

HYPER ISLAND

Core Values
Brand Experience
Identity System
Brand Application

Brand Book



Dear Hyper Island People,

This book is the visual and textual identity of who we are. By supporting it you will help communicate the Hyper Island way in a constant manner, making it easier to quickly recognize us and what we stand for. We hope these guidelines will help all of us working with Hyper Island to understand it's core values and the best ways of getting the message across, both externally and internally (what is the difference, really?).

Love,
the branding team

Charlotte @charlottisch
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Hyper Island Core Values

Our Vision

World leading life-long learning

[Learn for Life](#)

Our Philosophy

Hyper Island believes that challenging people to solve real-world problems creates new, innovative ways of thinking. We are fueled by the philosophy of experiential learning: to approach problems in multiple ways, to reflect deeply, and to draw conclusions with an open, collaborative spirit.

At Hyper Island, we support you to:

Trust your ability to develop and grow as organizations and individuals

Trust your ability to seize responsibility for your own learning

What we do

Design and facilitate individual and collective life-long learning and growth in a world where transformative technological development drives change.

[Lead the Change](#)

How we do it

We create a constructive social arena.
We believe in experiential Learning.
Group dynamics.
Reflection as a tool for change.
Dialogue and feedback.

MANIFESTO

What is a manifesto? A gospel, a declaration, a friendly reminder, a battle cry? Or something in between? Below are six key guiding principals that unite, define, and guide the Hyper Island experience.

LEARN FOR LIFE

Three little words, one big idea. At Hyper Island learning isn't contained in a classroom. Learning is a way of life: being constantly engaged, passionate, trusting, and curious about the changing world. This is called learning by doing.

REAL WORLD READY

The digital world changes at the click of a mouse. Be ready for it. Hyper Island primes people to anticipate future needs, driven by new insight into industry trends and transformative technology.

SEIZE YOUR POTENTIAL

Hyper Island empowers passionate participation by challenging people to set ambitious goals and giving them authority over their own learning, and power over their own potential.

LEAD THE CHANGE

Curiosity is the seed of all innovation. Tomorrow's leaders will be those who embrace change, adapt swiftly to new paradigms, and lead by action, not rhetoric.

TEAM IS EVERYTHING

Collaboration, inclusion, and transparency are crucial to growth. Through constant feedback and deep reflection, individuals can gain deeper self-awareness, enabling them to be more effective team members and leaders.

CHANGE THE WORLD

We haven't met a status quo we didn't challenge. We want to be active participants in the great tides of technological innovation. We will change the world by igniting a passion for learning.

2

Hyper Island Brand Experience

PERSONALITY

By asking our whole network and by turning to our coworkers to dig deep, we have established the essence of our personality, namely as: innovative, inspiring, human and confident. Our personality guides how we talk and write for Hyper island. And it's just as much about style of our writing as the content.

Tone of Voice

Our tone of voice is our brand put in words, a help in communicating our brand in a consistent manner - what we say and how we say it. Our tone of voice will help us to use words and writing that is in line with Hyper island values and beliefs. The core of Hyper island is the core of our tone of voice. This is where we begin to build.

INNOVATIVE

INSPIRING

HUMAN

CONFIDENT

Innovative

Being innovative means that our ways of communication sometimes differ from others. It means that we'll go the extra mile to think about what will get our message through, what hasn't been done before? It doesn't mean that we're taking liberties with grammar, use masses of exclamation marks or smileys.

As in: creative, original, groundbreaking, state-of-the-art

Not: taking liberties with grammar, loving smileys and exclamation marks, using jargon

Human

In the industries we work in, it's easy to get lost in technical detail and that is not who we are. So we add a human touch, focusing on personal growth and the people who make Hyper Island what we are. Equally important is that we don't come across as elitist or cold, so we're friendly and warm. We communicate as if we would to someone we know and care about.

As in: warm, friendly, inclusive, approachable

Not: error-prone, weak, frail

Inspiring

Focusing on our strengths in a positive way. To focus on what we are, what we know and what we can do for other people. We want to SHOW what we do, paint pictures to get your message across (our products, our methods, and the entire Hyper Island journey), show how we can make a difference, in the world or in someone's life.

As in: encouraging, uplifting, heartening, motivating, stimulating

Not: happy-go-lucky, non-grounded, fluffy

Confident

We know that what you're working with is state-of-the-art and we take pride in this. We enjoy telling others about our work and have faith in the fact that they will want what you can offer. We don't need to brag, we just tell it like it is. We're not afraid to show our joy when we succeed.

As in: accomplished, assertive, at ease, positive

Not: arrogant, self-important, cocky

innovative / inspiring /
confident / assertive /
human / personal /
showcasing the individuals
that make up the brand /
warm / friendly /
approachable / creative
/ original / state-of-the-
art / latest / cutting edge
dynamic / natural flow /
fluent / connected / trans-

parent and authentic /
simplicity / ever-changing
/ always in beta / evolving
/ flexible / inviting / open
for interaction / collabora-
tion / motivating / encour-
aging / stimulating

WRITING GUIDELINES

Here are a few tips that can make writing a little easier. Follow them religiously when you're feeling shaky, or cast them a glance now and then to remind yourself of how Hyper Island is supposed to sound. Good luck!

We and you and You

When writing about Hyper Island use the term *we*, as in *We believe in collaboration*. It tells people something about our culture and instantly creates that feeling of wanting to belong. If you're talking directly to a person or a group of people, use the term *you*, as in *We think you'd like it here*. Never use a capital *Y* in *You* (no use to make people feel like you're trying to sell them insurance).

Passive is for others

Avoid writing in the passive form, as in *You will be contacted shortly*, and go for the less formal *We'll get back to you as soon as we can* instead. The passive instantly turns the tone from friendly stranger to stiff upper lip. Avoid, please.

The color of this catalog

Hyper Island is Swedish by birth, but our mother tongue is English. We are international in many ways and our pronunciation varies, and when it comes to spelling we're tweaking it for local markets, but will be decidedly American in our general communication. Meaning *color* and not *colour*, *catalog* and not *catalogue*, *soccer* and not *football*, *pants* and not *trousers*...

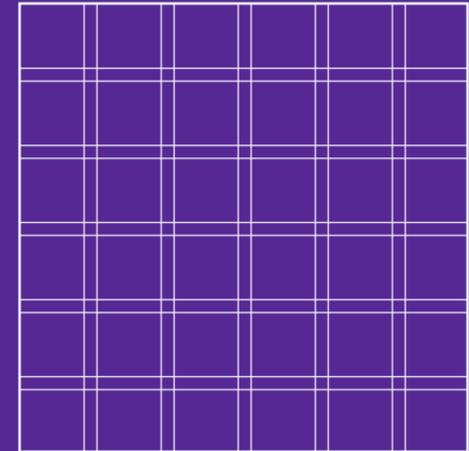
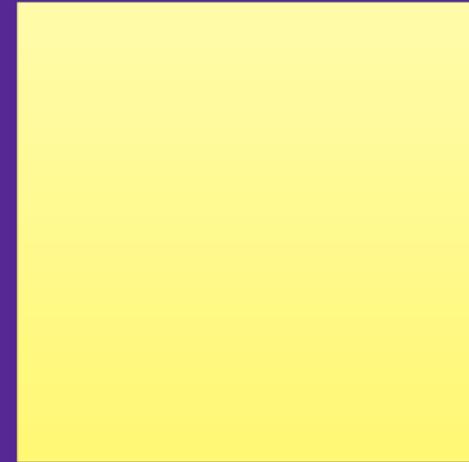
What to say

Hyper Island designs learning experiences. When describing what we are, it might be helpful to use words like *school*, *education* or *business* for people to understand. We are all of those things, but we are also so much more. When using the word *school*, please try to emphasize that we are an "unusual school" or a "different kind of school" to distinguish us from every other old school. If you are feeling uncertain about what phrase to use when explaining our values and beliefs, take a look in the manifesto and copy paste all you like.

DESIGN IDEA

Our visual identity idea is inspired by a clear and simple item — The post-it note. This is an element that is used throughout the world of Hyper island. In workshops, brainstorming and when we give and receive feedback. Post-its are often visible in our premises, and remain a part of our surroundings.

By creating a consistent and clear visual language that plays with this element, our identity extends out into our physical environment and corresponds with our other communication.



The square format helps build a pattern, and it is a recurring visual element that together with our colors and typography creates a consistent visual expression.



Booklet



Photography



Business Cards



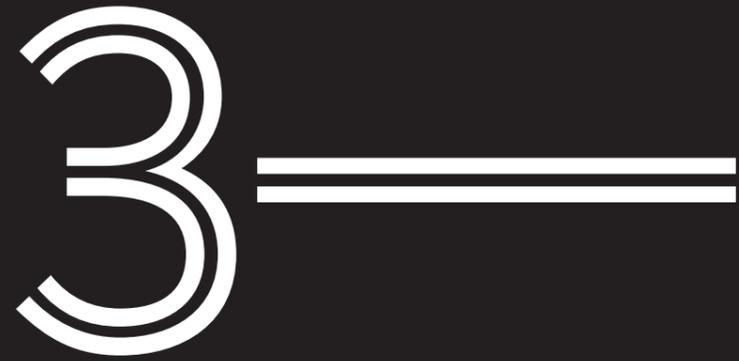
Website

1. Less is more

We keep a minimalistic approach and leave room for the creative minds and work in our network to express ourselves through our brand. Structured, clear and organized.

2. Bold and expressive

We have strong beliefs and a clear vision which we want to express by being colorful, bold and playful. By basing our work on a simple and structured layout we will be perceived as professional and organized. This allows us to work with another visual pace as well, where we can express our energy and personality.



Hyper Island Identity System

Master art files are provided for both print and digital use in the Brand Library.

Print assets include vector files, and digital assets include a set created specifically for screen usage — displaying perfectly on the pixel grid and maintain their proper shape and crispness.

HYPER ISLAND



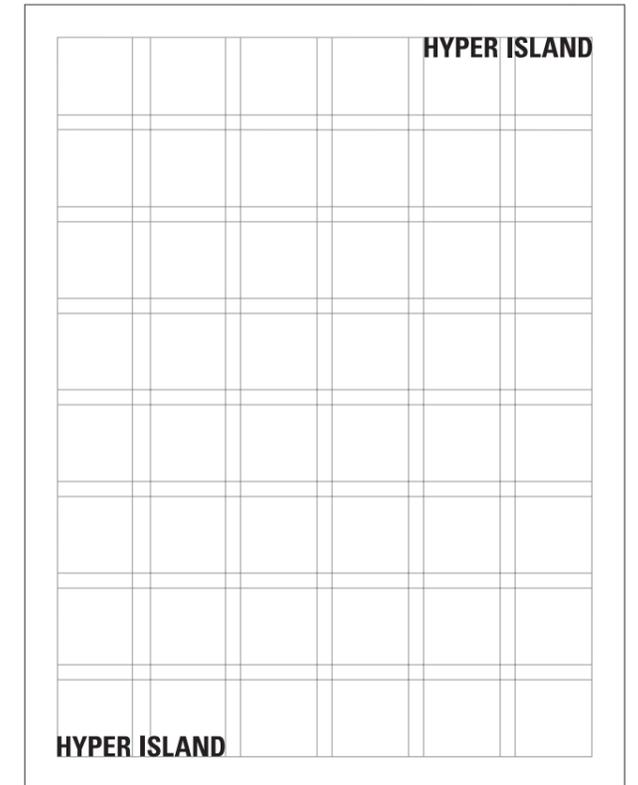
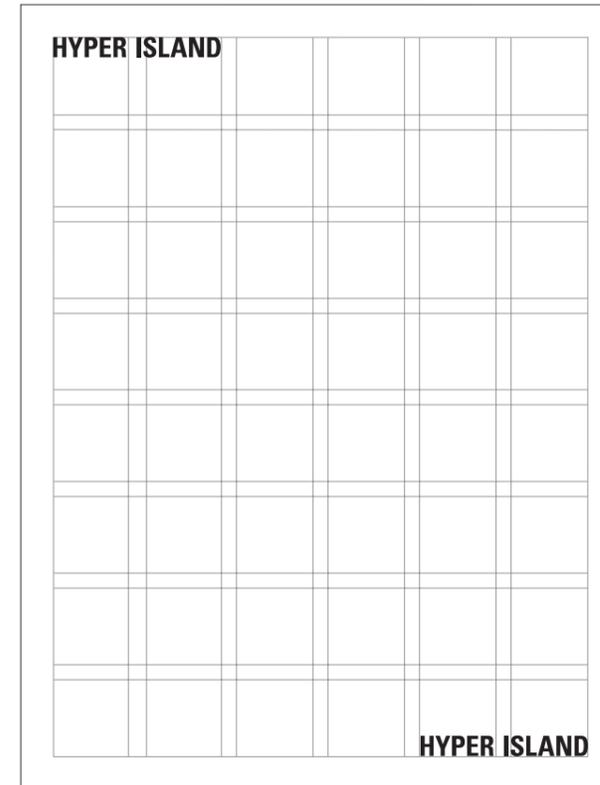
HYPER ISLAND

1. Logotype — The Hyper Island logo is our unique signature. Our signet. Our logotype sets us apart from others and clarifies who the sender is. Our logotype is developed to ensure it will work, independent of the specific context and environment.

The Hyper Island logotype is used on all brand items, either in a primary position for corporate usage or together with the HI symbol in a secondary position for a messaging and social usage.

Colors

To allow flexibility, the logotype is available in two basic versions: positive and negative. Based on the prerequisites, the most suitable logotype should be used.



Protection

To ensure legibility and to prevent any obstruction of the Hyper Island logo, always maintain a minimum space around it.

Placement

The logotype should be placed in either top left or bottom right corner.



2. Symbol — With the Hyper Island symbol, we use the concept of conversation and our initials “HI” to bring together different aspects of our brand. The iconic mark is inherently social and is used to further strengthen our personal approach to our audiences as well as referencing the changing landscape where it is sometimes difficult to find place for the full logotype.

Most importantly, because we always try to feature people in photos, the “HI” symbol connected to a message enables us to give them a voice.

The HI symbol is always used together with the Hyper Island logotype (in a secondary position).



Colors

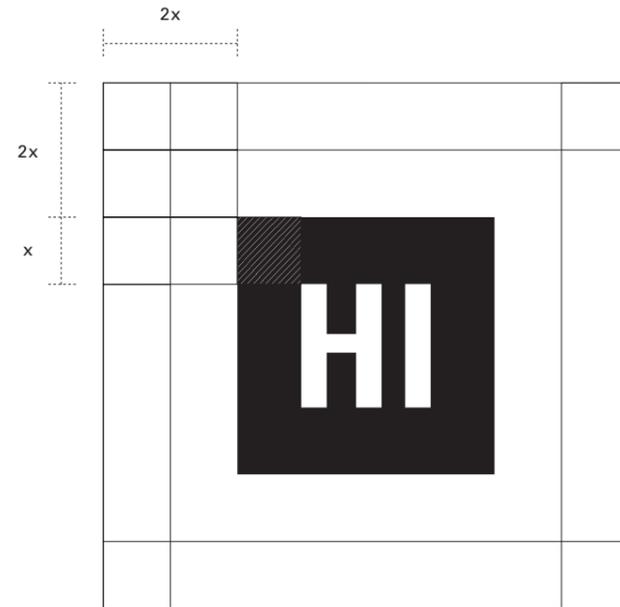
To allow flexibility, the symbol is not only available as a positive and negative version, but also in all 4 primary Hyper Island colors. Based on the prerequisites, the most suitable color should be used.



Color Examples

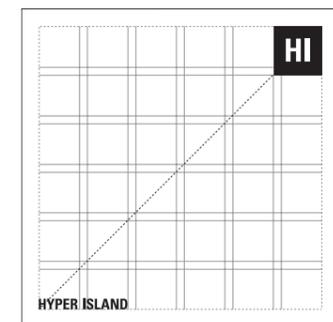
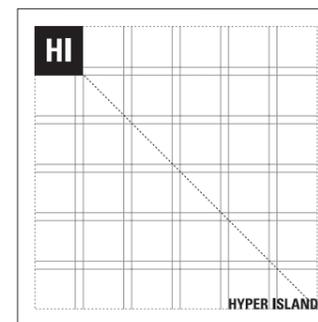
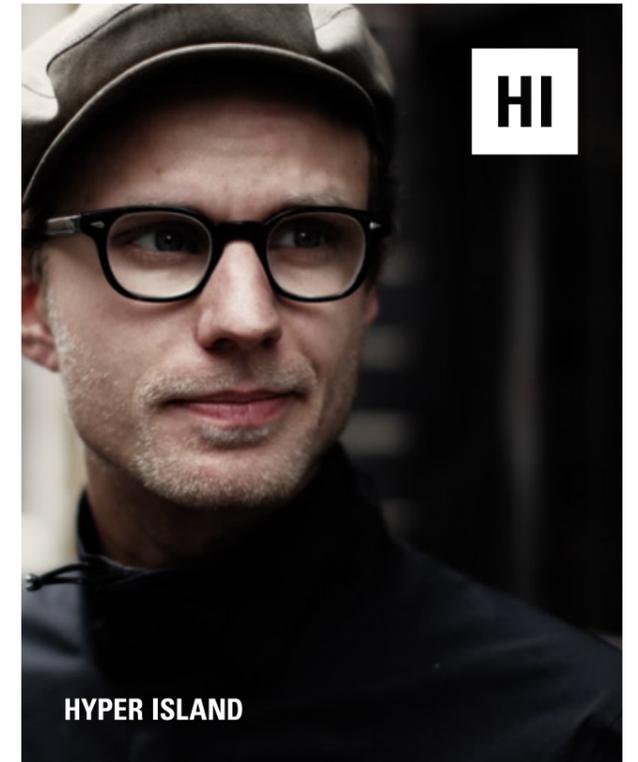
The colored HI symbol versions can be used together with black and white photography or colored photography, to bring some extra life and energy.

For more examples, see pages 54-59.



Protection

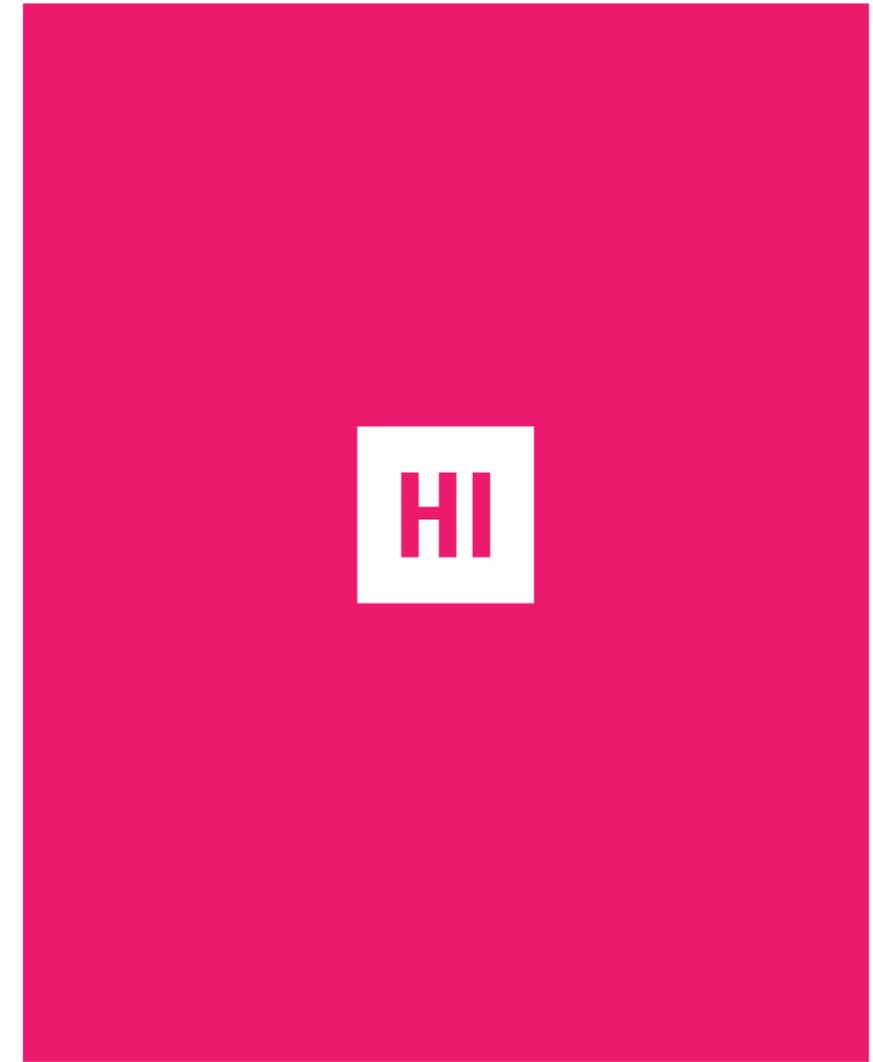
To ensure legibility and to prevent any obstruction of the HI symbol, always maintain a minimum space around it.



Placement

The HI symbol should be placed in the top left corner and it should be used always in combination with the Hyper Island logotype which is placed in the diagonal opposite bottom right corner.

If the background image does not allow this placement rule, the HI symbol can also be placed in the top right corner.



Other Placement Options

Within multiple page documents, such as brochures, the HI symbol can be used like a stamp on top of an image, to bring some more branding and personality to a specific area.

Other Placement Options

Within multiple page documents, such as brochures, where the Hyper Island logotype is present, the HI symbol can be used also as stand-alone logo to introduce a specific section.



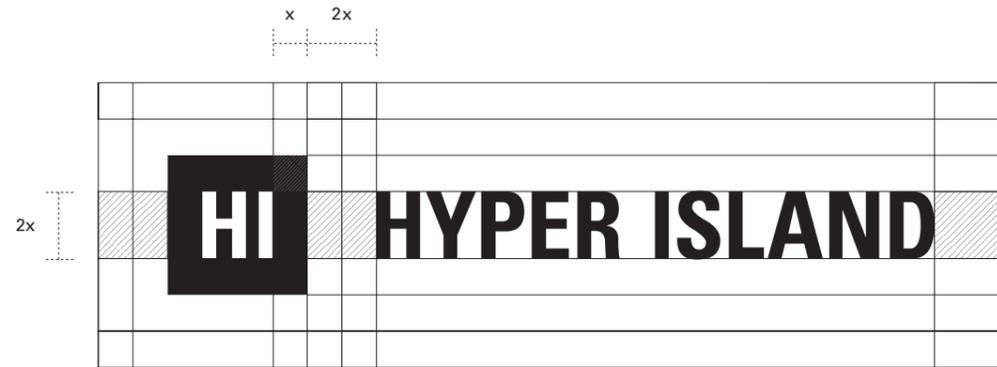
3. Lockup — The Hyper Island word mark & logotype lockup is a fixed relationship that should not change.

This lockup can be used with the exception of special marketing campaigns and cases where Hyper Island needs to introduce itself without having the possibility to make use of its brand characteristics using type, color and images.



Colors

The lockup logo is available in two basic versions: positive and negative. Based on the prerequisites, the most suitable logotype should be used.



A/

HI HYPER ISLAND

**MIAMI
AD SCHOOL**

Protection

To ensure legibility and to prevent any obstruction of the Hyper Island lockup, always maintain a minimum space around it.

Usage Example

Within a row of sponsor logos.

DO NOT distort all or part of the logotype.



DO NOT change the color of all or part of the logotype.



DO NOT use a gradient on the logotype. Colors need to be solid



DO NOT apply effects on the logotype.



DO NOT change the proportion of all or part of the logotype.



Univers 55

Univers 65

Univers 55 Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvw
 0123456789

Univers 65
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvw
0123456789

Typography is one of the most important elements in our identity, and a powerful tool that helps us achieve a consistent expression in our communication. In order to create a uniform identity, we need to carefully adhere to our guidelines on how to use typography.

Rules

Hyper Island’s primary font face is Univers, which is used for both headings and body text.

Univers 55 Roman is the headline, title and body copy font. Univers 65 Bold can be used in small point sizes to emphasize a title of a body column.

Arial Regular and Bold is the alternative font for digital usage (Website, Emails, Office documents,...)

To highlight a paragraph of text colorization is allowed. However black type should predominate the page.

To highlight single words in body copy for print, underline them. Use this feature very sparingly to put focus on a word in a paragraph.

For examples, please visit part 4 of this document.

AW
 CONQUEROR
 INLINE

In addition to Univers, we use AW Conqueror in our communication, when we want to highlight a specific section or express something from our manifesto. This font face should be used very sparingly and only in white on colored background (4 primary colors)

AW CONQUEROR INLINE
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789

AW CONQUEROR CARVED
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789

AW CONQUEROR SLAB
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789

Rules

AW Conqueror Inline is used as header font for print and web. Use the font in larger point sizes and allow the words to use the space. Avoid long titles with this font, rather use it to introduce a section or highlight a specific message.

When we state something from the Manifesto, the AW Conqueror font is aligned centered and used in all 3 weights in the same point size in this order: AW Conqueror Carved, Inline and Slab.

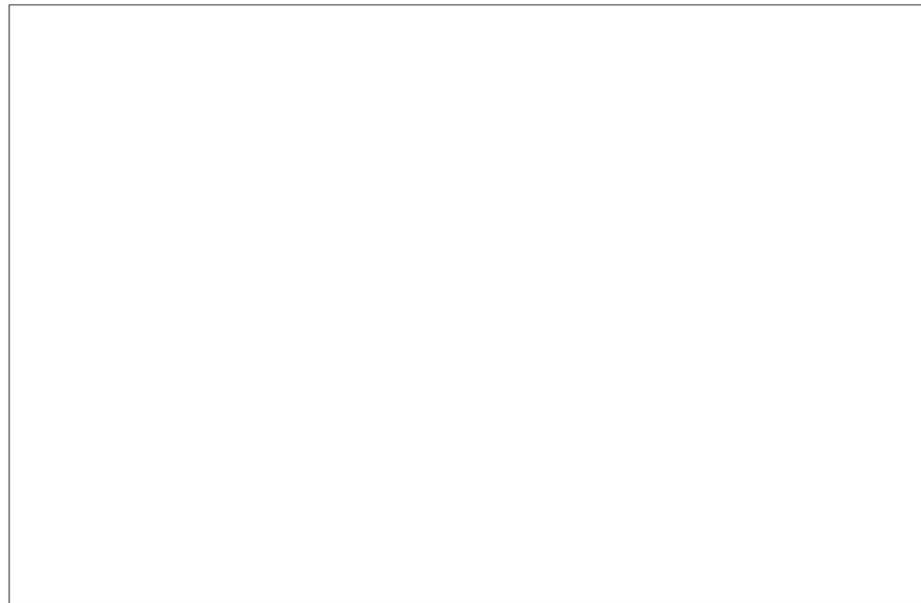
For detailed examples, please visit part 4 of this brand book.

Color is used to evoke emotion, express personality and stimulate brand association. At the same time, it also unifies an identity.

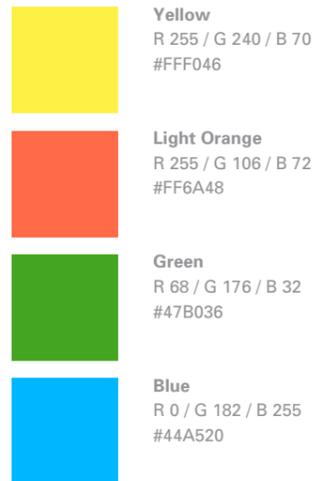
Our basic primary colors are black and white: Professional, solid and confident. Especially in corporate usage together with the Hyper Island logotype black allows us to focus on our message without distraction.



Black
 C 0 / M 10 / Y 50 / K 100
 R 0 / G 0 / B 0
 Pantone Black
 #000000



White
 C 0 / M 0 / Y 0 / K 0
 R 255 / G 255 / B 255
 Pantone White
 #FFFFFF



Extended Palette

When creating communication that needs an extra flavour or a larger color palette you can use our extended palette.

General Color Rules

Do not mix all the colors at the same time! Keep in mind that too much color is like too many people talking at once in a conversation. We believe simpler is better, so please avoid rainbow colors schemes on your layouts.

You can use colors also to emphasise specific text words or sentences, or as decoration to add some extra life and energy.

We also use 4 complementary colors to express energy and innovation.



These colors highlight specific sections:

Teal
About Hyper Island

Orange
Programs + Executive

Pink
News + Events

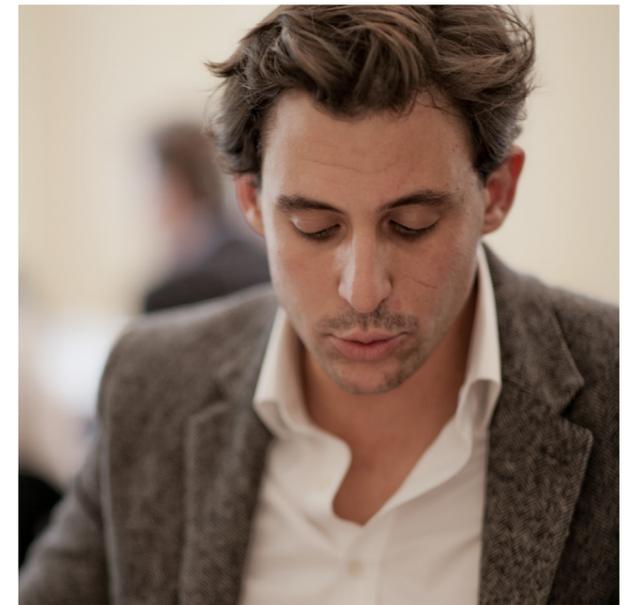
Purple
Other

PHOTOGRAPHY

The people at Hyper Island are the heart of our business. We would be nothing without them. And they are equally as important in our communication.

We strive to use a lot of photography with people in our communication, and it is important that we use the right style of imagery to help communicate a just and inspiring image of Hyper Island.





People

Portray the Great mix of people that Hyper Island is; from all over the world, men and women, students and professionals, ages ranges from young adults to old.

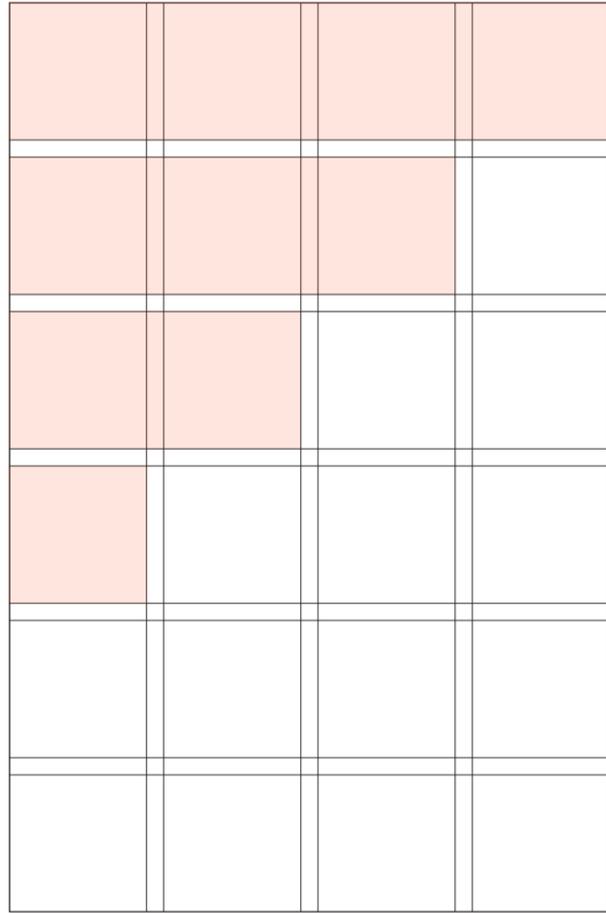
Energy & Passion

People laughing, debating, moving, working together, talking to each other, interacting. We aim for photos that are not (or at least don't look) staged. Which means relaxed and energetic atmosphere, not candid or paparazzi.

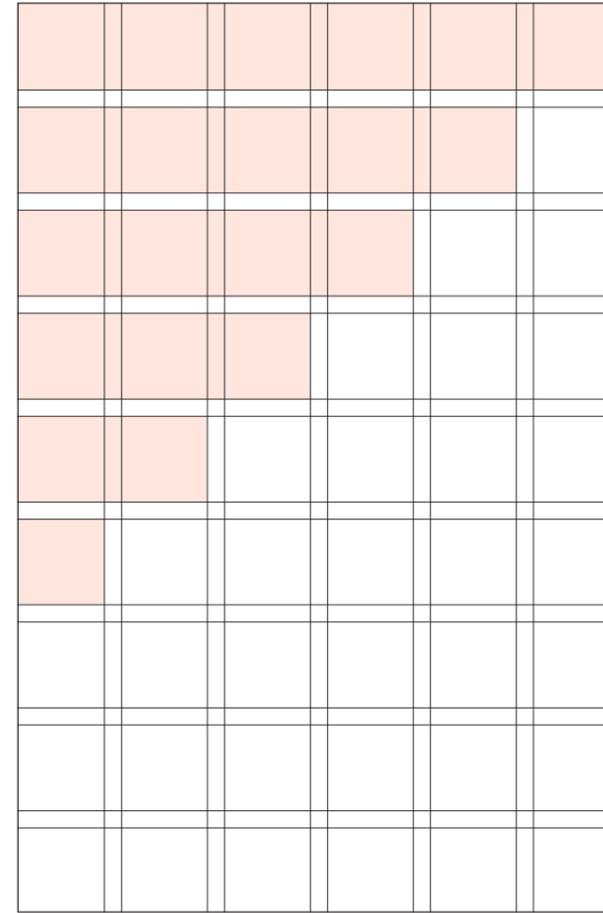
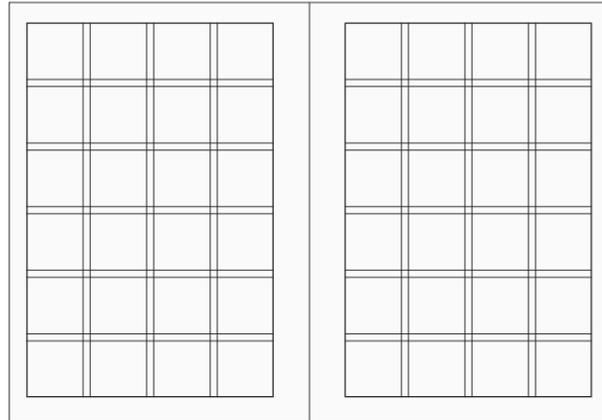


Inspiration

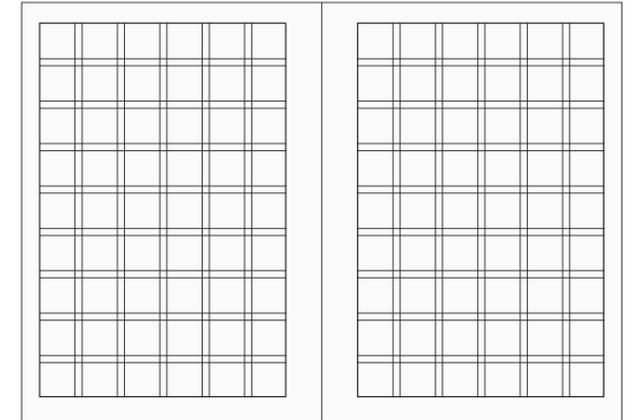
Get close when you need to, keep a distance when it serves your photographic purpose. Zoom in on freckles or a tangy beard, catch everyone doing a silly dance or working on a floor covered in post-its. Capture the moment!

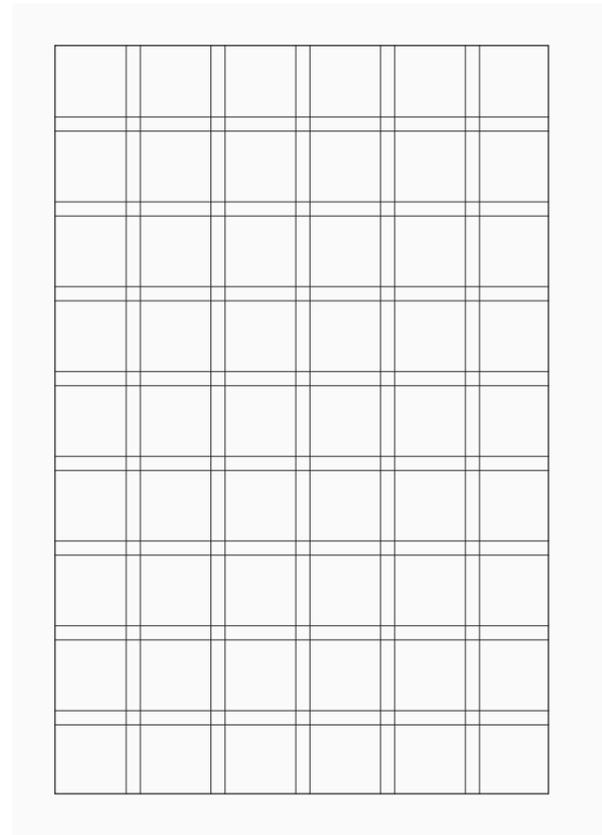


4 column grid
24 square fields



6 column grid
54 square fields



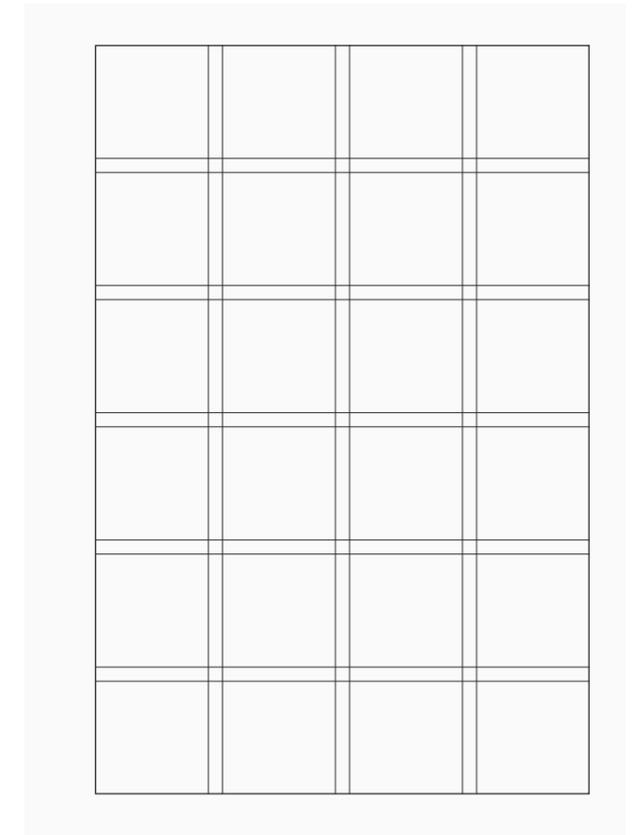
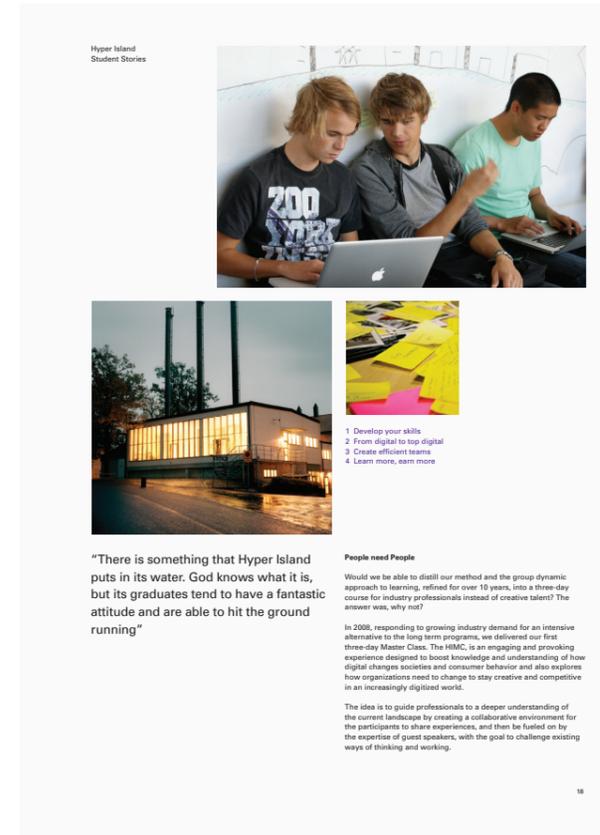


Left spread page based on a 6 column grid.

The brochure is designed with a grid comprising 54 square fields. This grid calls for a high degree of flexibility on the part of the designer.

The Manifesto text is centered and set in negative color in the 3 different weights of the AW Conqueror font, Carved-Inline-Slab.

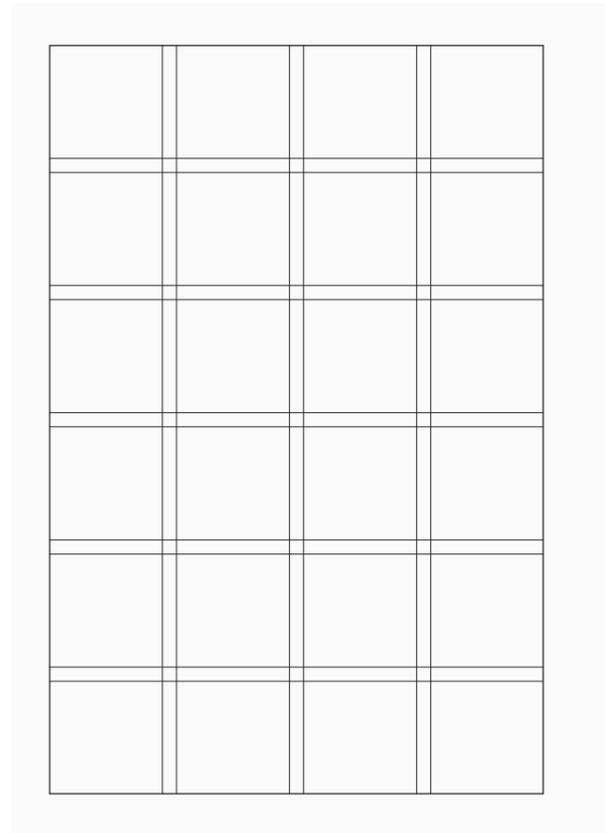
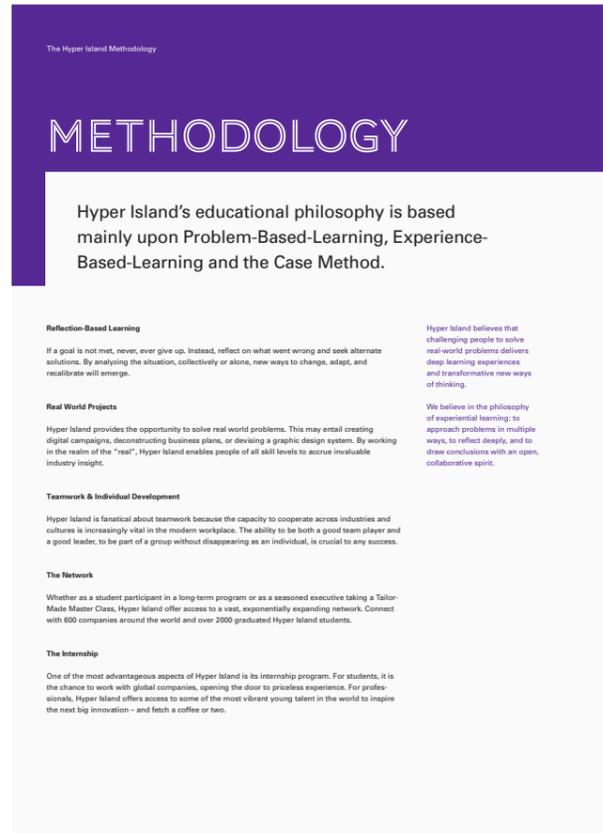
All other text is set in negative color in Univers 55 Roman. For the small subheading Univers 65 Bold is used. Negative texts should, as in our example, be short and set with relatively spacious leading.



Right spread page based on a 4 column grid.

The brochure is designed with a grid comprising 24 square fields. There are pictures of different sizes arranged so that there is a lively contrast between large and small formats.

Text is set in Univers 55 Roman. For the small subheading Univers 65 Bold is used. The image captures are set in color. The larger characters of the quote title form a striking contrast to the size of the letters in the text.

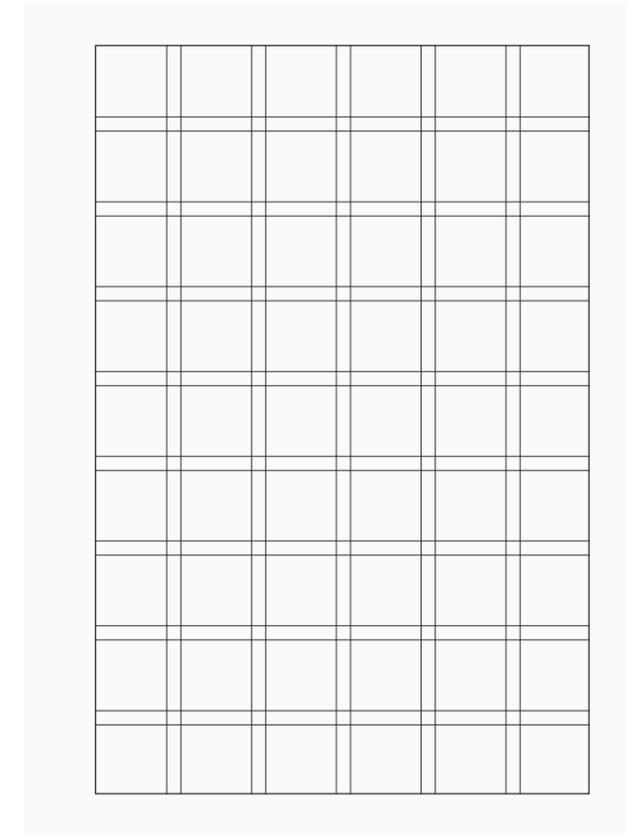
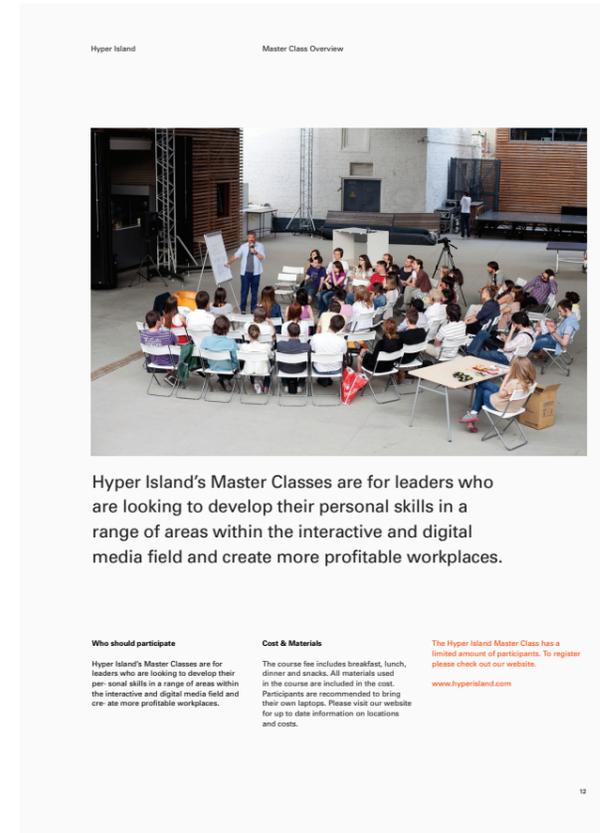


Left spread page based on a 4 column grid.

The brochure is designed with a grid comprising 24 square fields. There are texts of different sizes arranged so that there is a lively contrast between large and small formats.

The top of the page including the section title is on colored background.

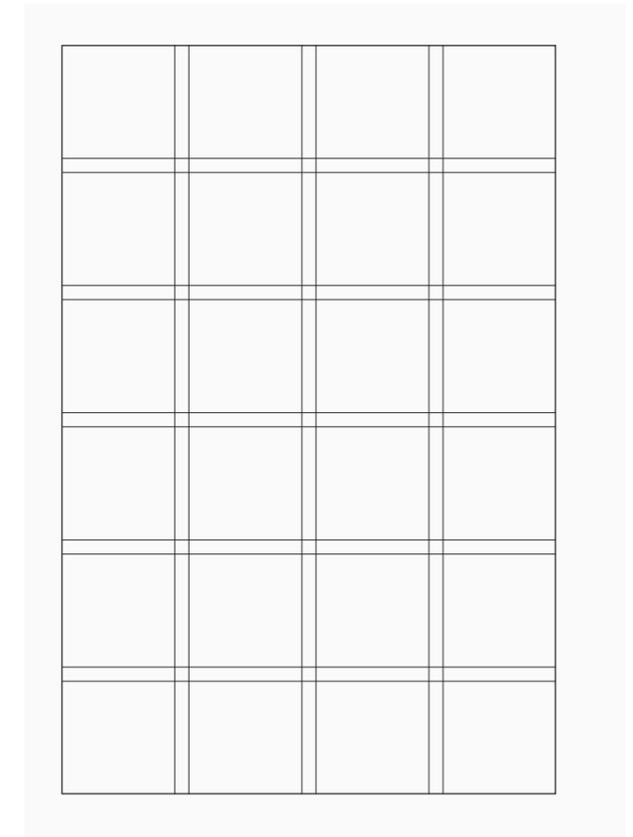
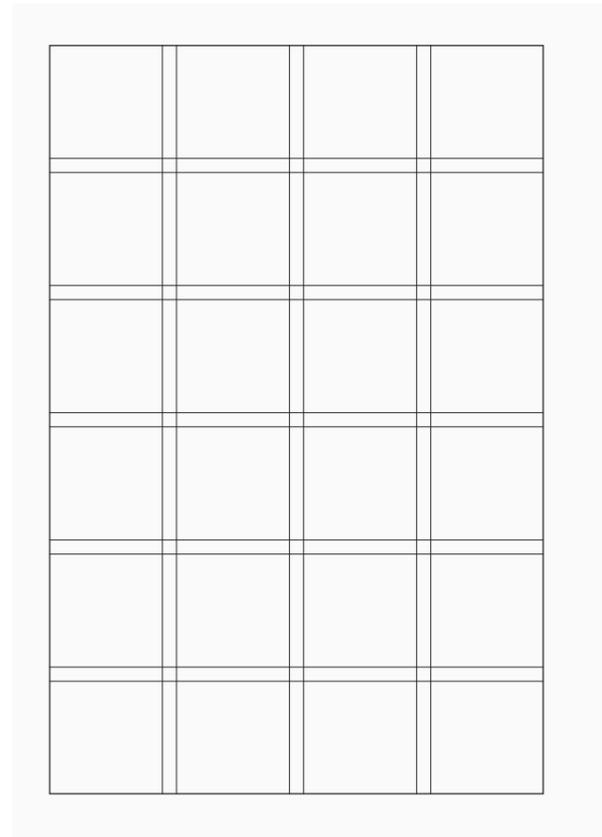
The page title text is set in AW Conqueror Inline in white on colored background. The indented lead-in copy is set in Univers 55 Roman in big contrast to the copy text on the page. For the small subheadings Univers 65 Bold is used. The right rail text is set in color.



Right spread page based on a 4 column grid.

For great flexibility this page is designed with a grid comprising 54 square fields.

Text is set in Univers 55 Roman. For the small subheading Univers 65 Bold is used. The large characters of the lead-in copy form a striking contrast to the size of the letters in the text.

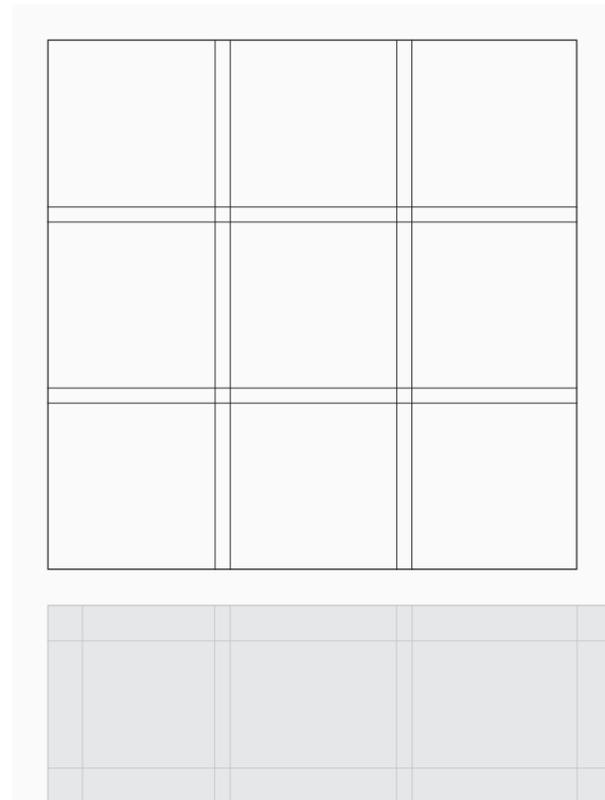
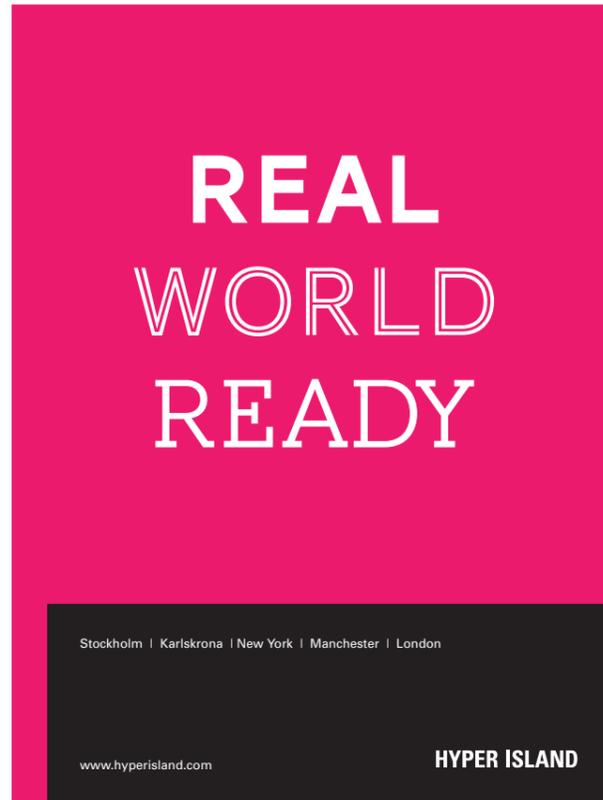


Left spread page based on a 4 column grid.

The brochure example is designed with a grid comprising 24 square fields. The image is set to extend over the edges on the left and bottom of the page, but follows the padding of the grid on the top and inside. This creates a so playful layered effect.

Text is set in Univers 55 Roman in big contrast to the copy text on the page.

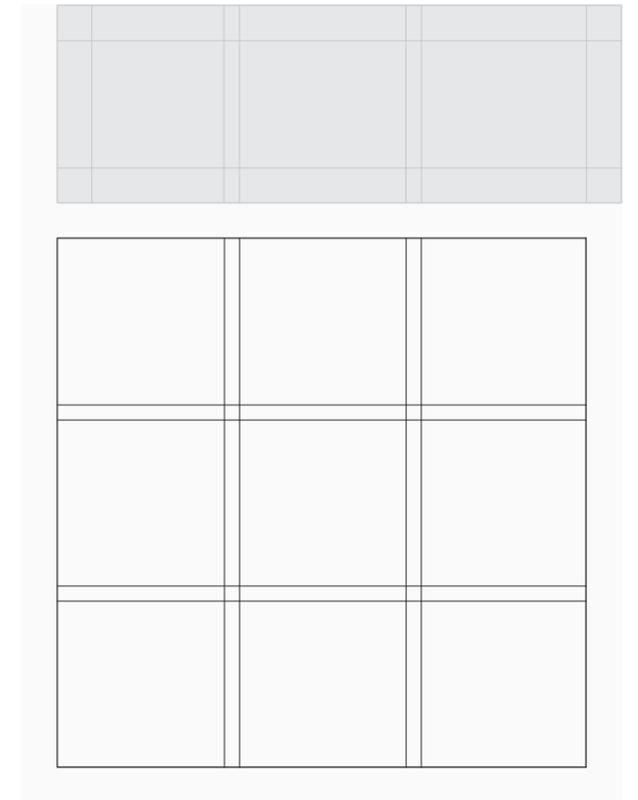
Images can be also be used full bleed, so that they extend over the edges of the whole page.



Corporate Manifesto cover example based on a squared 3 column grid.

The cover is designed so that the top part with the Manifesto slogan takes up a squared size. The alignment of the Manifesto text is centered and set in negative color in the 3 different weights of the AW Conqueror font, Carved-Inline-Slab.

The bottom part includes the Hyper Island logotype and is set in black to balance out the color of the top part. Additional info text is set in small point sizes in Univers 55 Roman.

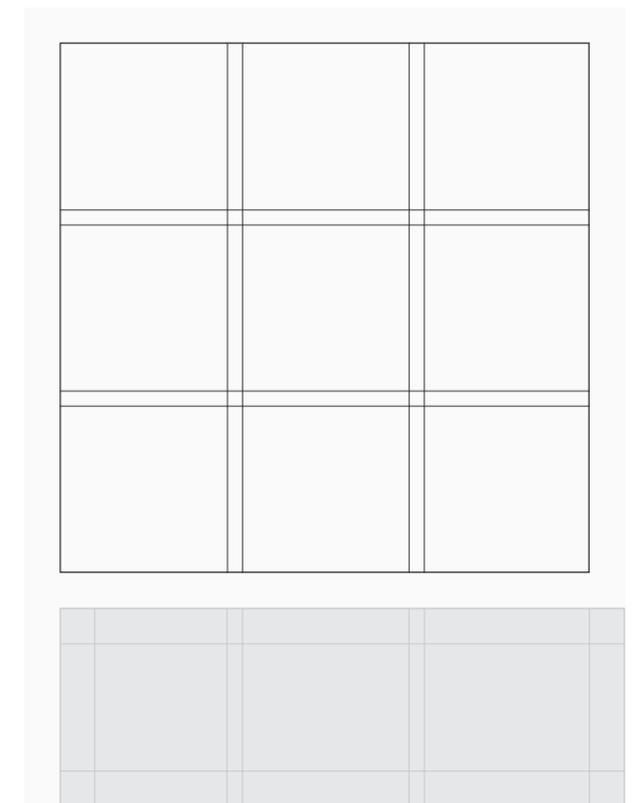
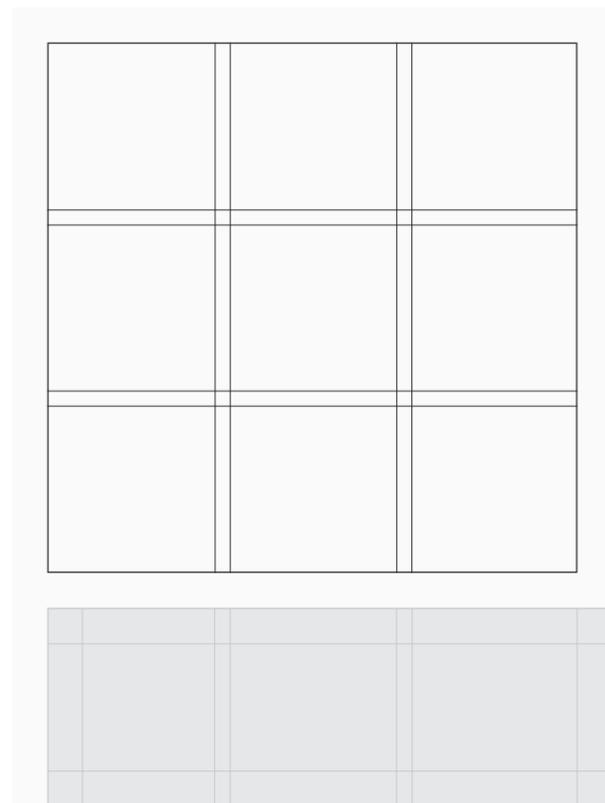


Corporate cover example based on a squared 3 column grid.

The cover is designed so that the full bleed image takes up a squared size. The top part of the cover is on a colored background to ensure a good contrast for the title and to create a layered effect together with the image.

The cover title is set in AW Conqueror Inline. The small additional info text is set in Univers 55 Roman.

The Hyper Island logotype sits directly on the image in the bottom right corner. The image can be darkened slightly in this area if the contrast between image and logotype is not strong enough.



HI poster example based on a squared 3 column grid.

The poster is designed so that the full bleed image takes up a squared size. The bottom part of the cover is on a colored background to ensure a good contrast for logotype and text infos.

The poster message is set in Univers 55 Roman in large characters to form a striking contrast to the size of the letters in the text. Choose images which allow a good readability for the text.

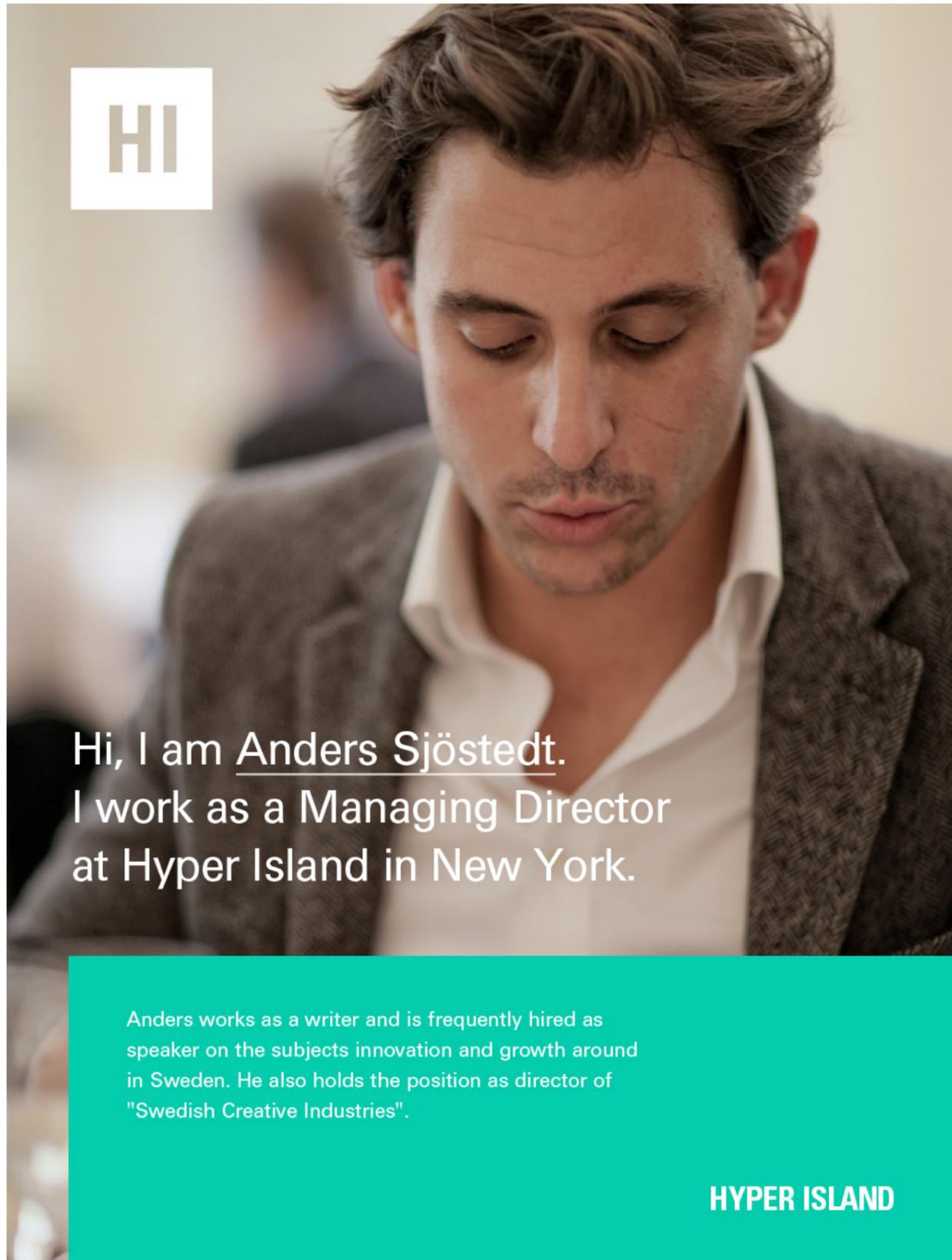
HI cover example based on a squared 3 column grid.

The cover title is set in AW Conqueror Inline. The message is set in Univers 55 Roman in black. Depending on the image the message font can be set in black or white.



Hyper Island Brand Application

Examples of how our visual identity system
can be used and applied



Hi, I am Anders Sjöstedt.
I work as a Managing Director
at Hyper Island in New York.

Anders works as a writer and is frequently hired as speaker on the subjects innovation and growth around in Sweden. He also holds the position as director of "Swedish Creative Industries".

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Meet Design Strategist
Drew Smith of Creative
Mornings, London.

March 30, 2012 5.30 – 7 PM
Telefonvägen 30
126 26 Hågersten
Stockholm, Sweden

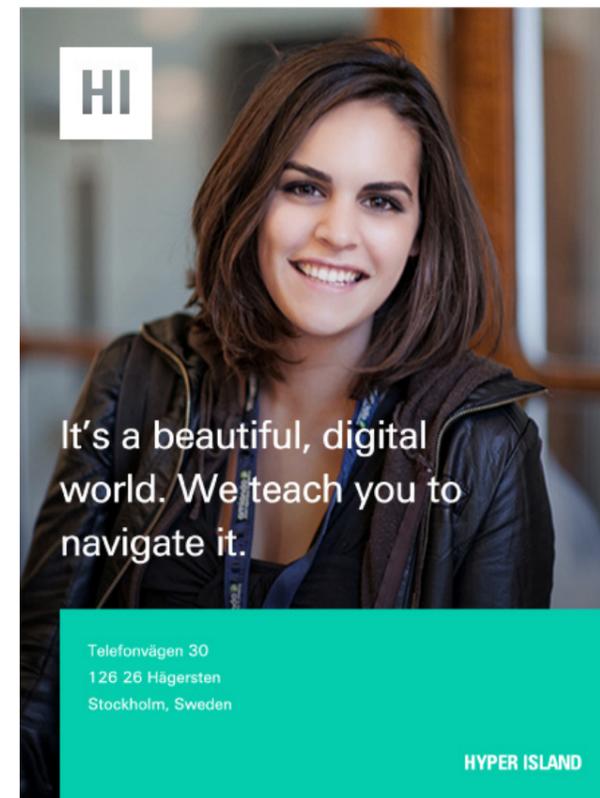
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Let's collaborate,
inspire & change.

Open Days in
Stockholm and
Karlskrona
March 21 – 23, 2012
10am – 7pm

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It's a beautiful, digital
world. We teach you to
navigate it.

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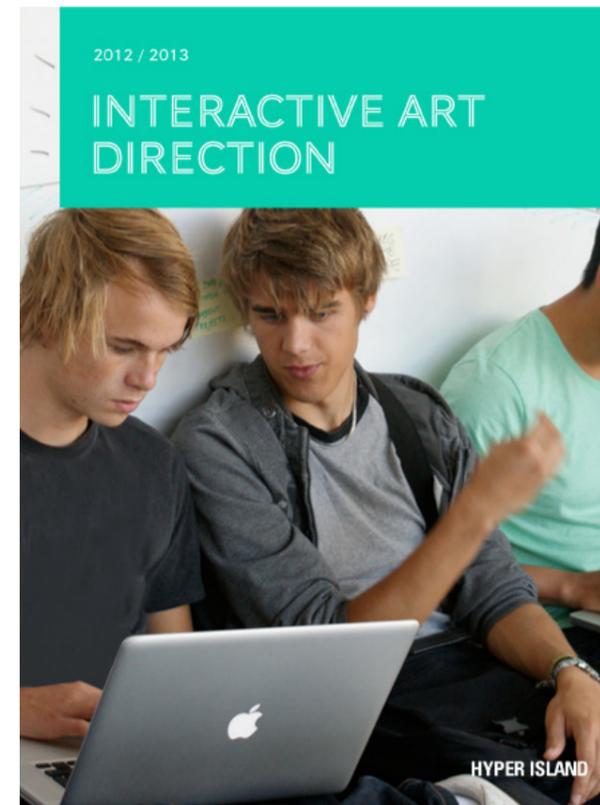
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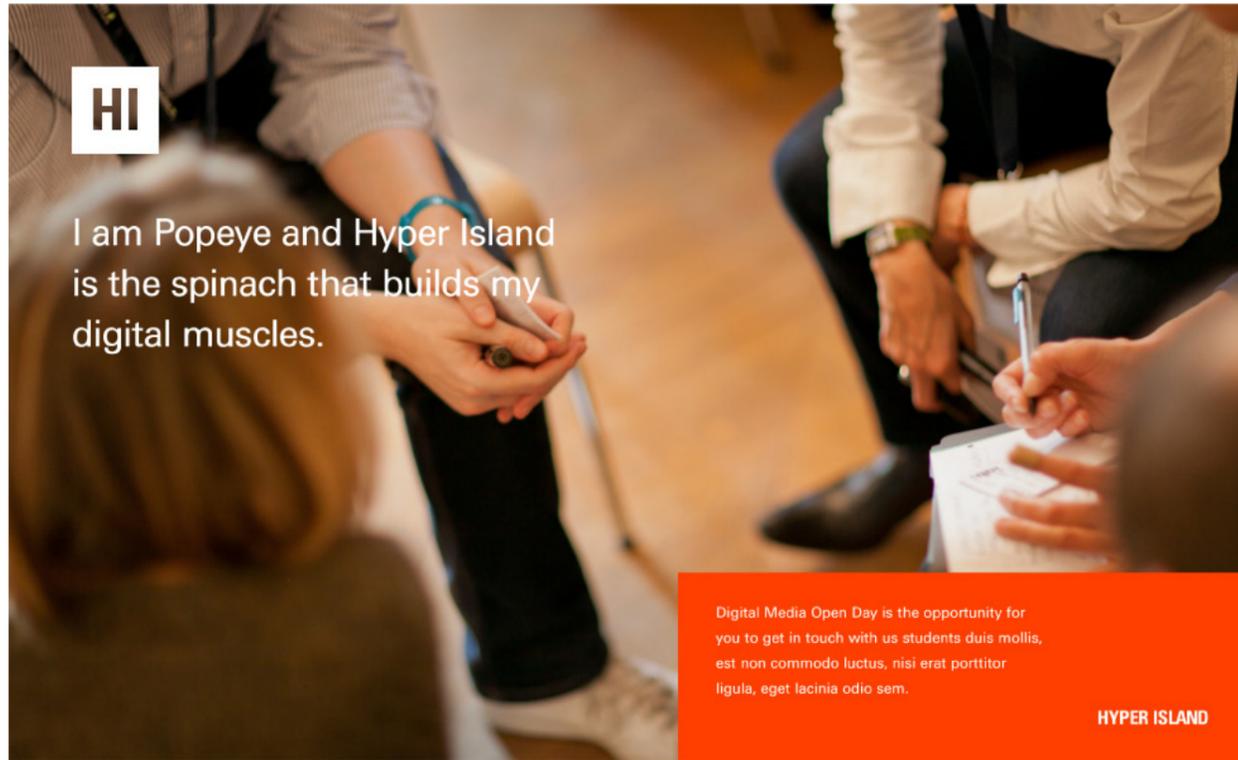
LEAD THE CHANGE

Stockholm | Karlskrona | New York | Manchester | London

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HI

I am Popeye and Hyper Island is the spinach that builds my digital muscles.

Digital Media Open Day is the opportunity for you to get in touch with us students duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem.

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HI

I am Oscar Karlsson. Currently I work for AREA 17 in Paris, France

Oscar Karlsson graduated from the Hyper Island Digital Media program 2012. Duis mollis, est non commodo luctus, nisi erat.

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HI

We are students at Hyper Island **Digital Media 2012**. Come visit us!

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120 26 Hägersten
Stockholm, Sweden

Hyper Island's educational philosophy is based mainly upon Problem Based Learning, Experience Based Learning and the Case Method.

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2012 / 2013

MASTER CLASS OVERVIEW



HYPER ISLAND

Who should participate



Cost & Materials
The course fee includes breakfast, lunch, dinner and snacks. All materials used in the course are included in the cost. Participants are recommended to bring their own laptops.
Please visit masterclass.hyperisland.com for up to date information on locations and costs.

Who should participate
Hyper Island's Master Classes are for leaders who are looking to develop their personal skills in a range of areas within the interactive and digital media field and create more profitable workplaces.

Registration
The Hyper Island Master Class has a limited amount of participants. To register for a Hyper Island Master Class, fill www.hyperisland.se

Hyper Island

Master Class Overview Introduction

Hyper Island's Master Classes are for leaders who are looking to develop their personal skills in a range of areas within the interactive and digital media field and create more profitable workplaces.

Outcomes
By the end of the course you will be able to:

- Learn more, earn more
- Use online tools to monitor brand related conversation
- Describe current trends in digital media
- Discuss business and revenue models within the digital market space
- Understand the impact social media has on organizations and brands
- Understand how and when different online channels can be used
- Describe a model for group development
- Apply a model of lifelong learning
- Assess the current work practices in relation to digital
- Discuss some of the implications digital has on the advertising industry
- Propose strategies to address specific client needs

The Master Class will help you develop your leadership skills. Go from being digital to top digital. Create efficient teams. Learn more, earn more.

2012 / 2013 12

Manifesto

LEAD THE CHANGE

Would we be able to distill our method and the group dynamic approach to learning, refined for over 10 years, into a three-day course for industry professionals instead of creative talent? The answer was, why not? In 2008, responding to growing industry demand for an intensive alternative to the long term programs, we delivered our first three-day

Master Class. The HIMC, is an engaging and provoking experience designed to boost knowledge and understanding of how digital changes societies and consumer behavior and also explores how organizations need to change to stay creative and competitive in an increas-

Hyper Island

Master Class Overview Testimonial



Marissa Karlevid
Managing Partner
BBDO, London

"There is something that Hyper Island puts in its water. God knows what it is, but its graduates tend to have a fantastic attitude and are able to hit the ground running"

2012 / 2013 10

The Hyper Island Methodology

METHODOLOGY

Hyper Island's educational philosophy is based mainly upon Problem-Based-Learning, Experience-Based-Learning and the Case Method.

Objectives
We have high ambitions to break down the traditional walls that separate education from their surroundings, society and the work place.
We design a learning experience that gives the participants the opportunity to work close to reality and coach them through their experiences. The learning method is central to our education where courses are themselves rich practical experiences for our participants, both regarding content and process.

For more information about the Hyper Island Master Class, contact Jaclyn Ciarrillo:
jaclyn@hyperisland.com
T: +1 631 942 8031

Just like the real world, the Hyper Island Master Class is constantly evolving and invites renowned guest speakers from the industry to offer the best, current learning experience for our clients.

Hyper Island

Master Class Overview Speakers

Hyper Island Guest Speakers



Jonathan Briggs
Professor at Kingston University
Co-Founder, Hyper Island



Mark Comerford
Independent Professional
MarkMedia



Marissa Karlevid
Managing Partner
BBDO, London



Mark Comerford
Independent Professional
MarkMedia



Marissa Karlevid
Managing Partner
BBDO, London

2012 / 2013 14



Hyper Island
Telefonvägen 30
126 26 Hågersten
Stockholm, Sweden

+46 (0) 8 744 30 50
contact@hyperisland.com
www.hyperisland.com

| | | | |
|--|-------------------------------|--------------------------------------|--------------------------------|
| To AREA 17 14, Avenue Claude Vellefaux 75010 Paris France | Object Announcement | Location Stockholm, Sweden | Date April 3rd, 2012 |
|--|-------------------------------|--------------------------------------|--------------------------------|

Dear Partners,

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Sincerely,

Anders Sjöstedt,
Global Director, Executive Programs



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Hyper Island
Telefonvägen 30
126 26 Hågersten
Stockholm, Sweden



AREA 17
14 avenue Claude Vellefaux
75010 PARIS
FRANCE.

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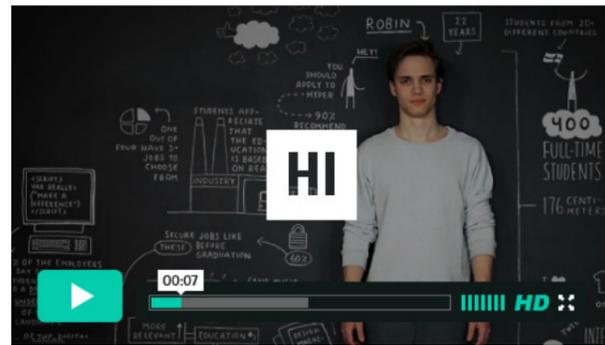
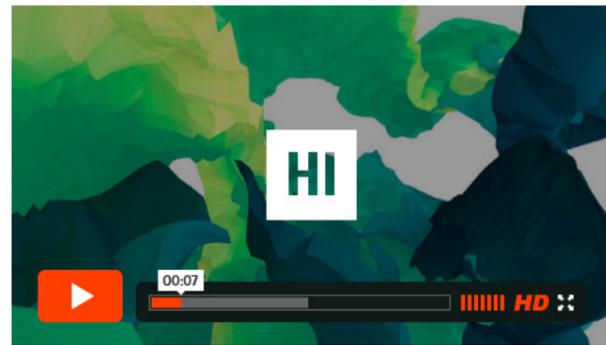
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I am **Anders Sjöstedt**
I work with Executive Programs
Contact me anders.sjostedt@hyperisland.com
Call me + 1 917-644-4123
Tweet me @andersjostedt
URL www.hyperisland.com

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Product Video



Student Project

Student Video

HI

SCREEN PRESENTATION TEMPLATE

April 2012

Stockholm – Karlskrona – New York – Manchester – London

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HYPER ISLAND

TABLE OF CONTENTS

- Section one
- Section two
- Section three
- Section four
- Etc.

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Document Title – Section Title 01

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Subtitle column 1

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SECTION TITLE

Section subtitle

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Diagram Title

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Document Title – Section Title 01

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Title for bulleted list

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- And a second point that may go to two lines because it has more details
- The four point might look like this
- Let's not forget the second to last point
- Yes, the last point!

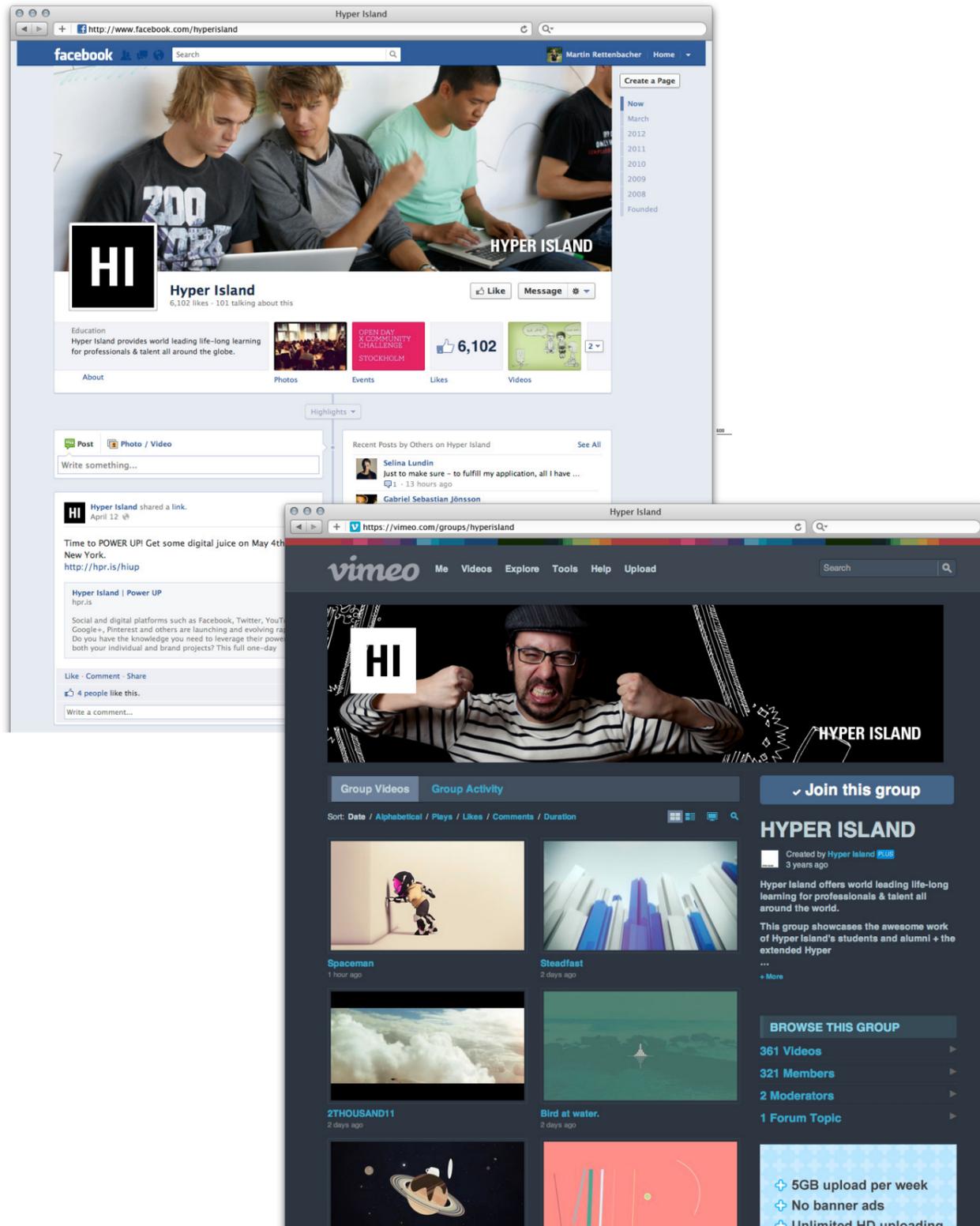
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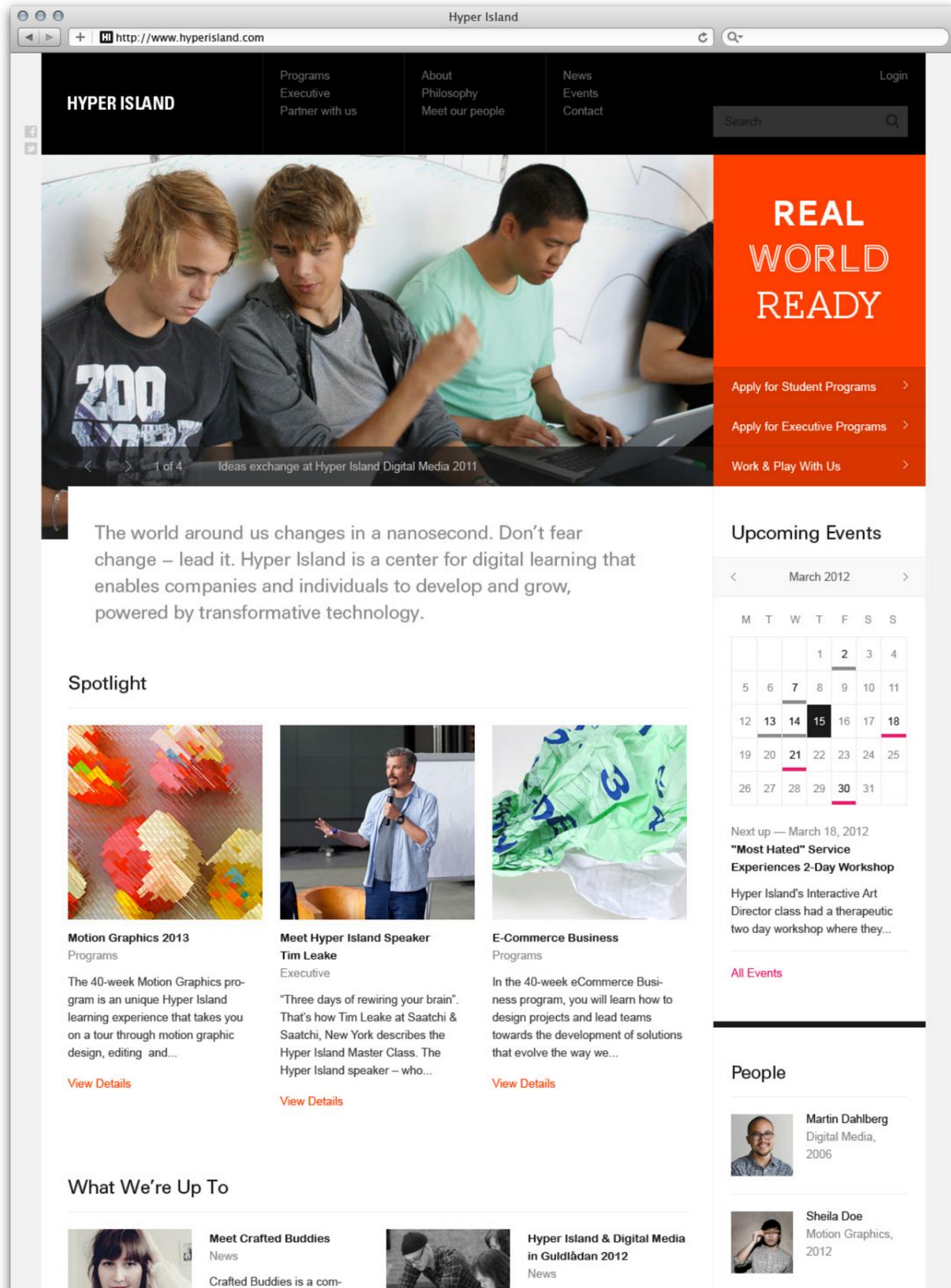
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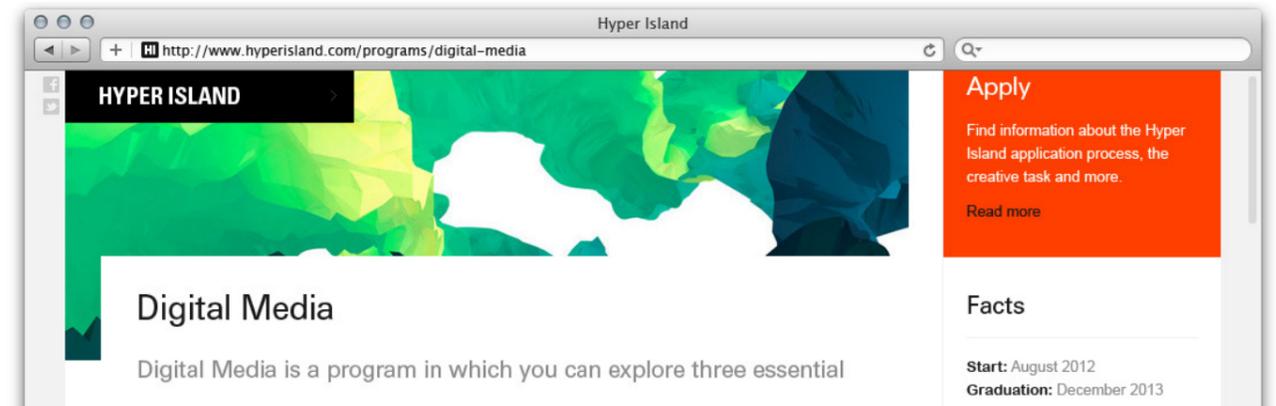
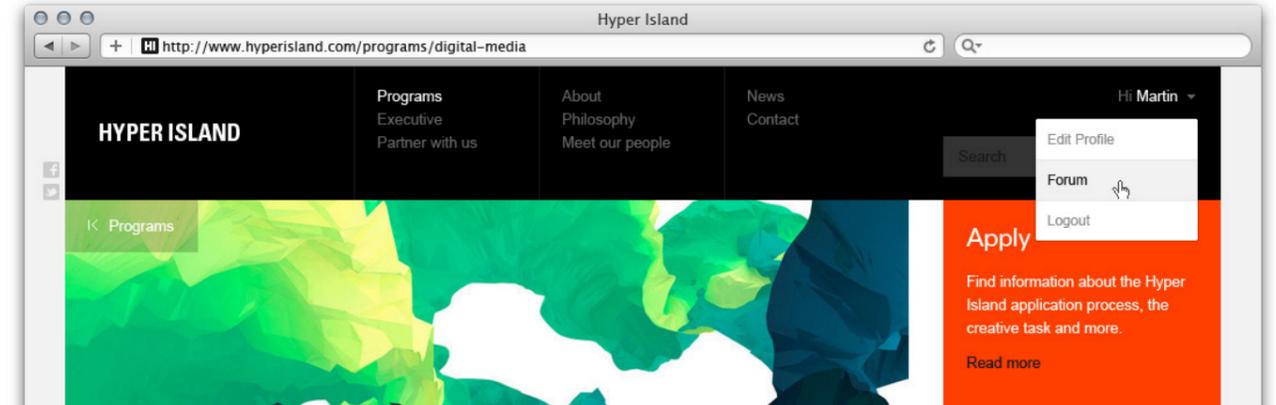
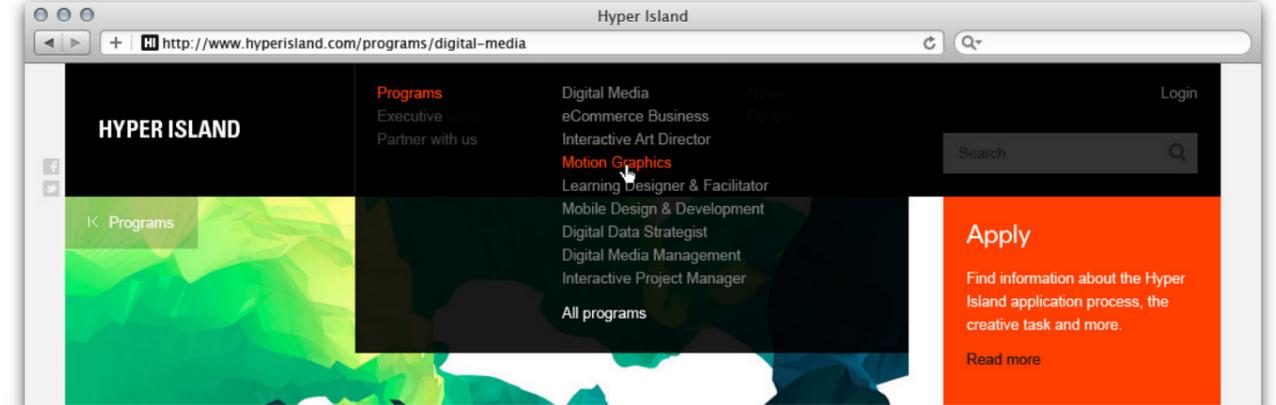
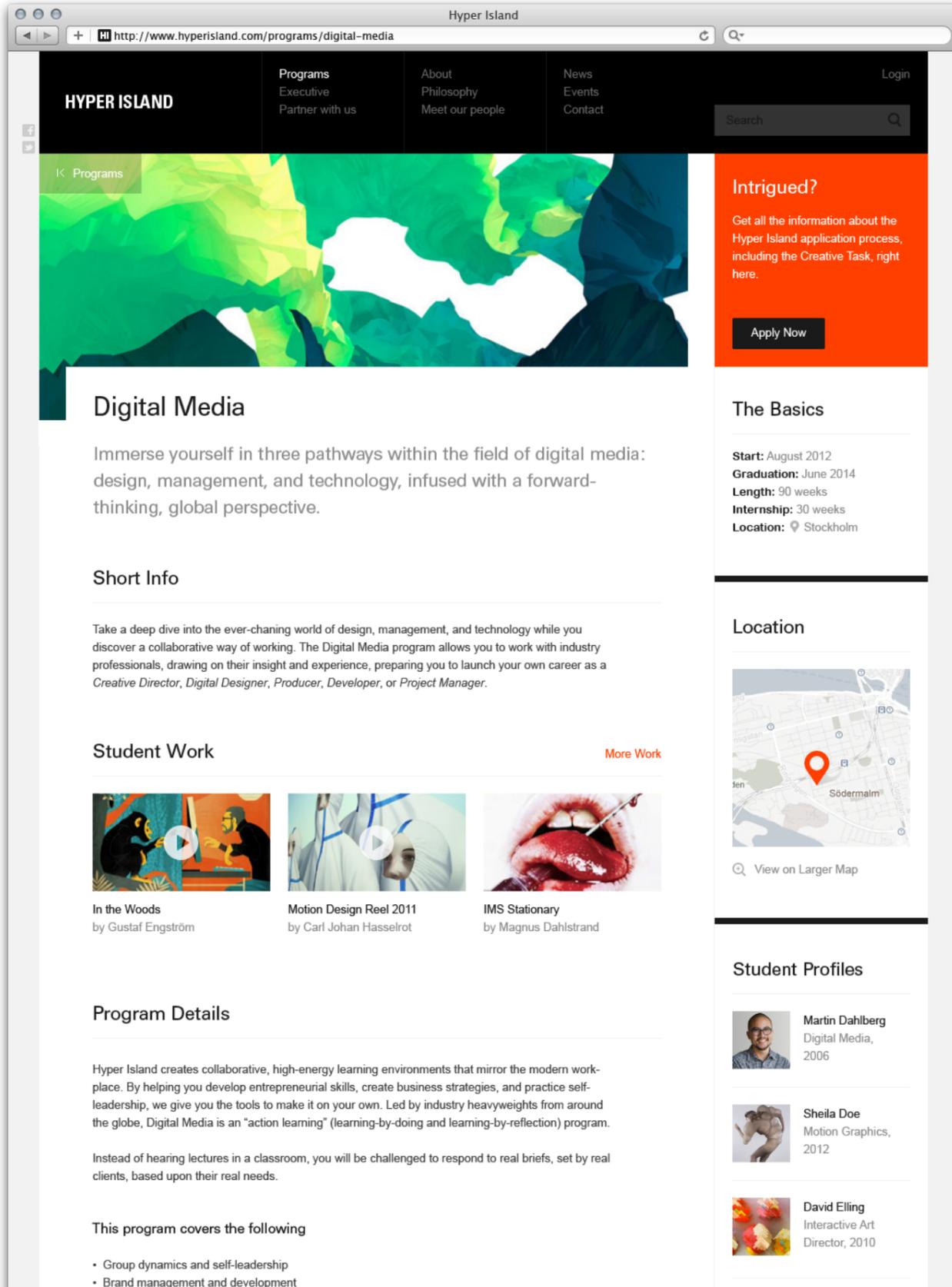
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Map: A Google Map of London with a red pin marking a location in the Mayfair area. Landmarks like Hyde Park, St. James's Park, and the Serpentine are visible.

Profile: Sophie Simmons, a smiling woman with dark hair tied back, wearing a blue denim shirt.

About:

- Program:** eCommerce, 2010
- Current Occupation:** Creative strategy and planner at The Brooklyn Brothers
- Current Location:** London, United Kingdom
- Nationality:** Sweden
- [Portfolio Website](#)
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- LinkedIn

Location: A smaller version of the map above.

Videos on Vimeo:

- In the Woods:** by Sophie Simmons
- Motion Design Reel 2011:** by Sophie Simmons
- IMS Stationary:** by Sophie Simmons

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 Current Location Country
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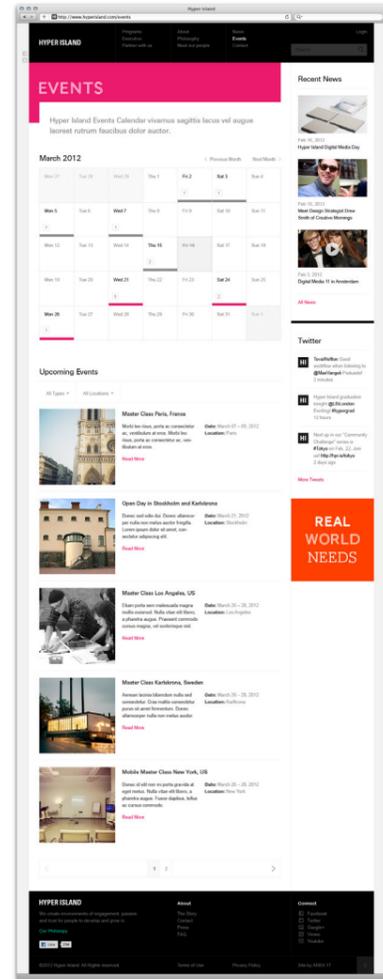
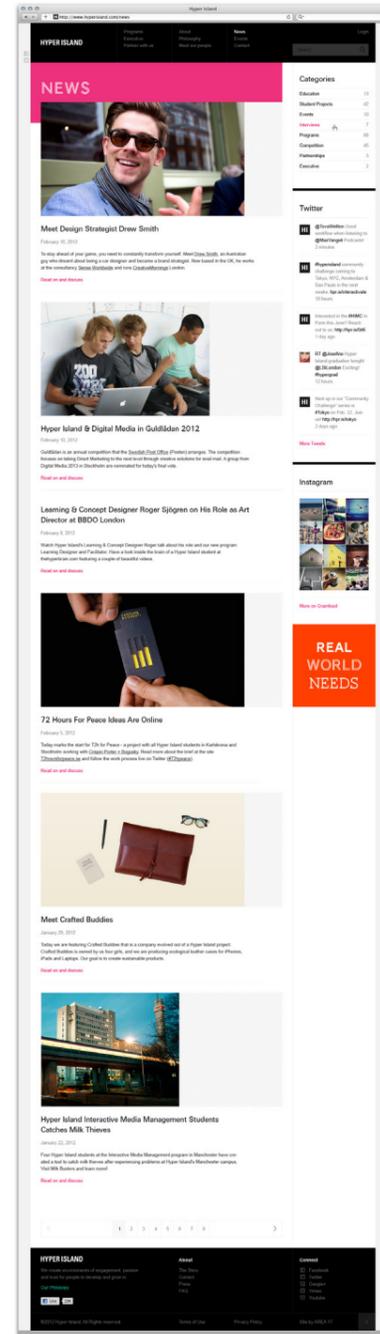
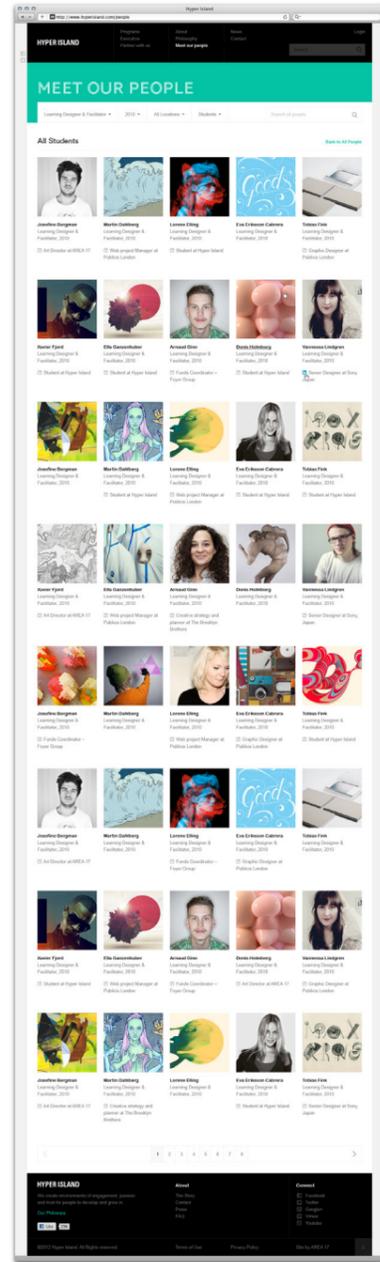
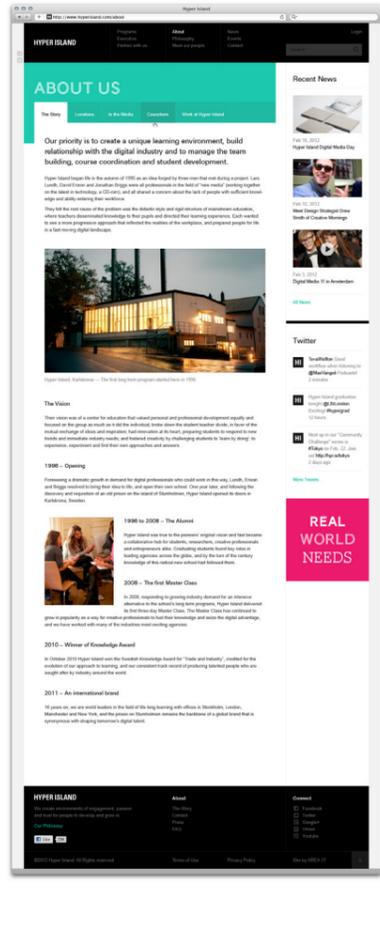
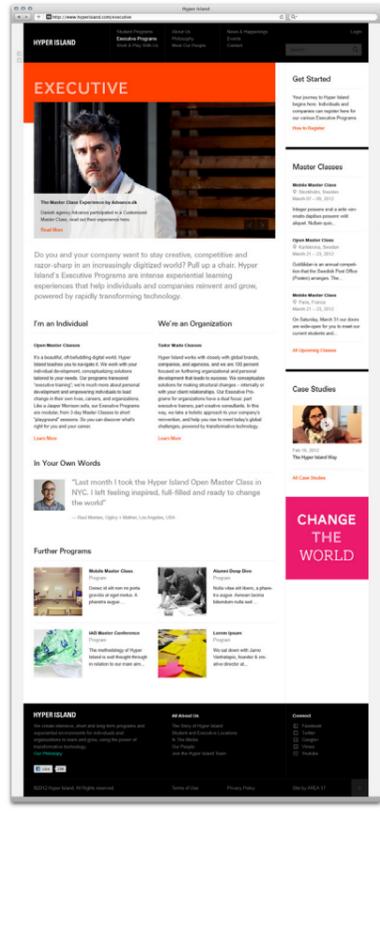
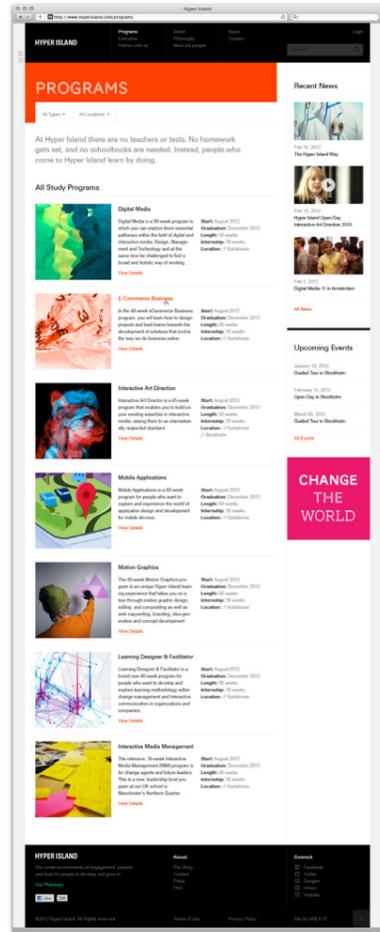
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Description

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