CASE STUDY

PENTAGRAM

A CASE STUDY WITH CATHERINE

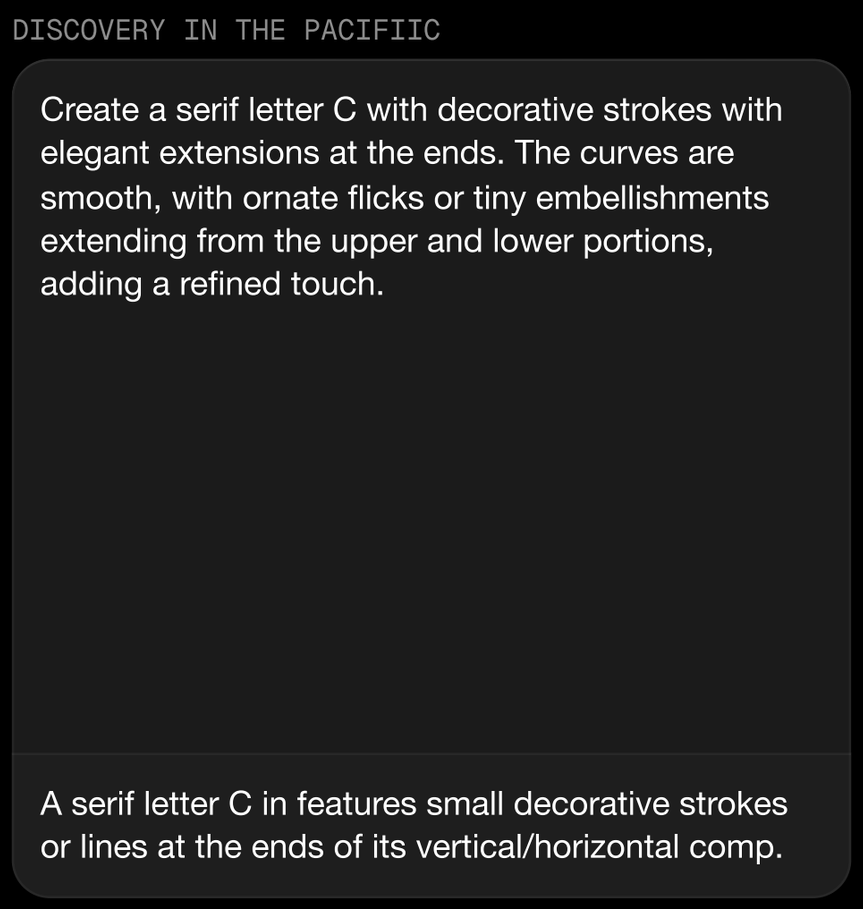
FLOR1

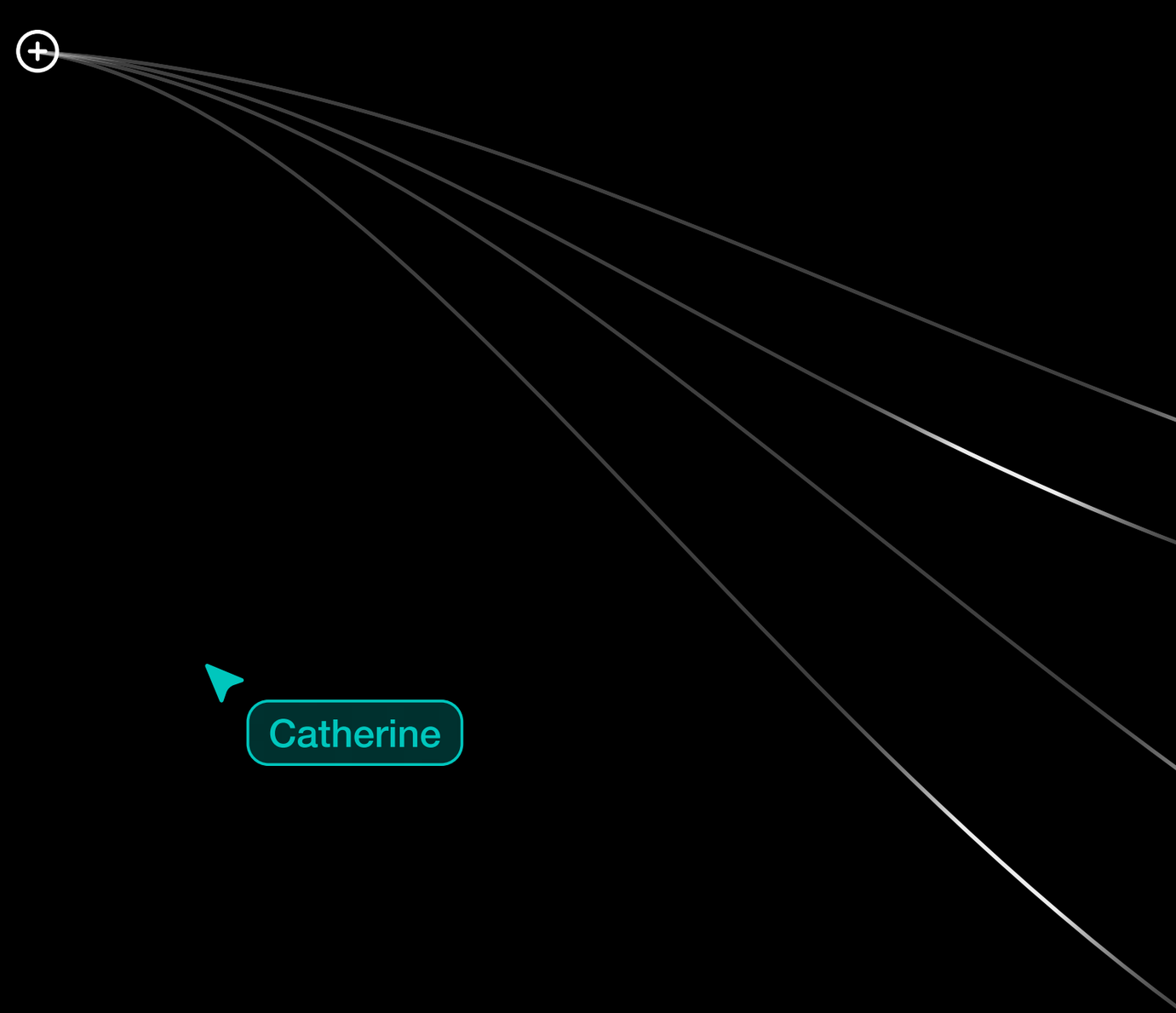
Catherine

Pentagram

Expanding Creative Possibilities with AI

Catherine Chung, a multidisciplinary designer at Pentagram, sets out to explore how AI could revolutionize her creative workflow. With experience working on brands like Howard Hughes, National Gallery of Art, and Society for Experiential Graphic Design, she wanted to push the boundaries of typography design—leveraging AI to generate unique assets for experimentation.

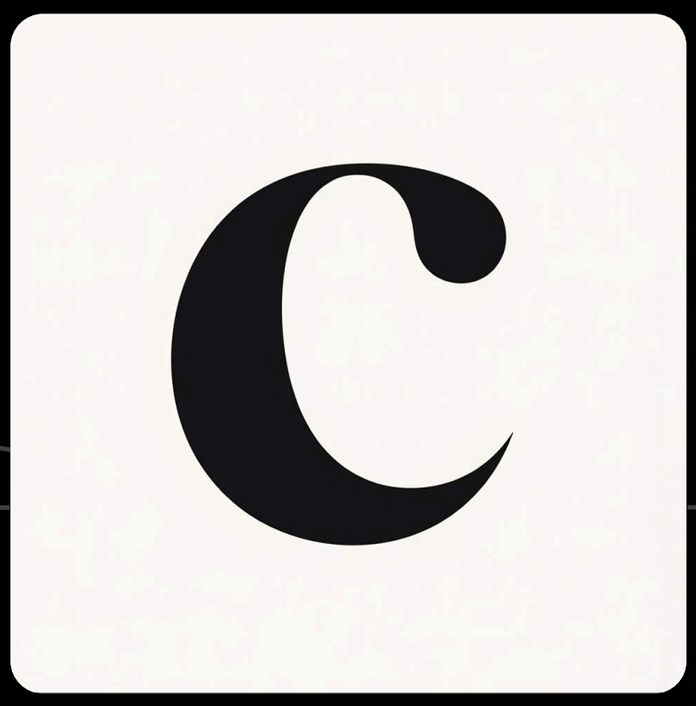




The FLORA-Powered Workflow

Rather than starting from scratch, Catherine introduced FLORA at the concepting stage, using its AI-driven image generation to produce a wide variety of letterforms.

SERIF C



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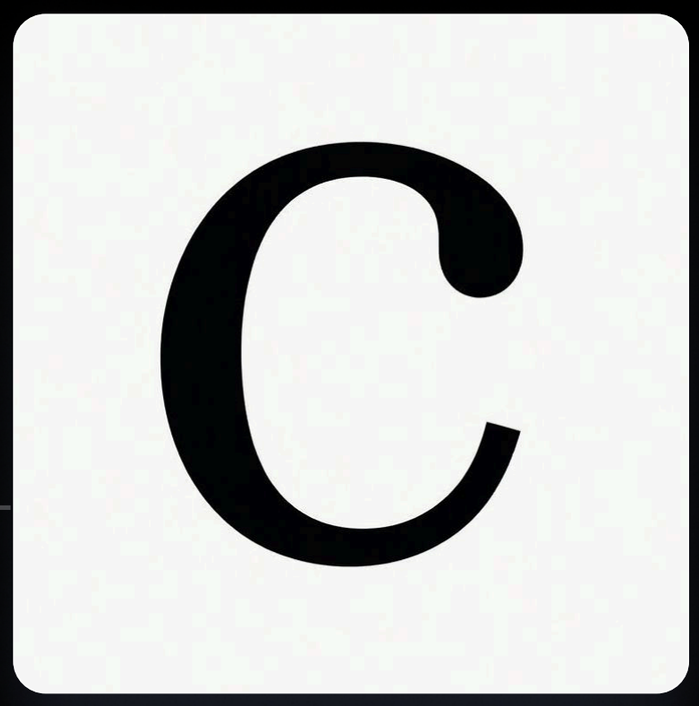

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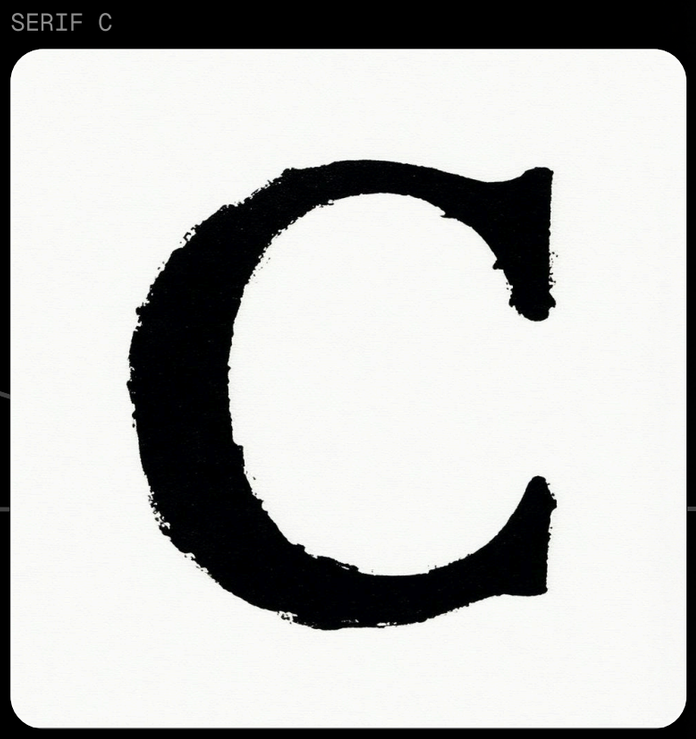

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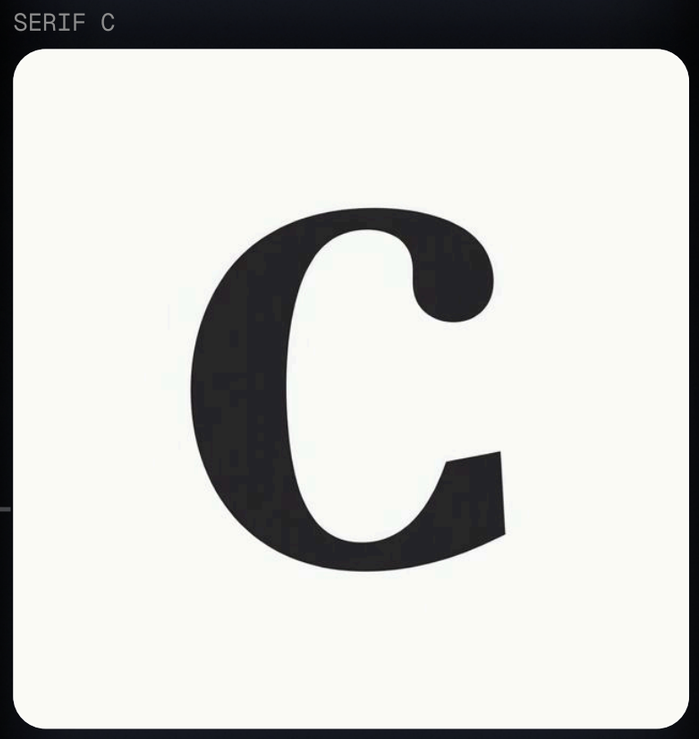


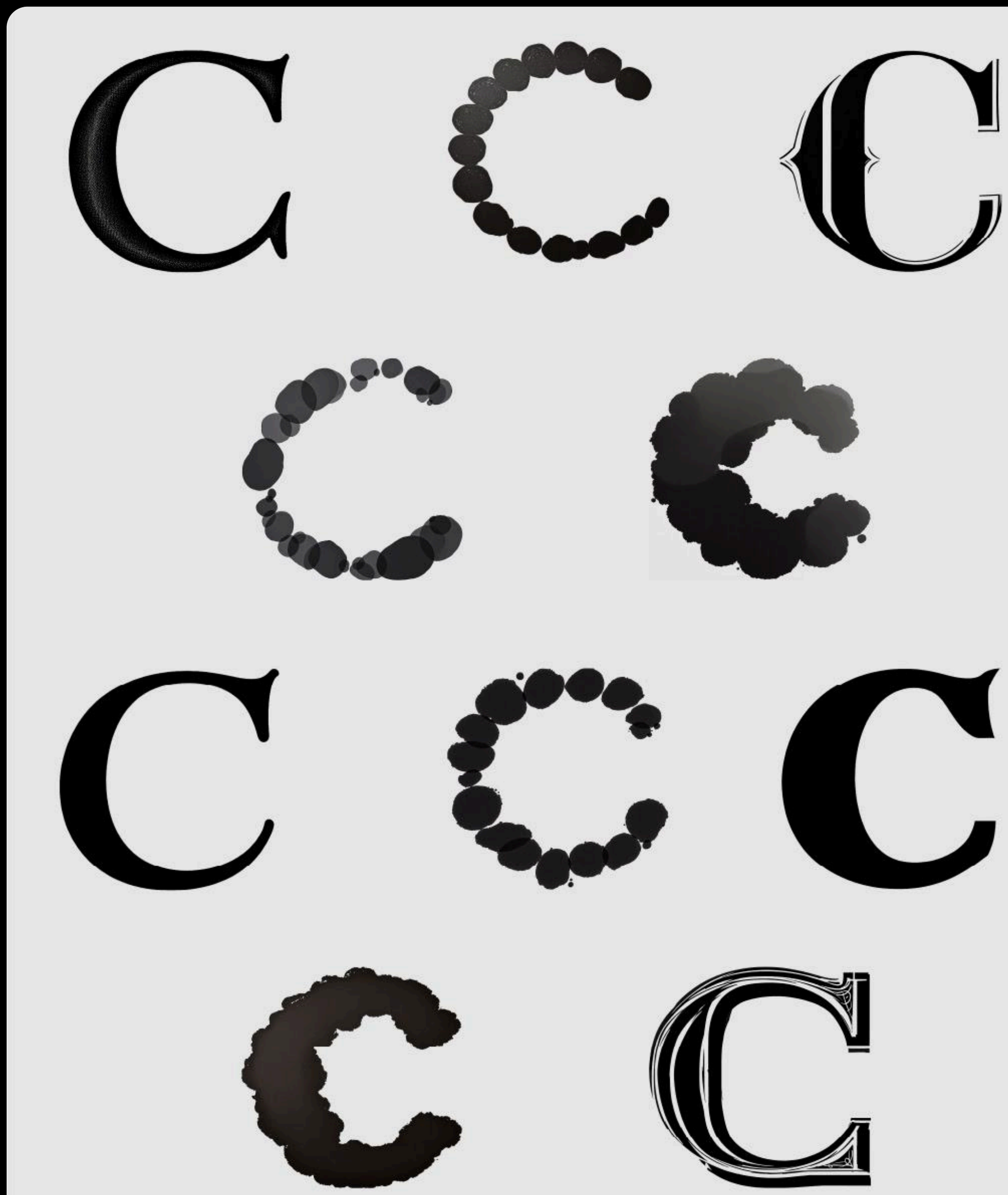
> “**FLORA** has busted the world of design open for me. I used to rely on the same three programs, but AI gave me an entirely new way to think about my creative process.”
>
> *– Catherine Chung*

Catherine’s **FLORA** Flow:

Text Prompting → Used a text block to craft prompts that generated unique "C" letterforms.

Rapid Iteration → Created multiple variations, refining outputs through AI-guided exploration.

Curation & Transformation → Selected the most compelling forms and download as svgs.



AI as a Creative Companion

A series of serif “C” letterforms and ink-inspired vectors, curated into a refined set of 10 unique typographic forms.

These AI-generated letterforms became the foundation for a new typographic poster series, allowing Catherine to layer, distort, and remix them into fresh visual compositions.

Why FLORA?

Faster Iteration → Generated assets in minutes., reducing design prep time

Endless Exploration → AI provided unexpected yet inspiring variations.

Hands on Creative Control → Selected the most compelling forms and download as svgs.

Click here to view full workflow.