



# Frederik Schumann

Senior Art Director at AKQA

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**Meet AIO**

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**The design**

# Meet AIO



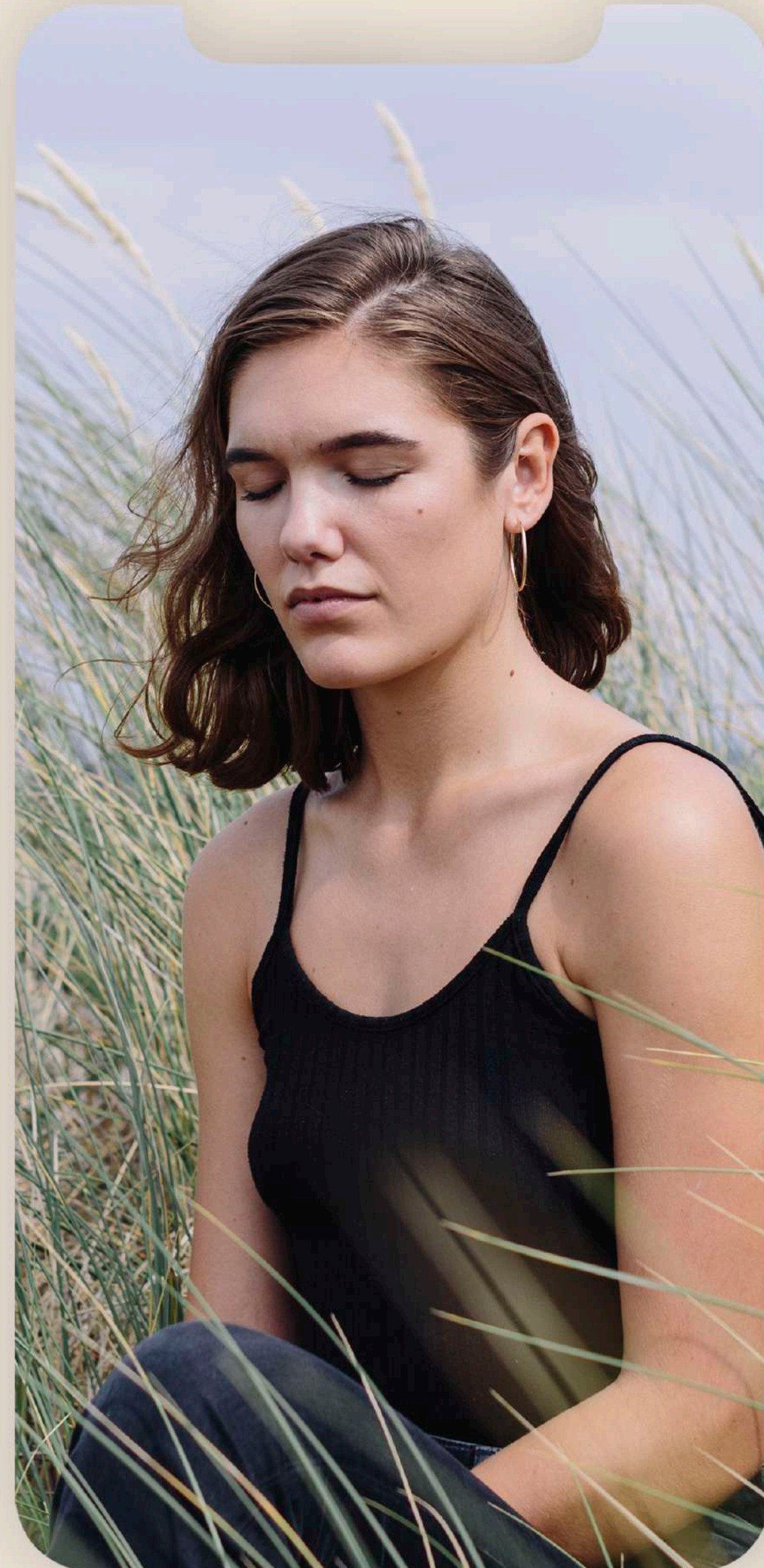
# Background

# The idea



Holism

Rest  
Eat  
Move  
Breathe  
Drink  
Mind





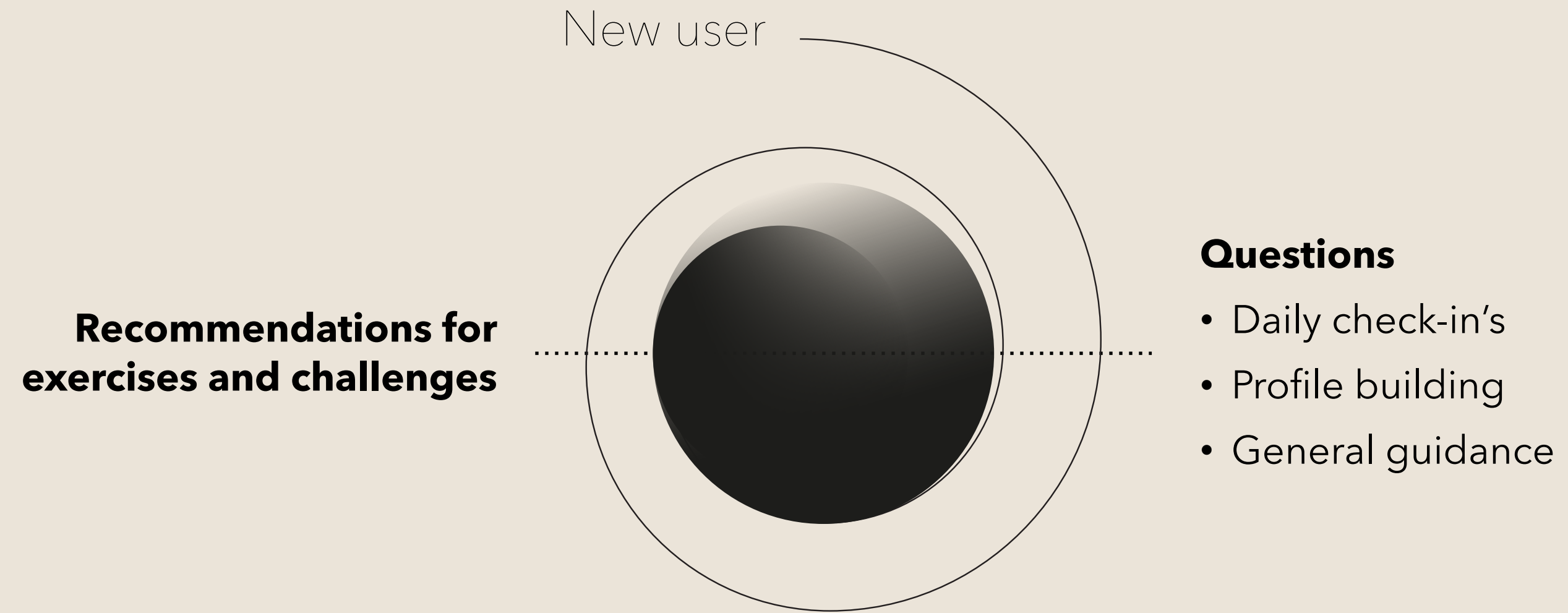
**The challenge**

Holism

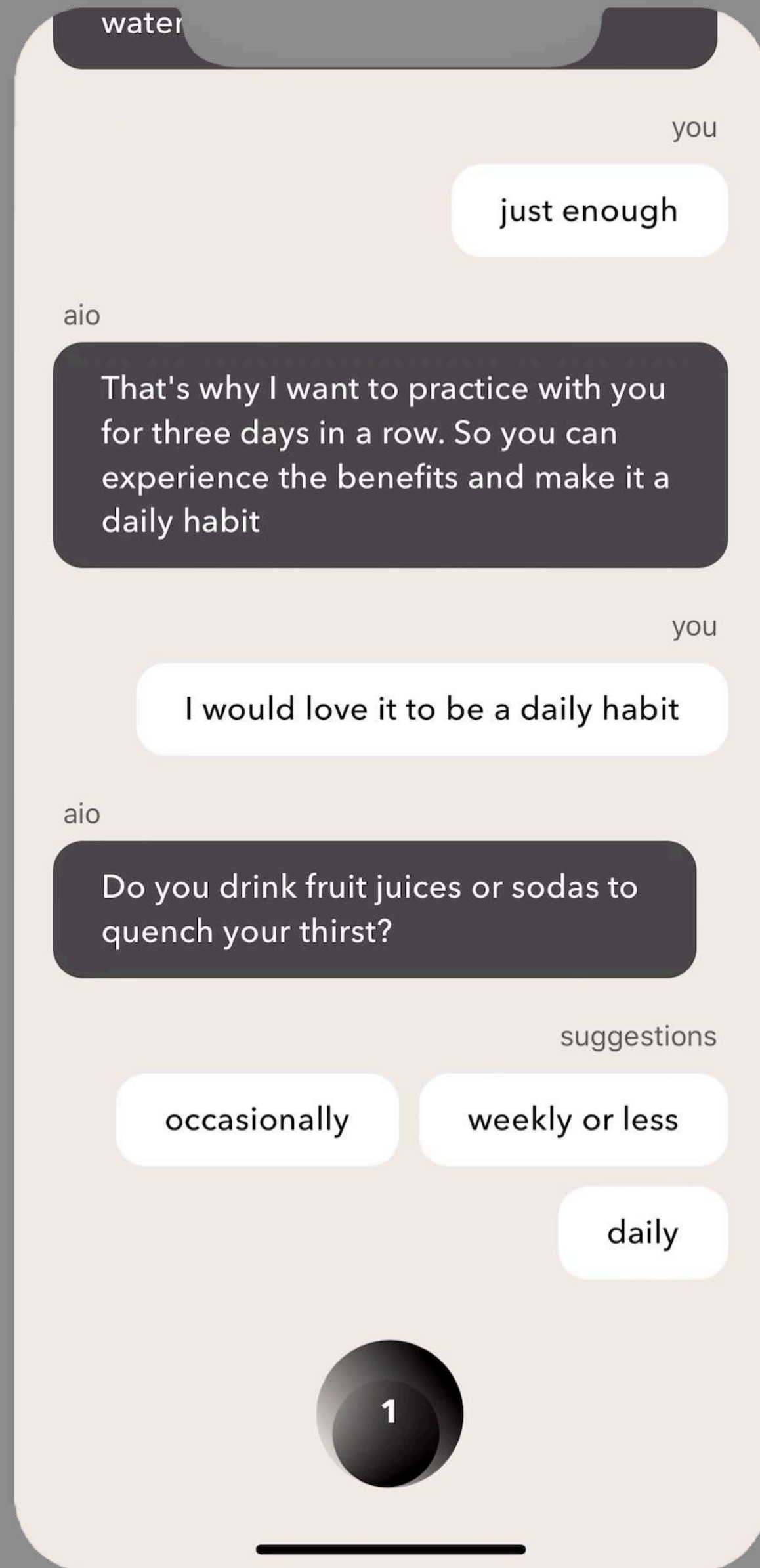


# The guide

AIO suggests exercises/challenges from the 6 focus areas based on your input



# Continuous onboarding



**Is the conversation working?**

# The making of

# Kick-off week



# AIO weekend



<b>Holistic</b>	Fight & Flight
<b>Circular</b>	Rest & Digest
Organic	<b>Mind/Body</b>
Dynamic	Plus/Minus
<b>Flowing</b>	<b>Yin/Yang</b>
<b>Ever changing</b>	Good/Bad
Balanced	Digital/Analogue
<b>Duality</b>	<b>Dark/Light</b>

Clean

Scandinavian

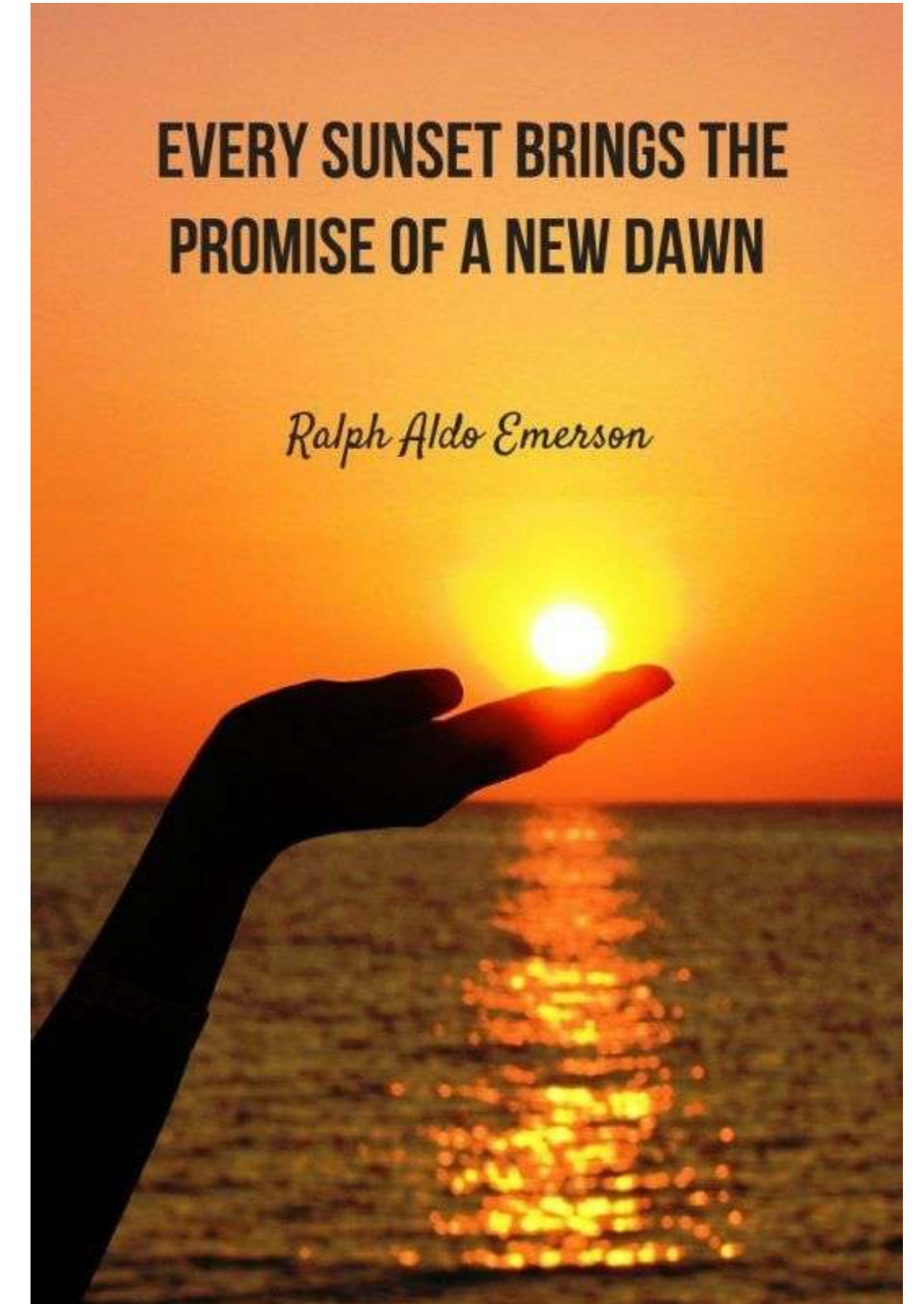
Human/relatable

Tactile

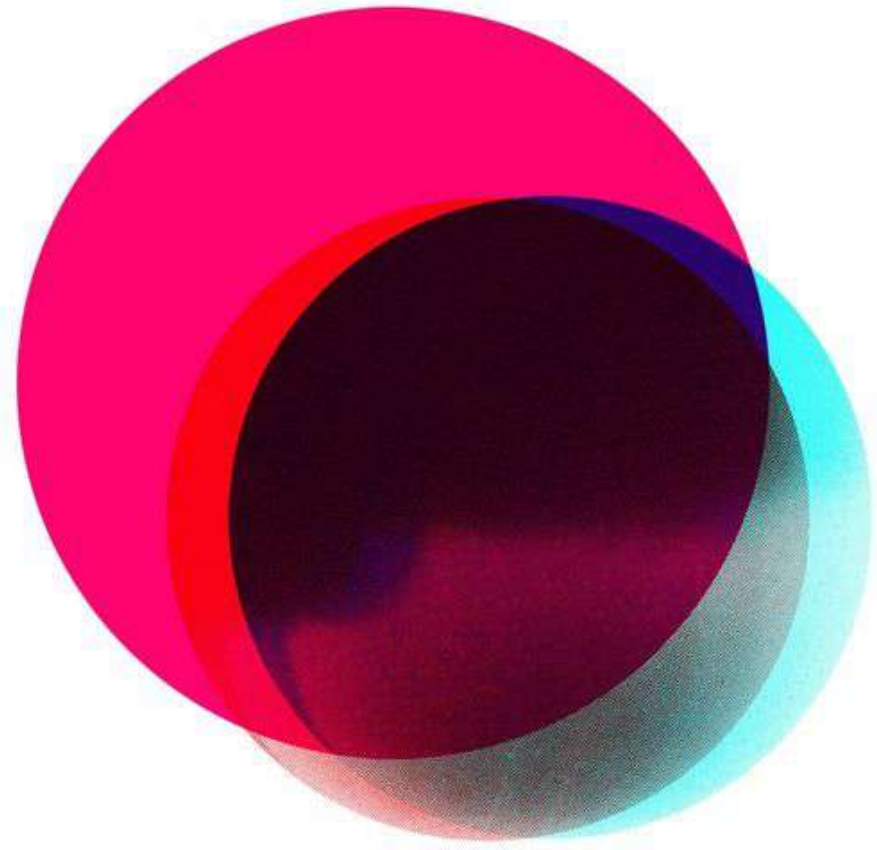
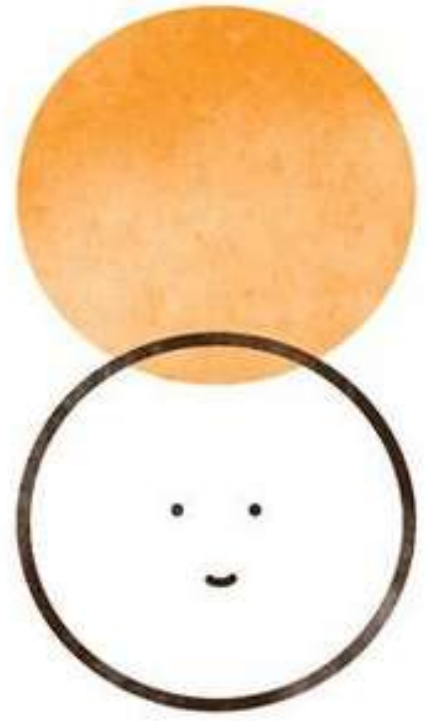
Stand out



AIO



AKQA

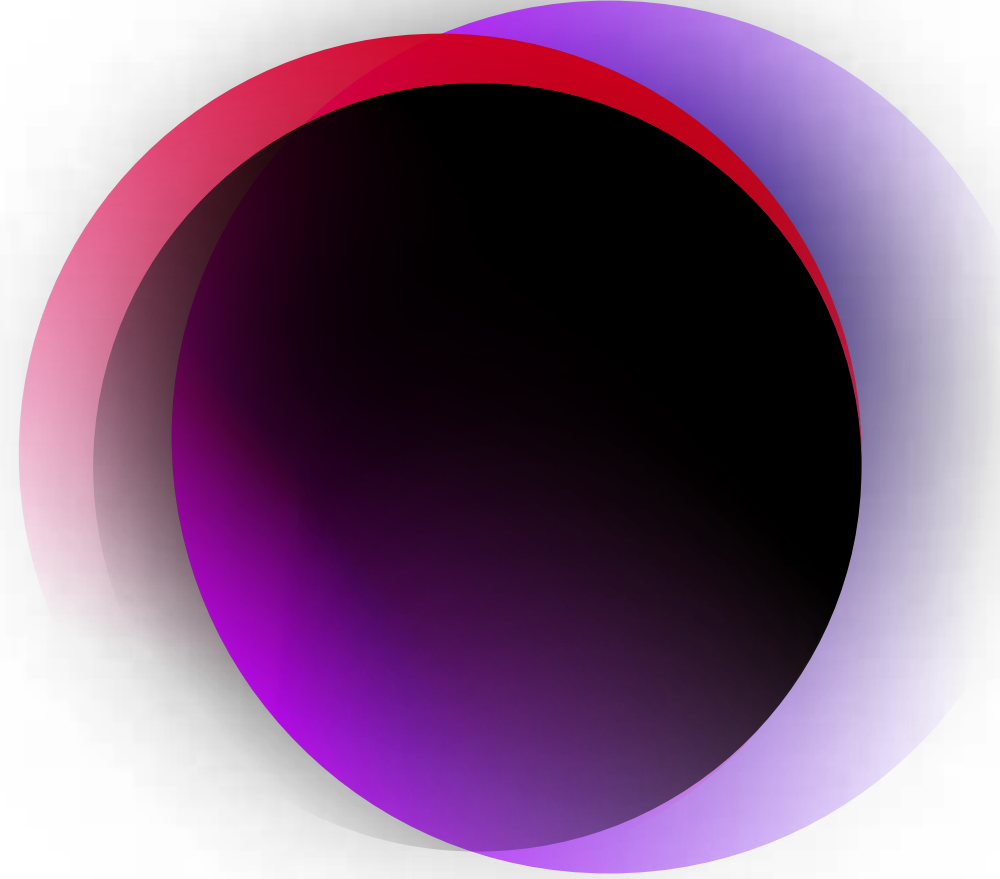
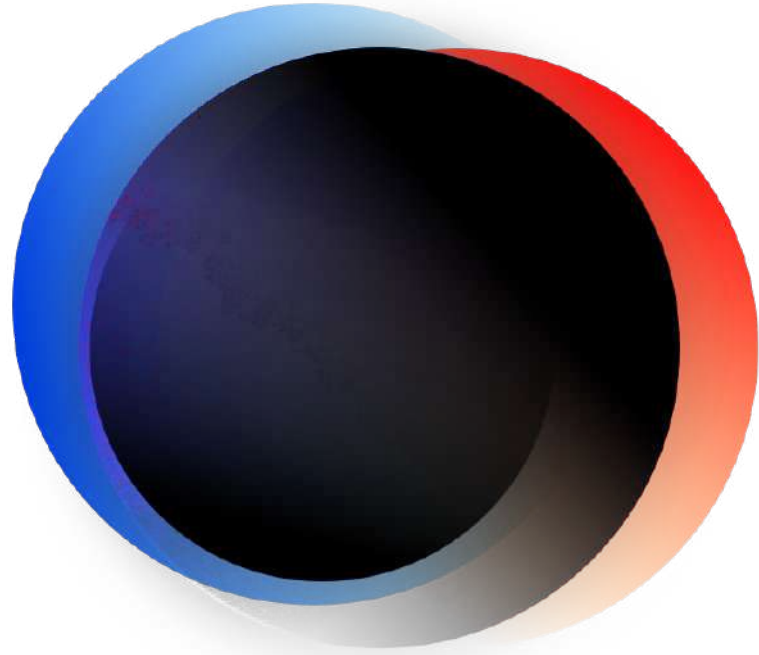
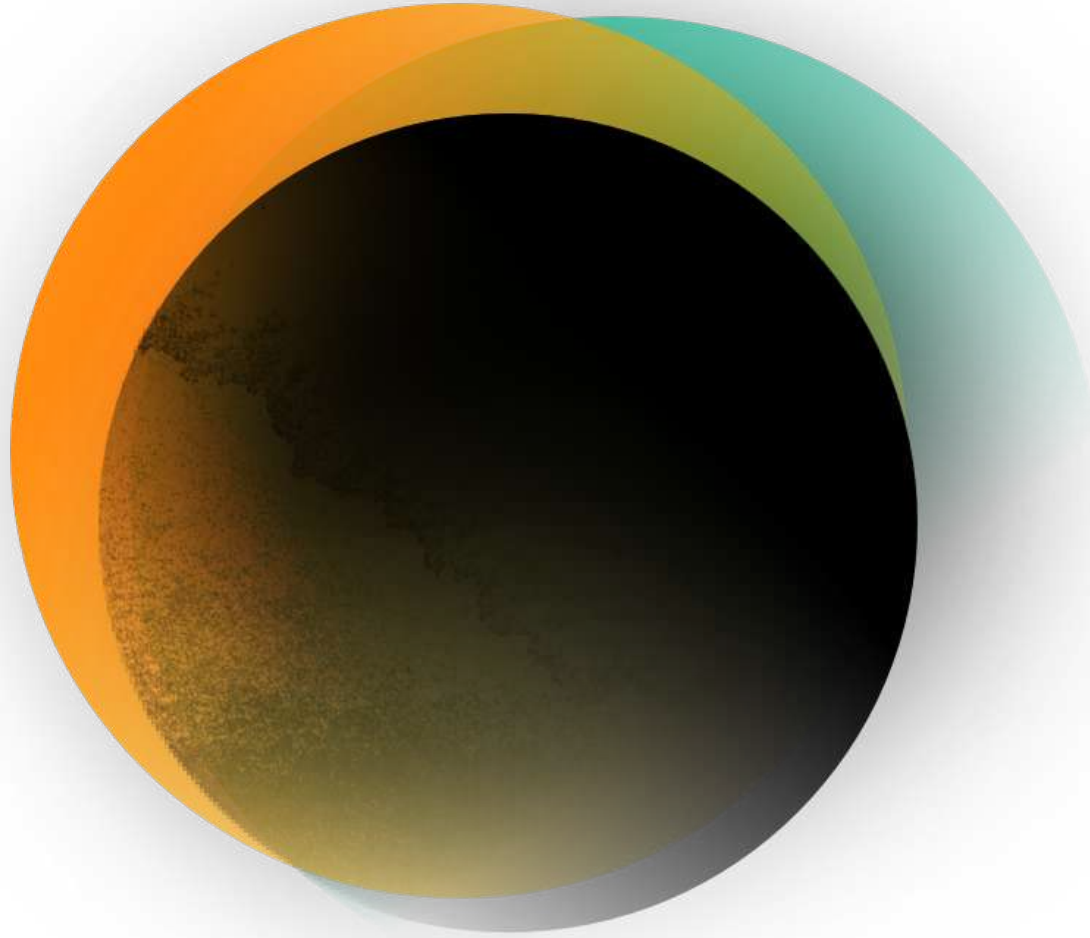
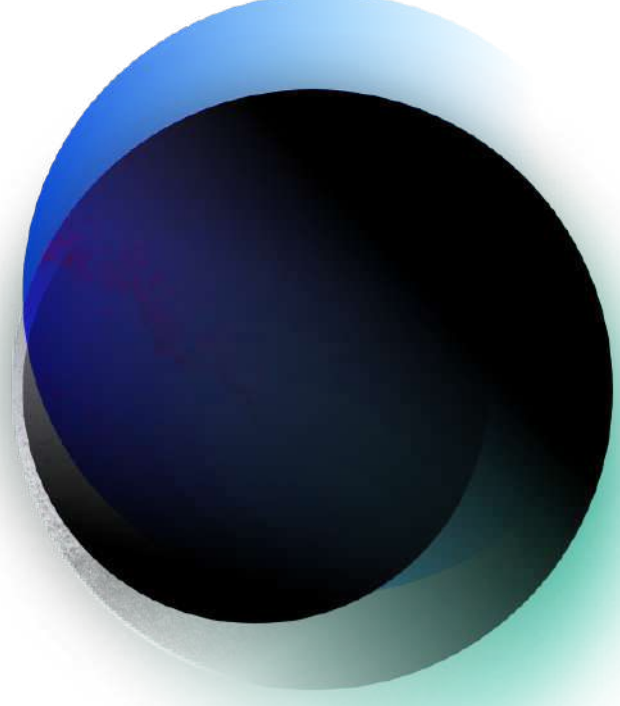


*Aio*

aio

AIO

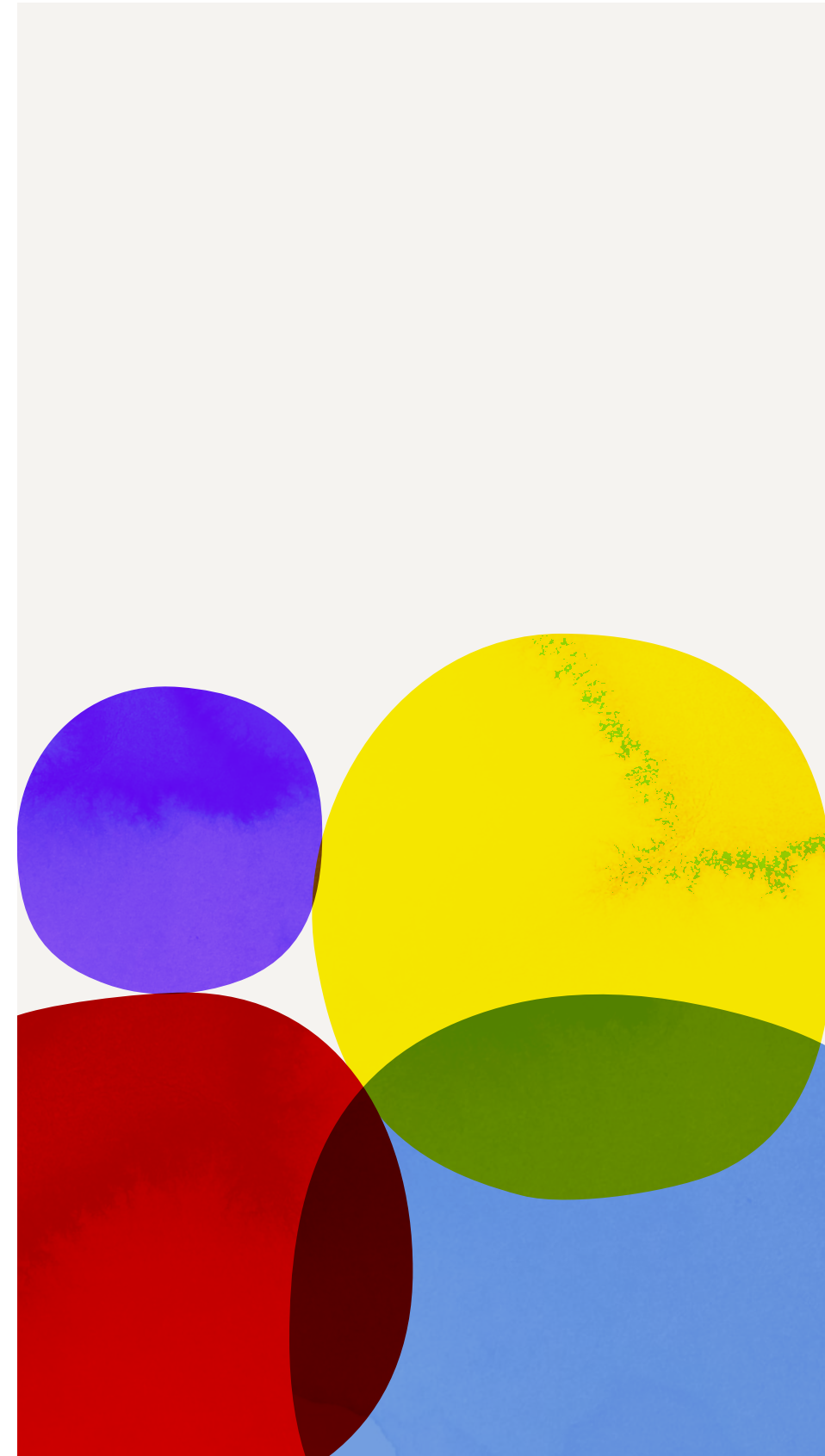
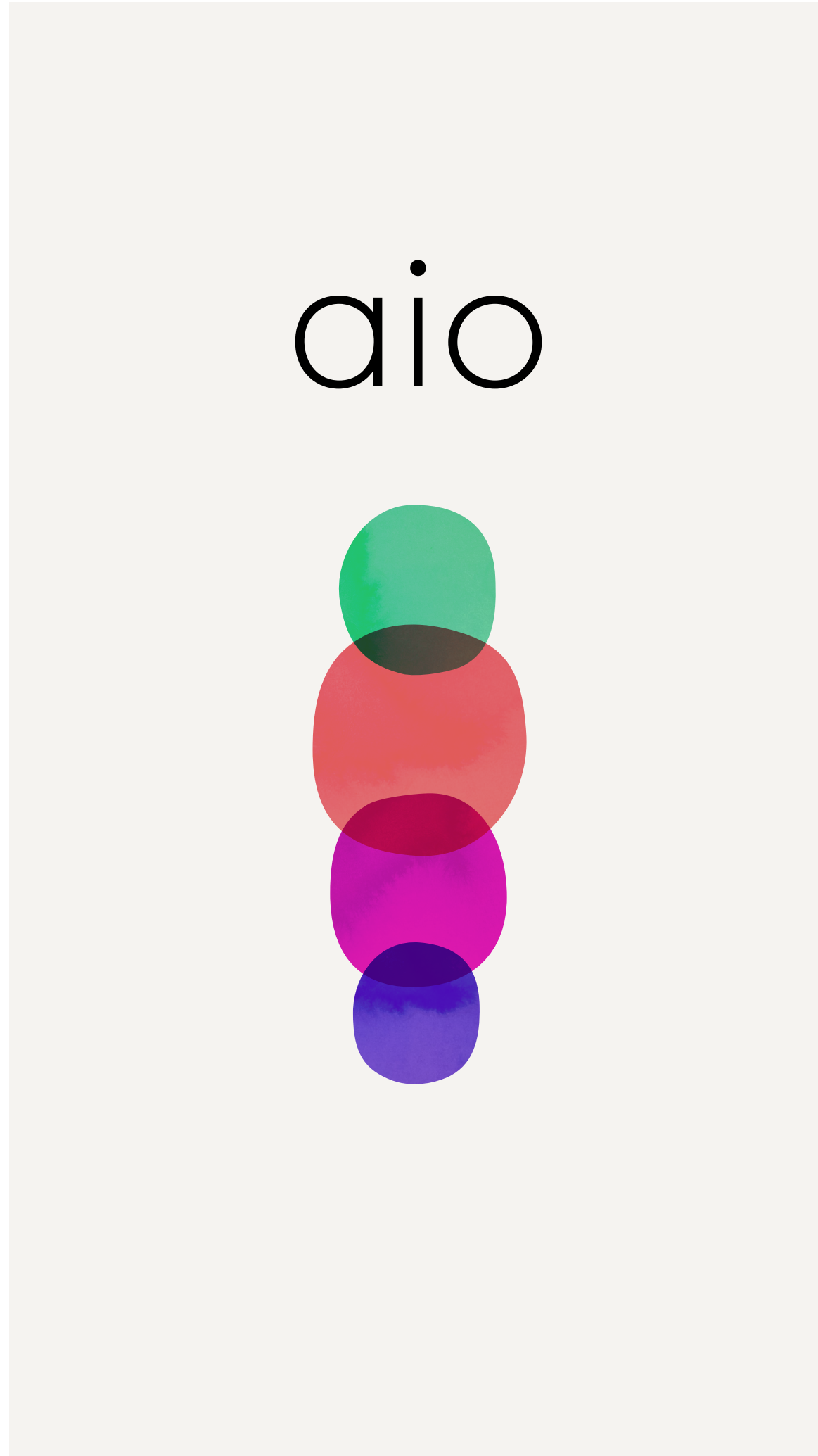
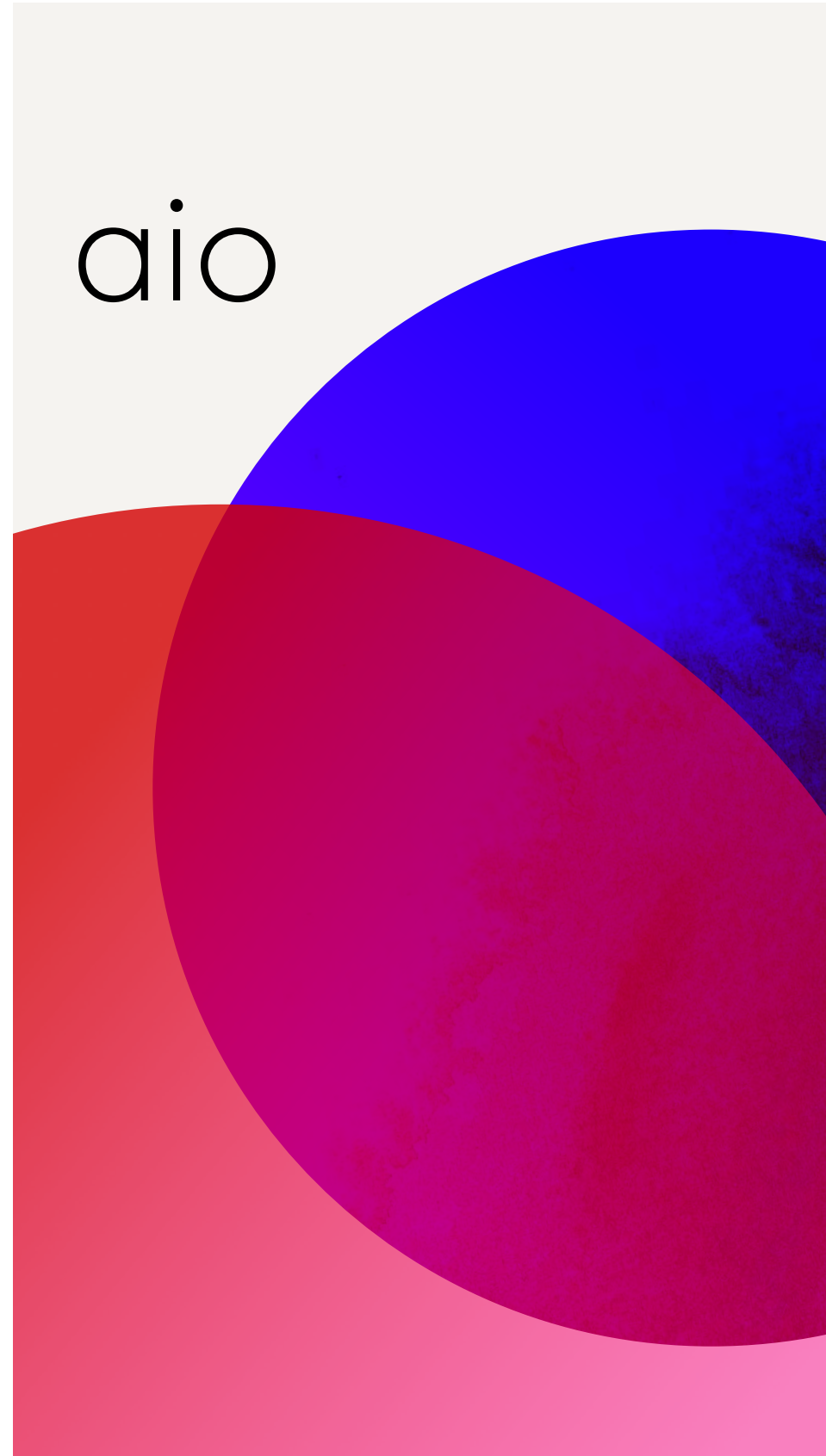












Aio logo with overlapping purple, yellow, red, and blue circles, each containing a word: REST, NOURISH, MIND, MOVE.

**Rise and shine.  
How do you feel?**

Tired and unfocused

Ok! We've got just the thing for you.  
This quick mind exercise will help you.

# The design

Key elements

oio

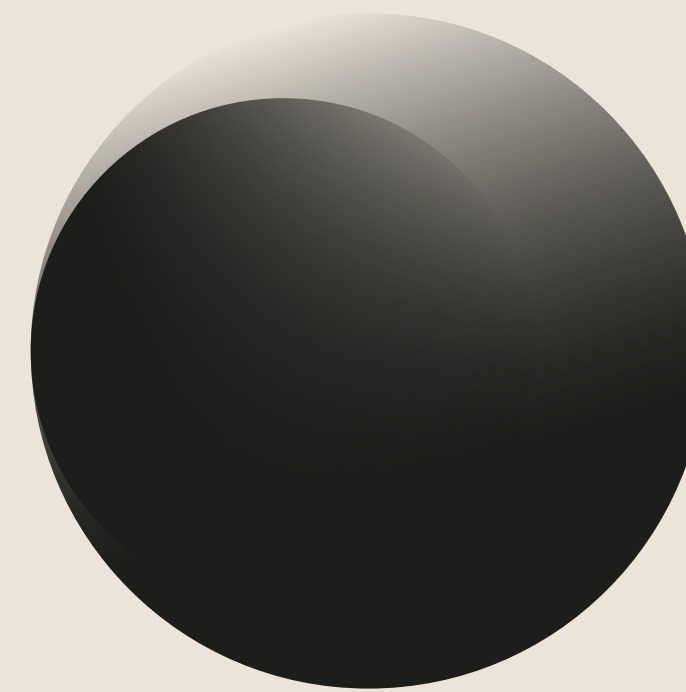
oio

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oio

**oio**





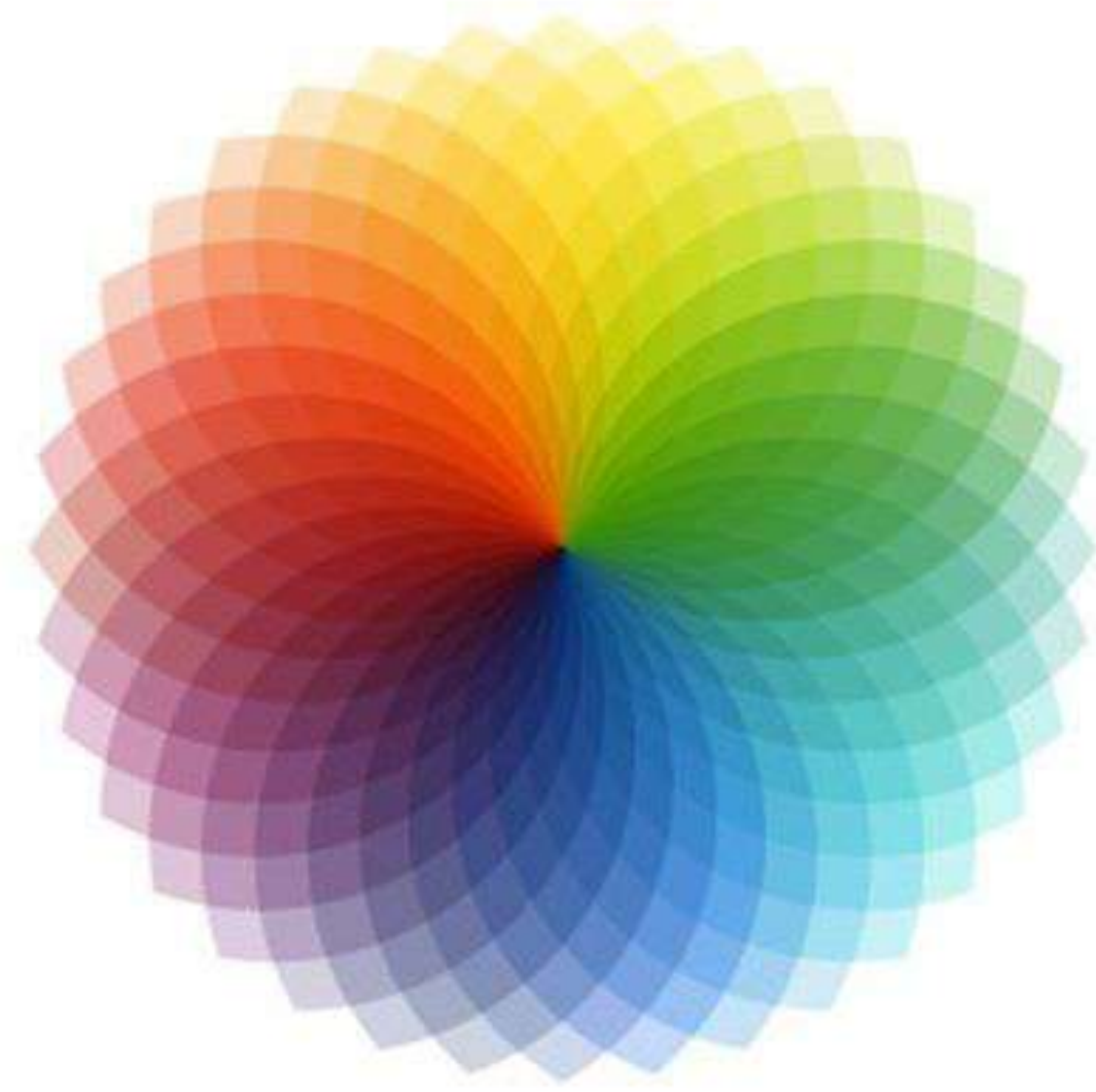
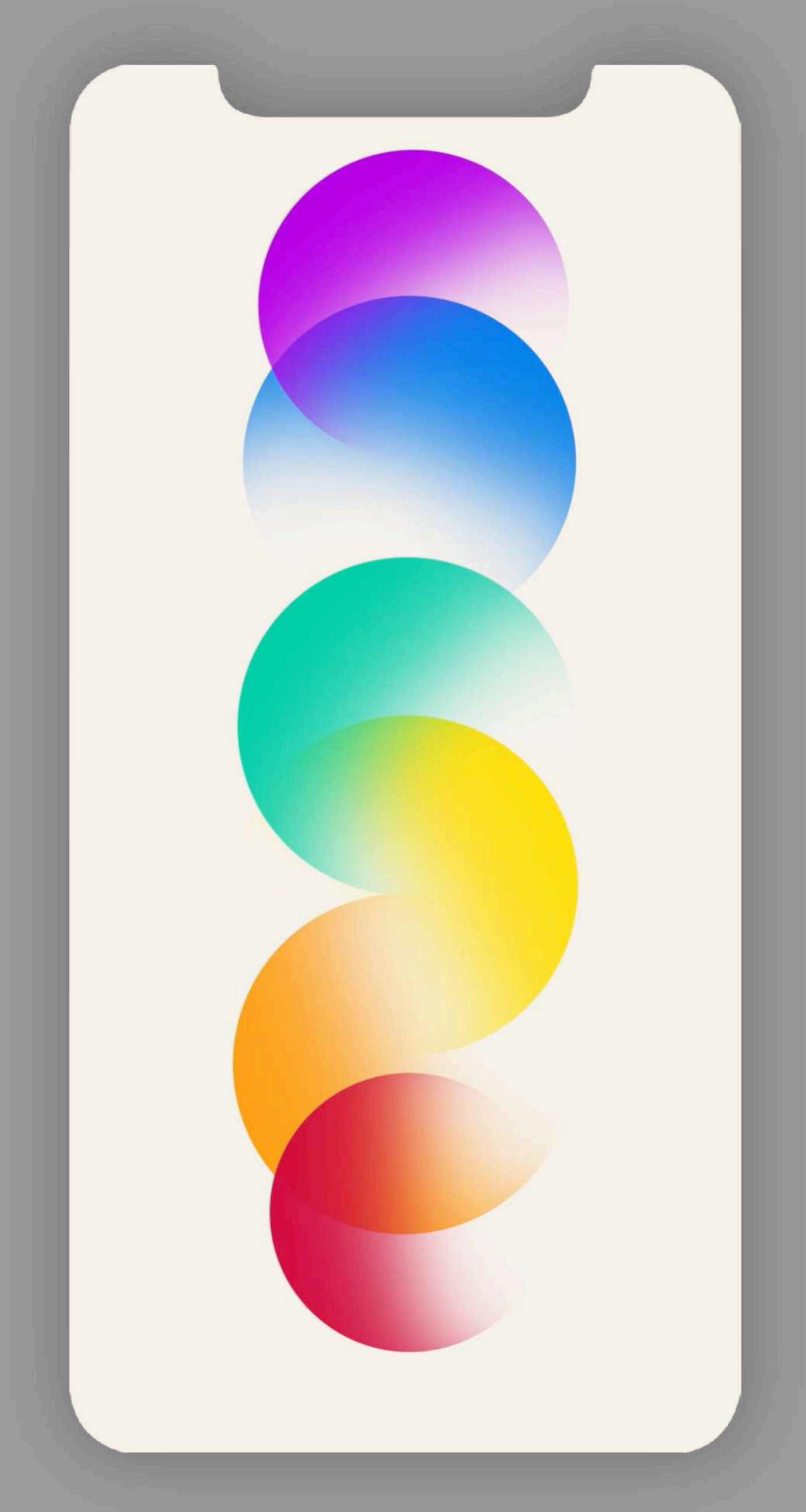
**You.** At your best.

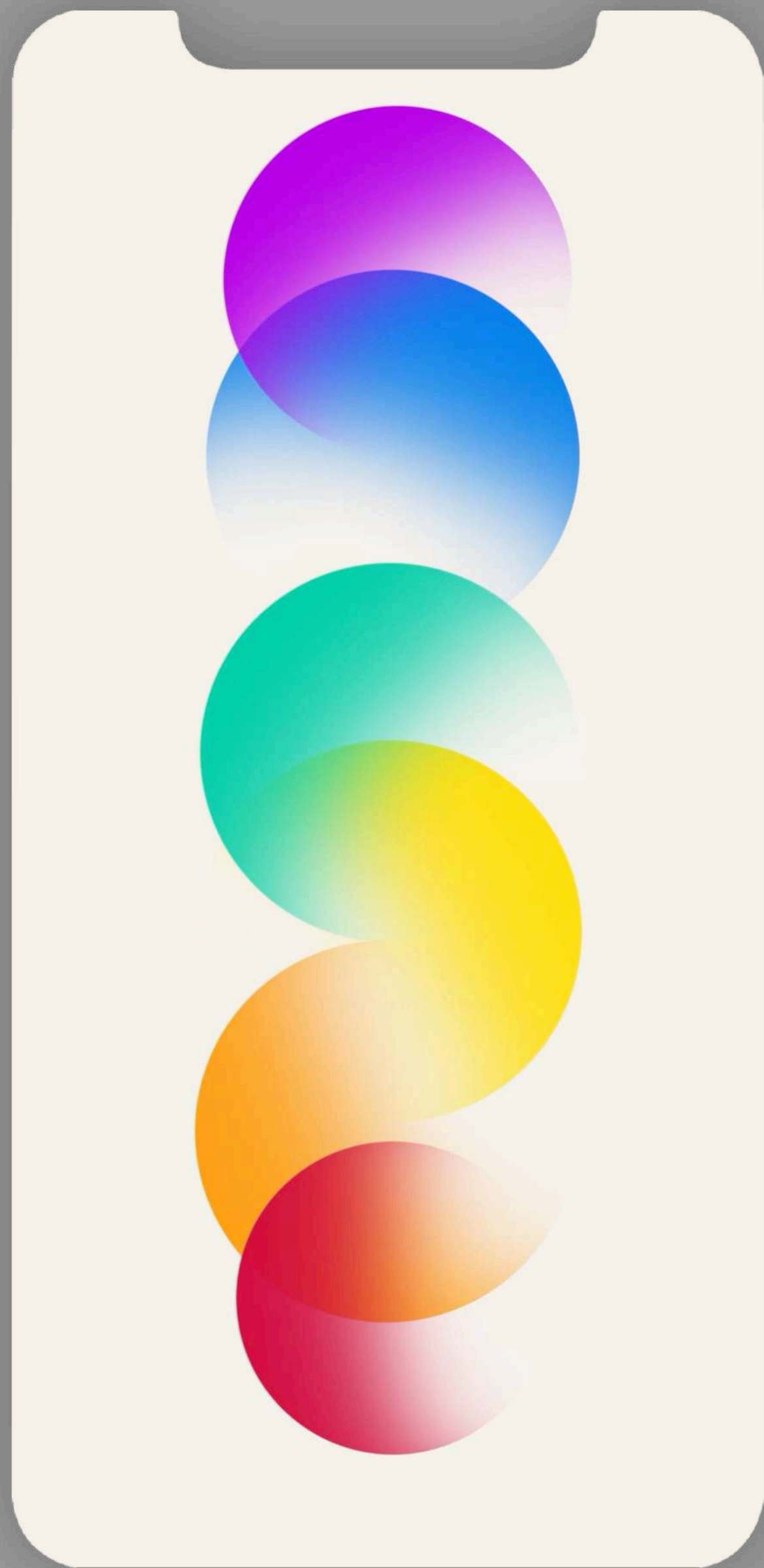


You. At your best.

Avenir Next

ABCDEFGHIJKLMN  
OPQRSTUVWXYZÀÅ  
abcdefghijklmnopq  
rstuvwxyzàåéîõøü&1  
234567890(\$£€.,!?)



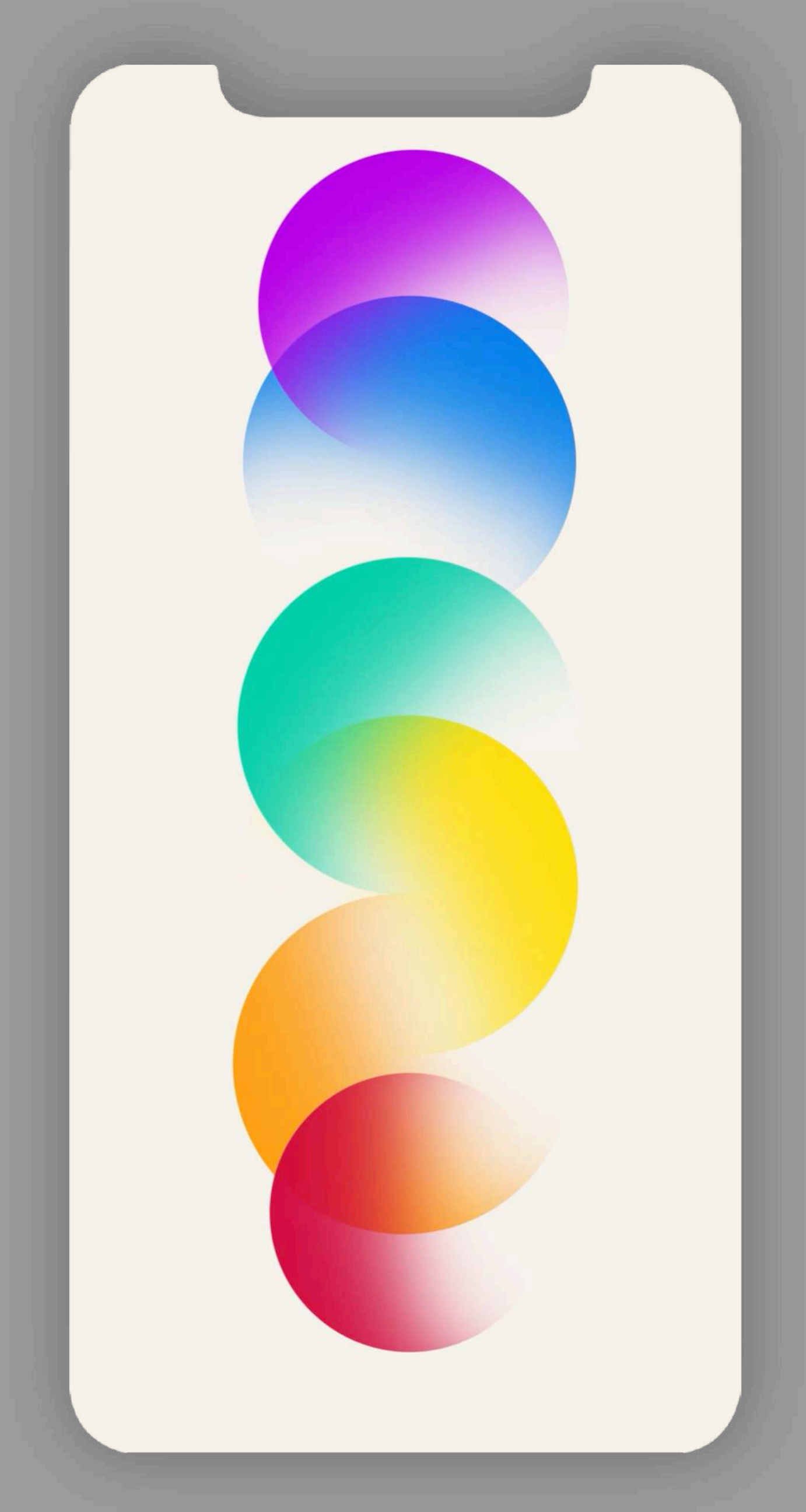


## The Vagus nerve

"Vagus nerve, also called X cranial nerve or 10th cranial nerve, longest and most complex of the cranial nerves. The vagus nerve runs from the brain through the face and thorax to the abdomen."

*Britannica.com*





REST

EAT

MOVE

**alo**

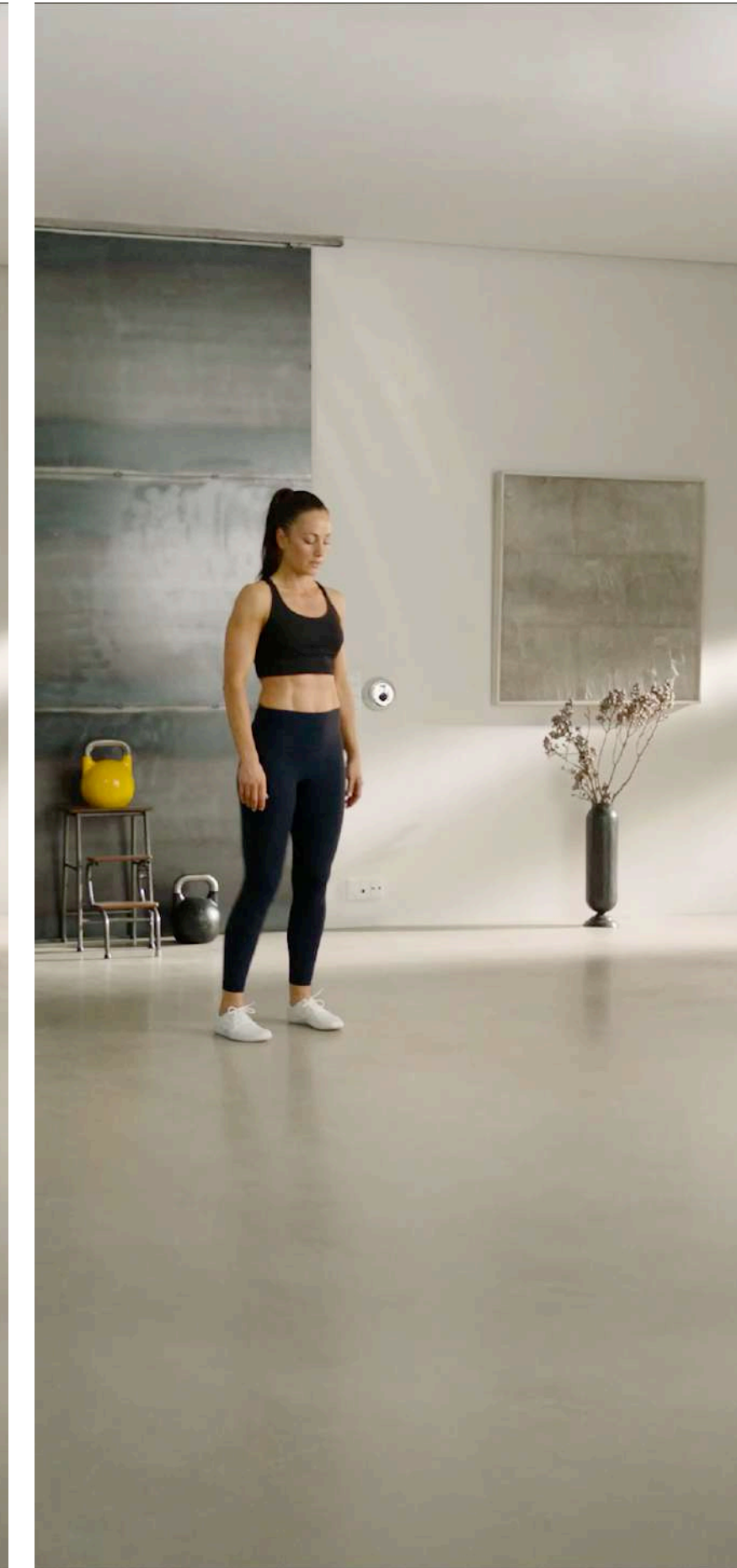
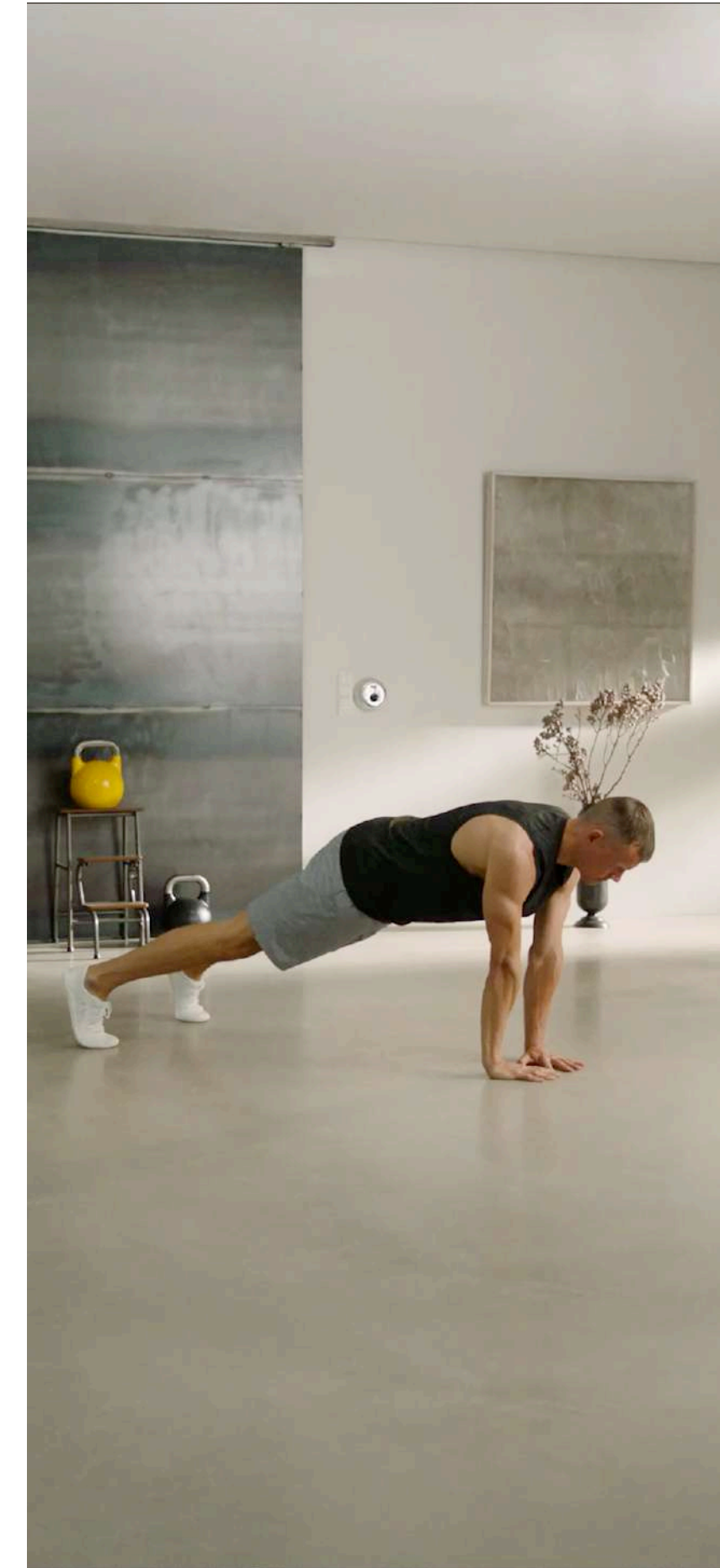
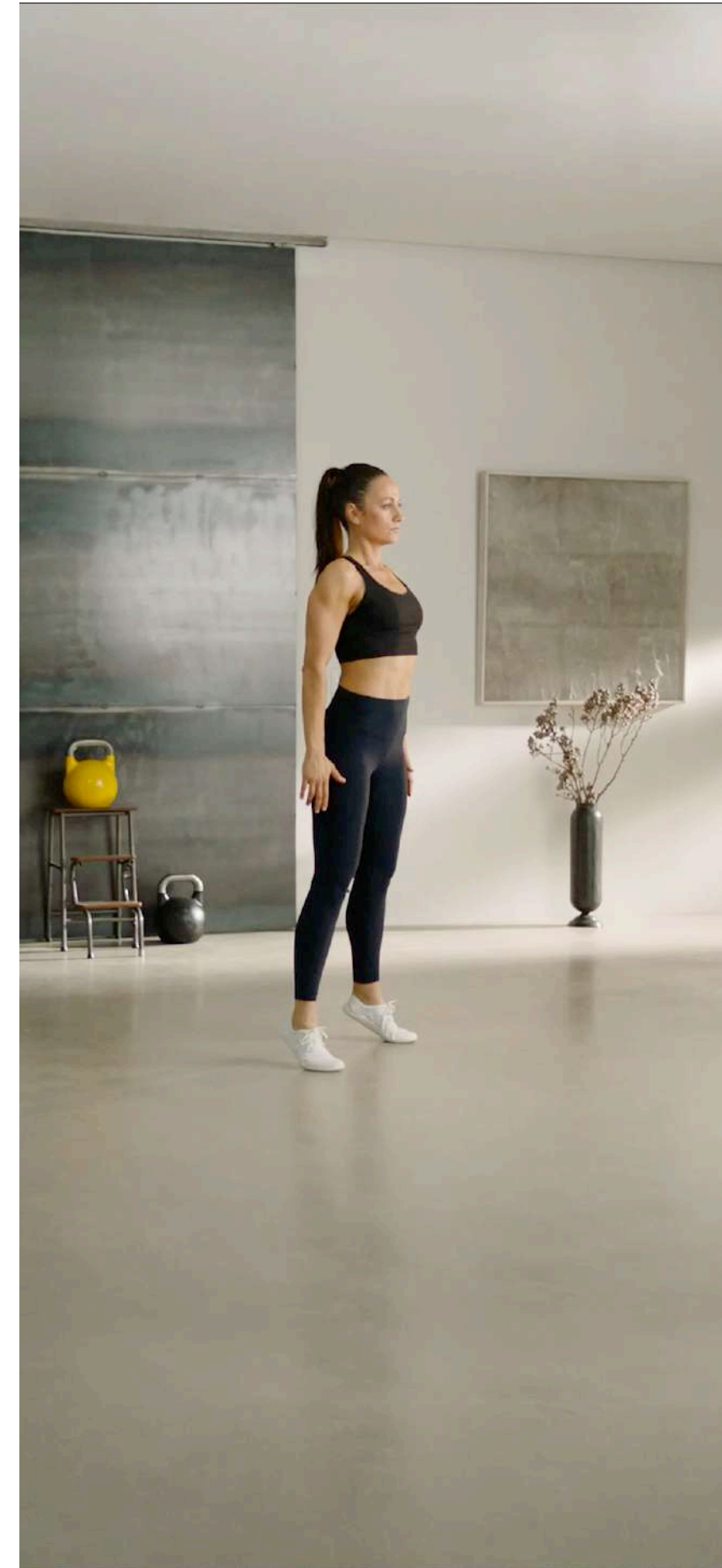
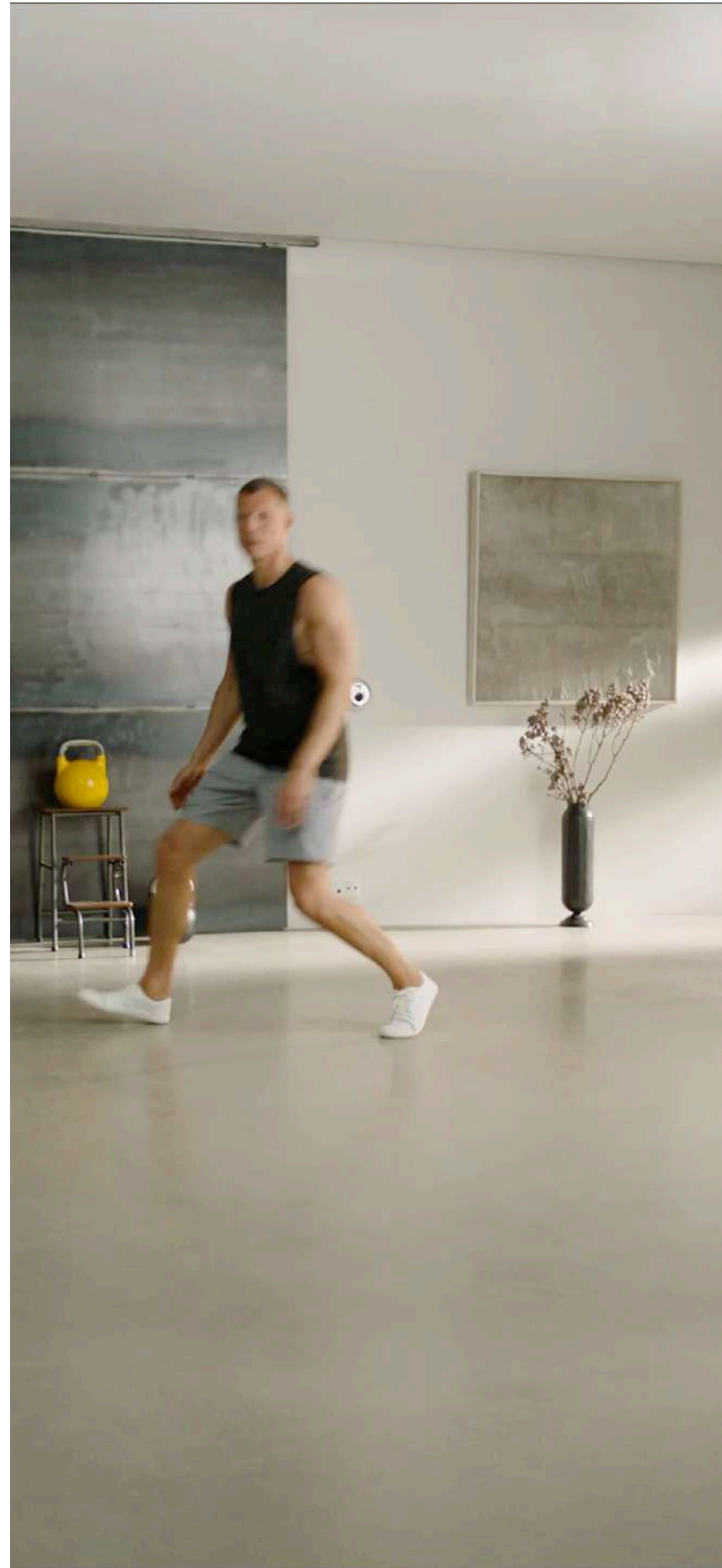
BREATHE

DRINK

MIND



## Exercise videos (36)



# Total production

## **iOS / Android app**

Name

Design/UX

Web landing page

Development

Visual identity

Tone of voice

Strategy / Business model

Video content

Photo content

Promotional videos

Soundtrack

**Is the design working?**

