

Verbal Identity

Brand Verbal Expression

Brisä's voice mirrors its soul: a union of clarity and emotion, intellect and intuition.

It speaks with grace and a quiet smile — poetic, precise, and slightly mischievous.

**We believe beauty should move you...
and occasionally make you smirk.**

Our voice pillars express the Visionary Artisan archetype:
Reflective, Refined, Evocative, Grounded, and Witty.

Reflective

We speak from awareness. Each word is chosen to spark thought, not noise. Our language pauses, breathes, and reveals meaning slowly — like light through fabric.

We are:

Contemplative · Thoughtful · Insightful

We're not:

Preachy · Detached · Pseudo-philosophical

Evocative

We use words like brushstrokes — sensory, cinematic, emotional. We translate feeling into form and atmosphere into clarity.

We are:

Sensory · Poetic · Inspiring

We're not:

Sentimental · Overdramatic · Vague

Refined

We express elegance through precision. Our tone is graceful yet effortless — confidence without performance.

We are:

Elegant · Articulate · Composed

We're not:

Pretentious · Cold · Overpolished

Grounded

Artistry means nothing without humanity. We speak with warmth, honesty, and empathy — never distant, never corporate.

We are:

Authentic · Kind · Approachable

We're not:

Casual · Overfamiliar · Mechanical

Witty

We let a quiet wit run beneath the surface — subtle irony, gentle humor, a wink of perspective. In our blog and social channels, this wit keeps sophistication from becoming stiffness.

We are:

Intelligent · Playful · Self-aware

We're not:

Sarcastic · Snarky · Flippant

Voice Summary

Brisä's voice is where clarity meets emotion and intellect meets imagination. It inspires reflection, evokes emotion, and connects through a tone that is cultured, human, and occasionally amused.

Writing Guidelines

Sentence Rhythm

Write with musicality. Vary sentence length to create rhythm — short for impact, long for immersion.

→ “Every project begins as a whisper. Then it becomes a visual story.”

Use pauses intentionally. Dashes and line breaks are part of Brisä’s breath — quiet punctuation that lets meaning unfold slowly.

→ “Design, for us, is not noise — it’s resonance.”

Avoid clutter. Each sentence should feel like a polished object: sculpted, not assembled.

Tone and Temperature

Warmly intelligent. Speak like someone who reads poetry and loves systems thinking.

Emotion through precision. Don’t explain feelings — evoke them through rhythm, imagery, and restraint.

→ Instead of “We’re passionate about design,” say “We design for moments that stay.”

Balanced optimism. Hopeful but not naïve. A quiet belief that beauty and logic can coexist.

Vocabulary

Use sensory and material language: *texture, light, balance, resonance, stillness, craftsmanship, transformation.*

Favor verbs of creation and perception: *shape, reveal, translate, weave, sculpt, evoke, distill.*

Avoid marketing clichés: *elevate, innovative, authentic, passionate.*

Keep adjectives elegant and tactile: *calm, luminous, quiet, deliberate, rare.*

Grammar & Structure

Prefer active voice — but soften it with fluid phrasing.

→ “We craft experiences that breathe clarity.”

Use first-person plural (“we”) when sharing Brisä’s perspective.

Use second-person (“you”) when guiding or inspiring the reader.

Avoid excessive exclamation marks or emojis — let the words carry the emotion.

Use of Humor & Wit

Tone: intelligent, understated, a hint of irony — like a designer with impeccable timing.

Placement: best suited for blog intros, social media captions, and newsletter footers.

Function: to disarm, to humanize, or to highlight contrast — never to mock.

Examples:

→ “We believe in good kerning, decent coffee, and clients who sleep at night.”

→ “Minimalism isn’t about owning less. It’s about deleting faster.”

→ “Our software has more layers than your croissant — and that’s saying something.”

Avoid sarcasm that could sound dismissive. Humor should amplify warmth, not superiority.

Structure by Medium

Website → poetic clarity

“Design that feels inevitable.”

“Every detail considered, every element, alive.”

Blog → reflective + witty

“If ideas were furniture, this post would be a well-balanced chair.”

Social Media → evocative + human

*“A color palette waiting to be mixed.
And a reminder: slow is also a tempo.”*

Newsletter → conversational intimacy

“You’ll never guess how many layers this week’s project had (no, not croissants this time).”

Emotional Arc

Each Brisä text — long or short — should move through a soft progression:

Curiosity → spark attention with a sensory cue.

Clarity → express the idea simply and elegantly.

Resonance → leave an aftertaste.

In Essence

Brisä writes the way it designs:
with intention, emotion, and a touch
of light irony.

Every line should feel crafted —
as if written by someone who thinks deeply,
smiles often, and edits ruthlessly.

Verbal System by Levels

Hero

Where clarity meets feeling, and design becomes transformation.

Role → Core statement of Brisä. It encapsulates purpose, tone, and promise without overexplaining.

Rule → Allow visual space. Silence around it.

Case Studies & Work Process

*We don’t just design —
we choreograph experiences that move between strategy and emotion.*

*We don’t just create forms —
we shape feelings, translating what moves us into what moves the world.*

Role → These lines connect emotion with practical experience, UX, and art direction.

Rule → Use one in case studies and the other in the work process section.

Editorial / Interstitial Text

Design becomes a quiet act of empathy.
(Short, optional version)

Role → To create atmosphere. To invite the reader to pause, look, and stay.

About

Art direction and UX/UI design studio blending Mediterranean creativity and Caribbean color with Swiss precision.

Role → Clearly states what Brisä is. Grounds pragmatic readers.
Also suitable for proposals, introductory emails, and professional documents.

Contact

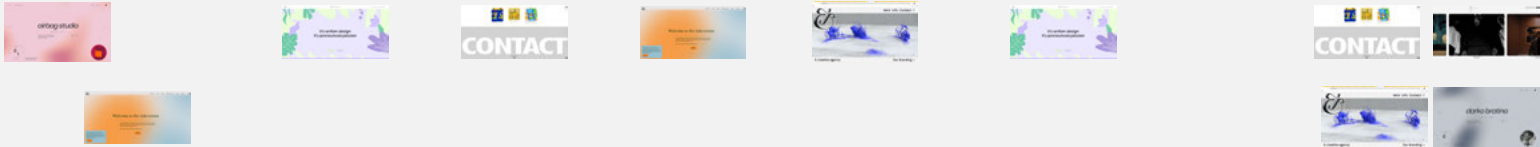
For collaborations that seek meaning, beauty, and transformation.

Role → Attracts collaborators who are already aligned in values and intent.

When Brisä asks a question, it is never vague. It is an invitation to observe reality more closely — to notice change, context, and movement within the ordinary.

Visual Audit

Visual Identity System



SPENCER GABOR



FUTURA PT
FUTURA PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZÁÉÍÓÚÜ
abcdefghijklmnopqrstuvwxyz
záéíóúüıȧ
0123456789

Welcome to the Adaversum



Times New Roman
Times New Roman

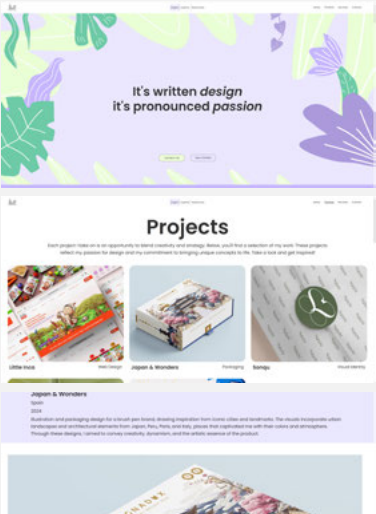
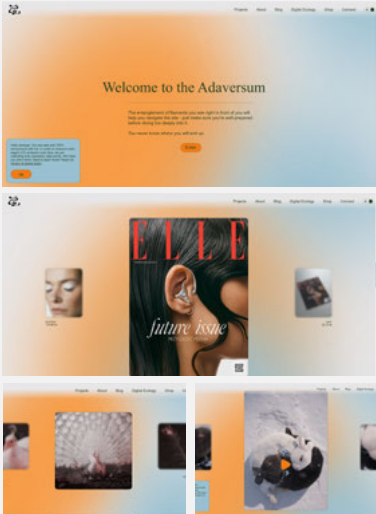
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZÁÉÍÓÚÜ
abcdefghijklmnopqrstuvwxyz
yzáéíóúüıȧ
0123456789

It's written *design* it's pronounced *passion*



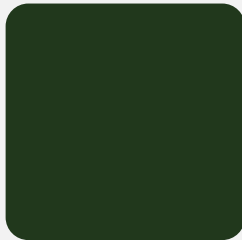
Poppins SemiBold
Poppins SemiBold

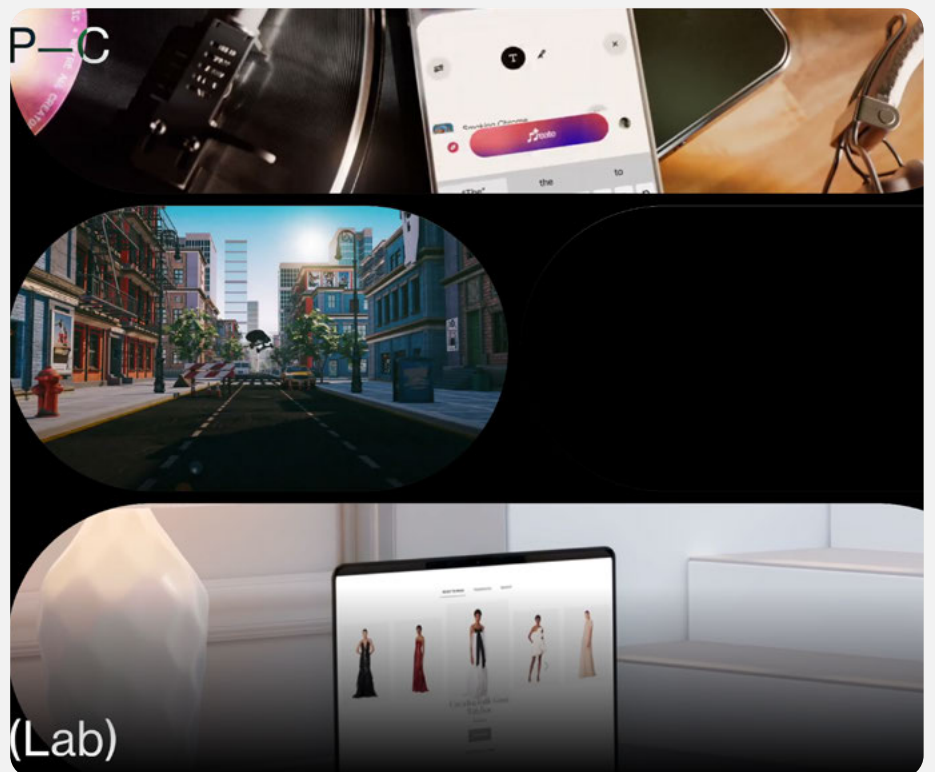
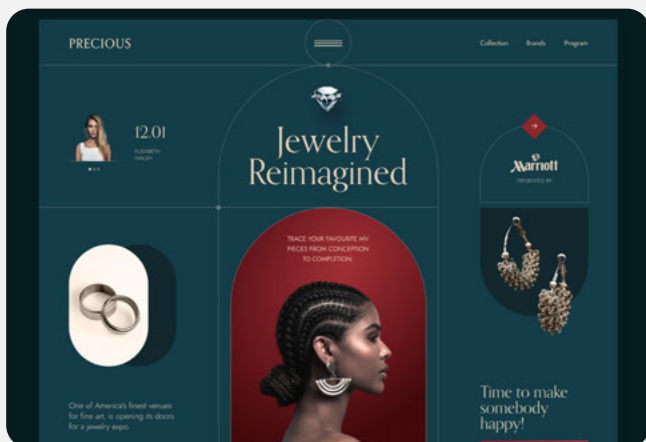
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Moodboard

Visual Identity System





Color Palette

Visual Identity System



Mood: Moody & Rich

Atmosphere: depth, pause, revelation

Brisä's color palette evokes the experience of walking at dusk — a moment when forms soften, colors deepen, and light begins to reveal value rather than illuminate everything at once.

It is inspired by the chromatic richness of nature in transition: the subtle shift of fruit tones, the density of forest greens, and the abrupt warmth of light filtering through shadow.

This palette embodies the duality at the core of the Visionary Artisan:

structure and intuition, technique and imagination, matter and meaning.

It feels intellectual, sensorial, and profound — never loud, never immediate.

Chromatic Principles

- **Balanced Saturation** All three colors share a similar saturation level. None dominates. This creates equilibrium and visual calm.
- **Thermal Contrast** The cool depth of plum and green is activated by the warmth of gold. This reflects the role of the visionary: bringing warmth and meaning to structured systems.



Midnight Plum
R: 268 G: 38 B: 38
#4d3c61



Old Continent Moss
R: 108 G: 51 B: 22
#21381b



Golden Batey
R: 37 G: 53 B: 79
#c9a15f



→ **Muted Elegance** By avoiding pure or primary hues, the palette resists trend-dependence. Like craftsmanship itself, it is designed to endure rather than to impress.

Primary — Midnight Plum

Midnight Plum represents depth of thought and intuitive intelligence. It is the color of reflection before articulation — the moment when ideas exist as potential, not yet exposed to light.

Like a midnight sky, it holds complexity, elegance, and restraint.

It speaks of wisdom cultivated in silence rather than brilliance performed.

Secondary — Old Continent Moss

Old Continent Moss grounds the palette in material reality. It recalls the experience of walking through ancient forests at dusk: humid earth, the quiet tension of branches underfoot, moss absorbing moonlight.

This color represents craft, technique, and embodied knowledge — the necessary grounding before insight emerges.

Tertiary — Golden Batey

Golden Batey embodies revelation.

Inspired by the specific late-afternoon light of the Caribbean countryside, it is not the brightness of the beach, but a warmer, denser light — one that feels almost spiritual in its weight.

This is not gold as luxury, but gold as alchemical transformation: the moment when understanding enters through a crack in the ordinary and elevates it into something meaningful.

It is clarity, value, and union — where intuition and technique meet.

Typography System

Visual Identity System

Typography in Brisä is designed to disappear when clarity is required, and to speak only when meaning needs emphasis.

The typographic system is built around a deliberate balance between structure and expression. It allows content to remain readable, calm, and intentional across formats — whether digital or printed, brief or editorial.

In Brisä, typography does not seek attention. It creates the conditions for understanding by reducing visual noise and guiding reading flow.

Sans Serif — Montserrat

Montserrat functions as the structural backbone of Brisä's typographic system.

It is used for body text, interface elements, navigation, captions, and all system-driven content where legibility and continuity are essential. Its generous x-height, open apertures, and geometric construction ensure stable reading across long texts and digital environments.

Inspired by early twentieth-century urban lettering from Buenos Aires, Montserrat brings

subtle cultural depth without imposing a stylistic voice, remaining familiar, and quietly reliable.

In Brisä, Montserrat does not express. It supports.

Serif — Lovage

Voice · Editorial emphasis · Identity

Lovage is used selectively, only in moments where language needs to slow down and meaning needs to surface.

It appears in large titles, quotes, manifestos, and editorial statements, functioning as an expressive accent rather than a structural system. Its refined serifs and subtle alternates introduce warmth and nuance while remaining controlled and legible at scale.

In Brisä, Lovage is not decorative. It is intentional.

Typographic Hierarchy

The contrast between Montserrat and Lovage establishes a clear hierarchy:

Lovage Font

Lovage Font

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Á Ê Í Ó Ú Û
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z á ê í ó ú û ÿ
0 1 2 3 4 5 6 7 8 9

Montserrat Text

Montserrat Text

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Á Ê Í Ó Ú Û
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z á ê í ó ú û ÿ
0 1 2 3 4 5 6 7 8 9

- Montserrat provides structure, rhythm, and readability
- Lovage introduces pause, voice, and identity

Together, they reflect the core duality of Brisä's Visionary Artisan archetype: **system and intuition, clarity and meaning in motion.**

Reading & Accessibility Principles

Brisä's typography is designed for sustained reading and visual calm.

Legibility is prioritized through generous line spacing, controlled column widths, and clear contrast between text and background. Body text is set with ample leading to allow the eye to rest, reinforcing the brand's sense of pause and clarity without the need for visual explanation.

Text blocks are kept within a narrow measure — approximately fifty characters per line — ensuring dense content remains comfortable to read and reducing visual fatigue over long passages.

Hierarchy is defined in advance through size, weight, and type choice rather than decorative devices. Expressive typography is reserved for large sizes and meaningful moments, while system text remains neutral and unobtrusive.

Accessibility is approached structurally rather than performatively: contrast is validated, readable weights are favored, and clarity is never sacrificed for style.

In Brisä, readability is not an afterthought. It is part of the experience.

Logo System

Visual Identity System

The Brisä logo is conceived as an imagotype: a flexible system that allows symbol and logotype to operate together or independently, depending on context.

Symbol

At its core, the symbol emerges from a process of reduction. Rather than illustrating clarity through explicit metaphors, the logo constructs it through relationships between forms. Curves that do not fully close, a diagonal gesture suggesting direction, and a central circular element acting as a point of focus recur as structural constants.

The symbol is built from the letters B and Ä of Brisä, merged into a single gestural form. This fusion preserves the idea of focus — the circle as a lens or point of attention — while introducing movement through flowing strokes and intentional asymmetry. The result is a mark that feels guided rather than fixed.

The diacritic dots of the Ä are treated as mobile elements within the system. Their displacement introduces a subtle sense of motion and enables the logo to extend naturally into ani-

mation, reinforcing Brisä's notion of flow and transformation.

Logotype

The logotype presents the name Brisä in an elegant serif typography. Wide tracking and generous spacing between logotype and symbol reinforce a sense of calm, clarity, and visual air — allowing the mark to exist without urgency or visual tension.

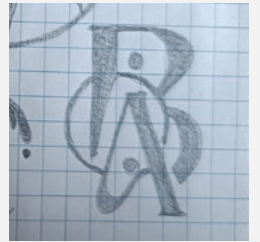
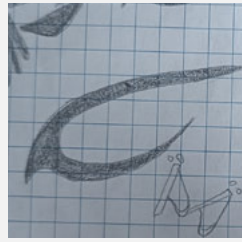
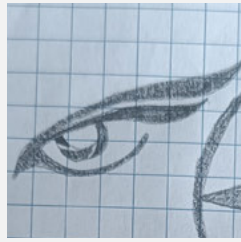
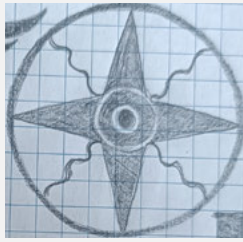
Imagotype

Clarity in Brisä is not symbolic or declarative. It is achieved through structure, balance, and restraint.

The imagotype does not seek to dominate a composition. Instead, it creates a point of orientation — a quiet anchor that adapts across editorial, digital, and spatial applications while maintaining coherence.

Clarity in Brisä is constructed through the relationship between structure, focus, orientation, and movement.

Symbol Explorations & Iterations




BRISÄ



**Minimum reproduction size shown for reference.*

Logo Construction

Visual Identity System

Symbol and Logo-type construction.

Logo Construction Grid

The Brisä imagotype is built on a modular grid derived from the vertical stem of the letter B, defined as the unit Ω .

All proportions and distances within the logo are calculated in relation to this unit.

Proportions

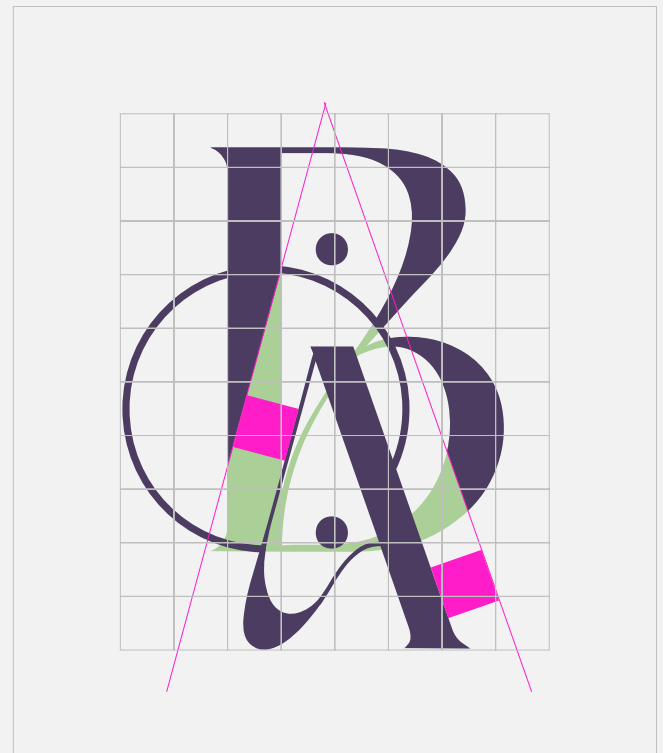
- Imagotype: $17\Omega \times 14\Omega$
- Symbol: $7.2\Omega \times 9.3\Omega$
- Logotype: $17\Omega \times 4.25\Omega$
- Letter spacing: minimum 1Ω
- Clear space: minimum 2Ω surrounding the mark

Structural Logic

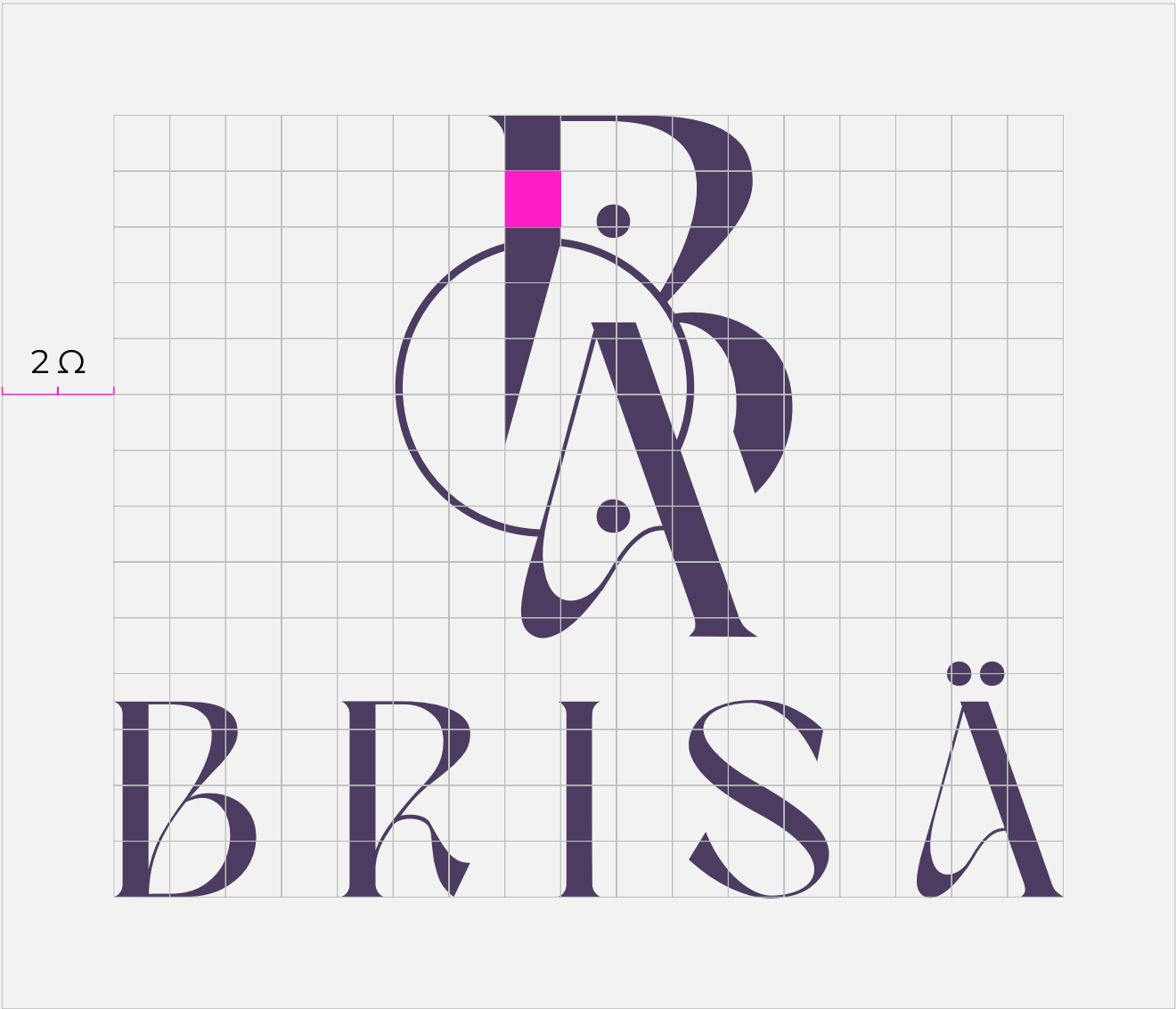
- The diagonal axis establishes direction.
- The interrupted circle (5Ω) creates focus.
- The diacritic dots align with the A and introduce controlled movement.

The construction grid ensures coherence, balance, and scalability across contexts.

Optical adjustments have been introduced where necessary to preserve visual balance and perceptual clarity.



Primary imagotype
construction grid.



Letters (B + Ä)



Structure and
Intuition → conceptual

The balance between sys-
tem and sensitivity.

Interrupted Circle



Focus and
Revelation → perceptual

What is seen, revealed, and
brought into clarity.

Diagonal Axis



Flow and
Orientation → spatial

How the mark situates itself
and guides the eye.

Diacritics Dots



Transformation and
Movement → temporal

The sense of flow, continui-
ty, and becoming over time.

Logo Configurations

Visual Identity System



Primary Imagotype



Secondary (Motion) Version



Symbol (Motion) Version



Symbol Only



Logotype Only

Chromatic Applications

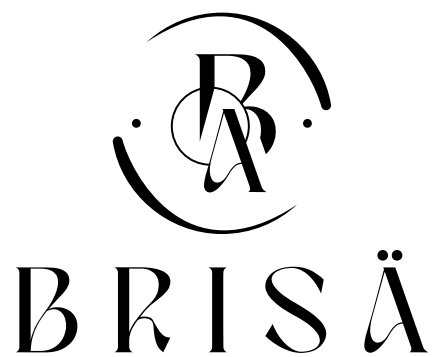
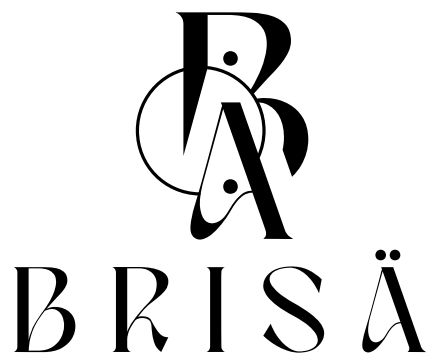
Visual Identity System



Positive / Negative

Visual Identity System

Optical weights are intentionally not equalised in positive and negative versions in order to preserve their expressive contrast.



Incorrect Applications

Visual Identity System

X Don't



Distorting the imagotype
(stretching or compressing)



Modifying the relationship between sym-
bol and logotype



Repositioning or resizing the diacritic
dots arbitrarily



Altering the diagonal axis



Applying unapproved colours or
multi-colour variations



Overdecorating or adding exaggerated
graphic effects (gradients, outlines)

Iconography

Visual Identity System

Icons in Brisä are designed to support reading and structure through subtle visual cues that feel human, crafted, and intentional.

They are not decorative fillers. They act as quiet narrative anchors — guiding attention, reinforcing hierarchy, and adding warmth without interrupting content flow.

In Brisä, icons do not compete with typography. They accompany it.

Style

Brisä's icons are organic line drawings, initially hand-drawn and later vectorized.

Their forms are intentionally subtly imperfect, preserving a sense of gesture and authorship. The result is an editorial language rather than a purely functional one — closer to illustration and typography than to conventional UI icon systems.

Icons are always rendered as line-only elements, with rounded endings and no fills, allowing them to remain light, legible across contexts.

Use & Context

Icons are used selectively and purposefully within Brisä's ecosystem, including

- CVs and professional documents
- The Brand Playbook
- Portfolio sections
- Editorial layouts and storytelling contexts

They are never used as decoration. Their role is to support hierarchy, guide reading, and introduce moments of visual pause.

Consistency Principles

To ensure coherence across the system:

- Stroke weight remains consistent across all icons
- Line endings are rounded
- Icons are used sparingly and with intention
- Visual hierarchy is always led by typography, not by icons

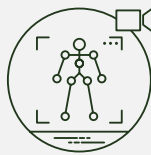
Icons support meaning — they never replace it.

Icons used only in
the CV

Design Field icons



User Experience



Motion Graphics



User Interface



Graphic Design



Art Direction

Some icons used in
the portfolio

Navigation



Menu



Close



Next



Back



Scroll

Audiovisual Micro Interactions



Play



Pause



Sound on / off



External link



Download

Editorial Actions

Contact



E-mail



Phone



Address



Instagram



LinkedIn

Outcomes



Strategic clarity



Guided experience



Collaboration



Brand expression

X Don't



Emojis

Languages



English



German



Spanish



Catalan

X Don't



Filled Icons

Experience Architecture - Low-Fi

Digital Portfolio System

Wireframes of the pages: Connect and blog

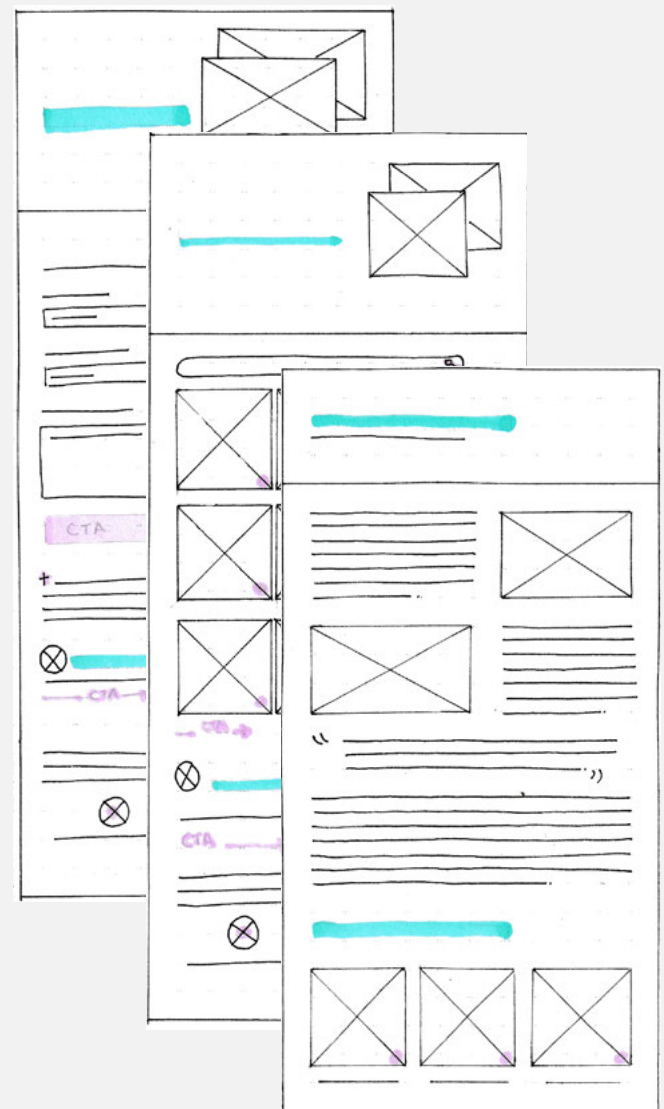
The following low-fidelity wireframes translate Brisä's previously defined Experience Strategy into spatial and narrative structure.

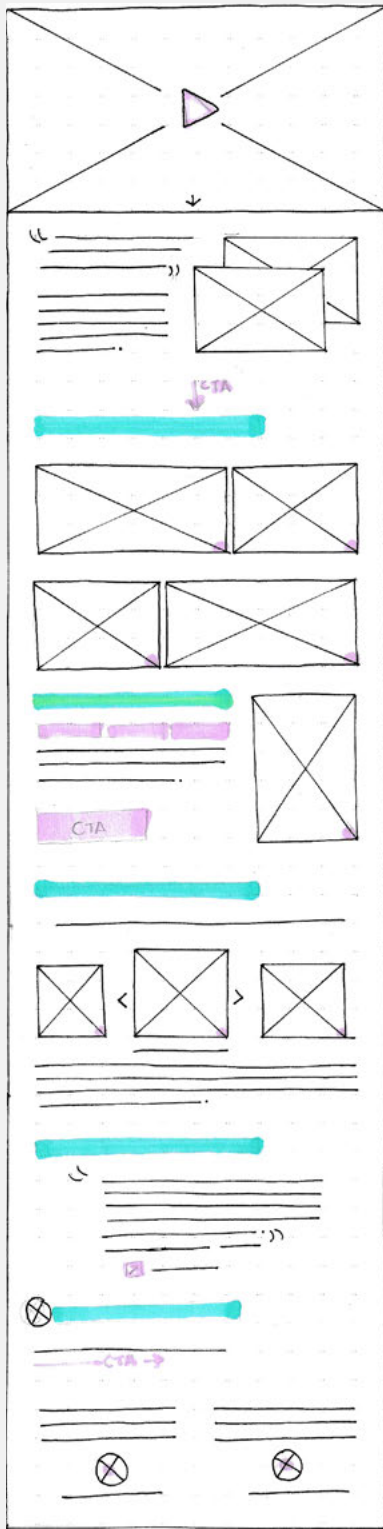
At this stage, the focus was not visual aesthetics, but pacing, hierarchy, and decision flow under real navigation conditions.

The objective was to validate how immersion, clarity, and restraint coexist without introducing friction.

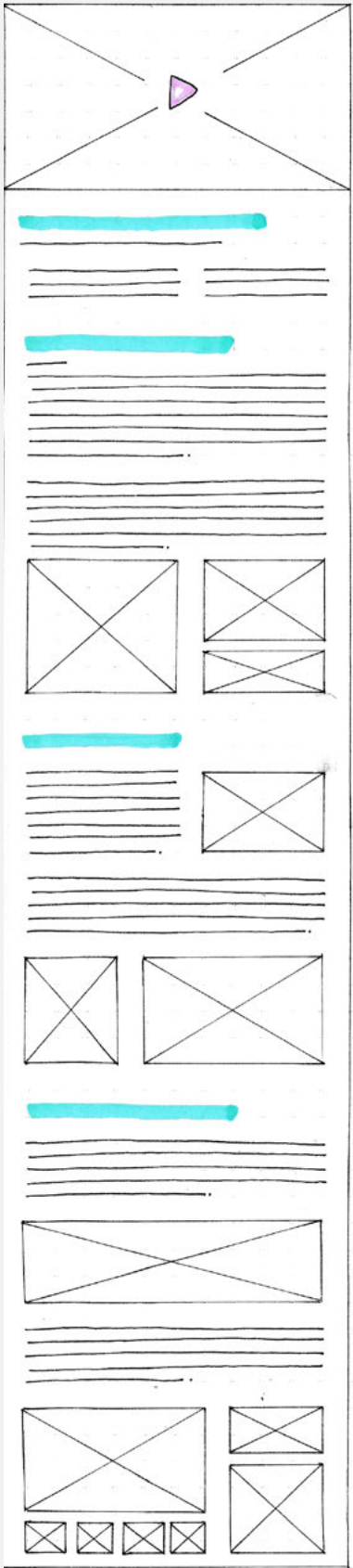
Structural Decisions

- Full-screen introduction blocks establishing immersive entry without blocking navigation
- Alternation between dense information and spatial pauses to support processing
- One dominant decision per section to guide user attention
- Horizontal case layout reinforcing sequential visual exploration
- Modular case structure ensuring systemic visual coherence
- Clarity unfolding progressively within each individual case, revealing structure through guided interaction

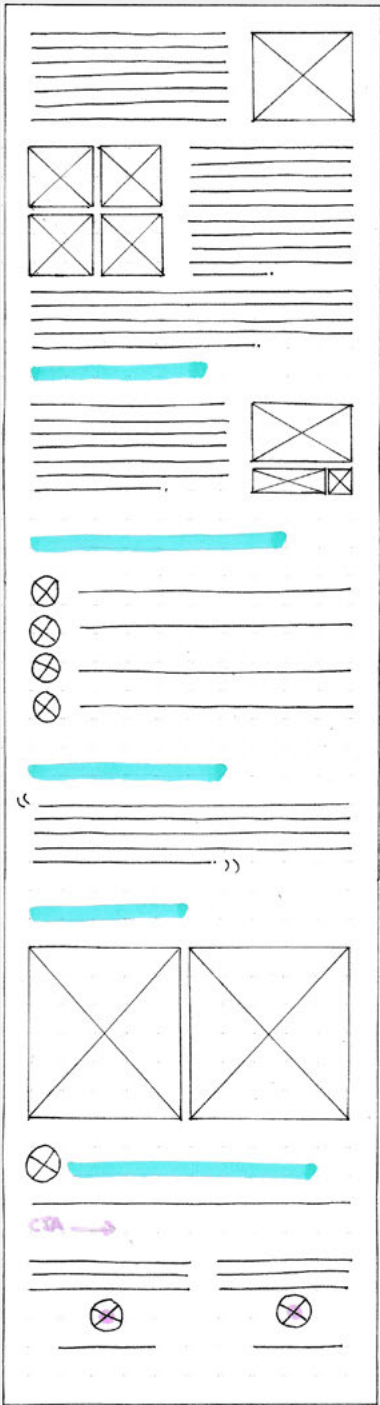




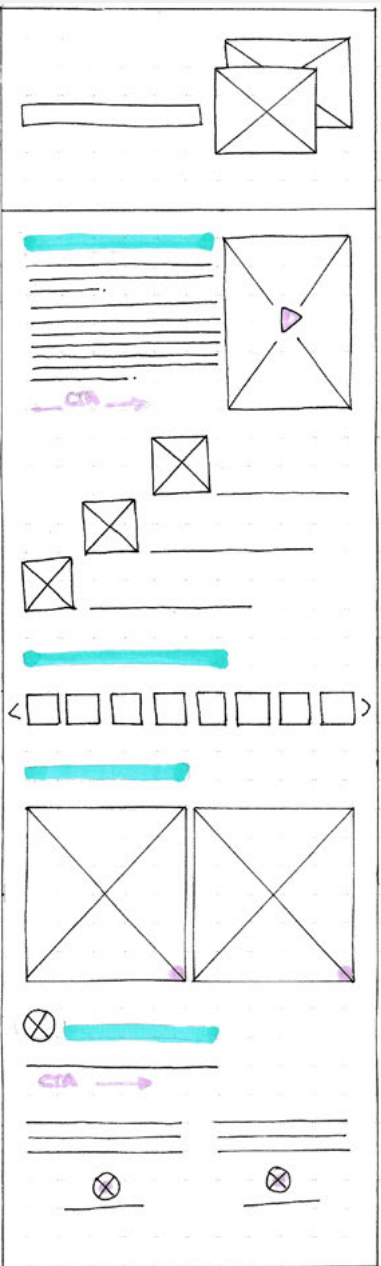
Home



Cases studies 1



Cases studies 2



About

System Behavior - Mid-Fi

Digital Portfolio System

The mid-fidelity stage focused on validating how the system performs under real content.

Typography, spacing, contrast, and interaction were adjusted together to ensure stability across navigation, reading, and device contexts.

Typographic System

The typographic scale was defined using a Perfect Fourth ratio and recalibrated using real text.

Line length, spacing, and hierarchy were adjusted to maintain readability across breakpoints, with specific adaptations for mobile (including additional hierarchy levels such as H4 variants).

Spacing System

A consistent spacing scale was defined:

4 / 8 / 16 / 24 (micro spacing)

128 (section spacing)

This established both component consistency and overall page rhythm.

Color and Contrast

The color system was validated in grayscale to confirm contrast independently of hue.

All text/background combinations meet **WCAG-compliant contrast levels**, ensuring accessibility under different perception conditions.

Hero Behavior

The original 90-second film was replaced by a **15-second loop with optional access to the full video**.

This allows immediate scanning while preserving narrative depth for users who choose to engage further.

Content Hierarchy

After the hero, a short parallax statement introduces the transition before **Selected Work**.

The case presentation was iterated from a grid to a **near full-screen horizontal sequence**, allowing intuitive navigation through cases as a continuous gallery.

Each case occupies most of the viewport, re-inforcing focus and reducing peripheral noise while enabling lateral exploration through scroll.

Services Interaction

Services were redesigned from a grid to a controlled interaction model.

Only one service is visible at a time, reducing competition and improving clarity.

Interaction System

Interaction was simplified into three layers:

- Buttons → critical actions
- Cards → exploration
- Links → continuation

Only two buttons are present in the system:

- Hero (film access)
- Connect (conversion)

Information Visibility

All critical information remains visible at all times.

Cases are explicitly indexed (1/4, 2/4, 3/4, 4/4), making progression and scope immediately understandable.

This improves predictability and reduces uncertainty, allowing users to anticipate both structure and navigation without relying on interaction discovery.

Image and Content Structure

Two reading modes were defined:

- Articles → continuous reading with visual interruptions
- Case studies → image-led sections supporting explanation

All images include captions and are composed for consistent mobile translation.

Mobile Adaptation

Mobile behavior was defined independently:

- Reduced vertical density
- Removal of non-essential elements
- Horizontal navigation for card systems
- Image compositions adapted to vertical stacking

System Insight

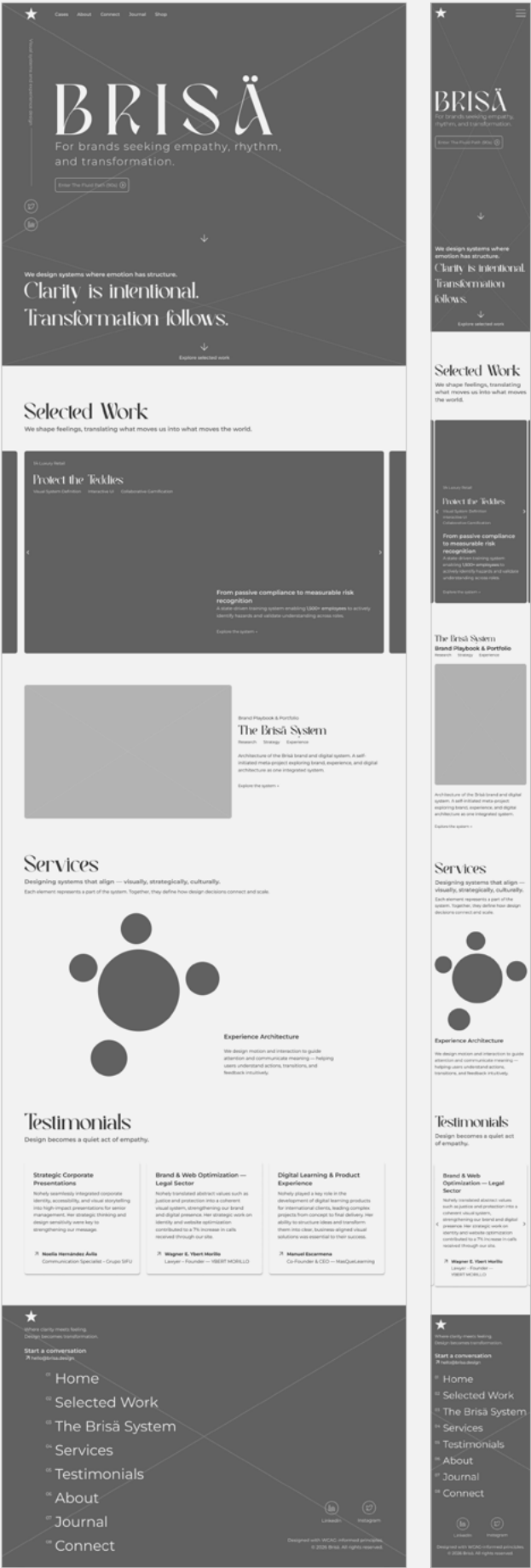
Mid-fi revealed that layout decisions directly affect how users navigate, read, and interpret content.

The system was refined to control attention flow rather than visual arrangement.

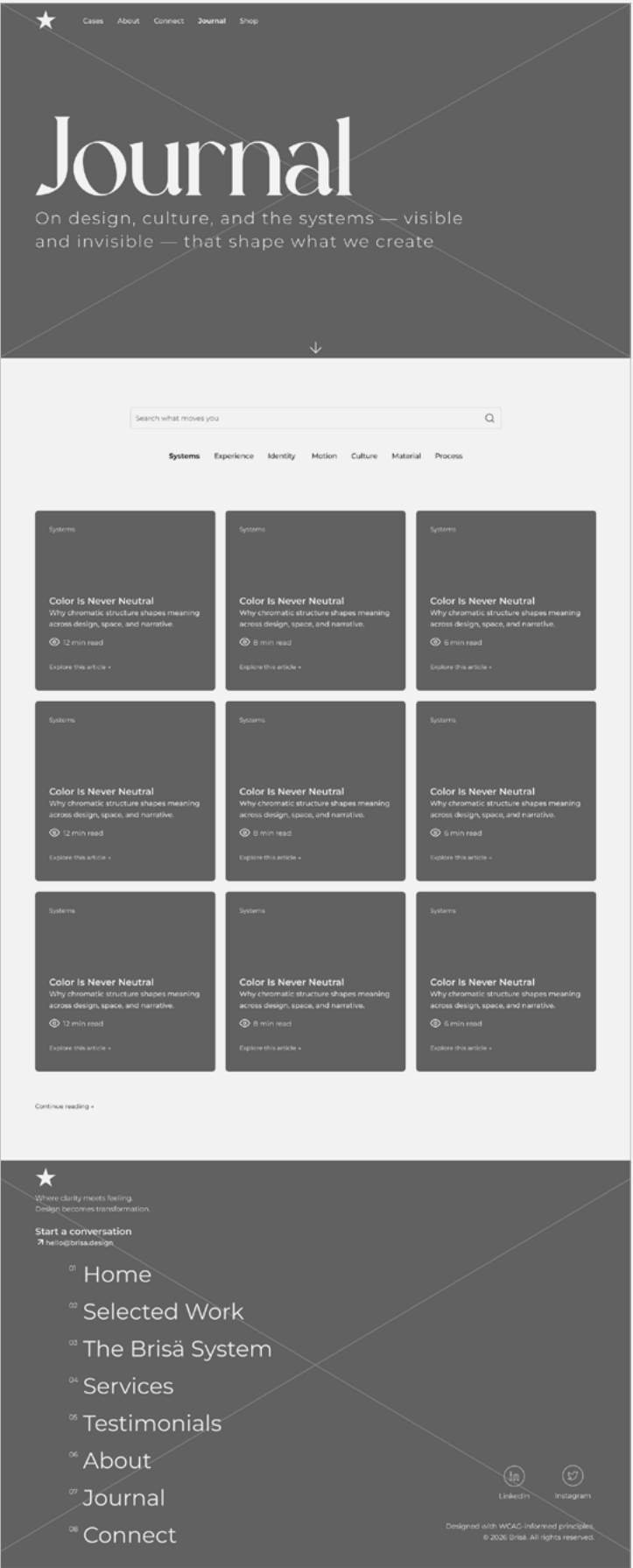
Wireframe — Connect page



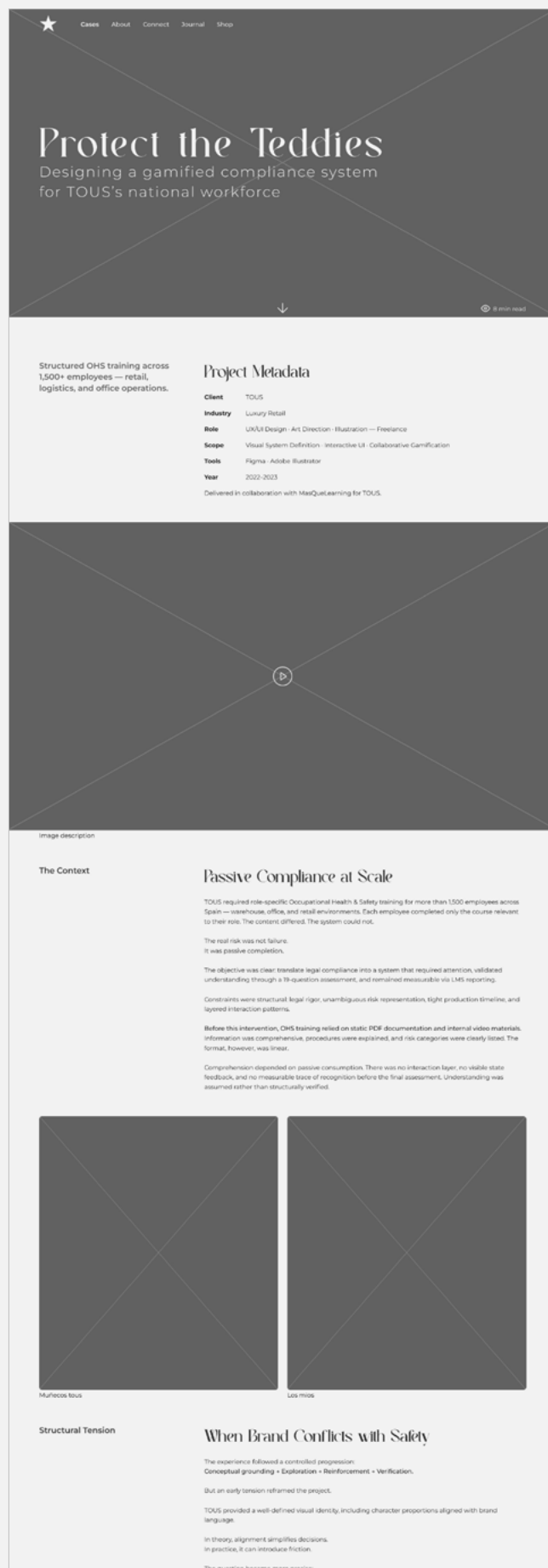
Wireframes —
Home page:
Desktop and mobile



Wireframes —
About and Journal
pages



Wireframes — an
e.g. case study



Wireframes — an
e.g. case study and
an e.g Article

Color Is Never Neutral

Why chromatic structure shapes meaning across design, space, and narrative.

When Brand Conflicts with Safety

Color is often reduced to preference. But in design, it is structure before it is sensation.

Color is often reduced to preference. But in design, it is structure before it is sensation.

When Brand Conflicts with Safety

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When Brand Conflicts with Safety

Color is often reduced to preference. But in design, it is structure before it is sensation.

Continue the exploration

Further reflections on systems, culture, and design.

Home

Selected Work

The Brisi System

Services

Testimonials

About

Journal

Connect

System Expression — Hi-Fi

Digital Portfolio System

The high-fidelity stage focused on translating the system into a cohesive visual language.

Rather than treating interfaces, imagery, motion, and interaction as separate layers, the system was refined as a single perceptual environment — where structure, atmosphere, and navigation reinforce each other continuously.

Visual Language

A controlled visual vocabulary was established across the portfolio:

- mineral whites
- deep violets
- warm metallic accents
- refractive light
- anatomical illustrations
- sculptural and material references

These elements were repeated across cases, articles, navigation, and transitions to create continuity between editorial content, interaction systems, and visual identity.

Hero Composition

Hero sections evolved from static layouts into atmospheric entry points.

Three-dimensional compositions, animated imagery, and layered depth were introduced to create tension between structure and emotion while preserving spatial clarity.

Grid overlays, spatial framing, and restrained motion maintain systemic order beneath the visual complexity.

Case Presentation

Case covers were redesigned to balance accessibility and immersion simultaneously.

Information remains fully visible in the default state, ensuring immediate readability without requiring interaction discovery.

Hover states no longer reveal hidden information. Instead, they reinforce hierarchy through increased contrast, clarity, and depth.

This transformed interaction from a corrective mechanism into an enhancement layer.

Typography became integrated into the image composition itself rather than appearing as an independent overlay.

Services System

The Services section evolved from a conventional card layout into a navigable visual system.

Illustrated nodes orbit around a central figure, transforming services into connected states rather than isolated categories.

The interaction model emphasizes:

- progression
- systemic relationships
- controlled focus
- visual rhythm

while avoiding repetitive grid structures already present elsewhere in the portfolio.

This section functions as a structural interruption within the homepage rhythm — introducing organic movement inside an otherwise modular architecture.

Editorial Rhythm

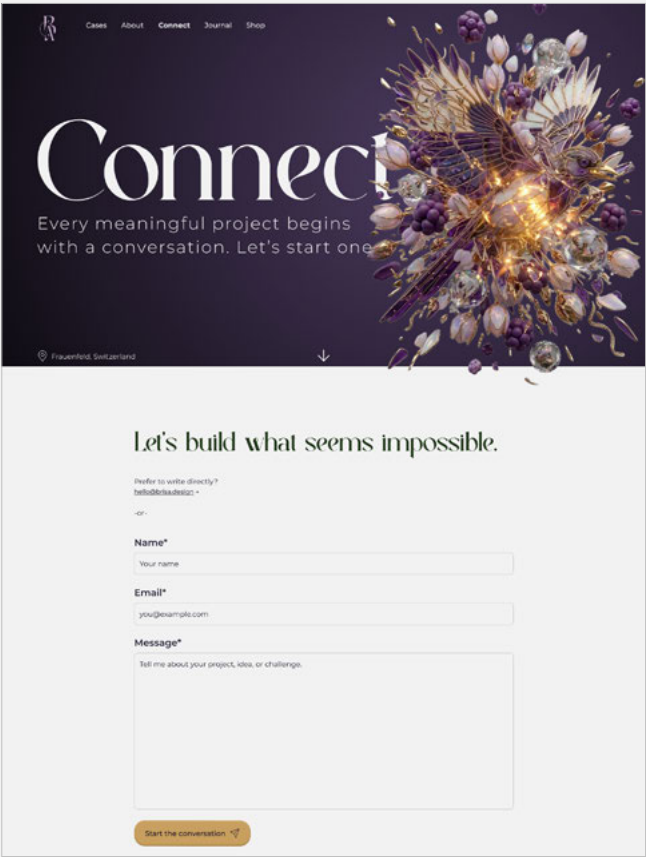
High-fidelity refinement focused heavily on pacing.

Dense sections are followed by areas of visual silence, allowing the interface to alternate between:

- compression and expansion
- atmosphere and information
- immersion and clarity

This rhythm extends across desktop and mobile experiences.

Wireframe — Connect page



Mobile Translation

Mobile layouts were not treated as compressed desktop adaptations.

Image compositions, hierarchy, spacing, and interaction density were restructured independently to preserve atmosphere, readability, and focus within vertical navigation contexts.

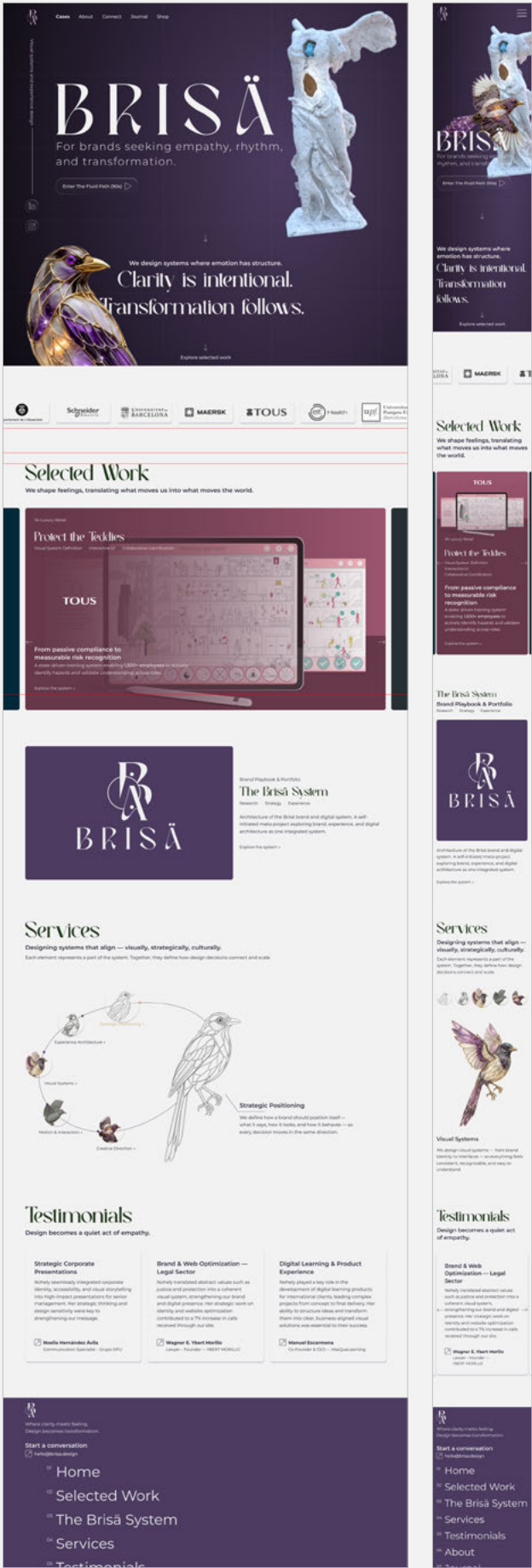
Visual identity remains consistent across devices while reducing cognitive and spatial overload.

Motion Philosophy

Motion was designed as environmental behavior rather than spectacle.

Animated hero imagery, hover transitions, and parallax movement were calibrated to support:

Wireframes —
Home page:
Desktop and mobile



- attention guidance
- spatial continuity
- visual hierarchy
- narrative flow

without interrupting reading or navigation.

System Insight

Hi-fi development revealed that visual cohesion emerges less from stylistic repetition than from behavioral consistency.

Light, spacing, motion, typography, composition, and interaction all operate as part of the same perceptual system — shaping how the portfolio is explored, interpreted, and remembered.

Visual Production

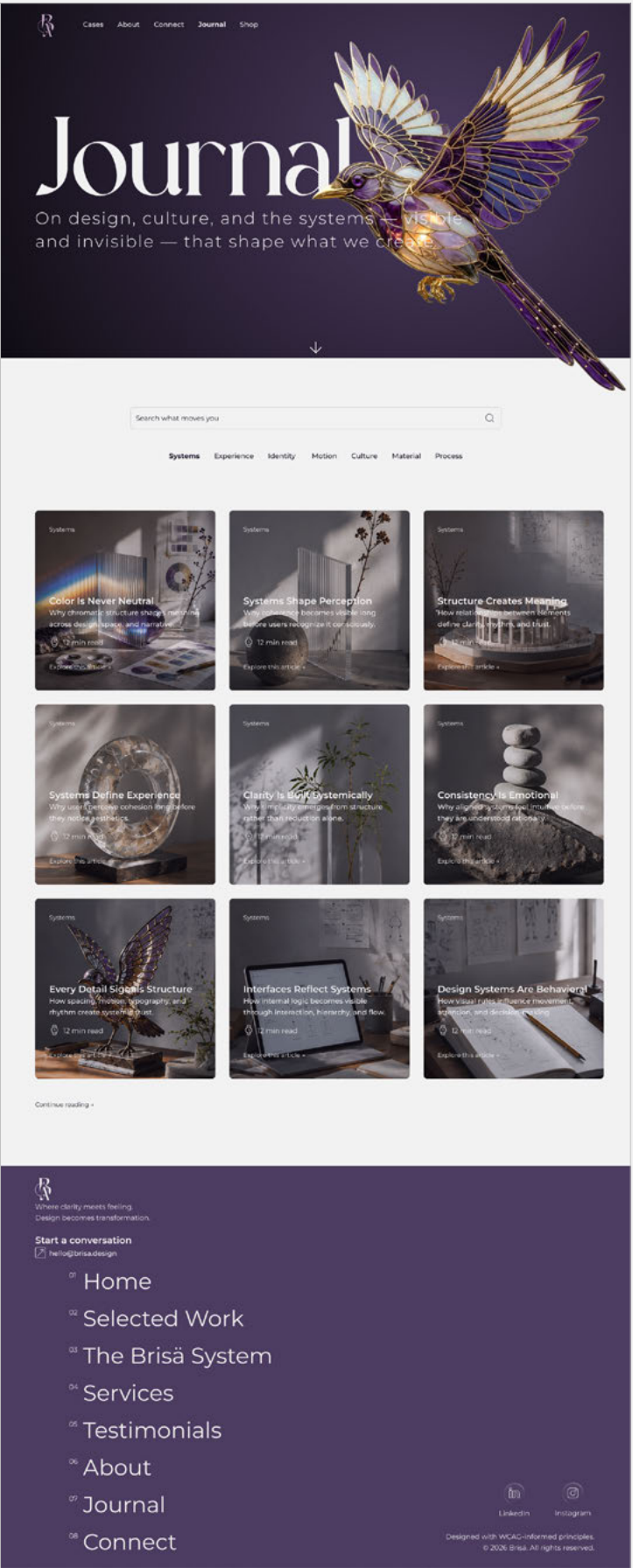
Visual assets were developed through a hybrid production workflow combining three-dimensional modeling, lighting, texturing, directed AI-assisted visual synthesis, and motion compositing.

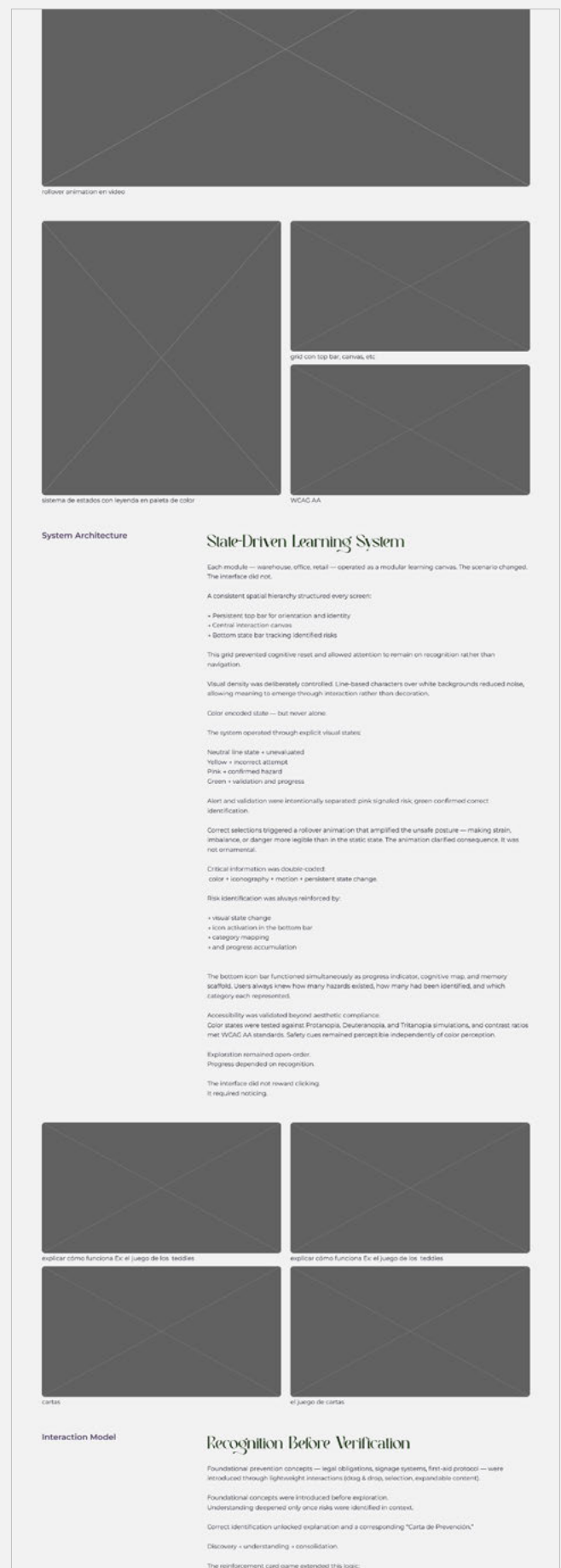
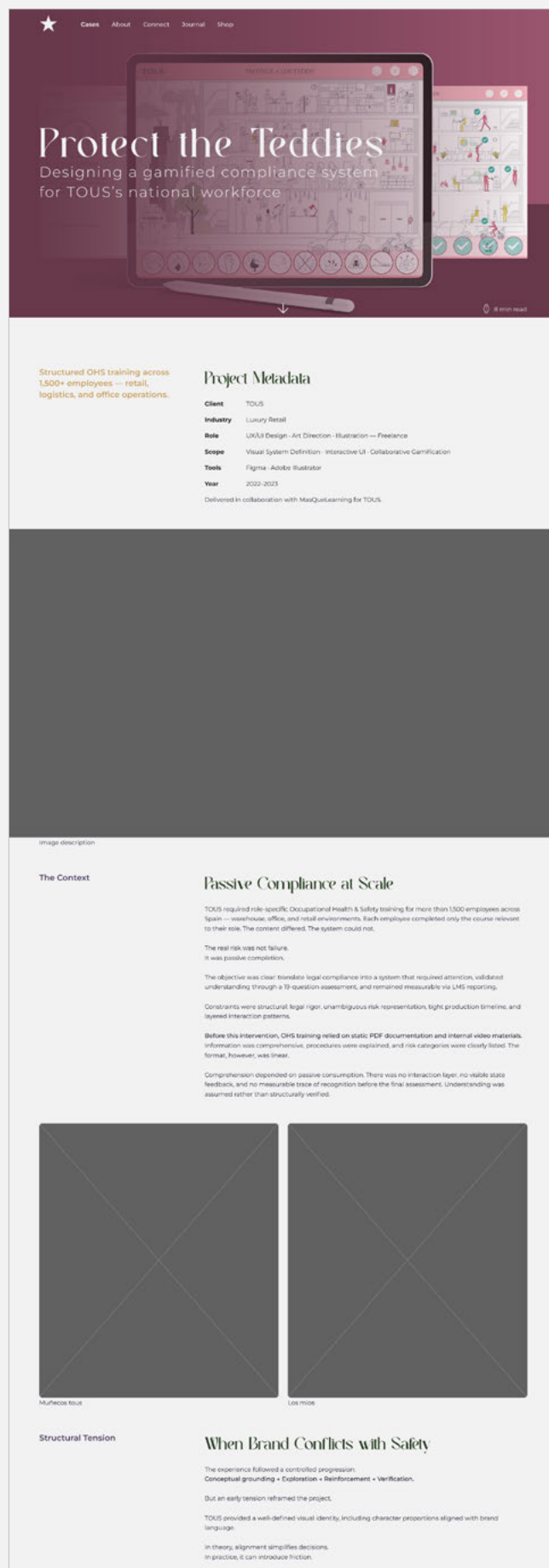
Key sculptural elements — including the marble figure and anatomical forms — were fully modeled, textured, rigged, lit, and rendered in Autodesk Maya using HDR-based environmental lighting.

Other visual components were developed through directed AI-assisted workflows and later integrated, refined, and animated within the broader visual system using compositing and motion design tools.

All visual assets were treated as structural components of the portfolio’s perceptual language.

Wireframes —
About and Journal
pages





Wireframes — an
e.g. case study and
an e.g Article

the prototype was reviewed concurrently for the interaction team and the user's perception experts. Feedback came from two perspectives: regulatory precision and operational realism.

Adjustments focused on clarity at multiple levels:

Anatomical precision
Posture angles were refined to ensure strain and imbalance were unmistakable. Instructional feedback confirmed that these refinements reduced ambiguity in risk interpretation compared to prior document-based materials.

Contextual realism
High-visibility vests were added in warehouse scenarios to reflect real logistics conditions.

Textual clarity
Interface microcopy was tightened to eliminate legal ambiguity and reduce cognitive friction. One late insight reshaped future practice: stroke weight significantly impacts legibility across users and devices.

While accessibility was considered from the prototype stage, this refinement reinforced that even minor visual variables demand explicit validation at scale.

Imagen que me gusta del proyecto

Outcome

From Passive Consumption to Verified Understanding

- More than 1500 employees completed role-specific training built on this system. Knowledge was verified through a timed assessment and measurable via LMS reporting.
- Legal compliance was translated into a state-driven interaction system.

Reflection

Legibility Over Identity

- What worked: state clarity, consistent feedback architecture, anatomical precision.
- Practice evolved through continuous validation and lightweight usability checks before full asset production. Even minor visual variables — such as stroke weight — proved that small decisions scale when repeated across a system.
- This project clarified something fundamental: in safety-critical environments, brand language cannot override functional legibility. Visual identity must adapt when clarity becomes a matter of risk.

Explore another case

See how different contexts shape different systems.

Where clarity meets feeling.
Design becomes transformation.

Start a conversation

helloguten@design

01 Home

02 Selected Work

03 The Brisä System

04 Services

05 Testimonials

06 About

07 Journal

08 Connect

LinkedIn Instagram

Designed with WCAG-informed principles.
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Color Is Never Neutral

Why chromatic structure shapes meaning across design, space, and narrative.

When Brand Conflicts with Safety

Color is often reduced to preference. But in design, it is structure before it is sensation.

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The Brisä System is in motion...