



FXTXRE

WE'RE HERE TO FREE THE CREATIVE POTENTIAL IN EVERY INDIVIDUAL BY INSPIRING A WORLD THAT EMPOWERS IT'S PEOPLE TO EXPRESS THEIR UNIQUE ART. WE BELIEVE THAT ART ITSELF IS A FUNDAMENTAL HUMAN TRAIT, AND THAT IT'S CREATION IS FUNDAMENTAL FOR THE HUAMAN RACE.

OUR MISSION IS TO HELP PEOPLE OF ALL AGES, AND FROM ALL PLACES DISCOVER THEIR ART AND BRING IT TO LIFE.

WE'RE DRIVEN BY THE UNDERSTANDING THAT HUMANS, THROUGH OUR CREATIVITY, AUTHENTICITY, AND ARTISTRY, DESIGN THE WORLD TO COME.

ART IS THE FXTXRE.

ABSTRACTION

OUR MISSION IS TO INSPIRE HUMANS TO  
FIND AND CREATE THEIR ART.

WE'RE HERE TO CHANGE THE CXLTXRE

BECAUSE WE WANT THE FUTURE TO BE  
BEAUTIFUL.



SOURCE CODE:

AT OUR CORE, WE ARE MESSAGING COMPANY.  
WE DESIGN MEDIA AND PRODUCTS AROUND CORE MESSAGES.

WE ARE AN INSPIRATION COMPANY...

**EXPOSURE**

**AKT**

**STORY**

---

**THE FOUNDATIONS**

FROM THE BOTTOM UP

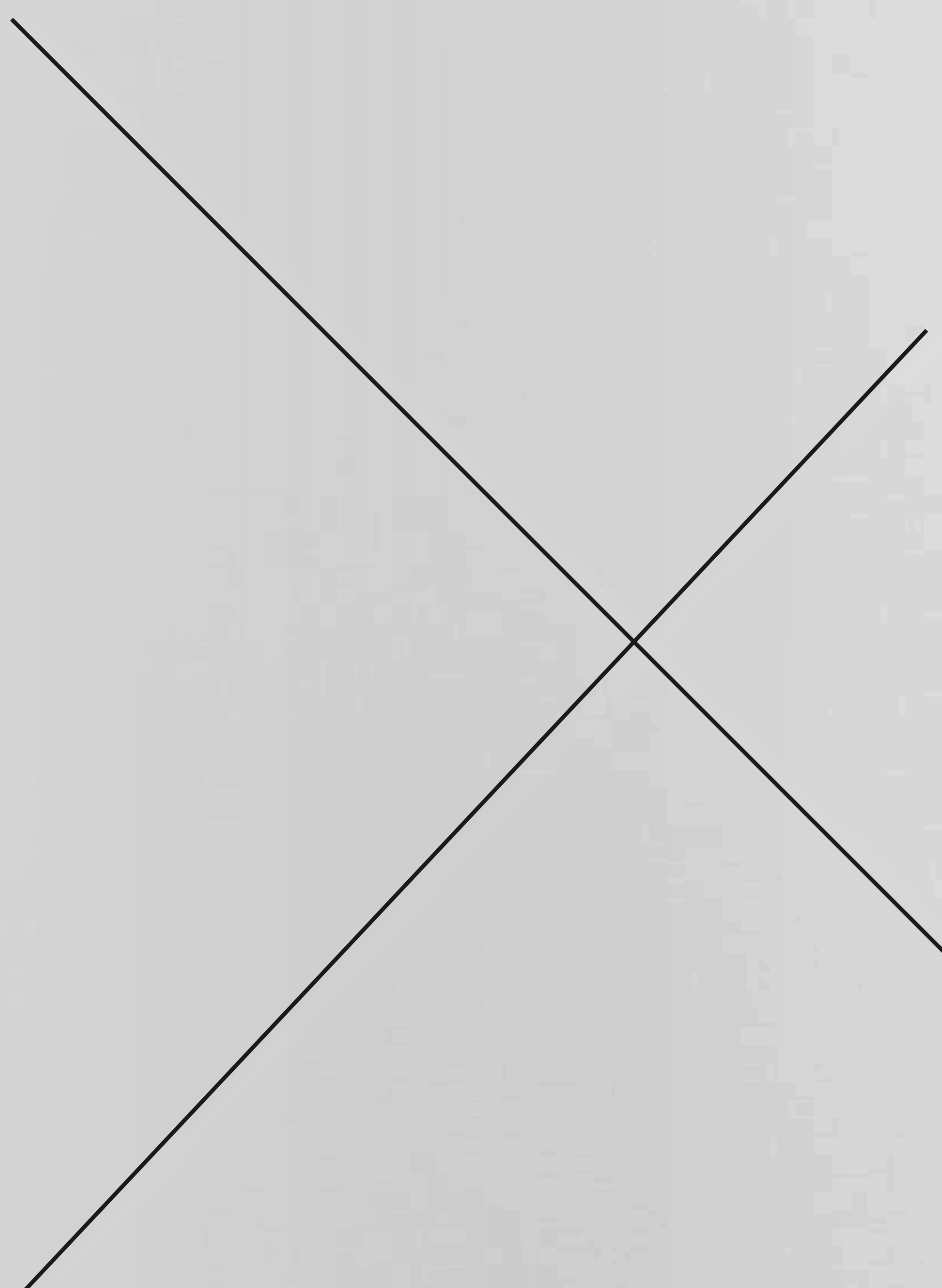
# WHY STORY

STORIES ARE FOUNDATIONAL TO HUMANITY.  
STORIES ARE NATURE'S WAY OF KEEPING RECORD.  
STORIES ARE BUILDING BLOCKS FOR OUR CONSCIOUS  
EXPERIENCE.

WE LEARN THROUGH STORY, WE GAIN INSPIRATION  
THROUGH STORY, WE JOURNEY THROUGH STORY. WE  
EFFECT CHANGE THROUGH STORY. WE SEE THE  
WORLD A CERTAIN WAY BASED ON THE STORY WE  
ARE TAKING IN.

STORIES SHAPE OUR BELIEFS, OUR ACTIONS, AND  
HOW WE EXPERIENCE THE WORLD.

WE WOULD BE NOTHING WITHOUT STORY.



# A CRITICAL TIME FOR STORY

through their message and their words, story tellers create feelings, then emotions, then movements, then riots, then religions, then wars. with a single idea, story tellers have the potential to change the shape of the universe.



## WHY ART?

ART IS THE FREEDOM OF EXPRESSION. BECAUSE OF THIS FREEDOM, ART ALLOWS THE TRUTH TO PASS THROUGH STORIES FREE OF CENSORSHIP, SOCIAL PRESSURES OR ILL-INTENDED DIRECTION AND MANIPULATION.

PURSUING ART ALLOWS US TO BYPASS THE GATEKEEPERS. ART IS THE VEHICLE OF CREATIVE FREEDOM THAT WILL TAKE US TO BUILDING WORKS WE ARE PROUD OF AND PASSIONATE ABOUT. IT CREATES AN IMPACT AND CHANGE ON THOSE WHO NEED TO EXPERIENCE IT.

## OUR ROLE IN STORY AND ART

fxtxre's role in story and art is the  
role of the messenger. we are here  
to uncover important stories,  
capture them, design the best  
method for these stories to be told.  
we make them beautiful,  
entertaining, and ensure that they  
are experienced through innovative  
ways of distribution.



# THE LAW OF EXPOSURE

WHAT YOU ARE EXPOSED TO, YOU BECOME. MATTER IS SHAPED BY THE ENVIRONMENT IT IS EXPOSED TO. THE LAW OF EXPOSURE EXPLAINS THE DIFFERENCE BETWEEN THE THE DESERT AND THE JUNGLE.

IT IS THE DIFFERENCE BETWEEN CULTURAL BELIEFS RELIGIOUS BELIEFS, LIKES, DISLIKES. WHAT WE EAT WE BECOME.

THE SUCCESS OR FAILURE OF A MESSAGE CAN BE DEFINED IN PART BY ITS EXPOSURE. IN OTHER WORDS WHAT YOU EXPOSE TO THE WORLD ALSO BECOMES.

THEREFORE, MORE EXPOSURE CAN EQUAL MORE BELIEF. THE MORE INFLUENCERS TALKING ABOUT A PRODUCT, THE MORE PEOPLE BUY THE PRODUCT.

EXPOSURE IS EVERYWHERE.

## OUR RESPONSIBILITY

when we fully grasp the power a message can have and the law of exposure, we come to understand the heavy responsibility we carry as messengers. we as a company must therefore hold true to core beliefs and foundational principles that guide our actions.

we must be deliberate with the media we create.



# CXLTXRE

THESE ARE OUR BELIEFS

# FREEDOM

SYNONYMOUS WITH **ART**

FREEDOM TO CREATE WHAT WE WANT WHEN WE WANT AND HOW WE WANT.



# TRUTH

SYNONYMOUS WITH **AUTHENTICITY**

WITH EACH OTHER, WITH OUR CLIENTS, WITH OUR WORK. WE ARE ABOUT BEING REAL.

# THE GREATER GOOD

WE HAVE THE OPPORTUNITY TO TELL STORIES AND CREATE ART THAT CAN POSITIVELY  
IMPACT THE THE WORLD.



# TINKER

EVERYTHING IS TRIAL AND ERROR

EXPERIMENTATION LEADS TO INVENTION. WE MUST ALWAYS BE OPEN TO TRYING THINGS OUT.

CHAOS ENGINEER.

# SHOW DON'T TELL

GREAT IDEAS CAN BE LOST IN TRANSLATION.



RATHER THAN TRY TO EXPLAIN, SHOW. RATHER THAN ARGUE WHY SOMETHING MIGHT NOT WORK, SHOW. THIS ROUTE IS FASTER AND MORE ACCURATE.

ONE PERSON CAN BE PICTURING AN IDEA ONE WAY, AND ANOTHER PERSON THE SAME IDEA A DIFFERENT WAY. IT'S ONLY WHEN WE CAN SEE THE IDEA CAN IT REALLY BE TESTED.

# CREATIVITY

CREATIVITY IS INFINITE.

WE WILL USE OUR IMAGINATION, OUR WORK ETHIC AND OUR KNOWLEDGE TO  
CREATE.

YOU ARE NOT YOUR IDEA.

YOU ARE NOT YOUR IDEA.

# COLLECTIVE

TEAM EQUALS THE SUM OF INDIVIDUALS

## TEAM

FOUNDATIONAL TO OUR CULTURE IS THE COMMITMENT TO TEAM. WHAT DOES THIS MEAN? EVEN THOUGH WE HAVE DIFFERENT ROLES, WE ARE ALL COLLECTIVELY WORKING TOWARDS ACCOMPLISHING GREATER GOALS.

AS A MEMBER OF THIS TEAM, MY ACTIONS AFFECT MY TEAMATES. THEREFORE THE DECISIONS I MAKE SHOULD KEEP THIS IN MIND. IF I AM A LATE FOR A TEAM MEETING, I'M WASTING MY TEAMATES TIME, SETTING THE PROJECTS BACK AND SLOWING THE MOMENTUM. THEREFORE THE MENTALITY IS NOT, I DON'T WANT TO BE LATE BECAUSE I'LL GET IN TROUBLE. IT'S I DON'T WANT TO BE LATE BECAUSE I CARE ABOUT MY TEAM, I RESPECT THEM, AND I WANT THEM TO RESPECT ME.

## INDIVIDUALISM

WE BELIEVE THAT THE UNIQUENESS OF THE INDIVIDUAL IS WHAT LEADS TO THE SUCCESS OF THE COLLECTIVE. WE BELIEVE THE SUCCESS OF THE INDIVIDUAL LEADS TO THE SUCCESS OF THE COLLECTIVE. WE ENCOURAGE EVERYONE ON OUR TEAM TO PERSONALLY PROMOTE, CREATE AND BE TRUE TO THEIR INDIVIDUAL SELF.

# INNOVATION

SYNONYMOUS WITH **GROWTH**

WE WILL ALWAYS CHALLENGE  
THE STATUS QUO. WE WILL ASK  
QUESTIONS, WE WILL  
EXPERIMENT, WE WILL TINKER,  
WE WILL INNOVATE.

IF WE ARE ALWAYS  
GROWING, WE ARE ALWAYS  
YOUNG. EVERY DAY IS DAY  
ONE.



# PREMIUM

SYNONYMOUS WITH **PROFESSIONALISM**

THIS WORK WE DO IS OUR ART, IN IT'S VERY NATURE IT NEEDS TO BE THE BEST. EVERYTHING THAT LEAVES OUR HANDS FOR OTHERS TO CONSUME WILL FEEL PREMIUM, EVEN IF IT'S ALSO INTENDED TO FEEL MESSY.



# ORGANIZATION

DISCIPLINE EQUALS FREEDOM.

ORGANIZATION IS THE FUNDIMENTAL PRINCIPLE THAT DIFFERENTIATES A  
HUMAN ACT FROM A BUSINESS.

THE MORE ORGANIZED WE BECOME THE LESS TIME WE SPEND ON REPETITIVE TASKS  
THEREFORE THE MORE TIME WE CAN SPEND ON CREATIVE TASKS.

# COMMUNICATION

OPEN, HONEST AND CONSISTENT. COMMUNICATION LEADS TO GENERATION OF IDEAS



# PASSION

TRAGEDY IS DYING AT A JOB YOU HATE  
DO WHAT GIVES YOU ENERGY



ART IS THE FUTURE

*BY CREATING ART, YOU ARE IN TURN  
SHAPING THE FUTURE.*

LIVING YOUR ART IS THE PATH TO FULFILLMENT

*DEEP INSIDE OF YOU, BURIED  
UNDERNEATH YEARS OF  
PROGRAMMING, IS THE TRUTH.*

IF WE ALL LIVE OUR ART, THE WORLD BECOMES A BETTER PLACE.

*WHAT DOES THE WORLD LOOK LIKE  
WHEN EVERYONE REALIZES THEY ARE  
AN INFINITE CREATOR?*

## ART IS FORMLESS

ART CANNOT BE DEFINED. EVERY  
SINGLE HUMAN HAS AN ART. ART IS  
NOT CONFINED TO A BRUSH AND  
PAINT, OR BARS AND BEATS. IT CAN BE  
FOUND ANYWHERE AND WITHIN  
ANYONE LIVING THEIR TRUTH.

ART IS TIMELESS.

THEREFORE, ART IS PRESENT. ART  
UNDERSTANDS THAT ALL MATTER AND  
ENERGY IS UNFOLDING NOW. NOW IS  
THE ONLY "TIME." AND WHEN YOU ARE  
CREATING YOUR ART, YOU CROSSOVER  
INTO THE TIMELESS REALM.

ART IS UNIQUE.

IN IT'S VERY NATURE, ART CANNOT BE  
A COPY. IT MUST BE INDIVIDUAL.  
THEREFORE, TO BE AN ARTIST, YOU  
MUST BE TRUE TO YOUR UNIQUE  
INDIVIDUAL SELF. WHILE  
RECOGNIZING THAT YOU AND YOUR  
ART IS A PART OF THE COLLECTIVE...

ART IS COLLECTIVE.

THE UNIVERSE OPERATES THROUGH  
CAUSE AND EFFECT. ART IS NO  
DIFFERENT. WE ARE ALL, IN SOME  
WAY OR ANOTHER BUILDING OFF OF  
THE PREDECESSORS BEFORE US. WE  
MUST RESPECT THIS TRUTH, WHILE  
ALSO UNDERSTANDING THAT WE MUST  
BE INDIVIDUALLY TRUE IN OUR ART AS  
WELL.

**ART FIRST ALWAYS**

# BBAND

WE ARE THE ANTI BRAND. FXTXRE WAS STARTED TO ESCAPE THE SHADOW ARTISTRY AND CROOKED MARKETING CULTURE THAT PLAQUES THE MODERN WORLD.

FXTXRE ISN'T TRYING TO SELL YOU SHIT BECAUSE YOU DON'T "NEED" OUR PRODUCT. THE TRUTH FOR US AND EVERY OTHER BRAND IS WE NEED YOU.

THE DIFFERENCE IS WE DON'T NEED YOU TO BUY OUR PRODUCT, WE NEED YOU TO GO MAKE ART, AND IF YOU WANT TO REPRESENT FXTXRE ALONG THE WAY, GREAT. IF NOT, THAT'S FINE TOO.

**THIS  
MESSAGE  
HAS BEEN  
BROUGHT TO  
YOU BY ART**

# CHARACTER

A hand wearing a blue nitrile glove is positioned in the center of the frame, making a 'rock on' or 'devil horns' gesture. The hand is set against a vibrant, solid red background. The lighting highlights the texture of the glove and the contours of the hand.

FUTURE IS

CREATIVE.

INNOVATIVE.

THOUGHTFUL.

EDGY.

REBELIOUS.

INTELLIGENT.

HONEST.

CONFIDENT.

FUN.

UNAFRAID.

AUTHENTIC.

REAL.

FORWARD THINKING.

PASSIONATE.

DRIVEN.

KIND.

EMPATHATIC.

ROMANTIC.

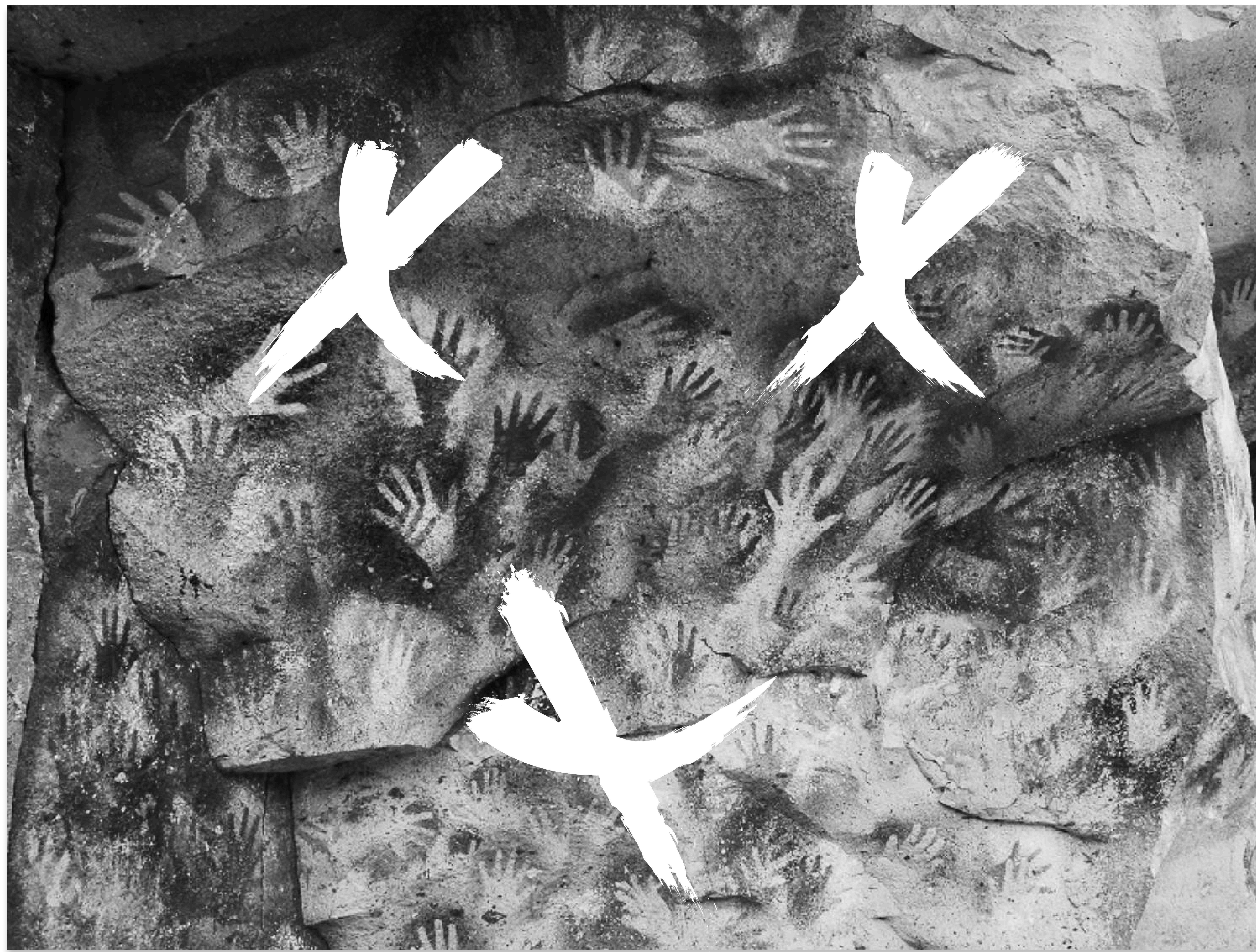
GRITTY.

UNASHAMED, UNEDITED, UNAPOLOGETIC.



# PERSONALITY





UNITED IN ART

## WHAT WE STAND FOR

We live in a polarized world full of tension. The word politics, is derived from the word polarized, which literally stands for the division of.

Division is exactly what's taking place. but regardless of your beliefs it's important, critical even, to keep in mind that we are **ONE**. if you zoom out far enough back in time long enough you will see that we all came from the same place.

At FXTXRE we don't want every one to have the exact same beliefs, we just want everyone to believe in the same thing.

That we're all in this together.

We are united in art.

THE ART YOU  
CREATE  
TODAY,  
CREATES THE  
WORLD  
TOMORROW.  
THE WORDS  
YOU SPEAK  
TODAY ECHO  
FOREVER. ART  
IS THE **FXTXRE**  
AND YOU  
ARE AN  
INFINITE  
CREATOR. GO  
MAKE WAVES.



**F X T X R E**  
FREE YOUR ART



**WORDMARK LOGO ARPONASAN MEDIUM, ALL CAPS**

HEADER - MONTSERRAT MEDIUM, FORCED SMALL CAPS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED  
DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA  
ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION  
ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.  
DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT  
ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT  
OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA  
DESERUNT MOLLIT ANIM ID EST LABORUM

BODY - MONTSERRAT MEDIUM, SMALL CAPS

