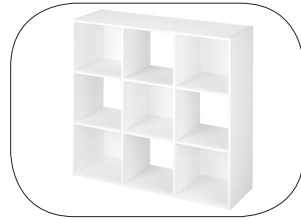


phase 2: research & ideation



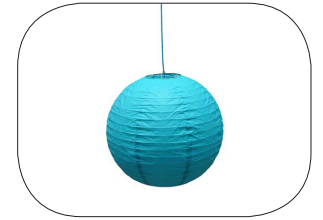
modular



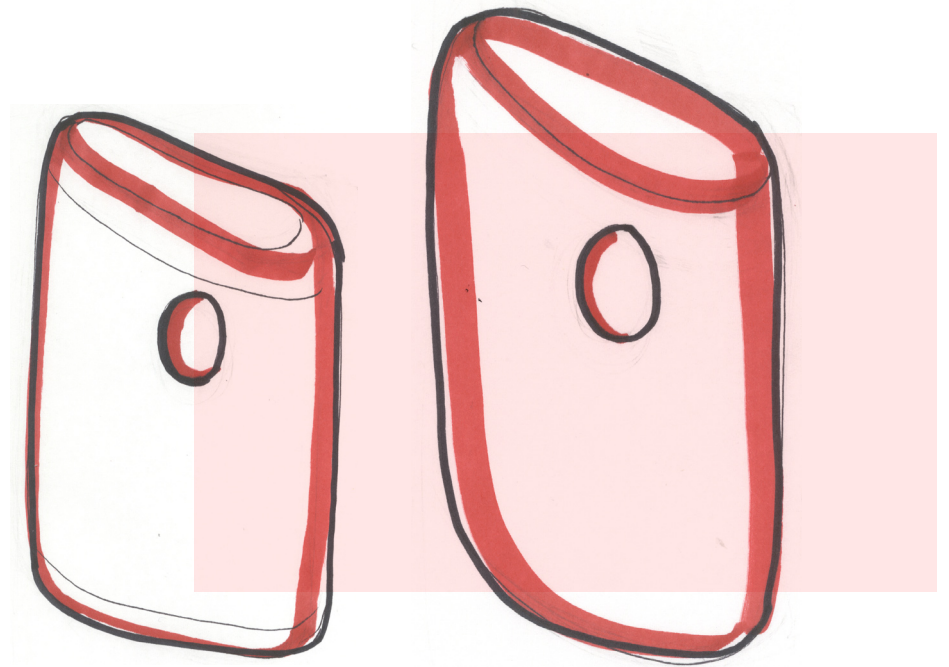
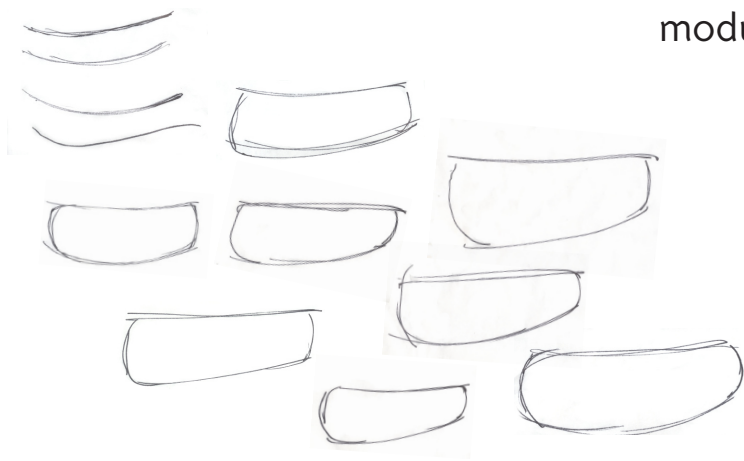
graphic



gestural



simple shapes



brief 2: targets want to carry the drome and drome hd, only if you design a unique sku for a target drome. must appear and feel like the target brand, while still appearing to be both 'pyrma' and 'drome.'