

dialog.

IN THE WORLD / VOL. 02

An idea you can *hold.*

A physical expression of clarity.
Objects, spaces and materials for the
conversations that move us forward.

For refinement with Leonardo and Jyasper.

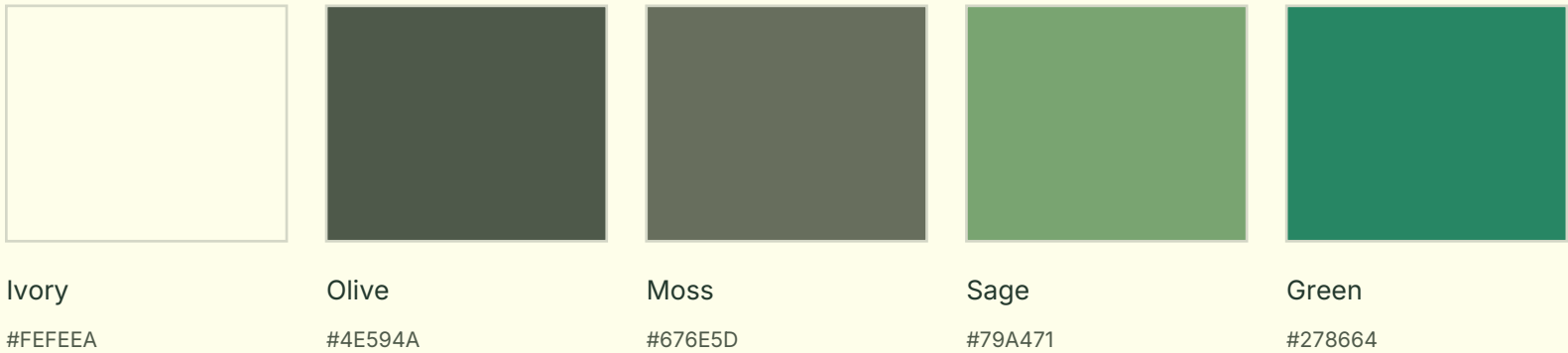
AI-generated scene visualisations / 3D concept studies



Quiet colour.

Honest surfaces.

The same idea should feel familiar at every scale.
The wordmark brings recognition. The contours bring texture.
The material gives both a human presence.



Ink #23382D supports reading. Steel is a material, not a brand colour.

Cotton paper

Visible fibres. A largely blank writing field. Olive ink and a selective blind impression.

Matte surfaces

Fine grain and soft reflections. A restrained mark in the lower third or on one face.

Brushed steel

Precise edges and useful hardware. Let natural side light reveal the finish.



02 / IN THE CITY

A clear point of view.

One promise, at scale.

Ivory field. Olive message. Contours in the right third.
Protect space around the wordmark and keep the
destination secondary.



03 / WRITING

For a considered word.

Precision with a little warmth.

Olive, ivory and sage barrels with brushed steel details. Keep the wordmark small and use a few contour lines where a dense motif would fill in.



04 / EVERYDAY

Clarity, close at hand.

Shared space, carried with you.

Fine grain matte surfaces. A quiet contour impression.
One wordmark in the lower third, with generous room
around it.



05 / ON PAPER

Space for what comes next.

A useful surface for a thought.

Ivory cotton paper and an olive linen cover. Reserve most of the letterhead for writing. Use the motif as a secondary impression.



06 / A SHARED SPACE

A place to think, together.

Human scale. Natural light.

Dimensional olive lettering on warm limewash. A green full stop. Pale stone and oak make the space feel considered and welcoming.

The next conversation.

A collection to make decisions with.

01	The mark	Does the wordmark hold its character from a billboard to a pen?
02	The contours	Which lines are distinctive enough to survive at a small size?
03	The first object	Which should become the first prototype: a pen, a notebook or a case?
04	The material	Which physical sample best expresses clarity, warmth and precision?

NEXT: compare physical samples and a small imprint proof.

About this collection

The scenes are generated visual concepts. They do not document an installed billboard, manufactured goods or an existing Dialog office.

The web showroom contains independent interactive 3D studies. Use the original SVG masters and actual supplier dimensions for production.

Exact prompts, selected images and material guidance accompany this lookbook.