



LEVEL DESIGN ELEMENTS THE MESSAGE EXAMPLES

4

Straight Lines
Angular Shapes
Neutral Colors
Firm Fabrics

Authoritative
Formal
Official
Credible



3

YOUR
WORK
STYLE

Accessible
Influential
Receptive
Capable



2

Approachable
Cooperative
Conscientious
Flexible



1

Curved Lines
Rounded Shapes
Pliable Fabrics
Large Prints

Casual
Easy-going
Temporary
Functional



Your Authentic Image
unity | harmony | truth

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