



Rebranding redefined

The elements of modern brand craft based on a six-part Frontify webinar series featuring JKR, BUCK, DIA, PANTONE, and Mozilla

Table of contents

Introduction	02
Typography: Creating type systems that tell a story	03
Color: Finding the source of tomorrow's palettes	11
Sound: Shaping experiences through sonic ecosystems	18
Flexibility: Designing agile brand frameworks	26
Motion: Putting identity into action	30
Cultural trends: Harnessing the zeitgeist	38
Conclusion	45

If our senses define how we connect with the world, they also dictate what brands we let in.

Strong brand ecosystems depend on flexibility, motion, and ephemeral cultural trends as much as they do on tangible elements such as typography, color, and sound. No one ingredient is more important than the other: Genuine success happens when these elements perform in concert.

Based on a six-part Frontify webinar series that ran throughout 2025 — with contributions from the likes of Jones Knowles Ritchie, BUCK, DIA, PANTONE, and Mozilla — this report gives marketers a playbook for impactful rebranding in the modern era and proves that the future of brand is not in static craft, but in living, evolving systems.

Typography



Rebranding
redefined

Creating type systems that tell a story

Don't judge a book by its cover, sure...

... but how about its type? Typography plays a critical role for brands, communicating a great deal about a company's values long before audiences digest the actual message. With more typographic options to play with than ever before, designers have an abundance of possibilities for brand expression, and also more room to get it wrong.

So, what does it take to translate a brand's unique cultural elements into written systems that are memorable, meaningful, and enduring? Contributing their insights are Phil Garnham, Executive Creative Director at Monotype, and Katie Rominger, Associate Creative Director at Studio Mega.

• Insight from

**A different type of branding:
How typography influences a rebrand**

Mar 25, 2025 | 00:59:27

[Watch now →](#)

• Participants

Digge Zetterberg

Chief Marketing Officer at Frontify



Phil Garnham

Executive Creative Director at Monotype

Monotype.

Katie Rominger

Associate Creative Director at Studio Mega

MEGA

“There’s a lot of ownership and feeling in the proportions and shapes of type alone... These details all add up to stirring the emotions you experience with branding.”

— Katie Rominger

When beginning the brand-type matchmaking process, Katie Rominger asks, “Does the type feel true to who the brand is?” Then, she says, it’s about considering the competition: “The most successful typefaces are the ones that look like they couldn’t belong to any other brand.”

For Phil Garnham and his team, the opening question is simple: “Why make it at all?” When producing a typeface, they focus on how present-day culture affects the decisions they make, allowing developments in society, technology, and the environment to dictate what’s relevant.

Typography’s emotional range is growing through the emergence of expressive, characterful fonts. Meanwhile, dynamic type enables brands to mirror their position in culture — and show they know their audience well — at the point of entry.

“We’re trying to meet people where they’re at with type a lot more,” Garnham explains. AI is helping. It can pair fonts with a campaign’s mood or speed up tasks like kerning. “It will be very powerful in recognizing who design is speaking to and responding through personalization.”

Typography’s emotional range is growing through the emergence of expressive, characterful fonts. Meanwhile, dynamic type enables brands to mirror their position in culture — and show they know their audience well — at the point of entry.

The innovation

[Image source](#)

JKR Global – Burger King

Juicy. It's a description that JKR New York and Burger King gravitated to when identifying what connotation they wanted for the fast-food chain's 2021 rebrand. Developed by Colophon Foundry (now Monotype), the Flame font family features rounded shapes that borrow from the brand's food.



Monotype – Duolingo

JKR Global – Walmart

Monotype – Instagram

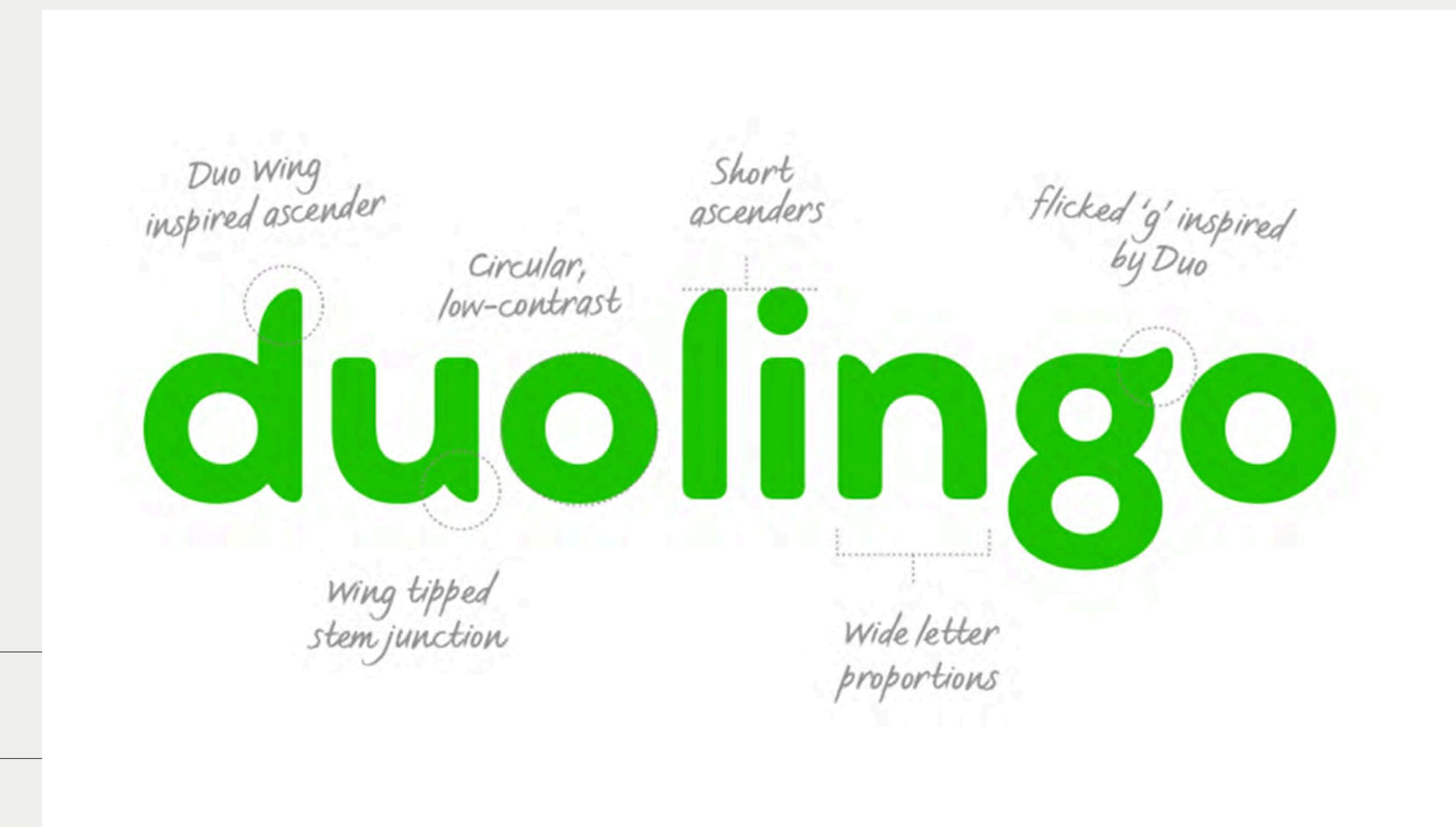
The innovation

JKR Global – Burger King

[Image source](#)

Monotype – Duolingo

Johnson Banks tapped Monotype to distill the geometries of Duolingo's beloved mascot – Duo the owl – into a custom display typeface. Duo's wing shapes influenced the ascenders, proportions, stem junctions, and flicked ends seen in Feather.



JKR Global – Walmart

Monotype – Instagram

The innovation

JKR Global – Burger King

Monotype – Duolingo

JKR Global – Walmart

Walmart's newest type came from an unexpected source: a trucker hat worn by its founder, Sam Walton, in the 1980s. JKR Global took the sans-serif Antique Olive font emblazoned on that hat, making it bolder to support the multinational retail corporation's omnichannel evolution.



Monotype – Instagram

The innovation

JKR Global – Burger King

Monotype – Duolingo

JKR Global – Walmart

Monotype – Instagram

Responding to the growing interactivity between typography, video, and sound — and pushing back against the “sameness” on social media platforms — Monotype devised a suite of fonts for Instagram. These include Instagram Bubble, Deco, Poster, Editor, Signature, and Squeeze.



The impact

Play for making full impact with typography in 2026

01

Be accessible

If people can't use it, it's not working.

02

Reject the static

Brands live in motion –
your type should too.

03

Make context count

Every group, region, and market
carries different associations.

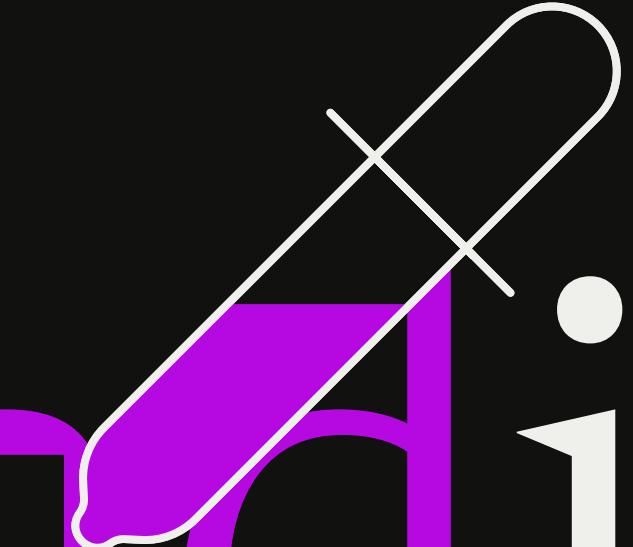
04

Name it to shape it

Definition is the first step to distinction.

Color

Rebranding redefined



Finding the source of tomorrow's palettes

Color plays a powerful role in branding

From Millennial Pink to Gen Z Purple, color psychology has become deeply embedded in branding. Going far beyond ideas like “blue calms” and “red inflames,” the field charts how even the most minute variations in hue, saturation, and lightness affect our perception and behavior.

By tapping into the symbolism of color, brands can engage and influence audiences with greater impact. To do that, they first need to anticipate how cultural shifts, technological advancements, and market trends will shape tomorrow’s palettes. Carola Seybold, Head of Global Key Accounts at PANTONE, and Benjamin Watkinson, Creative Director of GF Smith, explain why.

• Insight from

The future palette: Exploring color trends in rebranding

May 13, 2025 | 00:57:41

[Watch now →](#)

• Participants

Digge Zetterberg

Chief Marketing Officer at Frontify



Carola Seybold

Head of Global Key Account Management at PANTONE® LLC

PANTONE

Benjamin Watkinson

Creative Director at GF Smith

**GF
SMITH**

“Every brand is different, every company is different, every human being is different, yet we’re funneled down this world where everything has to look the same.”

— Benjamin Watkinson

Viva Magenta. Peach Fuzz. Mocha Mousse. Every year since 2000, PANTONE has unveiled a Color of the Year — a popular tradition that Seybold describes not as trend forecasting, but capturing “what’s already going on in the world.” Its 2026 shade, Cloud Dancer, embodies a hunger for quiet reflection — to take “refuge in visual cleanliness.”

“Natural hues are becoming more prevalent as people try to strip things back and simplify,” Watkinson says. Identifying the ideology, values, and aspirations of target groups is a pathway to connecting through color, whether you’re targeting retail clients with luxurious purples or first-time investors with trustworthy blues.

Context is critical indeed. Making the right color match relies on finding the synergy between a brand, its product or service, and its people. According to Seybold, alignment is an act of continuous recalibration. Where sage green may have communicated a company’s sustainable vision five years ago, for instance, shifting discourse raises new palette solutions.

Seybold concurs: “The most important thing is understanding who you want to approach.”

That’s also why Watkinson is an advocate for using color to disrupt. “There are a lot of brands that should take more risks and express themselves differently,

“You have to be able to explain why you’re doing it — a story should be authentic and easy to comprehend. Then you have something worth doing.”

The innovation

[Image source](#)

GF Smith

Nearing 150 years in business, paper manufacturer GF Smith partnered with Templo for a bold rebrand — departing from heritage tropes to better amplify brand presence across print and digital. The vibrant and “gently radical” new branding is aimed at an emerging generation that aligns with the paper manufacturer’s social and environmental values.



Pantone x Porsche – Turbonite

Pantone 2026 Color of the Year

The innovation

GF Smith

[Image source](#)

Pantone x Porsche – Turbonite

Nature and minerals inspired Turbonite, a sumptuous shade of gray created by Porsche for its Turbo models. Anchored by a bronze undertone, the satin-matte finish was the first external brand hue that PANTONE included in its Fashion Color Trend Reports, signaling the automotive brand's heightened presence in fashion and design.



Pantone 2026 Color of the Year

The innovation

GF Smith

Pantone x Porsche – Turbonite

[Image source](#)

Pantone 2026 Color of the Year

PANTONE 11-4201 Cloud Dancer, the company's 2026 Color of the Year, is a creamy marshmallow white. The shade is meant to represent a clean slate — inviting serenity, openness, and creative flow amid chaotic times.



The impact

Plays for making full impact with color in 2026

01

Mirror culture

Palettes work when they capture a moment.

02

Know your audience

Systems should speak to aspirations, emotions, and expectations.

03

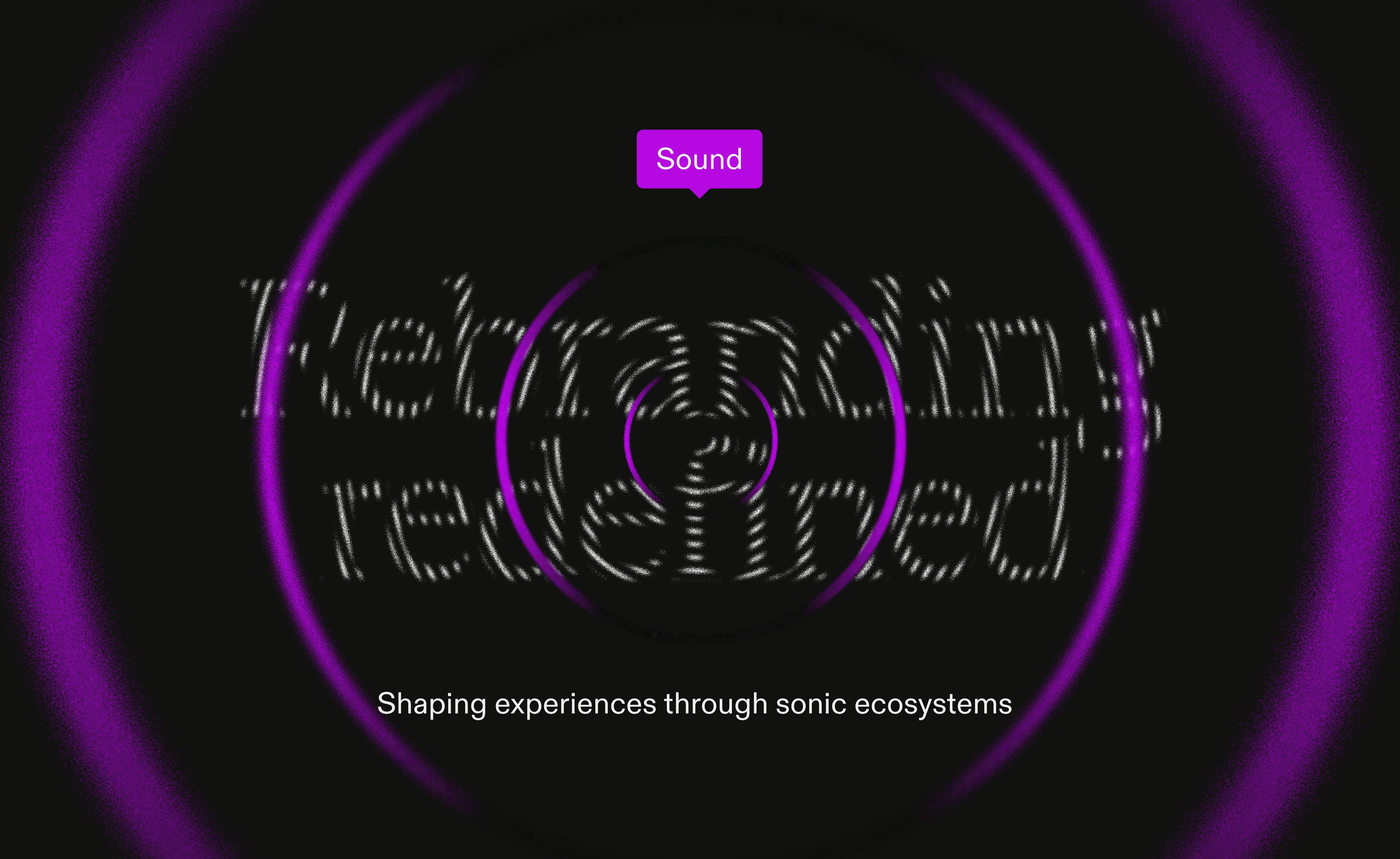
Find a purpose

Each hue has a strategic storytelling function.

04

Dare to disrupt

Being brave with color is the only way to stand out.

The background features a series of concentric, slightly irregular circles composed of small white dots, set against a black background. A single, larger purple circle is centered within the pattern. A speech bubble shape, also purple, is positioned in the upper center, containing the word 'Sound' in white.

Sound

Shaping experiences through sonic ecosystems

Branding beyond the visual

From the “Tu-Dum” of a Netflix show to the resonant chime of an Apple computer, some sounds are as recognizable to a brand as its logo or wordmark. These auditory trademarks can set — and shift — the mood in an instant and become powerful calling cards for brands to enhance product experiences by facilitating rich storytelling across digital and physical spaces.

But sonic logos are just the tip of the acoustic iceberg, with some brands deploying entire auditory ecosystems. We learn more about this topic from Ilā Kamalaghan, Co-founder and Creative Director of Maison Mercury Jones, and Bomo Piri, Founder of Studio Hamida.

• Insight from

How can sound impact our relationship with brands?

July 08, 2025 | 01:04:12

[Watch now →](#)

• Participants

Dan Goodswen

Senior Editor at Frontify

Ilā Kamalaghan

Creative Director at Maison Mercury Jones

Bomo Piri

Founder at Studio Hamida



MAISON
MERCURY
JONES

StudioHamida

“Music sits with us at a complex, deep, and primal level. Tapping into it allows brands to reach people in a whole new way.”

— Ilā Kamalagharan

Sonic assets are all about evoking certain feelings and messages, just like any other branding elements. “As marketers, we have to understand the types of visuals and tones we use,” Piri says. “Sound is a part of that.”

The starting point in creating a good acoustic trademark is understanding how audio speaks to a brand’s values — and where it can fit within the wider storytelling. “People are precious about sound in the same way that we all feel a certain way about smells — it tells a story,” says Piri.

The next step is to take that emotional intention and transform it into a culturally attuned identity. Trying to do that by leveraging popular artists or songs won’t cut it. It’s crucial to consider “how your brand actually sounds — rather than defaulting to the sound of a specific moment,” says Kamalagharan.

A modular approach can help brands apply sonic cues across channels and contexts without becoming repetitive, but a successful strategy depends on strong alignment and rigorous audience testing. “A visual brand and a sonic brand are one and the same,” says Piri. “The earlier you get those two together in the process, the better.”

The innovation

[Image source](#)

Maison Mercury Jones – ARK/8

Maison Mercury Jones' holistic marketing strategy for the luxury fashion brand ARK/8 is based on electronic music and artist collaborations. Club culture and deep-house production are red threads throughout the sonic universe, which includes an original brand track, an ongoing series of remixes by artist group ARK/8 Mavericks, exclusive content, and live events.



Sonic Minds – Copenhagen Metro

Native Instruments – Playbox

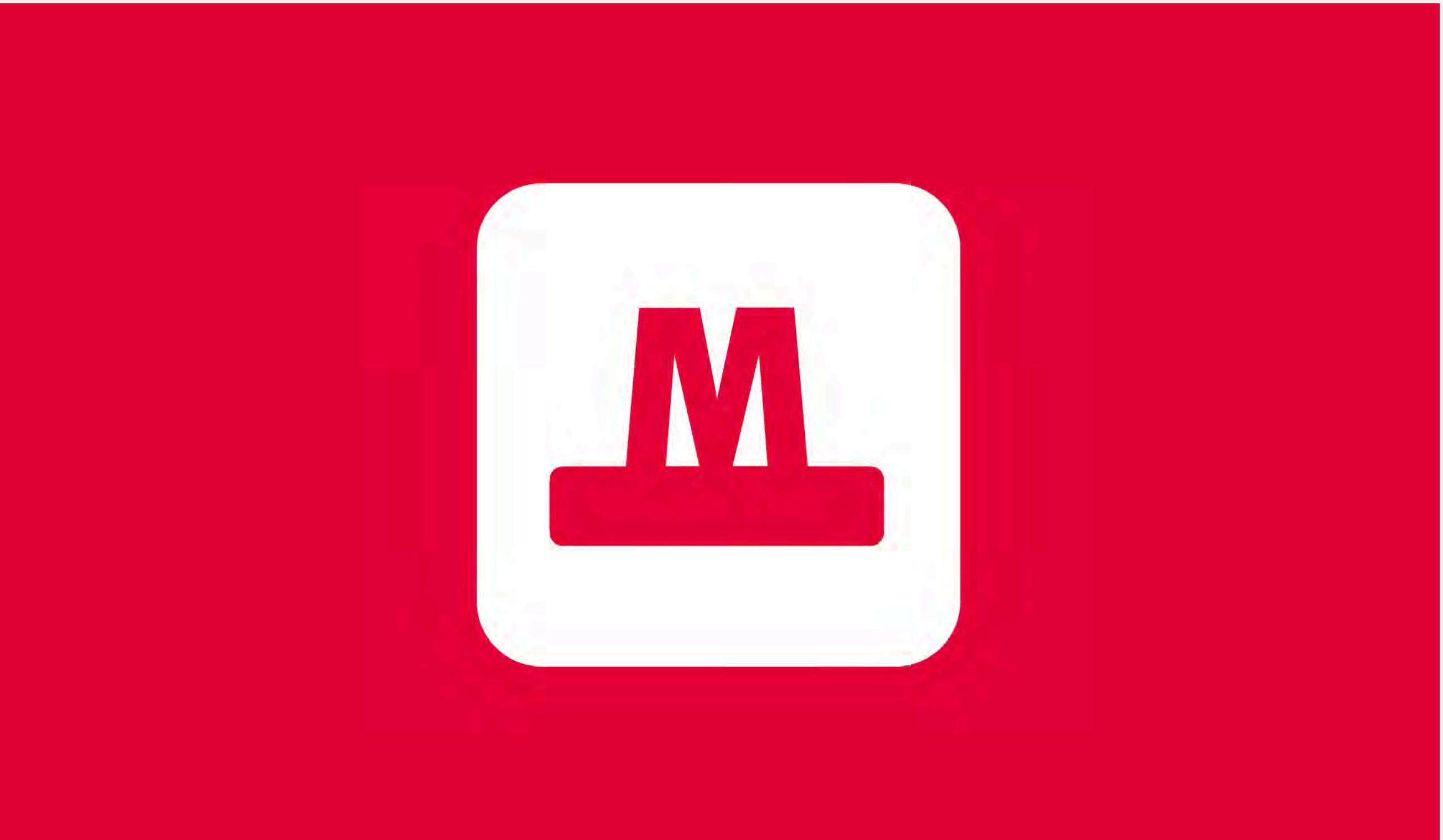
The innovation

Maison Mercury Jones – ARK/8

[Image source](#)

Sonic Minds – Copenhagen Metro

With the audio identity for the Copenhagen Metro, Danish agency Sonic Minds set out to capture the travel experience at various levels — from the dynamism of going underground to above-ground to the seamlessness of driverless trains. Modular for different use cases, the sonic environment is clean, minimal, and easy, but layered with warm, upbeat attributes that make a trip feel more human.



Native Instruments – Playbox

The innovation

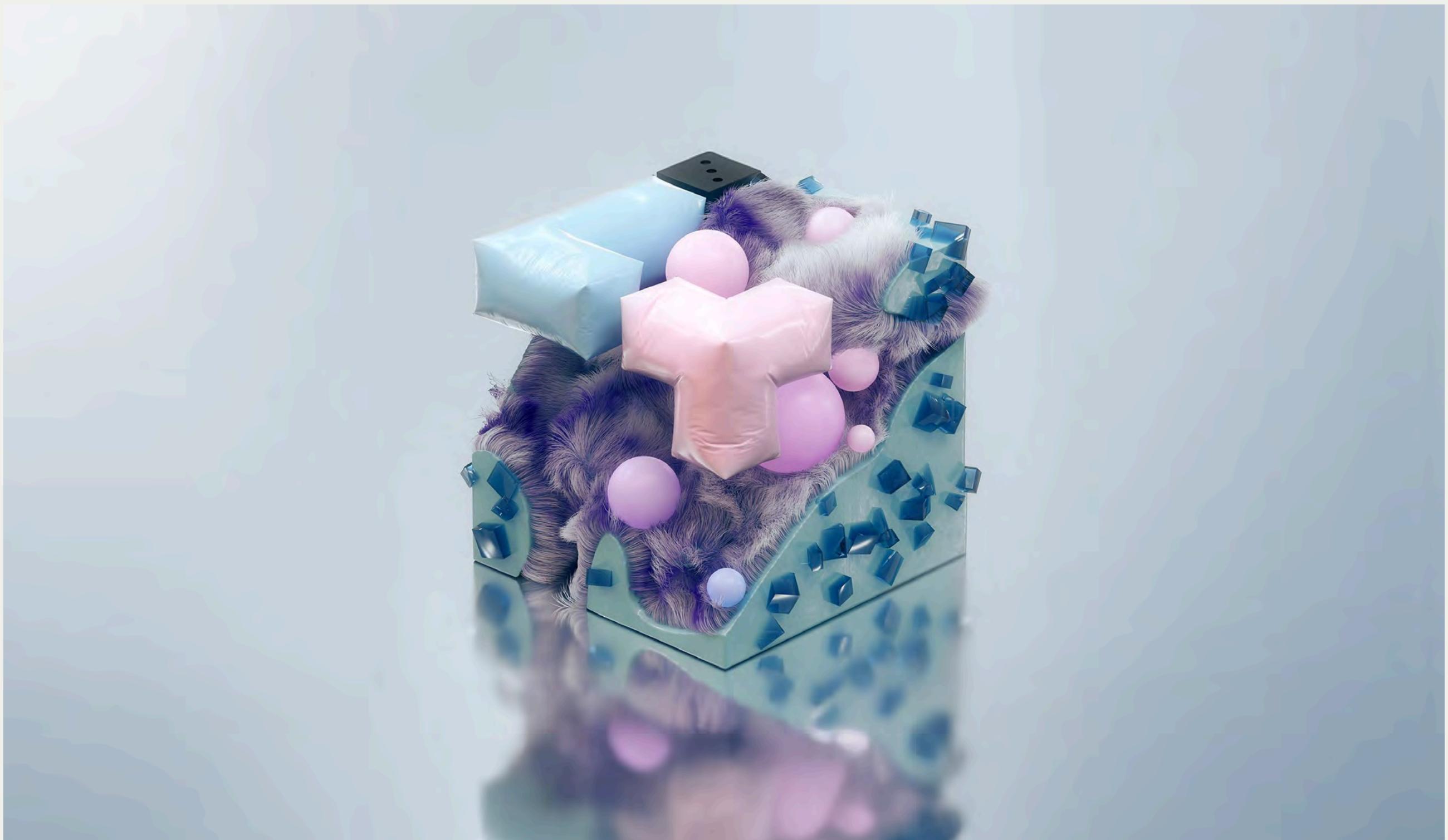
Maison Mercury Jones – ARK/8

Sonic Minds – Copenhagen Metro

Image source

Native Instruments – Playbox

Targeted at beat makers, composers, hobbyists, and professional sound designers, Native Instruments' Playbox gets musical ideas flowing with a range of available samples, chord sets, effects, and presets. Designed to beat writer's block, the digital tool is also a resource for exploring potential soundscapes with brands.



The impact

Plays for making full impact with sound in 2026

01

Volume up on values

Have sound amplify what you stand for – not what's trending.

02

Partner wisely

Sonic specialists translate data and feeling into tangible ecosystems.

03

Build in blocks

Modular sound elements can adapt across touchpoints.

04

Ensure consistency

Brands should sound as familiar as they look.

Flexibility

Rebranding redefined

Designing agile brand frameworks

Typography, color, sound — check, check, check

But how will those elements hold up over time? One thing is certain: The future is impossible to predict. That's why flexibility has to be factored in from day one. With new technologies, trends, and user patterns emerging, designing brand elements that change and adapt can ensure true agility between omnichannel platforms.

Amy Bebbington, Global Head of Brand at Mozilla, and JKR's Group Strategy Director Carolyn Griffin and Creative Director Luke Thompson, tell us how flexible systems can futureproof brands and empower them to accommodate a range of audiences with greater responsiveness.

• Insight from

Designed to flex

September 9, 2025 | 00:59:41

[Watch now →](#)

• Participants

Chris Hannon

Principal Field Marketer at Frontify



Amy Bebbington

Global Head of Brand at Mozilla



Carolyn Griffin

Group Strategy Director at JKR

Luke Thompson

Creative Director at JKR



“Each channel has its own requirements and native language. If you’re too fixed, you don’t connect to the people that you actually need to.”

— Carolyn Griffin

Starting simple is key. Mozilla, which rebranded in 2024 with JKR, now files its assets under three banners: fixed (core attributes for building recognition), flex (for adapting to different channels and audiences), and free (creative elements that distinguish the brand over time).

Only by knowing what's fixed, says Griffin, can you start naming what's flexible and understand how to implement that efficiently across platforms.

Once the “fixed” is clear, “flex” requires purpose. For Mozilla, every decision stemmed from the most essential value point: accessibility. “It can become a situation where there’s no rhyme or reason,” says Thompson. “Governance is a huge part of avoiding this randomness. Don’t underestimate guidelines as part of the creative process.”

“Getting in-house support and love for the brand is really important — it helps that permeate externally,” says Bebbington. “We already see signals of improvement in brand equity, purely because we use our distinctive assets more confidently across different parts of the portfolio.”

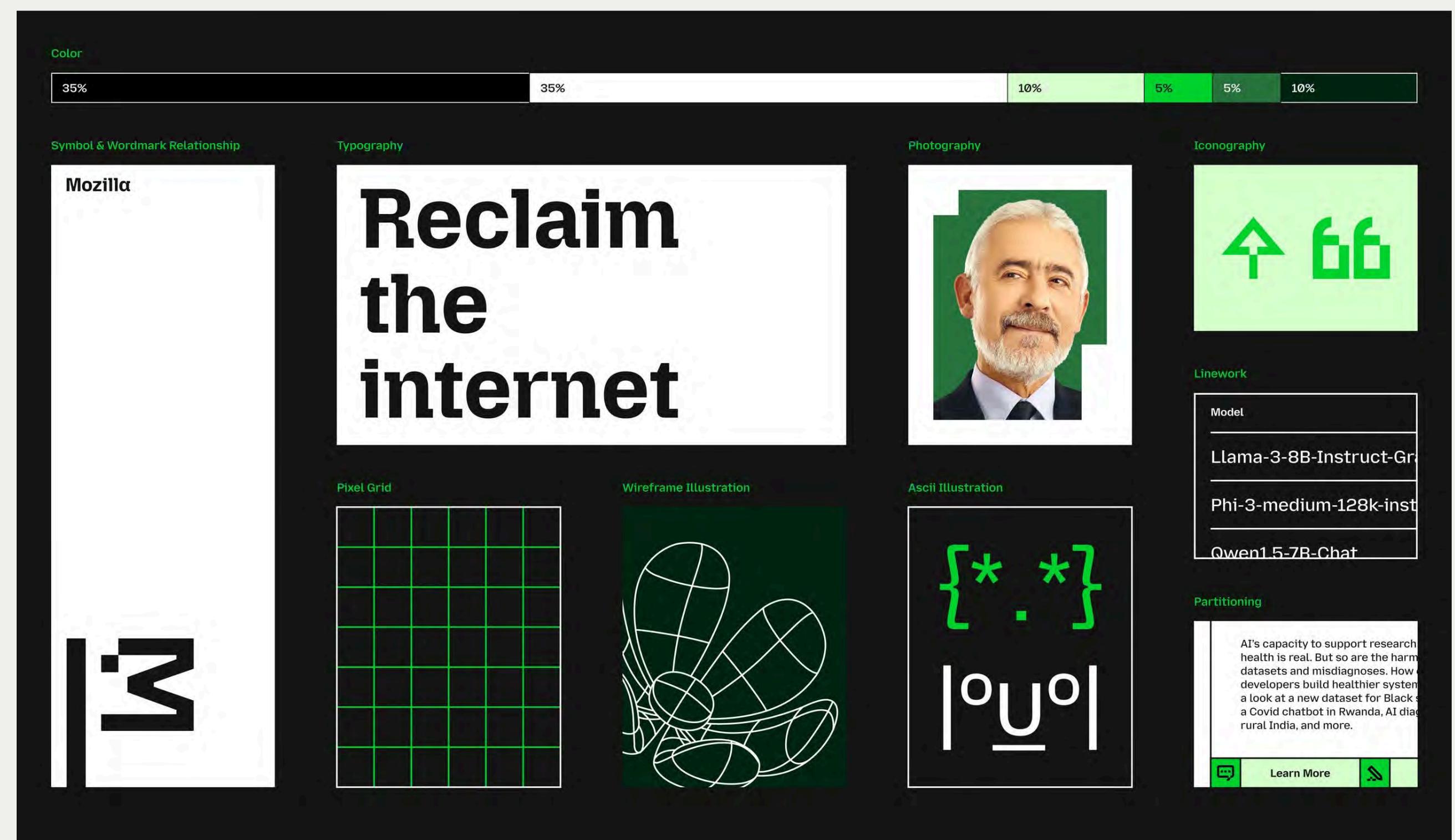
The innovation

[Image source](#)

Mozilla 2024 Rebrand

After 25 years online, Mozilla embarked on a visual and strategic reset with the mission slogan “Reclaim the Internet,” inspired to show the breadth of its portfolio beyond Firefox and position itself as a beacon for digital rights.

The company worked with JKR to distill its values and simplify its presence through flexible, user-first brand architecture. Because its guidelines are firmly grounded in transparency and accessibility, Mozilla can intuitively shift its flex assets — like iconography and photography — as audience perception and needs mature.



The impact

Play for making full impact with flexible brand elements in 2026

01

Set your fixed, flex, and free

Clarity upfront is what makes flexibility possible.

02

Create a framework

Avoid guesswork through structured asset flow.

03

Govern the system

Meaningful guidelines keep teams aligned and intentional.

04

Embrace expression

Leaving space for experimentation breeds boldness.

Motion

Rebranding redefined

Putting identity into action

A behavioral system, not just animation

Motion design incorporates visuals and sound to personify brands and put their values into action. As with many emerging practices, though, motion is often treated as an accessory rather than a fundamental part of brand identity.

From more scalable, coherent campaigns to greater adaptability and longevity, there's great promise in maximizing movement. Two passionate advocates are Mitch Paone, Creative Director at DIA, and Simon Chong, Creative Director at BUCK.

• Insight from

**In motion:
How movement shapes modern brands**

October 28, 2025

[Read the summary of the session here](#)

• Participants

Chris Hannon

Principal Field Marketer at Frontify



Mitch Paone

Creative Director at DIA



Simon Chong

Creative Director at BUCK



“If brands begin treating guidelines like behavioral blueprints rather than static manuals, motion becomes the language linking every touchpoint.”

— Mitch Paone

“Motion has historically been used at the end of the design process, once the system is already set,” Chong says. He encourages looking at it as an integral ingredient in a brand’s toolkit — as essential as color and type. “It’s a vehicle for elevating every other element and making them coherent,” he adds. “They’re much more interconnected and contingent than ever.”

“Every brand exists in motion by default today,” says Paone. “So, the conversation isn’t ‘Do we need motion?’. It’s ‘What kind of motion defines us?’” It also closes the gap between strategy and creative. “Motion is a much more effective and literal bridge than static design because its inherent qualities — storytelling and emotion — mirror strategy’s intent to clarify and inspire.”

This is where DIA’s notion of a kinetic identity — a system where motion articulates behavior over form — comes in. Motion surpasses the decorative and becomes strategic when it embodies “how a brand behaves, not just how it looks,” says Paone. “Define why something moves, not just how it moves.”

The primary industry task is to integrate the production pipelines and creative processes between motion and design — and develop tools targeted at dynamic assets.

The innovation

[Image source](#)

BUCK – Notion AI Assistant

Omnipresent in Notion's brand universe, Nosy is a cartoonish AI assistant designed by the digital workspace's Art Director, Roman Muradov. BUCK brought this character to life using Rive's State Machine, devising playful behaviors adaptive to user interactions in real time.



DIA – Nuits Sonores

BUCK – J.P. Morgan

DIA – Coinbase

The innovation

BUCK – Notion AI Assistant

[Image source](#)

DIA – Nuits Sonores

For the 2025 edition of Lyon electronic and independent music festival Nuits Sonores, DIA built a custom generative tool capable of producing particle-based typography and design elements. Letters and shapes vibrate, scatter, and recombine in constant motion to mimic the rhythm of music.



BUCK – J.P. Morgan

DIA – Coinbase

The innovation

BUCK – Notion AI Assistant

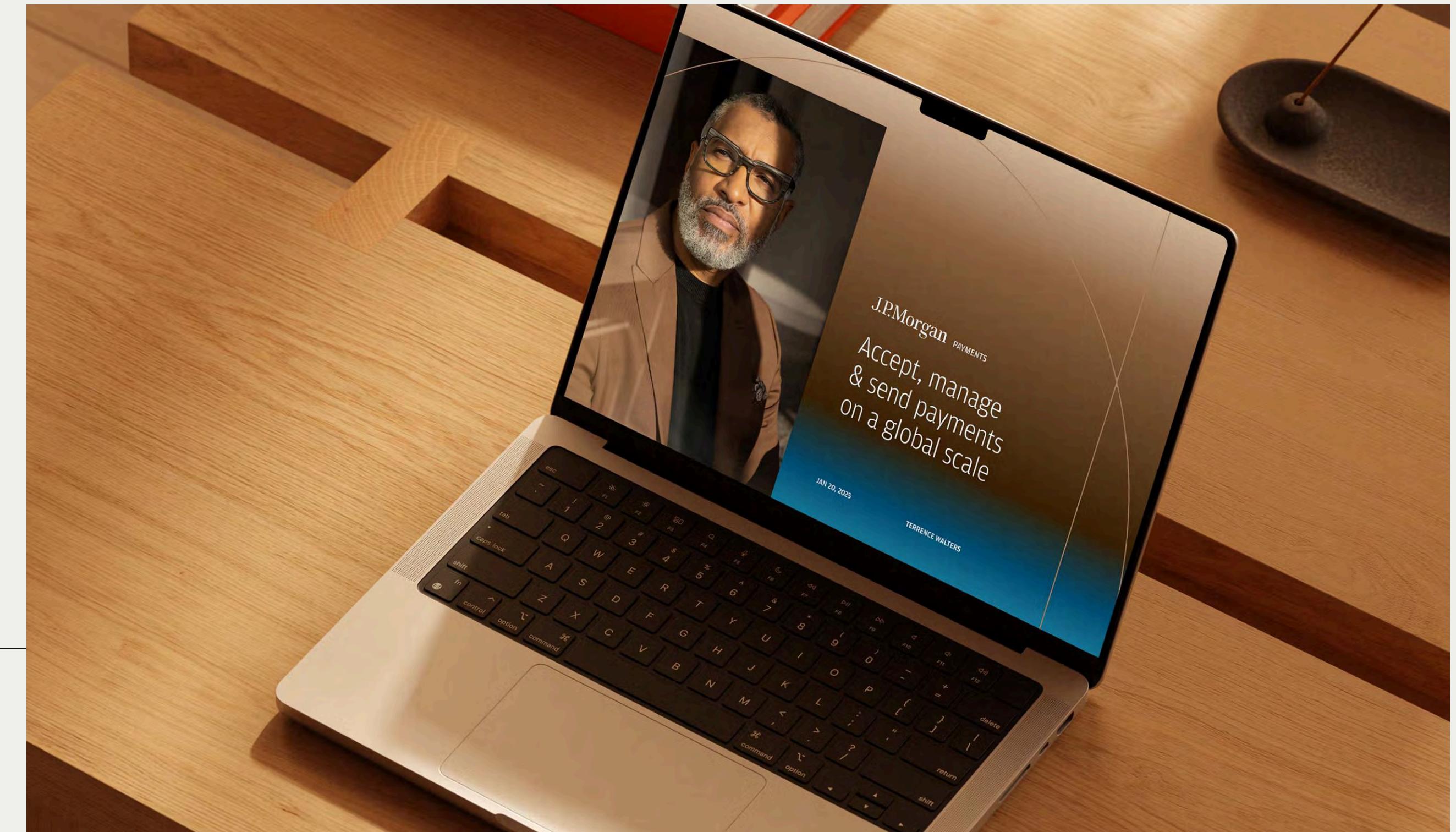
DIA – Nuits Sonores

Image source

BUCK – J.P. Morgan

Seeking to convey expertise, security, innovation, and trust more organically, J.P. Morgan Payments tapped BUCK to envision a new brand environment. The motion design focuses on typography and line work to express the constancy and fluid nature of payments, with layered textures and colors supporting an elegant flow.

DIA – Coinbase



The innovation

BUCK – Notion AI Assistant

DIA – Nuits Sonores

BUCK – J.P. Morgan

[Image source](#)

DIA – Coinbase

DIA and Brand New School's identity for Coinbase's presence at the 2025 World Economic Forum in Davos positioned the cryptocurrency platform as an innovative finance player alongside traditional banks. The scope ranged from motion graphics and digital signage to editorial spreads, posters, and event collateral.



The impact

Plays for making full impact with motion in 2026

01

Start with motion

Moving systems are core, not cosmetic.

02

Define behavioral blueprints

Solid principles keep motion's wheels spinning.

03

Make identity tangible

Descriptive exercises animate systems with nuance.

04

Share pipelines

Designing in a silo results in inconsistent outcomes and expensive redos.

Cultural trends

Rebranding redefined

Harnessing the zeitgeist

Why some brands shape culture...

... and others follow. Good brands might be able to respond to trends quickly, but great brands are the trendsetters. With cultural capital, companies usually fit into one of two camps: the haves and the have-nots. Why a brand succeeds or fails here isn't always clear-cut. But gaining cultural relevance isn't a matter of luck: It reflects how closely a brand listens to and builds ties with its community.

Ultimately, communication is the bridge to connection, which allows the culture to take shape. Ana Andjelic, author of *Hitmakers: How Brands Influence Culture*, and Barr Balamuth, Founder of brand strategy firm Parallel Play, share how and when to pay attention and to whom.

• Insight from

Culture is the new brand currency

December 2, 2025 | 00:56:37

[Watch now →](#)

• Participants

Hugo Timm

Senior Creative Design Director at Frontify



Ana Andjelic

Cultural & Brand Strategist at The Sociology of Business

**The Sociology
of Business**



Barr Balamuth

Brand Strategist and Founder at Parallel Play

“Cultural currency tends to show up where there’s tension... turning that tension into repeatable moves like new product drops, partnerships, and venues.”

— Barr Balamuth

Andjelic and Balamuth describe cultural currency as leveraging culture to “influence what people talk about, how they behave, and what they come to see as valuable.” Like any currency, it has real-world value. “When you put ideas, products, or experiences into the world that people care enough about to share, remix, or collect, you’re earning cultural currency,” says Balamuth.

Andjelic says that it’s critical to recognize what enables the “cultural center of gravity” to attract audiences. She identifies four C’s: content, curation, collaboration, and community. “Scale doesn’t matter,” she says. “Nothing prevents a small business from having a considered content program, curating, collaborating, or building your community.”

Brands should ask what their intellectual property is, and what they truly own. Protecting that ownership is important. Without it, they risk losing what makes them distinct. “The route to relevance is always being rewritten,” Balamuth says. “Tactics change, but the way you read the room and strategize should stay consistent.”

To leverage culture, brands need to be honest about the environment they’re operating in.

The innovation

A24

A24 is extending its cult status as a purveyor of indie films like *The Brutalist* and *Moonlight* through various cultural initiatives. It recently acquired, renovated, and reopened New York City's historic Cherry Lane Theater with the ambition to turn it into a live destination for brand activations. In 2021, the entertainment company also launched A24 Music — its own record label that has steadily expanded with social-media presence since.



THE 1960s were an undeniably tumultuous decade in American life and culture, defined by growing social movements (civil rights, Black power, women's liberation, Pride, anti-war protests) and a seismic countercultural shift. It was the age of Dylan and folk music, of Warhol and pop art, and New York City, specifically Greenwich Village, served as the hub for bohemian artists of all disciplines.

This was an extraordinarily fertile period at the little theater on Commerce Street, where dozens of new, groundbreaking works were staged each year. Heavily influenced by the theater of the absurd movement, which began in postwar Europe, the productions of this era are characterized by an anti-realistic aesthetic and an avant-garde sensibility.

Although theater of the absurd was never a formally organized movement, the bizarre, genre-defying plays written by playwrights such as Samuel Beckett, Eugène Ionesco, Harold Pinter, and others in the late 1950s and 1960s would quickly come to inhabit this new moniker. These plays shared similarities such as nonlinear plots, nonsensical language, generalized settings, and archetypal characters not seen in more traditional or realistic plays. According to Edward Albee, the only American playwright in the bunch, "The word absurd is not to be construed to mean ridiculous. Instead, it denotes what its practitioners regard as the contemporary human condition." At a time when nuclear warfare was still a recent memory, it felt natural to foreground the futility and fundamental absurdity of the human experience.

Albee's first plays, including *The American Dream*, *The Zoo Story*, and *The Sandbox*, all had productions at Cherry Lane during this time as part of the 1962 *Theatre of the Absurd* festival, put up by Theater 1962, a producing collective formed by Albee and two professional partners, Richard Barr and Clinton Wilder. *The Sandbox* appeared alongside a formidable list of plays by European playwrights, including Samuel Beckett, Jean Genet, and Eugène Ionesco.

In order to nurture a new generation of playwrights, Albee, Barr, and Wilder formed the Albarwild Playwrights Unit (a portmanteau of their last names), giving scores of young American writers mentorship, networking opportunities, and a venue to present their works. The list of playwrights whose work was staged at Cherry Lane during this decade reads as a roster

The Row

AG1

[Image source](#)

The innovation

A24

[Image source](#)

The Row

Banning phones from fashion shows and eschewing collection shots on socials in favor of curated moodboards, Mary Kate and Ashley Olsen's luxury brand The Row gets its buzz through exclusivity and nuance. By refusing to participate in viral ecosystems, the label is able to closely control where its product lives and how people engage with the brand.



AG1

The innovation

A24

The Row

[Image source](#)

AG1

Supplement company AG1 partnered with three early-career scientists on a campaign in response to NIL (name, image, and likeness), a deal that has allowed US college athletes to benefit from brand sponsorships. The move asserts that scientists deserve the same recognition and investment as those in sports and influencer marketing.



The impact

Play for making full impact with cultural trends in 2026

01

Identify cultural tensions

Strong ideas emerge where culture's contested.

02

Raise new perspectives

Fresh angles and unexpected POVs boost engagement.

03

Own your voice

No one wants to hear the same story on repeat.

04

Stay reliable

Relevance will come through committed presence and purpose.

Conclusion

Rebranding redefined

Uniting the elements around a shared purpose

If there is a single lesson from the Rebranding Redefined project, it's that when brands ground their identity in their values, every touchpoint becomes united around a larger purpose.

The most compelling brand systems don't deploy every trick in the book, but function meaningfully, embody authenticity and accessibility — flexing naturally as trends and technologies come and go — and embrace structure that provides responsive frameworks that help teams create with intent and precision.

The future of branding is simple: Brands need to live and breathe to thrive. They must be dynamic enough to adapt to change and sturdy enough to weather a storm. It's a constant balancing act, but one that pays dividends for the brand's brave enough to do it properly — those that lead with their values and commit to listening to their community for the long term.



Insights gathered by Frontify
Written by Lauren Morris-Jansen

Own every moment
frontify.com

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