

Client
Case Study



AI ETHICS START-UP





Every hero has a moment.

This one approached us
for our creativity and focus.

An AI ethics business
entering a highly regulated
space, where first
impressions carry
real weight.





THE CHALLENGE



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The thinking was strong.
The responsibility was real.

But the brand didn't yet signal
unique business value.

In a noisy AI category,
being misunderstood was
the risk.







We worked closely with the founder to turn ethics into form.

Time shaped the symbols. Intervention shaped the forms. Colour was chosen to show quality.

We tested options, challenged assumptions and built a brand system – guidelines and assets designed to scale.





THE RESULT





A clear, credible
brand system that:

Signals governance and
professionalism at first glance

Feels credible to senior and
institutional audiences

Stands apart from AI clichés

Confidence gained.

Credibility accelerated.

Momentum unlocked.





Brandiful[®]

Brand Intelligence