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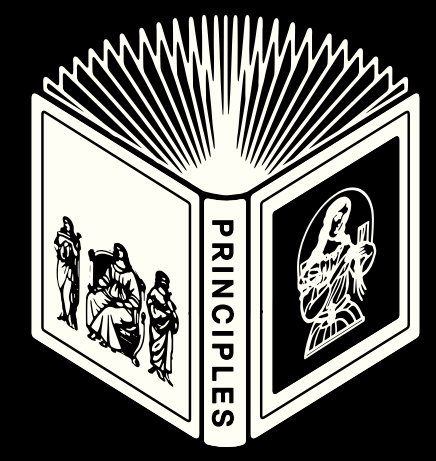
Intro





Who We Are

Studio Freight is an independent creative studio *built on principle.*



+ Independent

We rise to the level of the limits we accept. At the heart of Studio Freight is independent thinking, we are owned by ourselves and collaborate with those willing to choose and create the realities they want to live in. There are no rules, only consequences.

+ Creative Studio

Studio Freight is a creative business, practice, and project. We build brands and experiences. We incubate products and experiments. We invest in companies and people. Our pursuits vary widely, but the approach remains — a great creative practice is the known path to great unknowns.

+ Built on Principle

If we don't decide how we build, others will. For our team and clients, our principles lead us to choose the right partners, avoid the traps of soft thinking, filter great opportunities from great temptations, shake the malaise of hard moments, honor both performance and artistry, and make work we're all damn proud of.



What We Do

We bring together the best thinkers and makers to *move your mission forward.*

Strategy

Helping our clients identify and articulate their distinct perspectives and promises — and earn a valuable place in the lives of their customers.

Brand platform

Name creation

Category design

Verbal identity

Copywriting

+ Design

Creating the visuals and systems that signal clear and compelling relevance, for internal teams and external audiences, at scale.

Visual identity

Brand system

Creative sprint

3D & illustration

Print & physical

+ Experience

Deploying creative strategies and activations, that users interact with in the real world, to shape favorable perceptions.

Campaign

Web design

Photo & video

Environmental

Motion design

+ Technology

Building and enhancing tech stacks to elevate digital experiences, up-level productivity, and develop competitive advantages.

Web development

Web game development

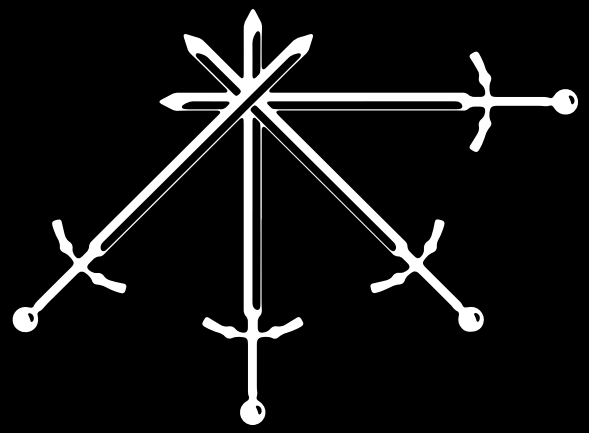
CMS development

Web maintenance

Brand tools



Most aim to solve the problem, we solve the potential *to deliver maximum upside.*



+ **What You Get**

Proven processes

Open collaboration

World-class creative

Technical upgrades

Scalable systems

Good times

+ **Why It Matters**

Bigger deals

Larger margins

Team alignment

Customer loyalty

Stakeholder buy-in

Competitors' envy



Work





Easol

Create moments, not things. Easol is the ecommerce platform specially built for selling experiences. Now experience creators have the tools they need to turn their passions into empires.

Industry

Commerce SaaS

+ Services

Brand Platform, Name Creation, Category Design, Verbal Identity, Copywriting, Visual Identity, Brand System, Collateral, Campaign, Web Design, Environmental, Motion Design, Web Development, CMS Development

+ Approach

Creating and selling experiences you love is the best job in the world. But before Easol, it didn't feel that way. We partnered with the Easol (dream) team to rethink everything and bring their platform to the people.

We interviewed creators, tested out competitors, laughed at wild stories, made custom music, and cared for Easol like it was our own. Best of all, the founders became friends.

Like an easel is the scaffolding painters use to paint, we renamed to Easol as the platform experience creators use to create. We launched experience commerce as a new category. We did personas, taglines, verbal identity, visual identity, motion design, product design, campaigns... it feels like we did it all.

The essence of "loremaking" led us to an epic brand system. You see, Easol is all about creating and sharing experiences that transcend mere words, the ones where each retelling becomes more grand, more courageous, more sensational. Until one day, gradually and without notice, they become lore.

+ Outcomes

Easol was a team of ~10 when we started, now they're 90+ with offices in London, Lisbon, and New York City.

Following the brand and website launch, they raised a pre-emptive \$25m Series A. The website and campaign reduced the sales cycle from first call to close by 50%. The showcase event launch had a 45% conversion from ad to demo (against benchmark of 5%), and 7% conversion to full subscription. The ad cost per demo improved to \$20 (down from \$60 prior to launch) and was profitable within the first 6 months. Easol has won design awards and the praise of their customers.

From global events company, Roamy: "This is the best brand in experiences we have seen. How do we recreate something like this for our business?"

From the largest wellness platform in the world, Wanderlust: "You've built an amazing platform and I'm excited to see it grow and see Wanderlust grow alongside you. I wanted to compliment you on your branding and style... Easol has very recognizable design and branding and I have some idea how hard that is to create."









EASOL
PLATFORM PRICING FAQ ABOUT INSPIRATION
LOGIN [BOOK A DEMO](#)

AN OPEN LETTER

CREATE MOMENTS NOT THINGS

Our experiences shape who we are. Creating experiences allows us to shape who we become. Let's create a better future.

[READ MORE →](#)

LOVE WHAT YOU DO

We believe that with the right tools, anyone can turn their passion into an empire. So we made them.

[BOOK A DEMO →](#)

EASOL

SELL EXPERIENCES,
NOT THINGS

EX-COMMERCE
THEMES
EXPERTS
ABOUT
INSPIRATION

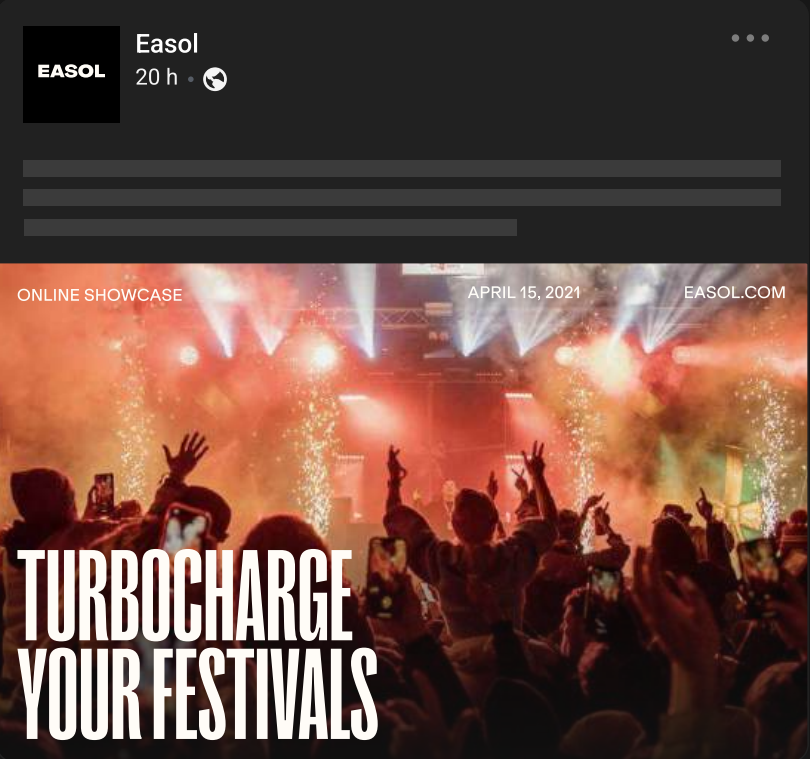
INSTAGRAM
TWITTER
FACEBOOK
LINKEDIN

FAQ
HELP CENTRE
CONTACT

EASOL © 2020
CREATOR TERMS
PRIVACY POLICY
COOKIES POLICY

BEST JOB IN THE WORLD. CREATE AND SELL ANY EXPERIENCE ON EASOL'S POWERFUL, PURPOSE-BUILT PLATFORM. THIS IS THE BEST JOB IN THE WORLD. CREATE AND SELL ANY EXPERIENCE ON EASOL!

THE FUTURE OF SELLING
EXPERIENCES HAS ARRIVED



**THE BEST JOB
IN THE WORLD**

IF YOU SELL EXPERIENCES, EASOL IS FOR YOU. BECAUSE THE BEST JOB IN THE WORLD, SHOULDN'T FEEL LIKE A JOB AT ALL.

EASOL.COM



BRAND GUIDELINES PAGE 80

The grid system for desktop is broken into 12 columns with 30px margin and gutter widths, and 88px column widths.

EASOL BRAND GUIDELINES PAGE 05

02 BRAND FOUNDATION

EASOL BRAND GUIDELINES PAGE 70

Avoid Illustration "Negatives"

For illustrations with big black fills, avoid using the moon-or-eclipse combination - it looks like a negative. To use an illustration on a dark background, select one with more outlines than big fills.

EASOL BRAND GUIDELINES

Desktop Type Scale

Right Grotesk

Klarheit Kurrent

Klarheit Grotesk

H1 ST
HEADER 2 -
HEADER 3
HEADER 4 - 3
HEADER 5 - 27PX
Paragraph - 20PX
Paragraph (Small) - 16PX
Paragraph (0.8em) - 13PX

EASOL BRAND GUIDELINES PAGE 49

ons system by # can simply touch when re off as

view the project

How to Make

Planning
Be ready to prepare and explore. These are dense, so we suggest sketching ideas first, leveraging photo or video references to plan the composition, before attempting to move forward on an idea.

Sketch
(1) Prepare a detailed sketch of the concept. (2) Trace with pen tool in Illustrator or Procreate (if using Procreate, export into Illustrator, use Image trace, and remove unneeded anchor points).

Refine
(3) Copy SVG to Figma and change colors to moon or eclipse. (4) Add to any web, print, product, or video applications.

EASOL BRAND GUIDELINES PAGE 11

Easol's personality is how we move beyond being just a brand to become something more meaningful. Each trait influences how we sound, how we act, and how we connect with users and potential creators. Ultimately, our personality reminds us that even though we're a tech company, we should always sound more like a trusted collaborator than a corporation.

01 We're Expressive.
We bring creative energy. We're willing to be different and quirky, so long as it feels right. We find joy in connecting the dots we've collected from our multi-hyphenate, wide-ranging experiences to form new ideas, new relationships, new moments. We are shamelessly pursuing our own curiosities and invite others to do the same.

02 We're Perceptive.
We share insights and solutions. We're intimately familiar with the difficulties and frustrations of organizing experiences — and we know the way forward. We look for patterns, reveal opportunities, and aim to make the complex easy to understand. We help creators see things clearly as they are, so we can guide them to what they could be.

03 We're Present.
We're attentive and fully invested in every moment we share with others. We're aware of the evolving contexts and trends of culture, in order to support our diverse creators. We adopt the new realities and opportunities of today's world by constantly seeking out, and experimenting with, the latest technologies, ideas, and thought leaders (and action-leaders).

04 We're Inciting.
We want action. We know the kinds of resistance — fear, uncertainty, overthinking — that stop creative pursuits in their tracks, so we challenge and energize our creators to always take that next single step instead of overwhelming them with the next twenty. We instill momentum and decisiveness by being willing to act first and sharing stories of success, courage, purpose.

05 We're Real.
We're straight shooters. We talk with our creators as peers who have been there, done that. We don't lecture them from above or ignore them — we stand beside them throughout as a guide who knows the routes. We don't shy away from being honest, even if it's not easy to hear, even if it's not to our advantage. We are people excited to share and grow with other people.

ORIGINAL ENERGETIC MULTICULTURAL PLAYFUL
SERIOUS MINDFUL CLEAR GREAT
ATTENTIVE WELCOMING EXPLORATIVE CULTURED
PROFESSOR ENERGETIC INVESTIGATIVE CATHARTIC
CAREFUL PERSONABLE RELIABLE PRAGMATIC

EASOL BRAND GUIDELINES PAGE 09

03 BRAND VIBE

EASOL BRAND GUIDELINES

Overview

EASOL

BRAND GUIDELINES PAGE 100

Be mindful of the amount of copy packed into any given viewport on the website. Strive to find concise ways to communicate what is essential and explore layouts with a type size that accommodates those needs.

EASOL BRAND GUIDELINES PAGE 53

Creator Photography

Creator photography highlights the success of our clients and enhances our credibility. We source these from our clients, but we only use the best quality photos because they're part of our visual identity.

EASOL BRAND GUIDELINES PAGE 29

Right Grotesk

Right Grotesk blends the neutrality and functionality of a good workhorse type with a healthy dose of personality. With fine details, smooth curves, maddening contrast, and slightly skewed anatomy, it can be a loud and proud hero or a humble supporting actor for all sorts of designs. Not trendy nor timeless, it was designed for both serious and fun projects, which means it was designed just right for Easol.

We use Right Grotesk as the typographic lead for the Easol brand. Its tall, compact, and bold construction enables us to design messages with impact, clarity, and enough style to turn heads. While it works exceptionally well for web, social, and video applications, it should be avoided in the context of Easol's product. Additionally, please avoid using it at a small scale.

Foundry
Purgram Purgram

Settings
Style: Tall Bold
Case: Uppercase
Tracking: 0%
Line-Height: 75% to 85%

ABC
RSTUVW
XYZ

0.123
456789

EASOL BRAND GUIDELINES

Overview

Dynamic
Dynamic layouts combine photos and illustrations locked up with offset type arrangements. As the most stylish layout, be mindful about the pairing of elements and the legibility of text. These layouts are best used for web, video, and posters.

Stacked
Stacked layouts combine one or more supported bases for details. These layouts are best used for posters.

Online Showcase April 15, 2022

THE FUTURE OF SELLING EXPERIENCES HAS ARRIVED

ONLINE EVENT OFFICIAL LAUNCH

APRIL 15, 2022 EASOL SAVE



Notations

Links

[Website](#)[CommArts](#)[Awwwards](#)[Launch Video](#)

+ *The attention to detail and care in every single person's work at Studio Freight is fucking exceptional. They're the most visually and aesthetically aligned people I have ever worked with, but also very different, which took us in directions I would never have thought of. If they don't agree with something, they aren't afraid to fight their corner. I can't stand 'yes' creatives so this was hugely important for me. They treated everything we said about what we wanted to do with proper respect — and treated Easol like their baby too — then made it into gold dust.*

Lisa Simpson, Co-Founder & Chief Creative Officer



Republic

Investment access for all. Republic Note is the first revenue-sharing, community-driven digital asset that empowers holders to share in the success of Republic’s world-changing ventures.

Industry
Finance

+ **Services**
Visual Identity, Brand System, 3D & Illustration,
Collateral, Web Design

+ **Approach**
As a global investing platform, Republic makes it possible for 2.5+ million community members across 150+ countries to access private market investment opportunities. To extend their mission and expand their platform, they’re using crypto tokenomics to allow non-accredited investors to participate in the upsides of their success.

We linked up with the Republic team to launch Republic Note, or R/Note. They were looking to capitalize on a fast-moving wave, which meant we had to go from zero to hero in a matter of weeks.

On the ledger of needs was designing “crypto’s most transparent whitepaper.” We loved the name and the idea of financial transparency was carried through the brand, website, and collateral creation with glassine 3D graphics, crystalline icons, and outlined illustrations. We scaled up trust by pairing a no-nonsense sans with an accounting-friendly monotype and building a color system of bankable blues with black and white.

+ **Outcomes**
From the start, all efforts were pointed towards a successful ICO (initial coin offering) for the Republic Note.

The launch was a top priority for Republic, such that their executives and institutional investors, like Binance and Naspers, were watching with keen eyes. Luckily, we love it when the stakes are high.

The Republic Note went on to raise millions of dollars from thousands of individual investors in a few weeks. All in all, it did 560% of the goal.

In the words of Republic Note Lead, Jensen Vu: “The quality is unmatched! Thanks to the team.”



Community Benefits

2B

Republic Note

While the Republic Note is Republic Capital, it is the Republic global.

2A



Technical

As the blockchain industry has emerged. Each foundation upon which...

Private markets are changing. Evolving capital market regulations and the rise of the private equity and venture capital landscape are converging to drive a new era of investment. These changes will create a more accessible, inclusive, transparent, and central to Republic's mission.

Since its founding in 2016, Republic has built a platform of products and services guided by the principle that investment should be accessible to anyone, anywhere. At Republic's core is a mission to democratize access to private capital and make it possible to invest in start-ups and many other private asset classes. These are the critical pillars of Republic have developed through our capital and web3 divisions.

EXPERIENCES

As a Republic Note Holder, you gain access to a wide array of prospective experiences, both offline and online, that compound the more Republic Notes you hold. Whether you are a beginner or an experienced investor, working on a side-project or building a business empire, Republic Note experiences will support the entire spectrum of your ecosystem. Republic Note experiences include webinars, seminars, investing, tech...

COMMUNITY

Becoming a Republic Note Holder is a collaborative, innovative experience. It's a journey that starts with a shared vision and ends with a community of like-minded individuals who are committed to the success of the Republic ecosystem.

TOKE

Current... its... follow... to account for the... blockchain industry.

ACCESS-CONTROL

THE REPUBLIC NOTE

As the blockchain industry has emerged, the Republic ecosystem has helped build each of such networks, giving us clear insights into the project. The Republic ecosystem has helped build each of such networks, giving us clear insights into the project.

WHITEPAPER

AS OF APRIL 2023

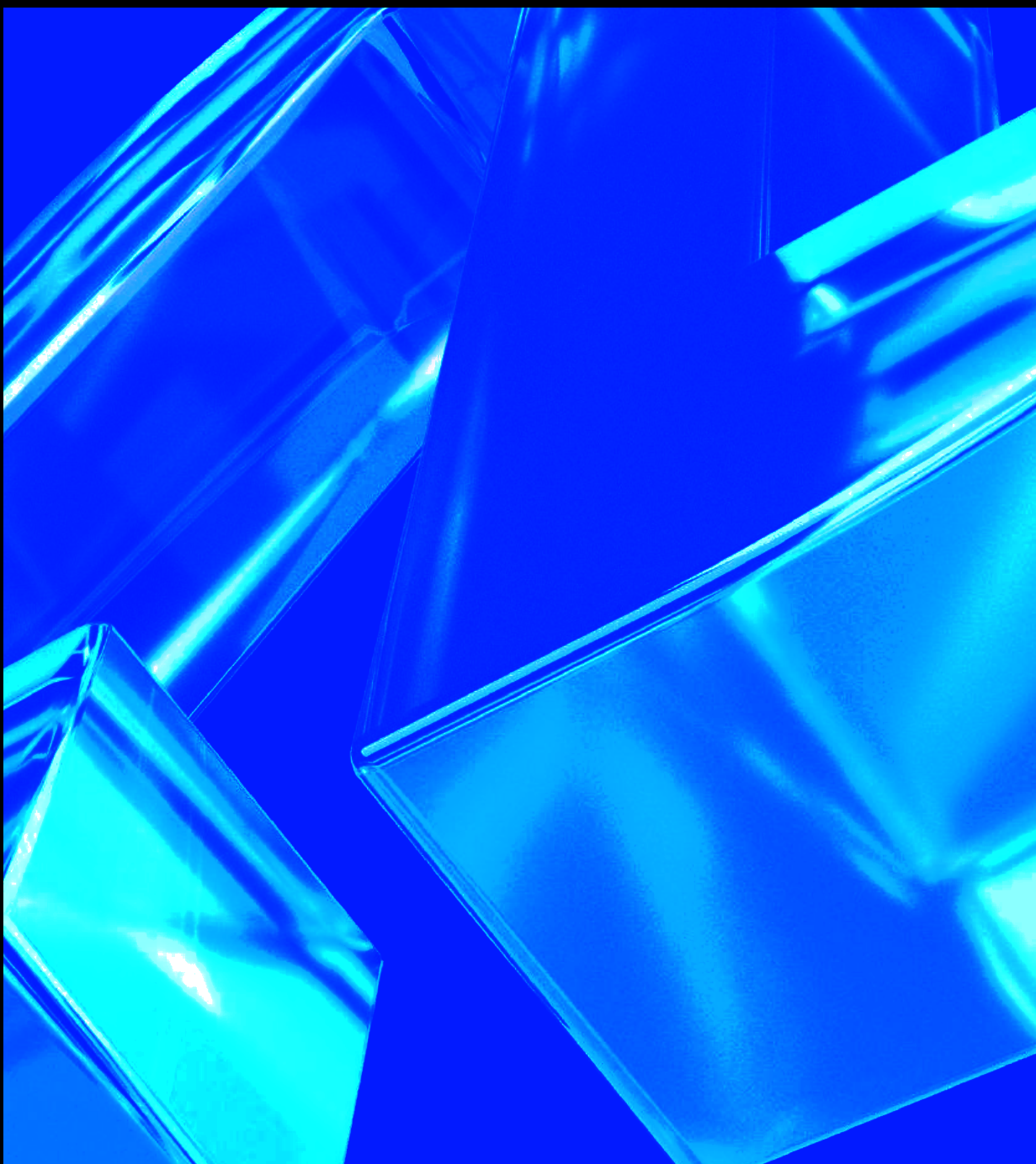
WHITEPAPER

THE REPUBLIC NOTE

REPUBLIC NOTE

REPUBLIC

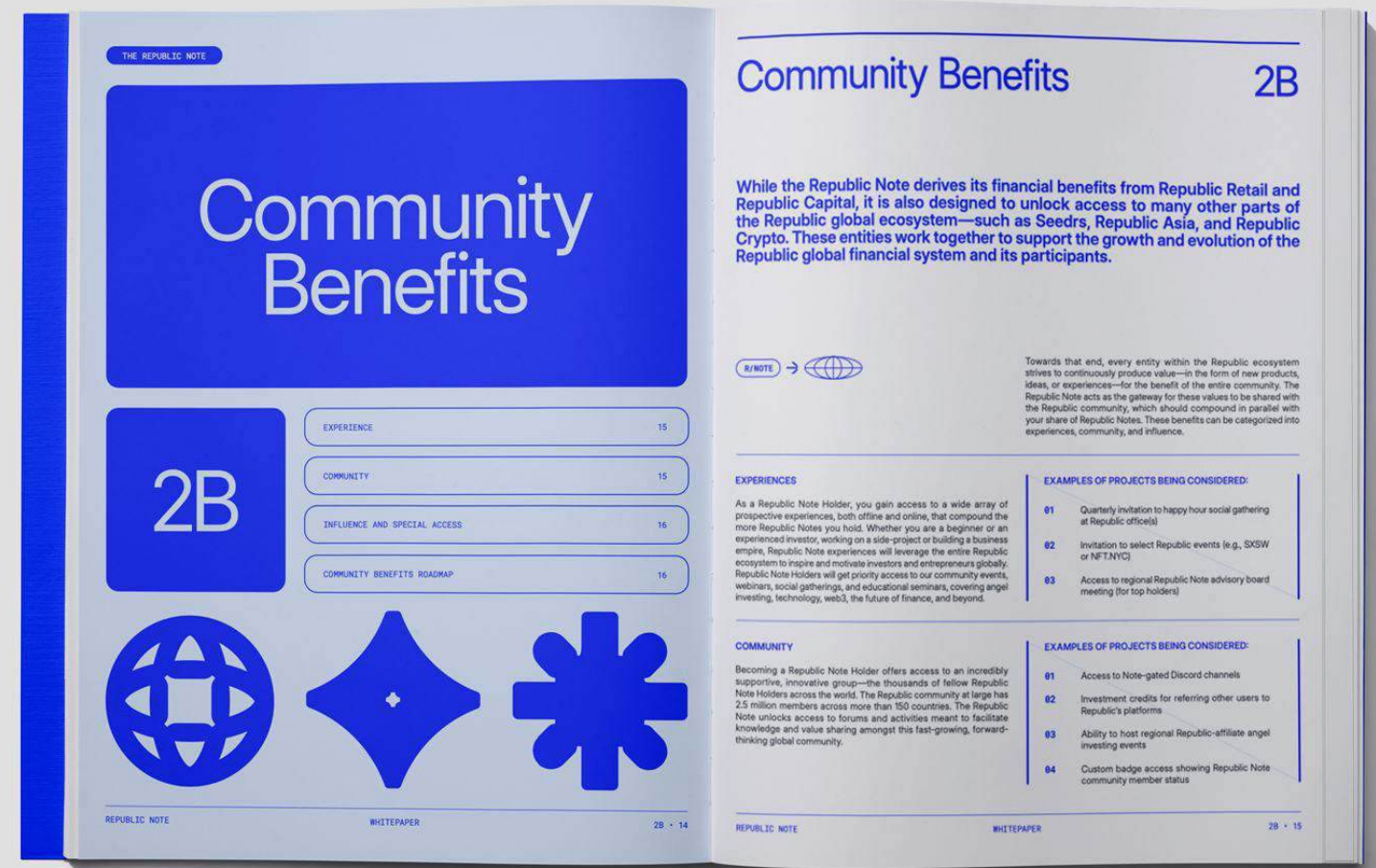
R/NOTE



Note

A revenue-sharing, community-driven digital asset that empowers you to share in the success of many of Republic's world-changing ventures.

COMING APRIL → 





Republic

Invest Learn

Raise capital Log In Sign up

Republic Note

A revenue-sharing, community-driven digital asset that empowers you to share in the success of many of Republic's world-changing ventures.

[HOW TO INVEST](#)

[READ THE WHITEPAPER \(+\)](#)

[MEET THE REPUBLIC NOTE](#)

MacBook Pro

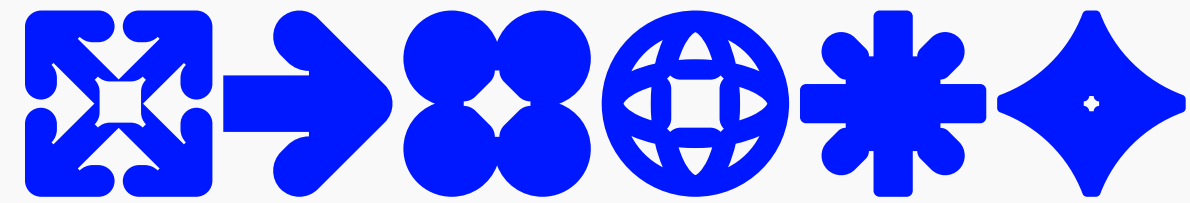
PRICE PER REPUBLIC NOTE
\$0.36

CONTRIBUTING BY LAUNCH
310-330M

TOTAL REPUBLIC NOTE SUPPLY
800M

A revenue-sharing, community-driven digital asset that empowers you to share in the success of many of Republic's world-changing ventures.

+ + +



Why Now? 2C

A RENEWED COMMITMENT TO ACCESS

Republic was founded in 2016 with a simple mission to create a world where investment and ownership are truly accessible to everyone, everywhere. In Republic's early days, the mission manifested first through Republic Retail, which curated high-growth investment opportunities—once available only to accredited, ultra-wealthy investors—and made them accessible to the everyday person.

Republic's mission quickly resonated with hundreds of thousands of retail investors in the first few years. Soon enough, the collective nature and value of our community members made it possible for Republic to gain access to top-of-mind, high-growth investment opportunities. In 2018, Republic Capital launched its new investment platform, Republic Capital, which leverages the same advantage of this access. With financial support from a network of very successful and accomplished investors, the Republic Capital portfolio grew to include exciting names in the private market—like Asian Space, Robohood, and Ford, among many others.

The emergence of Republic Capital marked a moment of strategic reflection for Republic. So, Republic began to search for innovative ways to capitalize on market access to these high-growth potential opportunities, while staying true to its mission to empower the entire community to benefit. And so, the Republic Note was born, demonstrating Republic's ongoing commitment to ownership and accessibility with each new investment added to the Republic Retail and Republic Capital portfolios.

SIGNIFICANT CHANGES IN THE RETAIL INVESTING LANDSCAPE

Private companies raising capital online is a relatively new phenomenon. First legitimized in the United States in 2012 by way of the JOBS Act, this innovative method of fundraising, then dubbed "public crowdfunding" and given momentum in a short period. This new regulatory flexibility had world-changing implications, not just for companies seeking innovative ways to grow, but for retail investors for whom private investment opportunities were historically inaccessible. Republic was one of the first companies to harness the potential of this opportunity for private investing and, in 2016, launched its retail investment platform.

From 2016 to 2019, private companies in the US raised over \$200 million using Regulation Crowdfunding (Reg CF) and over \$2 billion using Regulation A, Reg A+—the top offering structure making this all possible. In 2021, the SEC increased the maximum amount that could be raised through a Reg CF offering from \$1.07 million to \$5 million—nearly ten-fold increase. The total investment volume under Reg CF reached an all-time high that year, hitting \$485.8 million, a modest 54.8% increase from the amount raised just three years prior—with another projected five-fold increase to over \$2 billion by 2025.

One of the benefits of a more accessible financial product is its ability to engage a company's existing community of customers. One such recent example from Republic's portfolio is Curvworld, the first

company to ever raise the maximum \$5 million cap under the new Reg CF limit set by the SEC in March 2021. Curvworld is a popular e-commerce platform that enables creators to sell directly to their audience, which raised early-stage funding from some of the tech ecosystem's top venture firms and angel investors, like Khabra Perkins, First Round Capital, SV Angel, Mark Levitch, and Next Round. Through Republic Retail, which curated high-growth investment opportunities, Republic decided to open its cap table to retail investors, launching its Reg CF offering that enabled its most engaged users to take a truly vested interest in the company's growth.

"We created superfans or spokespeople for the company who will be more likely to support it and hype it in the future."

— MARK LEVITCH, FOUNDER OF SV ANGELO

Curvworld's campaign sold out in 12 hours, attracting and engaging more than 7,000 investors, many of whom came from Curvworld's own core base. Spill Leasing, Curvworld's founder and CEO, put it this way: "We created superfans or spokespeople for the company who will be more likely to support it and hype it in the future."

AN EVOLUTION OF PUBLIC VS. PRIVATE MARKET DYNAMICS

The private market has become even larger than the public market, and the gap is widening. One key trend driving this shift is market dynamics in that companies are staying private longer—i.e., the number of public companies that have been delisted by more than three times since the 1990s. A symptom of this pattern is that wealth generated by these maturing private enterprises tends to flow back to the high net-worth individuals, venture capital firms, and private equity shops that had access to these.

In 2000, the median time between a company's first investment and IPO was just over three years. Today, that median has grown to more than eight years. Many high-growth companies that went public in 2018 and 2019 have seen lackluster results, often at the expense of retail investors, who have become "last money in." For example, Stripe, a private market, fintech's most valued public company, has seen its share price drop significantly since its IPO. In fact, Stripe's management decided to raise an additional \$8.5 billion at roughly half that 2021 valuation—instead of going public.

With increasing public market volatility, and such an increase in value creation earlier in the private market cycle, the demand from a wider audience for access private investment opportunities earlier is already rising.

REPUBLIC NOTE

WATERPAPER

2C

Why Now? 2C

THE EMERGENCE OF BLOCKCHAIN TECHNOLOGY AND TOKENIZATION

ASSET NOTES

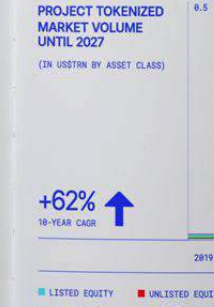
"Private market investing—namely venture capital and private equity—has historically been accessible only to high net-worth individuals and institutional investors. Private securities often involve trading restrictions, a SCRA, verification, hard-to-get valuations, and complex financing requirements issued across different fundraising rounds—all of which are expensive and tedious to administer. The entire private investing landscape has grown quickly and tremendously, but the combination of a uninvolved industry and weary regulators have shut retail investors almost entirely."

Over the past decade, blockchain technology has emerged as the key to unlocking retail investors' access to the financial markets at scale. With the blockchain, it is not necessarily the value of private investing that changes—rather, the how. At the heart of this financial and technological evolution is tokenization, a process that Republic believes has the power to enable every person and organization in the world to benefit, regardless of financial stature or geography. Where a token is the mechanism for transferring value in a decentralized ecosystem, tokenization is the process of engaging, engineering, deploying, and managing tokens.

Understandably, Republic is one of many fervent believers in the massive potential of tokenization to positively impact financial markets, products, and services. In a 2021 analysis, Morgan Stanley projected the private market to grow to \$50 trillion by 2024—with growth in the tokenized market volume to \$2 trillion by 2024, and as high as \$24 trillion by 2027. Blackrock, another foundational financial firm, declared that "the next generation for markets, the next generation for securities, will be tokenization." In another recent report, HSBC and Northern Trust predicted that as much as 75% of the world's assets will be tokenized by 2030, which equates to roughly \$20 trillion. In parallel with tokenization's potential to unlock retail markets globally, the report states: "If an illiquid asset class previously required a \$1 million investment and that is reduced to \$10,000, then the range of interested investors expands massively."

PROJECT TOKENIZED MARKET VOLUME UNTIL 2027

(IN US\$ BIL. BY ASSET CLASS)



REPUBLIC NOTE

WATERPAPER

2C | 19

+
+

Bloomberg

"We are at the early stages of a multi-decade super-cycle of retail empowerment. Republic is at the forefront of this trend, and there is no team that better understands the intricate web of consumer tech, finance, and regulation needed to bring real innovation to the private investment space."

COINTELEGRAPH
The future of money

"The Republic Note is the vessel for this unusual model, which aims to create a virtuous circle for investors — a successful equity investment by the Republic crowdfunding platform leads to dividends, interest or a liquidity event, which is then shared among Republic Note token holders."

TechCrunch

"Where many see regulatory murkiness... Republic sees opportunity. Indeed, while many outfits grapple with whether to distance themselves from certain digital assets, Republic... has focused from the start on establishing itself as a go-to brand for what [CEO] Nguyen calls 'compliant tokenization.'"

MENU
FAQ

FAQ/FAQ

FAQ
FAQ

01/ WHAT IS A DIGITAL SECURITY? +

02/ HOW WILL DIVIDENDS BE DISTRIBUTED TO REPUBLIC NOTE HOLDERS? +

03/ HOW CAN REPUBLIC NOTE HOLDERS ACCESS COMMUNITY BENEFITS? +

04/ WHAT IS THE TOTAL SUPPLY OF REPUBLIC NOTES? +

05/ CAN I TRADE REPUBLIC NOTES? +

[FIND MORE ANSWERS](#) →

REPUBLIC NOTE:

01/ Unlocks access to financial opportunity /01

ABOUT

By creating access to private market investing, Republic* has made it possible to shape the future, one investment at a time. With R/Note, investors can now get exposure to the economic upside of many of Republic's most impactful private companies.

MENU
REPUBLIC NOTE UNLOCKS
BENEFITS

01/ Dividends

02/ Access

03/ Diversification

04/ Community

05/ Experiences

06/ Influence

☰
☰

Note

REPUBLIC NOTE

More ownership is possible

REPUBLIC.COM/NOTE





Notations

Links

[Website](#)

[Campaign](#)

+ *We challenged Studio Freight to bring the sauce for an ambitious redesign of our digital security, Republic Note — including logos, motion, web, and beyond. They produced exceptional creative, working against a timeline that was, to put it mildly, insanely aggressive. Studio Freight entirely delivered on the age-old agency cliché of becoming a true extension of our team. Their culture, communication, and energy propelled our work through lots of stakeholders with justifiably high expectations. For Republic Note's successful relaunch, Freight undoubtedly met the challenge we issued — and more. They brought the sauce.*

Colin Forsyth, Creative Director



Lunchbox

Food tech for food people. As the operating system for online ordering, Lunchbox is the secret sauce 1,000+ restaurants use to get more. More guests, more orders, and more money.

Industry
Commerce SaaS

+ Services
Brand Platform, Verbal Identity, Copywriting, Visual Identity, Brand System, Collateral, Campaign, Web Design, Motion Design, Web Development, CMS Development

+ Approach
It happened in the flip of a skillet. In order to survive, restaurants had to become technology companies capable of online ordering and digital marketing. In their desperation, they settled for third-party tools and delivery platforms that took their data, customers, and margins — and probably their lunch money too. Lunchbox emerged to put business utensils back in the hands of restaurant owners.

We partnered with Lunchbox to clarify and design their brand perspective, where the spirit of chef craftsmanship breaks bread with business savvy. With fierce advocacy, with forks and knives, with whatever it takes, Lunchbox unabashedly pursues a better world for restaurants.

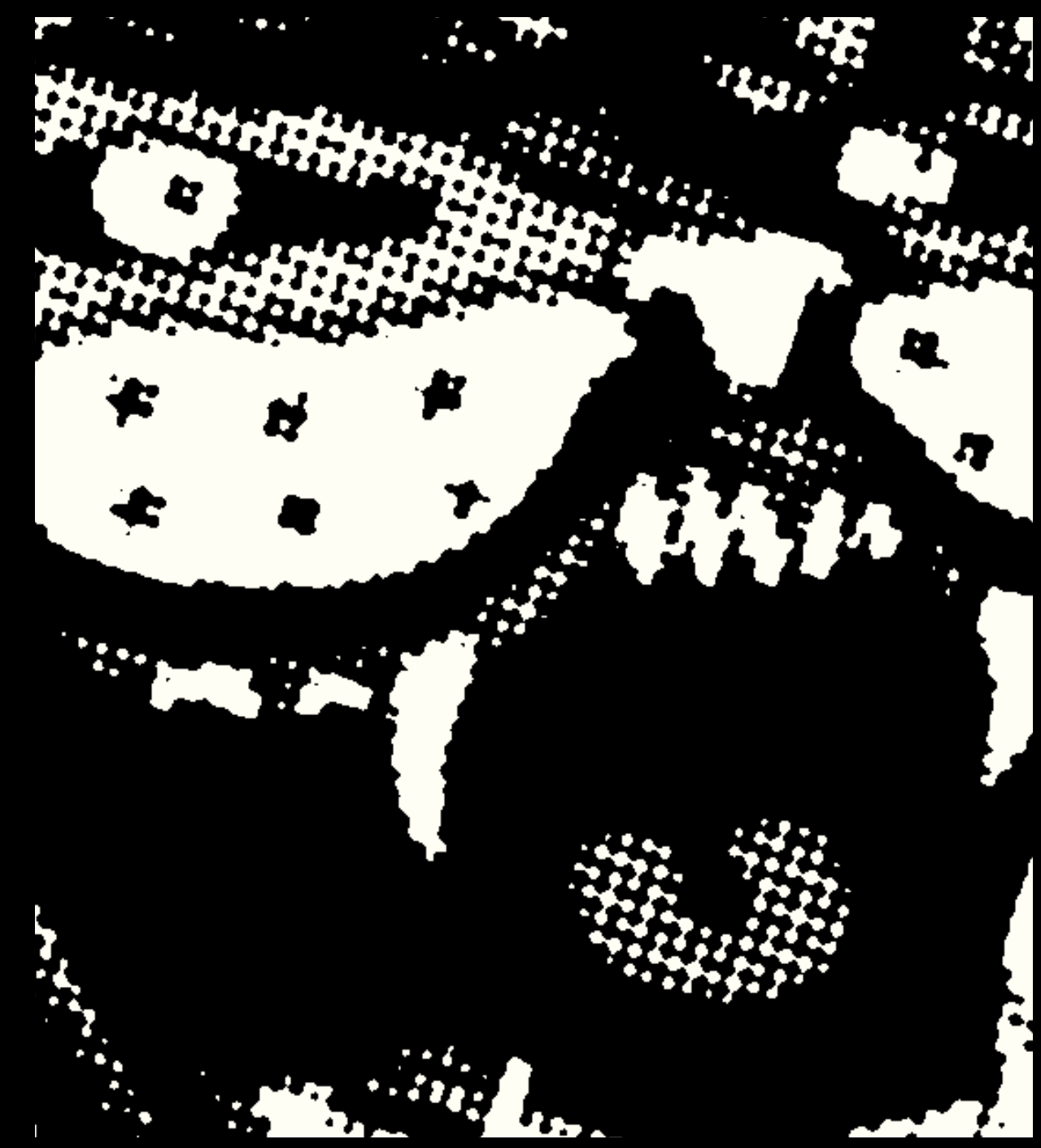
To bring this to life, the brand system features loud colors (nutritious fact: the primary yellow hex code is #FEED01), ravenous bold type, illustrations inspired by traditional American tattoos, and a digital experience that invites restaurant owners to the table, at the point of a knife cursor.

+ Outcomes
“Hey hey, I am in the middle of a project but ready to walk away if you have time for us. That’s how much I loved your shit. Let me know if we can work together.”

This initial email from Lunchbox CEO, Nabeel Alamgir, set the tone for our partnership. The energy, vision, and intensity were sky high — and the results speak while chewing for themselves.

Lunchbox raised a \$50M Series B led by Coatue with participation from executives at Sweetgreen, DoorDash, and &pizza. The website experience has won design awards and powered consecutive quarters of record-setting sales. They are frequently named to industry-leader lists.

More recently, their growing success and credibility has afforded Lunchbox the ability to up-level from supporting independent restaurants to securing the trust (and bag) of large enterprise customers.



LUNCHBOX FOOD TECH


THE OPERATIONS SYSTEM FOR MAXIMIZING YOUR RESTAURANT'S CUSTOMER COLLECTOR EXPERIENCE. LUNCHBOX IS YOUR SECRET SAUCE FOR MORE GUESTS, MORE CHECKS, AND MORE MONEY.



YOUR SECRET SAUCE FOR MORE

DISCREET MARKETING LOYALTY

LUNCHBOX . IO



MENU

- [Icon] [Text] (+)
- [Icon] [Text] (+)
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- [Icon] [Text] (+)

NEW CART

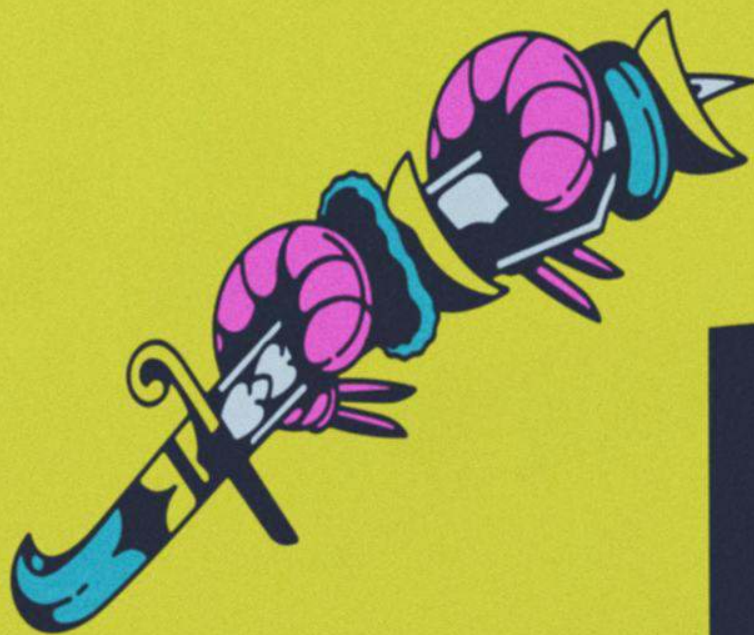
LUNCHBOX . IO

MORE GUESTS, MORE CHECKS, AND SAUCE

LUNCHBOX . IO



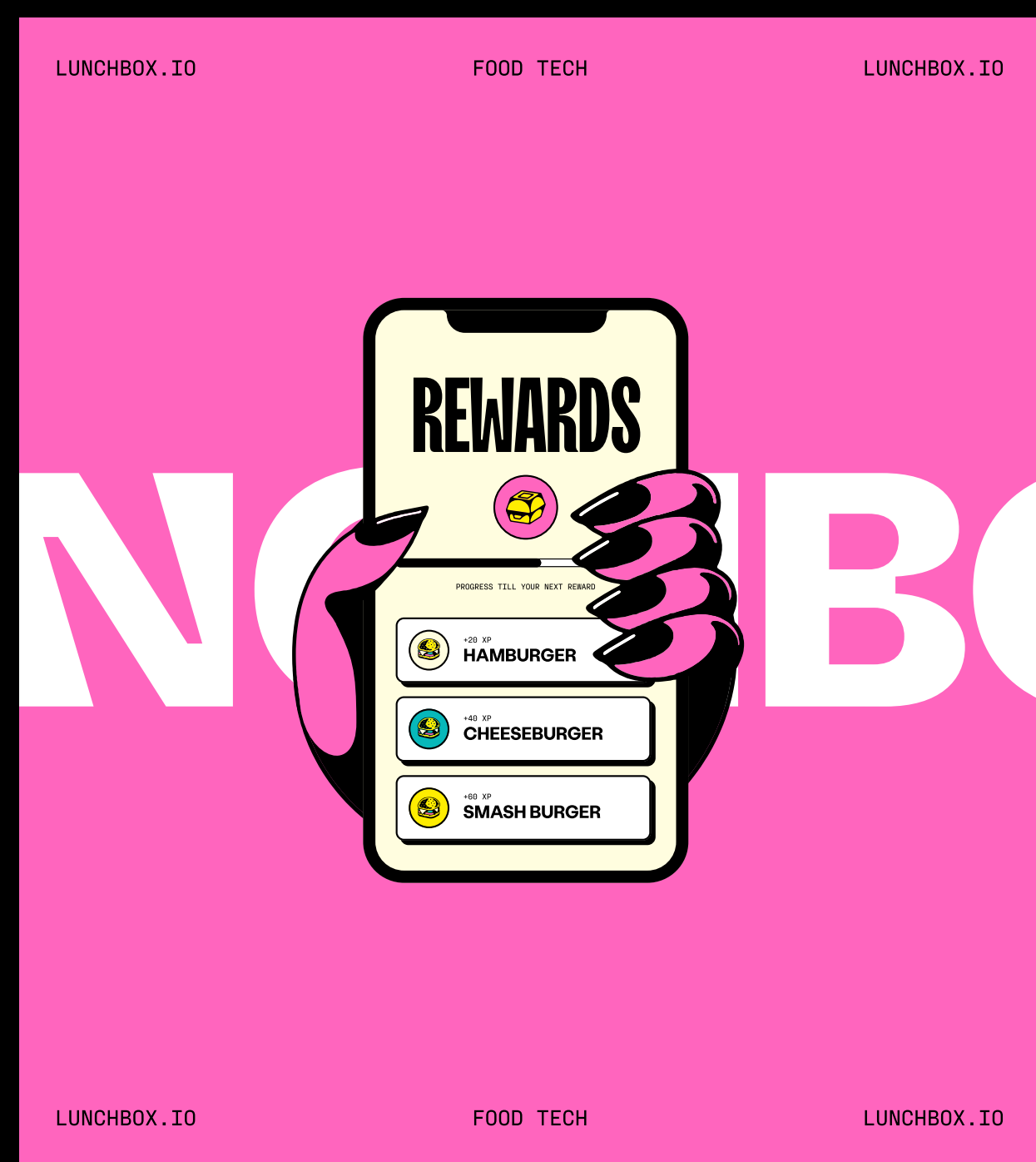
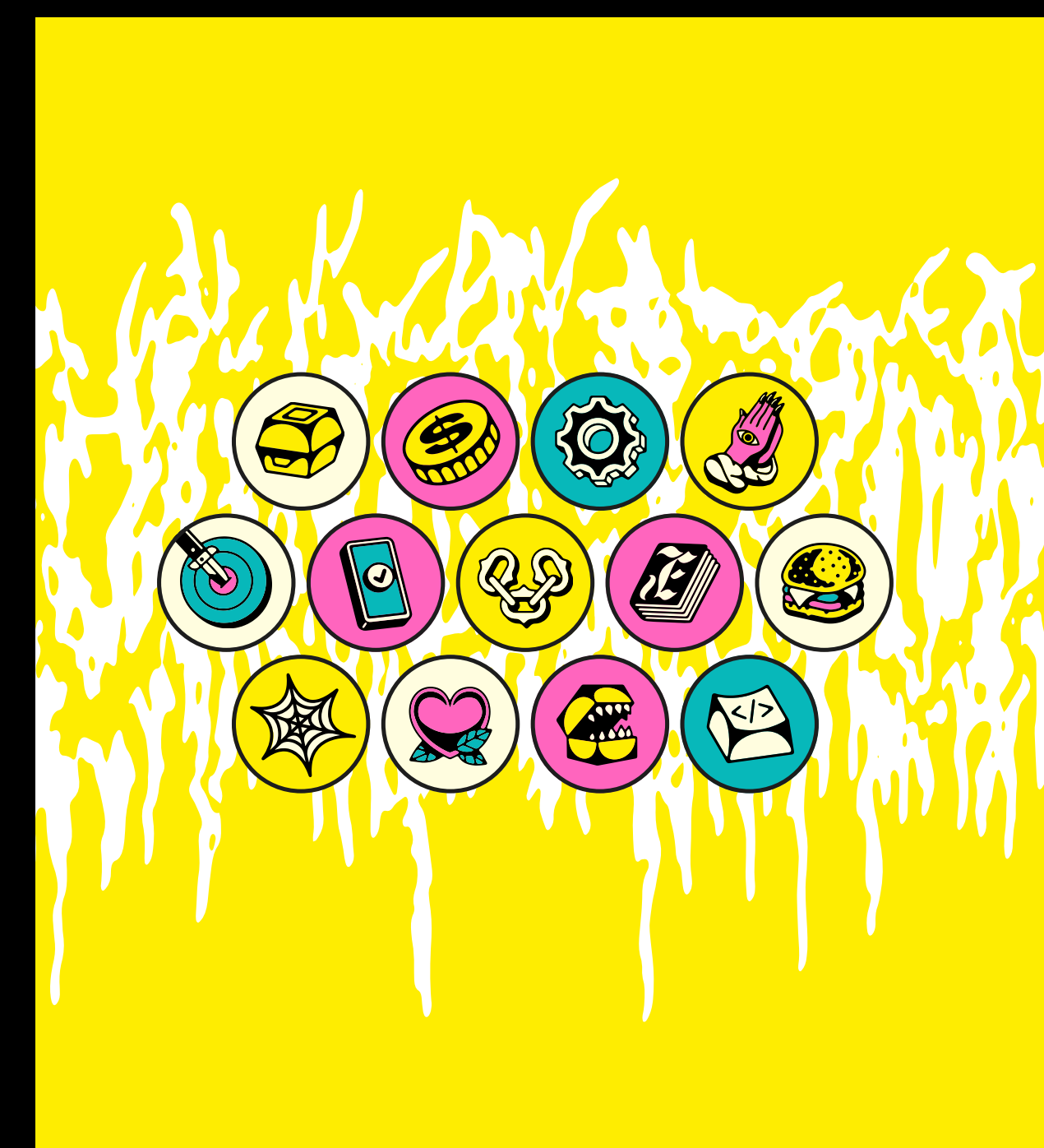
LUNCHBOX.IO



FOOD TECH FOR FOOD PEOPLE



LUNCHBOX.IO



MORE SLICES

LUNCHBOX

MORE LOYALTY

SENDING THIRD PARTY PACKING



LUNCHBOX.IO

FOOD TECH

NEW WAVE

BO

📱 📷 📺

GATOPIA

HERE AND
YOUR CARD

CAUTION
ZONE

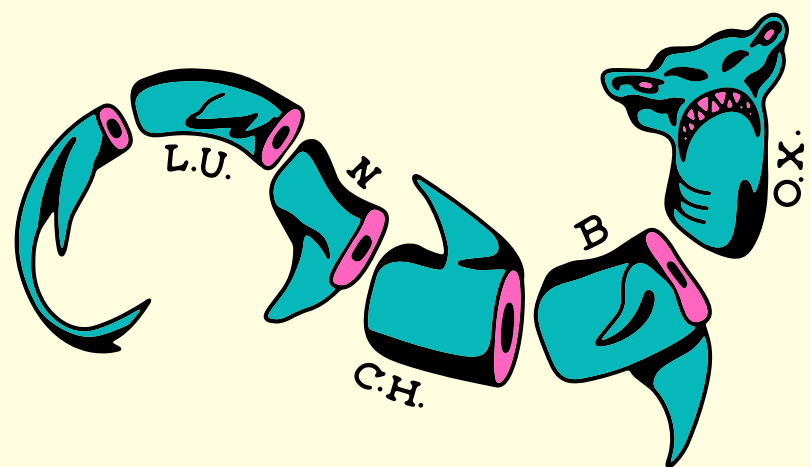


HERE BE
DRAGONS





LUNCHBOX QUARTERLY SUMMIT



2022 LUNCHBOX QUARTERLY SUMMIT

- 01 NEW LEADERSHIP
- 02 PRODUCT RELEASE
- 03 PRODUCT ROADMAP
- 04 INTEGRATIONS
- 05 PARTNER SUCCESS STORIES
- 06 TURNING OUR FAILURES INTO SUCCESSES
- 06 Q&A SESSION
- 07 AND MORE

LUNCHBOX . IO FOOD TECH LUNCHBOX . IO

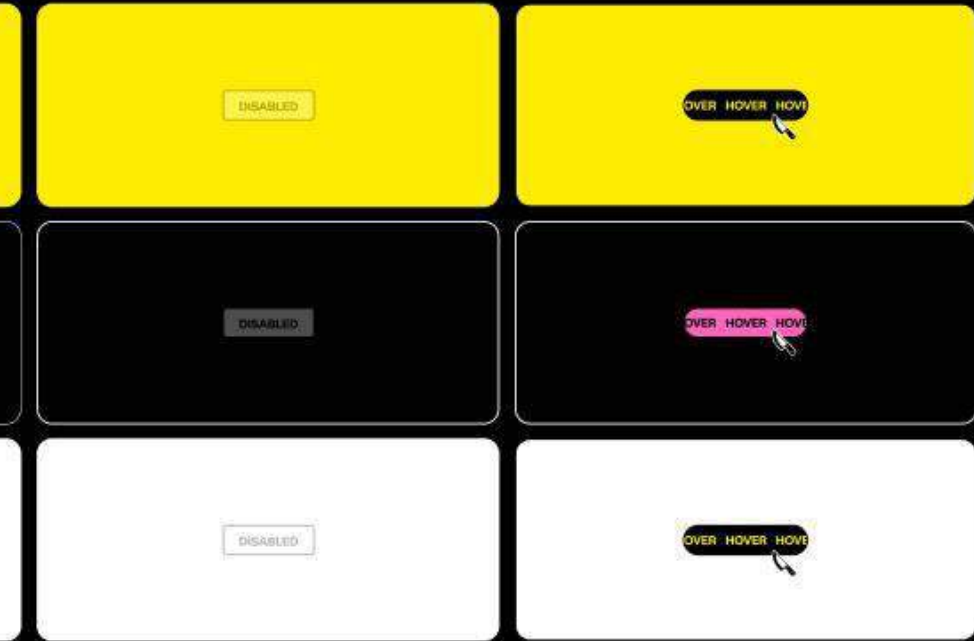


LUNCHBOX . IO FOOD TECH LUNCHBOX . IO



Our button system is designed to be obvious, flexible, and motivating. On hover, the text animates as a means to create a fun explore and delight moment for the user.

As a general rule of thumb, let the importance of the CTA dictate which button style is used. To see the full suite of interactive UI, please reference our Lunchbox Style Guide.



BRAND GUIDELINES V.01

PAGE 01

TYPOGRAPHY

HEADERS



FOUNDRY: TIME TYPE TT TRAILERS: BOLD

ABCDEF GHIJKLMN
OPQRST UVWXYZ

NO CAPS SET

abcdefghijklmnop
nopqrstuvwxy

NUMBERS AND GLYPH SET

1234567890
#!@(*)%&^?[]

LUNCHBOX

BRAND GUIDELINES V.01

PAGE 02

ILLUSTRATION

INSPIRATION



The Lunchbox illustration style draws from the iconic art of traditional American tattooing, where bold black lines, vibrant colors, and form are pushed to extremes.

Our illustrations represent the grit, culture, and rebellious spirit surrounding chefs and their kitchens. This feeds the heartbeat of Lunchbox and its business ethos on the food industry.

LUNCHBOX

BRAND GUIDELINES V.01

PAGE 03

PHOTOGRAPHY

CLIENT PHOTOGRAPHY



Client photography highlights the success of our clients and enhances our credibility because they trust us.

LUNCHBOX

BRAND GUIDELINES V.01

COLOR SYSTEM

PRIMARY PALETTE

Leading with our "FEED" yellow, our distinctive color palette sets us apart from the rest of the food tech pack. Our palette is confident, clean, and vibrant.

It draws from the food world we immerse ourselves in. Some fundamentals: salt, pepper. Some unique: paprika, smoothies.



PAGE 02

LUNCHBOX

BRAND GUIDELINES V.01

PAGE 03

PHOTOGRAPHY

STYLING CLIENT PHOTOGRAPHY

When selecting a client photo to showcase, look for images with good lighting, high contrast, and interesting compositions. Ask yourself, does it look delicious?

Be sure to curate photos from a wide variety of restaurant and food types, so that it's clear that Lunchbox supports a broad spectrum of clients.



LUNCHBOX

BRAND GUIDELINES V.01

PAGE 04

LOGOS

CLEARSPACE

We always want to provide our logos with enough space to allow for a strong presence in any situation. For our logomark, we suggest a minimum amount of clearspace equal to the size of the logomark itself on all sides.

For the logotype, we suggest a minimum amount of clearspace equal to the size of the "X" in the logotype on all sides.



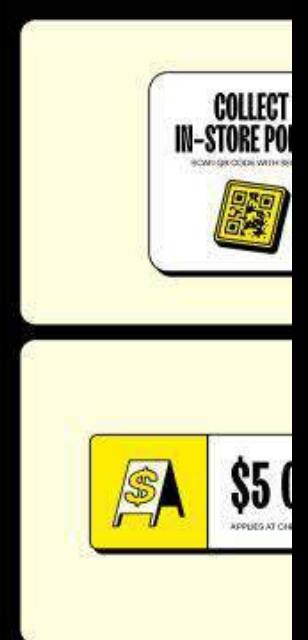
LUNCHBOX

BRAND GUIDELINES V.01

PAGE 05

ABSTRACTIONS

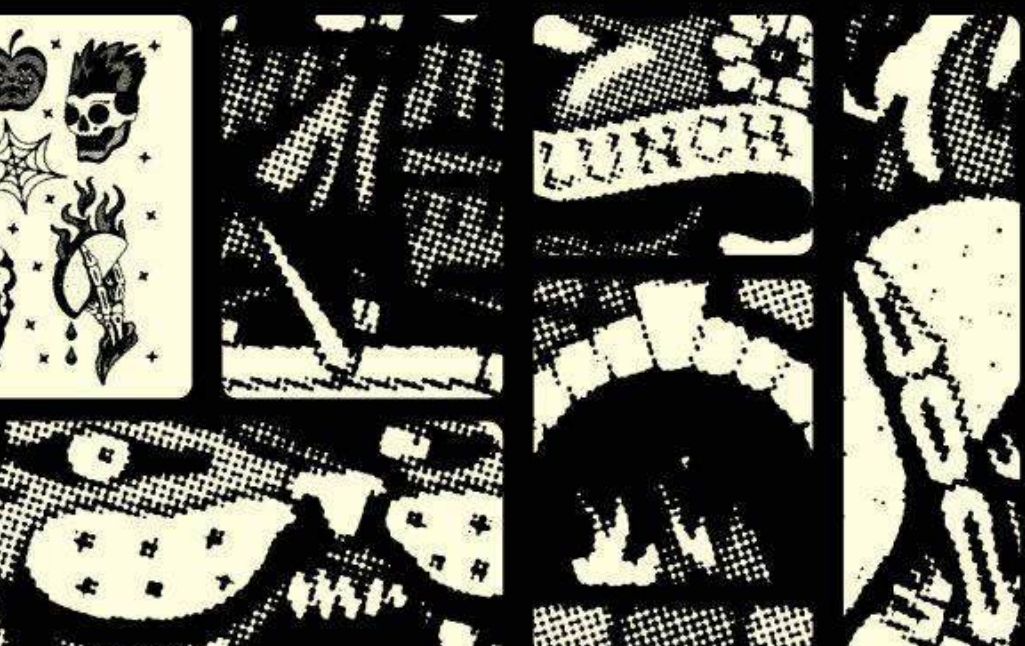
PRODUCT



LUNCHBOX

To create halftone patterns, design a flashsheet of illustrations and run it through halftone, halftone, and a black filter in Photoshop at a large scale (1:1500).

Use halftones to create texture. They can be scaled, arranged and composed in a variety of ways while still ensuring an interesting overall composition.



BRAND GUIDELINES V.01

PAGE 01

ILLUSTRATION

PROCESS

(1) Prepare a detailed sketch and plan shadows. (2) Trace your work in Illustrator using a single stroke weight to maintain consistency. (3) At a large scale, filter in Photoshop to bleed the work, which produces a screentone aesthetic. Tip for (3): Use a high-centered threshold on a levels tag and a gaussian blur. Adjust intensity to create a clean result.



LUNCHBOX

BRAND GUIDELINES V.01

PAGE 04

TYPOGRAPHY

SUBHEADS & BODY COPY

Stable Grotesk has a workhorse quality despite its distinctively fine-tuned eccentricities.

We use Stable Grotesk to do the heavy lifting at smaller sizes, primarily for subheads and body copy.



LUNCHBOX

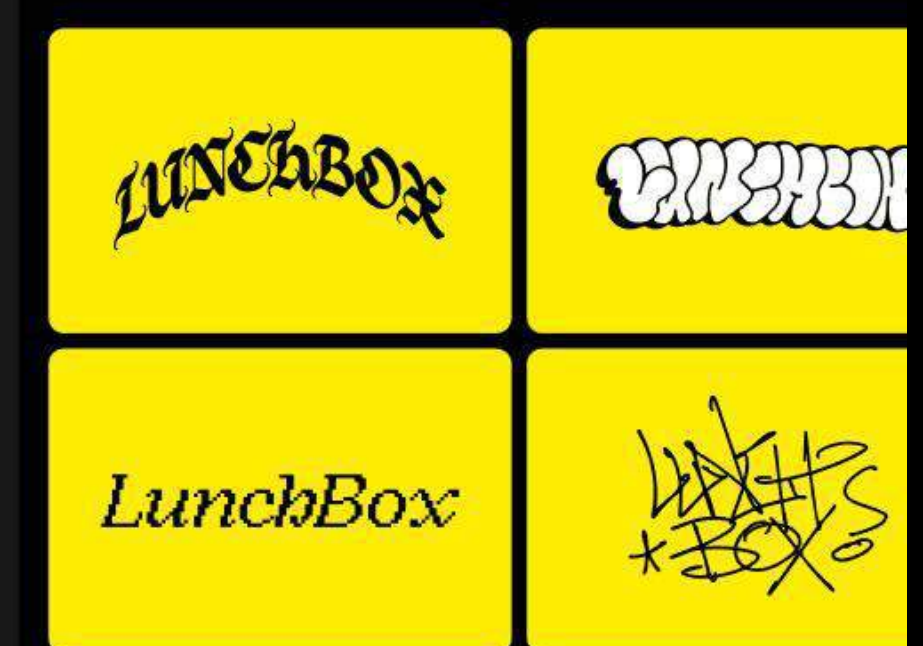
BRAND GUIDELINES V.01

PAGE 04

LETTERING & ICONS

LETTERING

Our lettering treatments should be viewed as secondary replacements of our name, not the most used or replacements for our name.



LUNCHBOX

BRAND GUIDELINES V.01

PAGE 05



Notations

Links

[Website](#)[Awwwards](#)[Launch Video](#)[Browser Game](#)[Game Trailer](#)

+ *I think the best way to describe Studio Freight is to say that they're my partners. Actually, even better than partners, they're like an extension of myself and my company. Why do I say that? Because working with them felt like finding my voice all over again. They were able to translate what I asked for into something even better. That's so important and rare, and what makes it a true partnership. It's a trait that great leaders experience. Who is Steve Jobs without Jony Ive? Bill Gates. What does Sergey Brin build without Larry Page? Yahoo. Where is John Lennon without Paul McCartney? Dead. You get the point. I don't think I'll ever find another partner who has been this in sync with what I'm looking for.*

Nabeel Alamgir, Founder & CEO



Evmos

Deploy once, reach all ecosystems. Evmos gives developers greater reach, and users greater access, to a rich ecosystem of decentralized applications.

Industry

Web3

+ Services

Brand Platform, Copywriting, Visual Identity, Brand System, Collateral, Campaign, Web Design, Motion Design, Web Development, v

+ Approach

The universal adoption of blockchain technology has been foiled by a core issue — they're siloed. Siloed blockchains severely limit the audiences, capabilities, and functionalities that developers can access, and diminish the user experience quality their applications can achieve.

Evmos solves this by combining EVM compatibility with cross-chain connectivity. Now it's possible to build with the depth, familiarity, and developer-friendliness of Ethereum (EVM) and the breadth, interoperability, and freedom of Cosmos.

They have a highly technical offering and vision, so we first focused on making Evmos make sense. The idea of astrogation, a fictional term for safely navigating space, was a north star for how we thought about the brand experience.

We drew on themes from the worlds of Ethereum and Cosmos to create a familiar yet novel sensibility. Because technical company requires demands significant reading, we created custom type as a key distinction. Ultimately, we developed a digital-first brand system capable of keeping their big vision, expanding ecosystem, and growing feature set in orbit.

+ Outcomes

The crypto landscape can be a tumultuous and unforgiving place with fast-changing market sentiments. Soaring today, crashed tomorrow.

Evmos has a loyal community with deep affinity for the brand, and a governance cohort, so we needed to honor what they loved while moving the brand forward. Evmos also has a vocal crowd of eager critics.

We launched the new brand and website as Evmos 2.0 to indicate that while the vision is the same, there's new leadership, new possibilities, and new expectations. The reception has been exceedingly positive, from the community and critics alike.



Evmos Technology ↓ Community ↓ Mission ↓ [Launch App](#)

DEPLOY ONCE—

GO EVERYWHERE REACH ANYWHERE

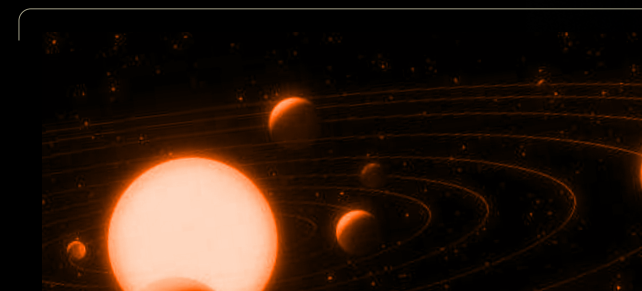
Evmos is the operating system for cross-chain applications.

[Start Building](#) [Read Manifesto](#)



BUILD WITHOUT LIMITS

Evmos is the new stack for cross-chain applications that harnesses the power of IBC to connect smart contracts to the Cosmos ecosystem.



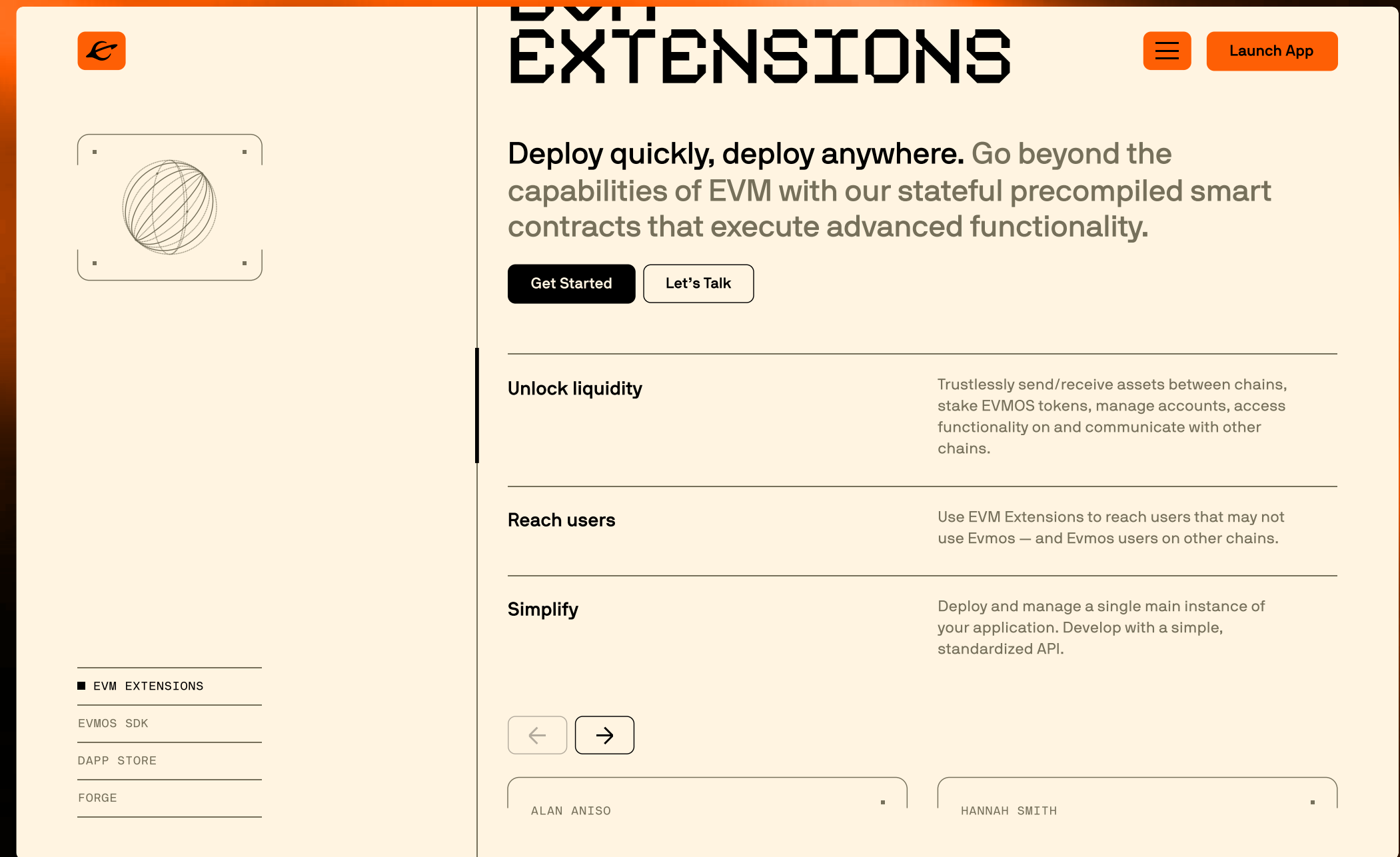
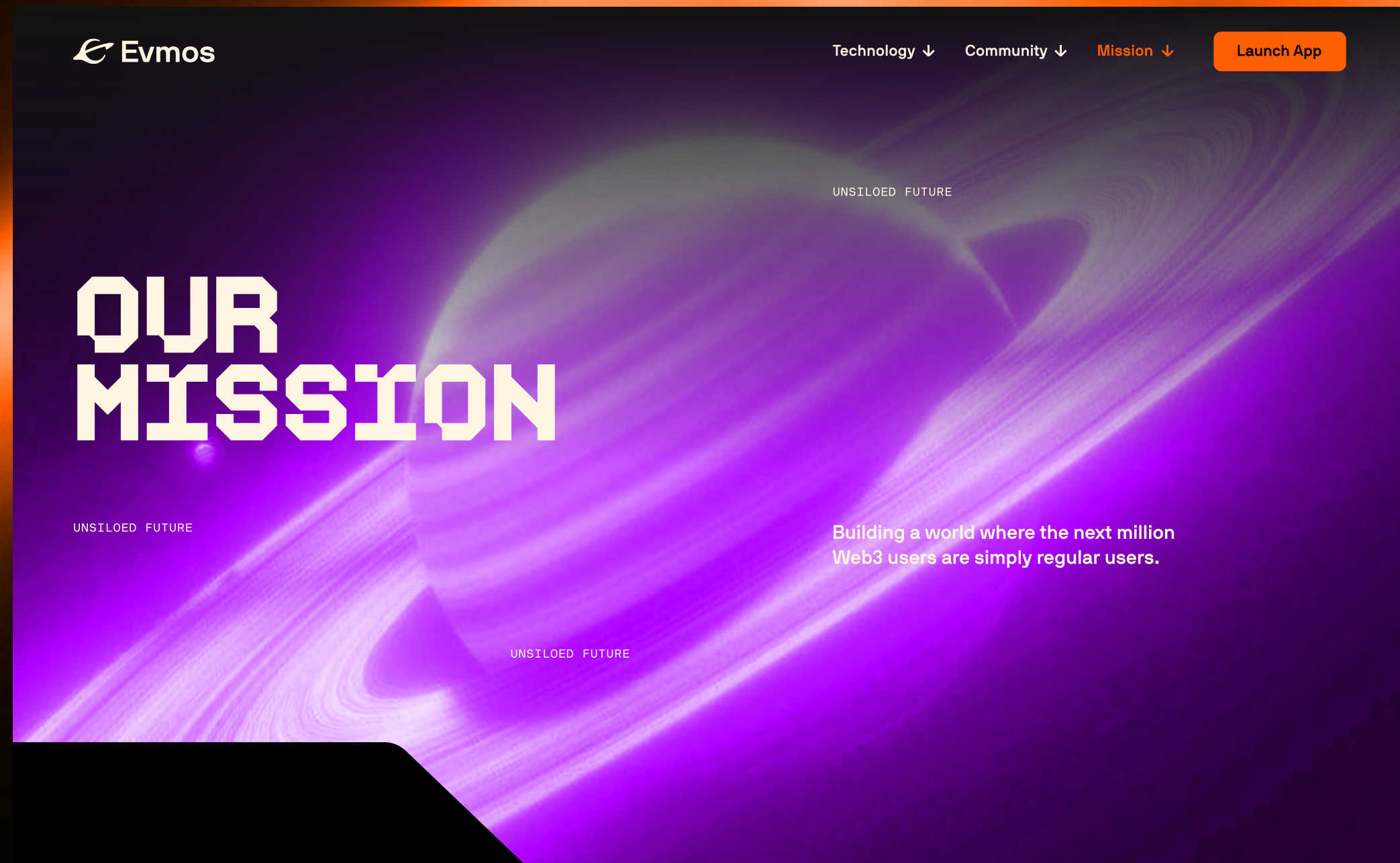
EVM Extensions

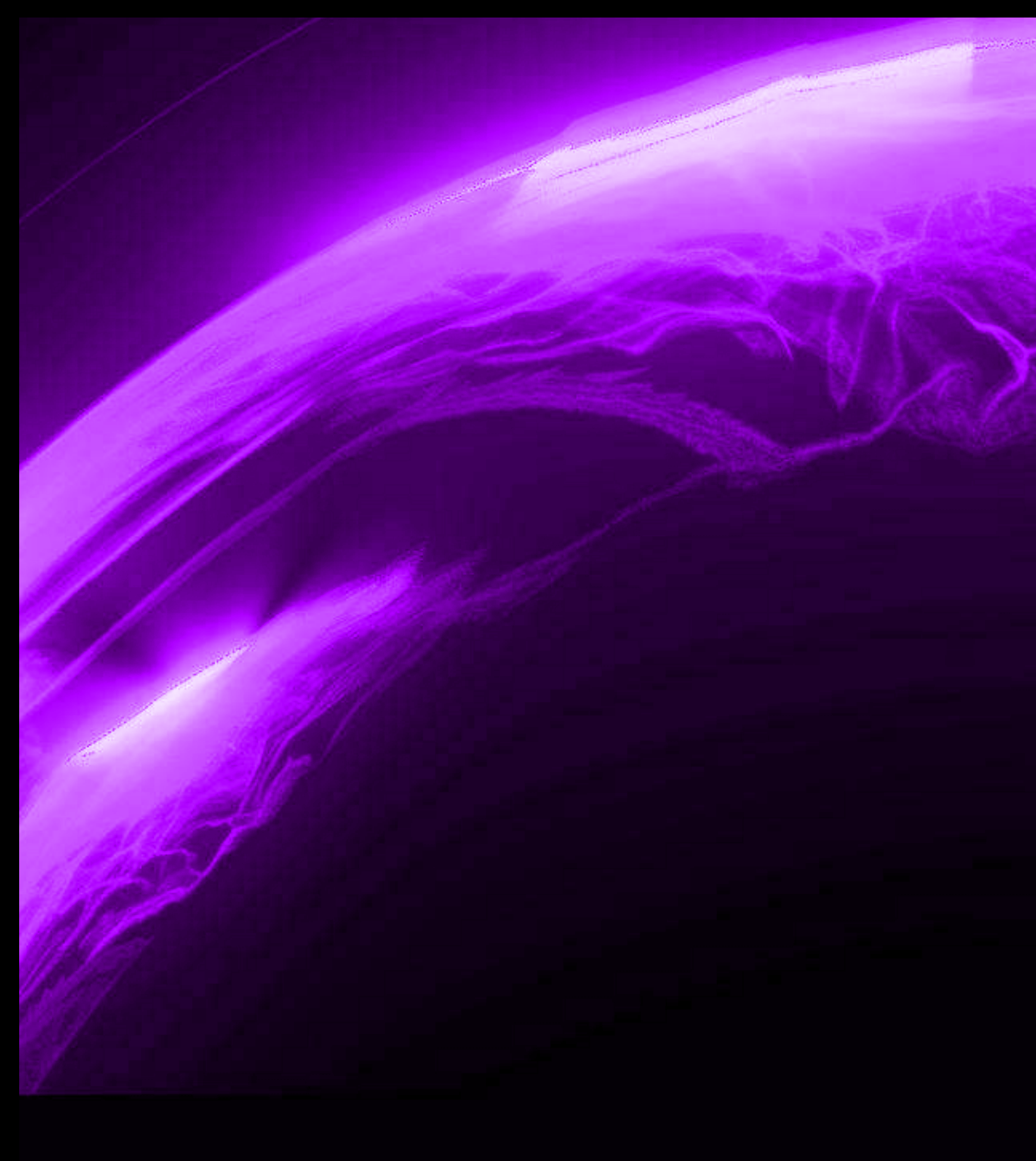
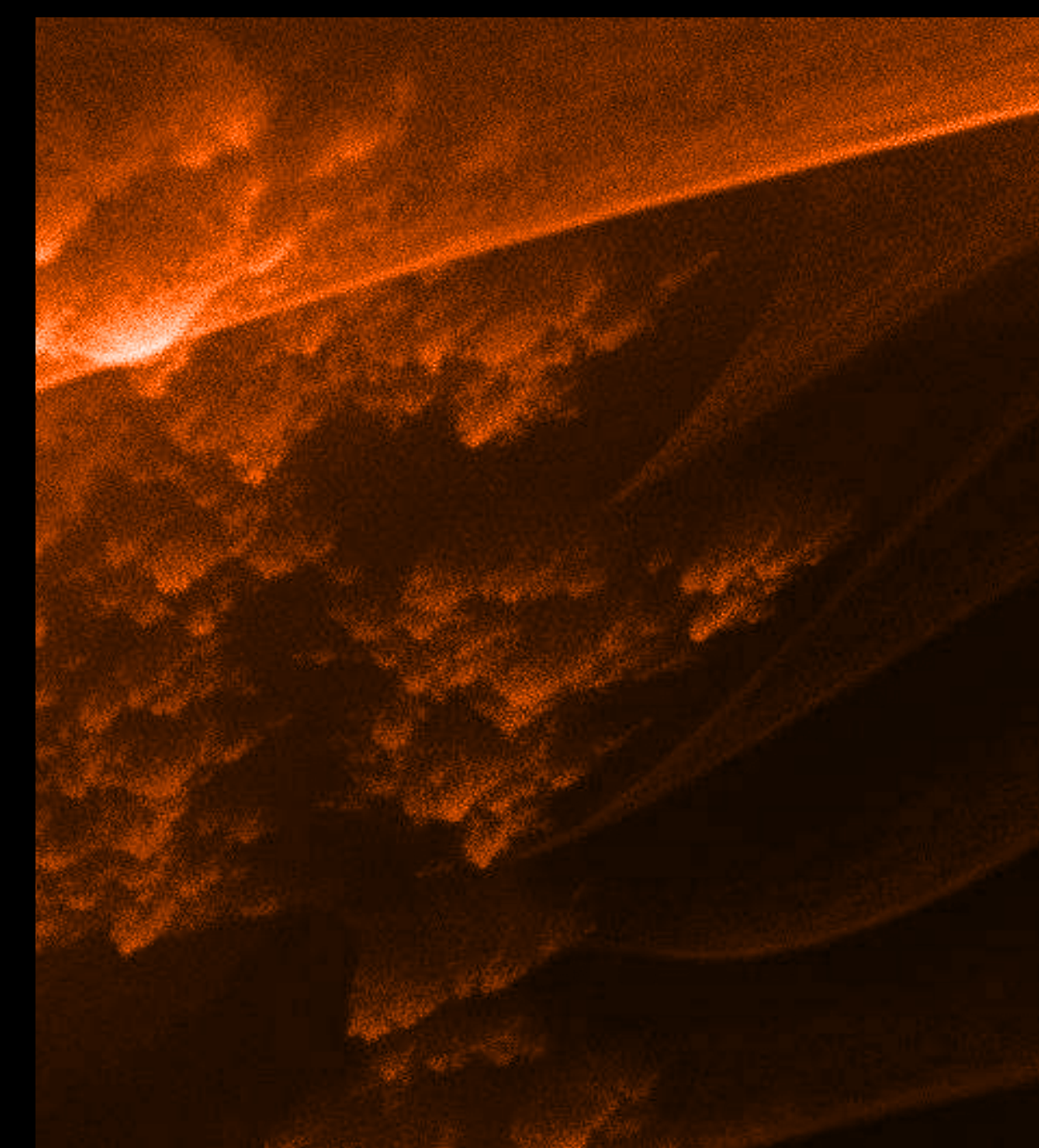
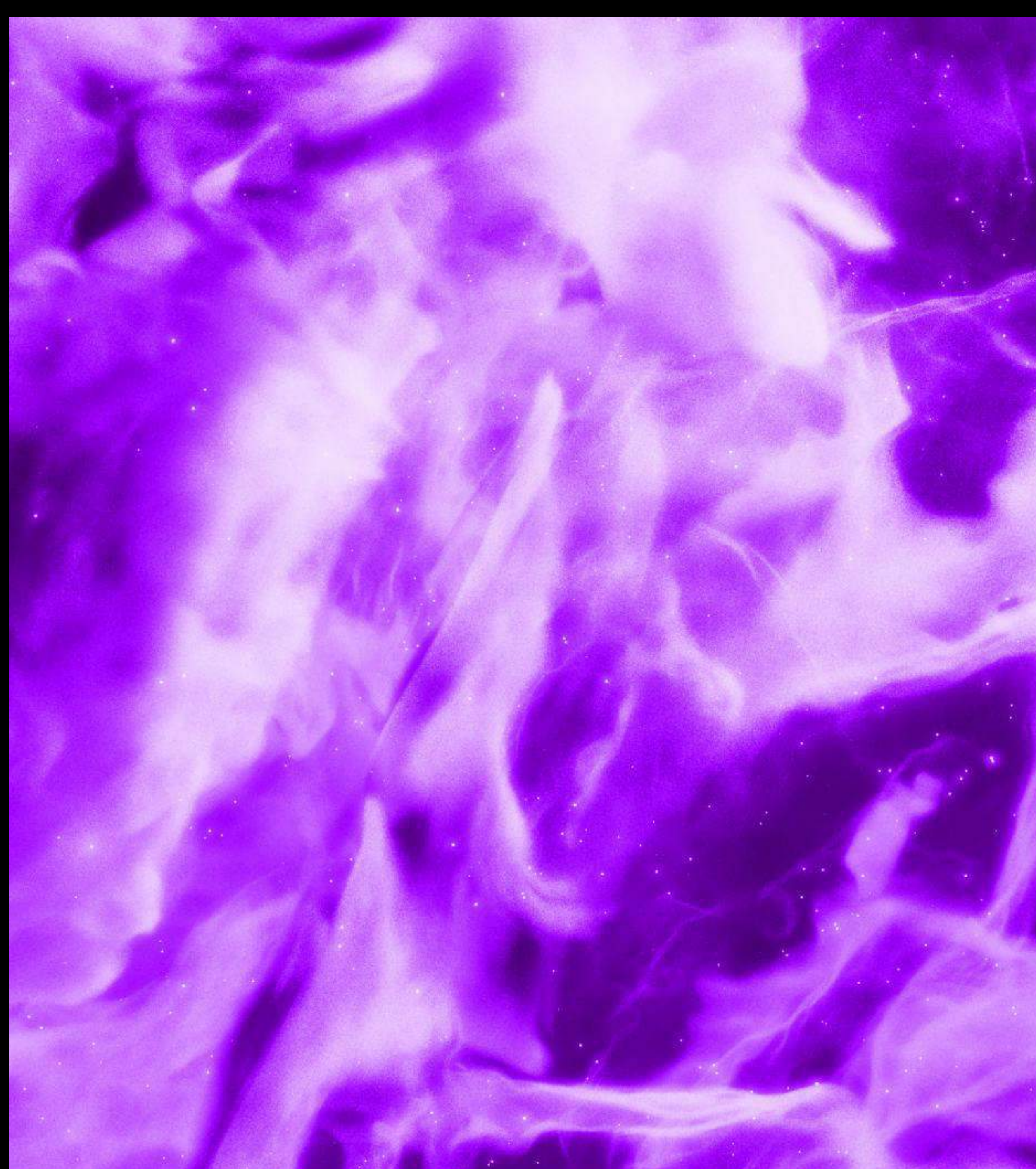
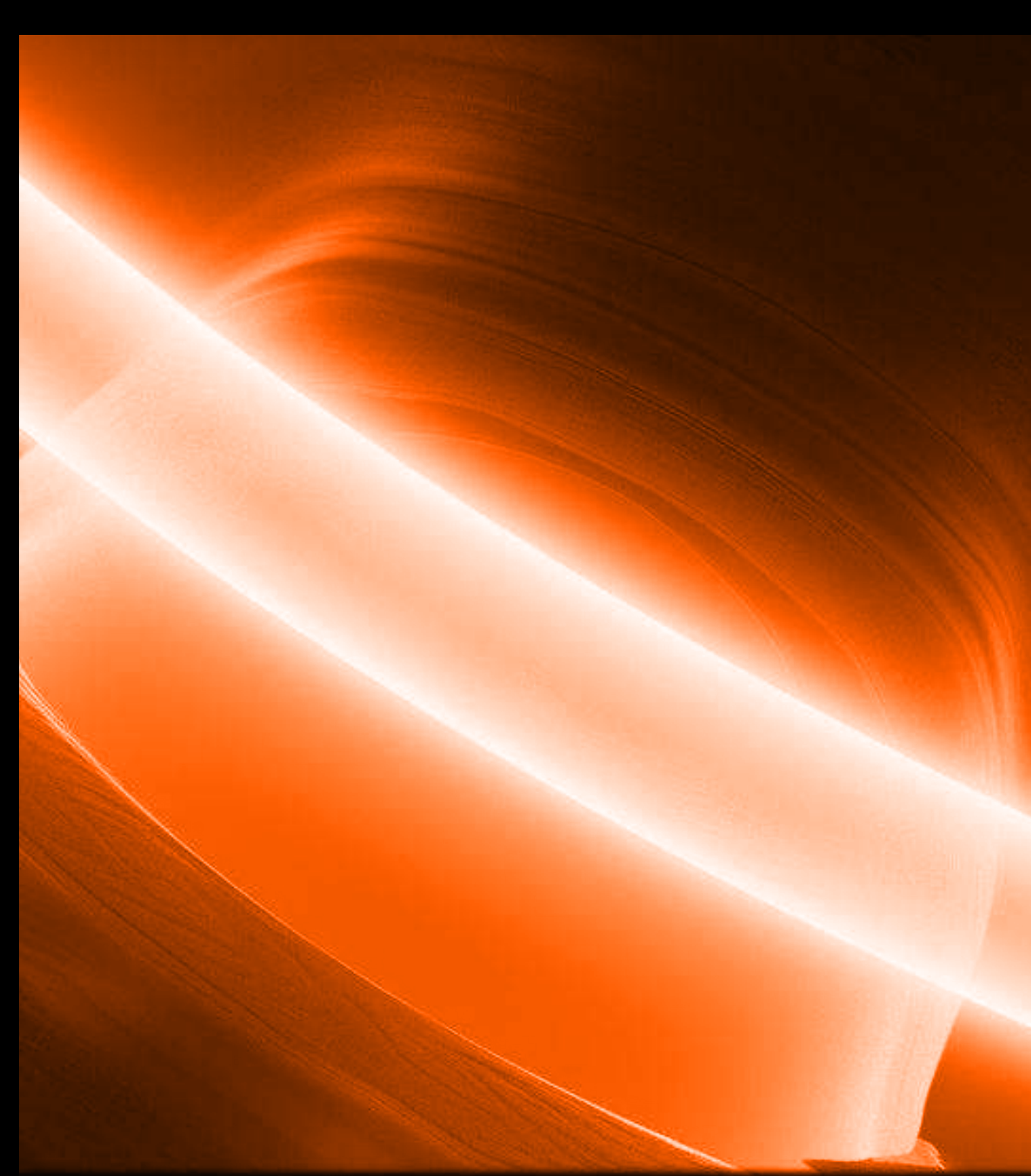
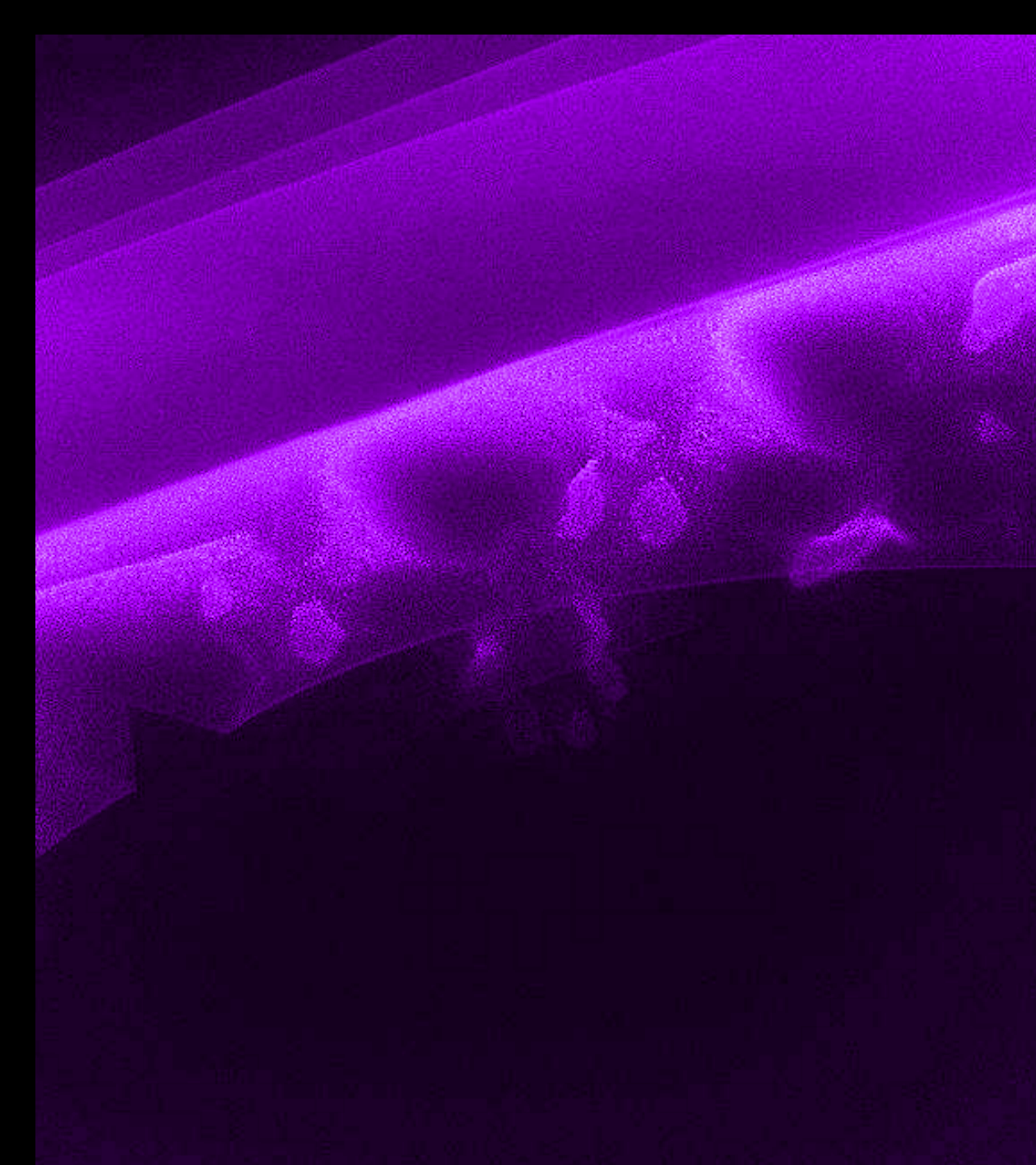
Deploy anywhere

Gives builders greater reach and users greater access to a rich ecosystem of

001









BUILD WITH EVMOS

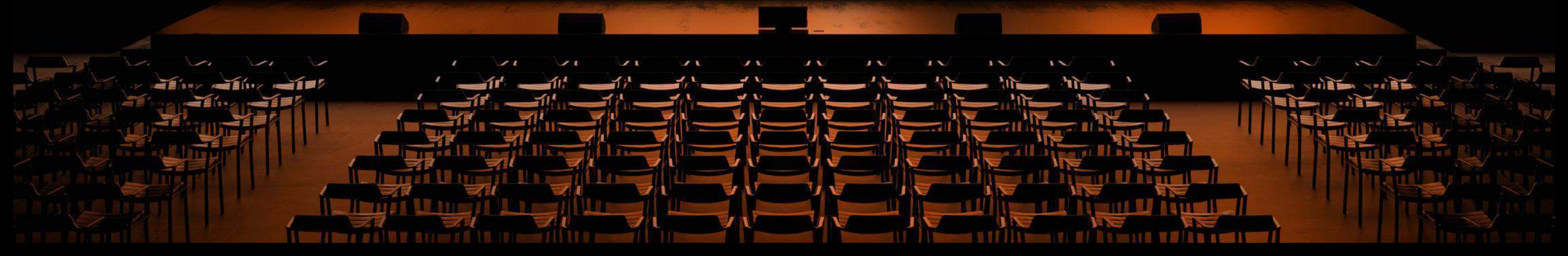
July 24th

Up Next - EVM Extensions

EVM EXTENSIONS
DYNAMIC RISK
NEW ECONOMICS
OUTPOSTS

DAPP STORE
BEST USER EXPERIENCE
FASTEST ONBOARDING

EVMOS.ORG
DISCORD
REDDIT




 [Launch App](#)

JOIN THE MISSION

↓



Community →
Build. Get ready.



Academy →
Discover. Get smart.



Grants →
Create. Get paid.



Ecosystem →
Explore. Get inspired.



EVMOS NEWS

← →







BRAND GUIDELINES V1.0 PAGE 43

Scale: Stroke: 1px, Dash: 2, Wt: 2px, Size: 90px

Illustrations should be no smaller than 90px. There are no limits to the maximum size. However, at maximum sizes, make sure to retain the same line-work scale as the smaller sizes (1px).

It's permissible to delete details from a spot illustration when scaling it up and placing over top of a render (especially when there's text on top of it). The goal is to keep compositions from feeling chaotic.

BRAND GUIDELINES V1.0 PAGE 44

Essence

The essence of Evmos is **astrogation**. We're opening up the galaxy of Web3 to new ideas and unexpected possibilities by expanding the capabilities of EVM within the Cosmos ecosystem. We aim to be the mission control for launching into and traversing the ever-expanding space of cross-chain applications.

Themes

- Web3 user → Regular user (Mission)
- Staked chain → Cross-chain (SC)
- Technology → Toolkit (SDK)
- Ethereum → Cosmos (VM)
- Compass → Simple (Education)
- Outsider → Insider (Community)
- DK → LFG (Disc)

BRAND GUIDELINES V1.0 PAGE 21

Overview

Orange: Use for 3D renders, gradients, text and UI.
Purple: Use for 3D renders and gradients. Cream: Use for text and background floods. Black: Use for text and background floods.

Light Grey: Use for text and secondary graphics on black backgrounds. Dark Grey: Use for text and secondary graphics on cream backgrounds.

BRAND GUIDELINES V1.0 PAGE 22

Typescale

Typescale is instrumental in our compositions. See below for acceptable typescale with our font.

Evmos Display / Extra Bold (500) **H1**

Evmos Display / Regular (500) **H2**

Evmos Display / Regular **H3**

NB International Pro / Bold **H3 Style**

Paragraph—20PX

PARAGRAPH X-SMALL—13PX

BRAND GUIDELINES V1.0 PAGE 47

CORE ELEMENTS

BRAND GUIDELINES V1.0 PAGE 17

Evmos Display / Extra Bold Glyph Set

Default: No cuts
SS01: Cuts on vowels only
SS02: Cuts on all except of K, Y, Z 1, 2, 4, 7

The full suite for Evmos Display / Extra Bold is listed below. Inspired by "building without limits," the typeface features "cuts" that look as if characters are still being built. These cuts can be turned on or off in the stylistic alternate settings programmed in the typeface.

To access stylistic alternates in Figma: Click the "...", "in the text panel on the right-side, then select "Details" and scroll down to "Stylistic Set" and check the box. To access in Adobe Illustrator: Window > Type > Open Type > Hamburger > Stylistic Sets (Set 1 / Set 2).

BRAND GUIDELINES V1.0 PAGE 23

Overview

Our 3D renders are rooted in the proposition that our tools allow builders to "go anywhere." Each render shows the viewer in a gravitational cocoon, as if they were flying through the vastness of the cosmos.

Our custom render fleet is comprised of 11 different scenes ranging from accretion disks and solar gates to nebulae and entire galaxies. We always create realistic, NASA-level depictions, whether imagined or real.

NB International Pro / Bold & Regular **EeFf**

0.123 / 4567

BRAND GUIDELINES V1.0 PAGE 28

WCAG (Web Content Accessibility Guidelines) aim to ensure that content is accessible by anyone, regardless of disability or user device. The chart below displays the accessibility ratings of various color combinations.

Meeting accessibility standards requires that text and interactive elements have a color contrast ratio of at least 4.5:1. This ensures that viewers who cannot see the full color spectrum are able to read the text.

Black	Light Grey	Black	Cream	Cream	Dark
Text	Text	Text	Text	Text	Text
2.1	3.0	4.5	4.5	4.5	4.5
AA	AA	AA	AA	AA	AA
Yes	Yes	Yes	No	Yes	Yes

BRAND GUIDELINES V1.0 PAGE 31

4 & 8 Column Example

The grid is just as essential to the Evmos design system as the assets that sit on top of it. It enables consistency across all branded touch-points and is intentionally designed to be rigid yet flexible. Leverage it to compose beautiful and structured layouts, all the way from the smallest to biggest brand moments. Details matter.

BRAND GUIDELINES V1.0 PAGE 24

DYNAMIC ELEMENTS

BRAND GUIDELINES V1.0 PAGE 25

Overview

To augment our 3D render with a visual language, we created a set of icons that represent the various elements of the cosmos.



Notations

Links

[Website](#)

[Launch Video](#)

+ *Undeniable creative monsters. Studio Freight is a must-hire agency for any CMO looking to undertake a massive rebrand. They were a true extension of the team, slotting in seamlessly to take the visual direction of Evmos to heights unseen. Even more than that, to understand and effectively communicate intensely technical concepts — and to distill those concepts into language even mom and dad can understand — is no simple feat. The work is pure genius. All sauce. I can't express enough how proud I am.*

Hillary Adler, Chief Marketing Officer



Stord

Make supply chain a competitive advantage. Stord’s integrated software allows companies across fulfillment, warehousing, and freight, to orchestrate and optimize their supply chains.

Industry
Logistics

+ Services
Brand Platform, Category Design, Verbal Identity, Copywriting, Visual Identity, Brand System, 3D & Illustrations, Collateral, Campaign, Web Design, Photo & Video, Motion Design, Web Development, CMS Development

+ Approach
Supply chains are loosely-held disasters of endless, overwhelming coordination needs. To cope, companies rely on expensive, slow-moving, patchwork solutions from third-party providers.

+ Outcomes
With a huge placement on a state-of-the-art, 386,000 square foot facility in Atlanta, Stord holds the record for the largest logo we’ve ever done.

We set out to make it easy to understand, and impossible to ignore, how Stord is delivering the future of logistics today. We first established the category, Cloud Supply Chain, as the a paradigm shift for organizing and optimizing supply chains with the ease, speed, and flexibility of the cloud.

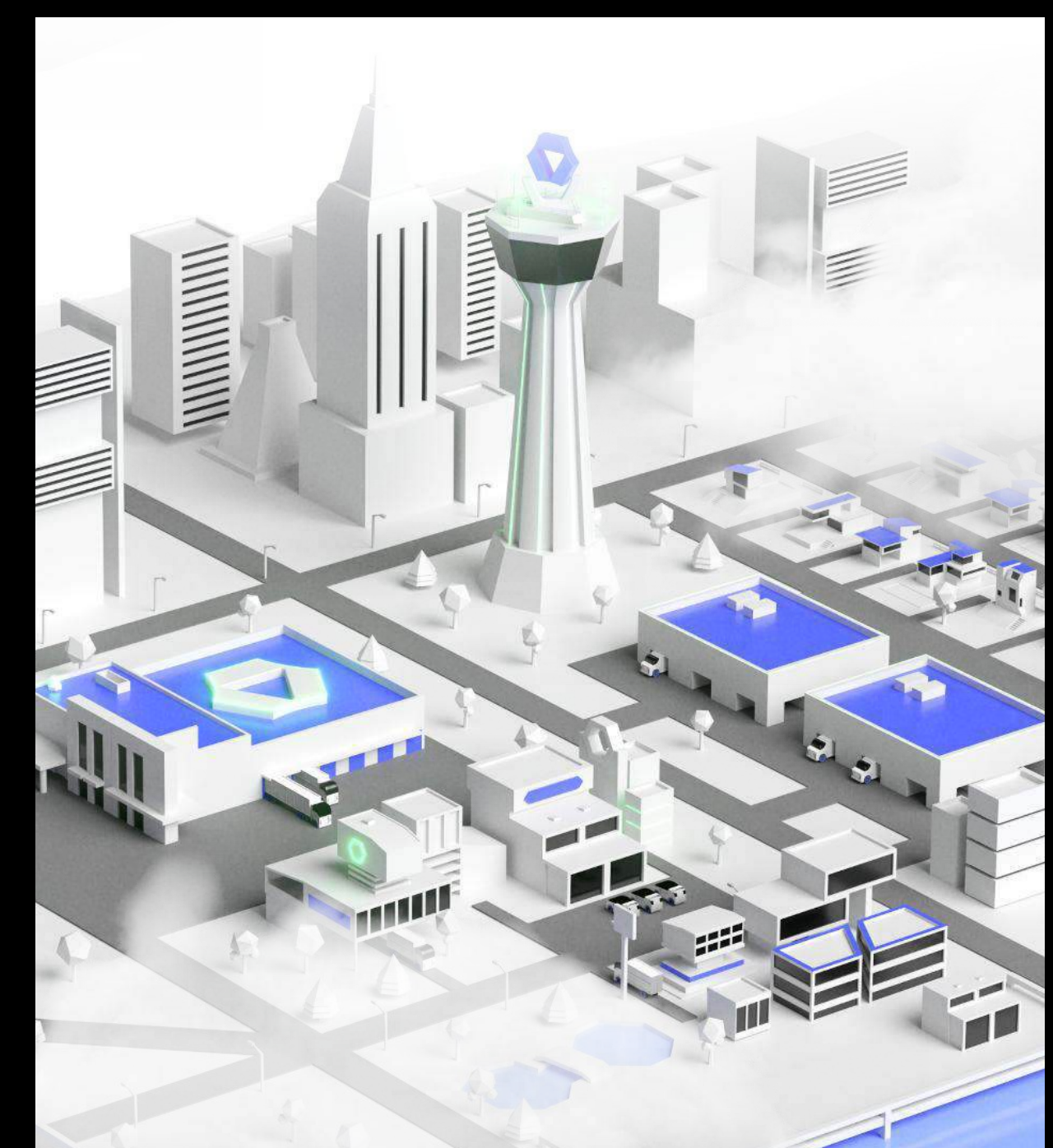
Since the launch, Stord has become a unicorn with raised rounds of \$65m, \$90m, and \$120m from investors including Kleiner Perkins, Founders Fund, and Susa Ventures.

Stord exists to unlock total visibility and enable unlimited optimization. This led us to ask, what would it look like see the entire supply chain at once? In response, we built the brand and digital experience around an idyllic, always-moving supply chain city that can be seen and controlled from a godlike perspective.

It seems they’ve been named to every industry award list across growth, design, and marketing. Headcount has swelled from less than 200 to 600+. They’ve won increasingly large enterprise partnerships including Coca-Cola, BODYARMOR, and Dollar General. Year-over-year growth has consistently exceeded 300% and, as of May 2022, Stord passed \$200 million in annualized revenue run-rate.

With the ability to see the whole picture, or zoom into the details, the design system covers the every step of the journey from port-to-porch.


While we can’t claim their success as our own, the brand and website, years after launch, remain strong to this day. And their founders and marketing teams refer work to us and publicly refer to the Studio Freight team as “the GOATs.”



What We Do ▾ Who We Are ▾ Login [Talk To An Expert](#)


Stord

Make Your Supply Chain
A Competitive Advantage



HERE'S EXACTLY WHAT WE DO

Stord offers fulfillment, warehousing, and freight for B2C and B2B, plus the integrated software you need to orchestrate and optimize your entire supply chain.

main  **Rethink**

INTRODUCTION

Start Here, Go Anywhere

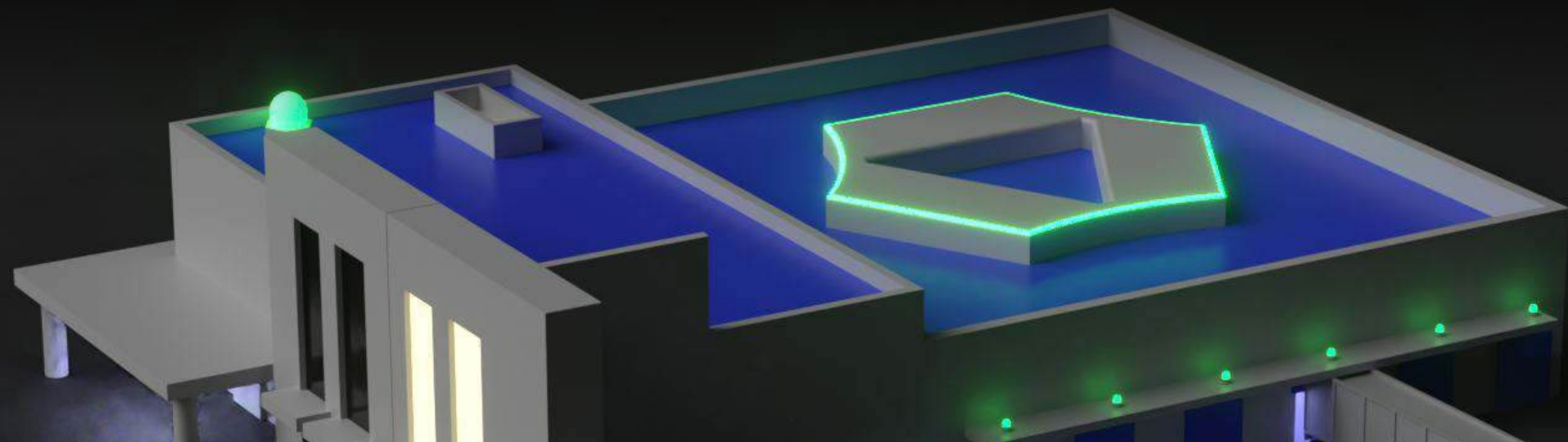


Get Product Anywhere

● FREIGHT

On-time pickups and deliveries you can count on with scalable, in-sync transportation that gets your products where they need to be, when they need to be there, at the right cost.

Get a Freight Quote



Stories & Solutions

FILTER BY CATEGORY:

Blog

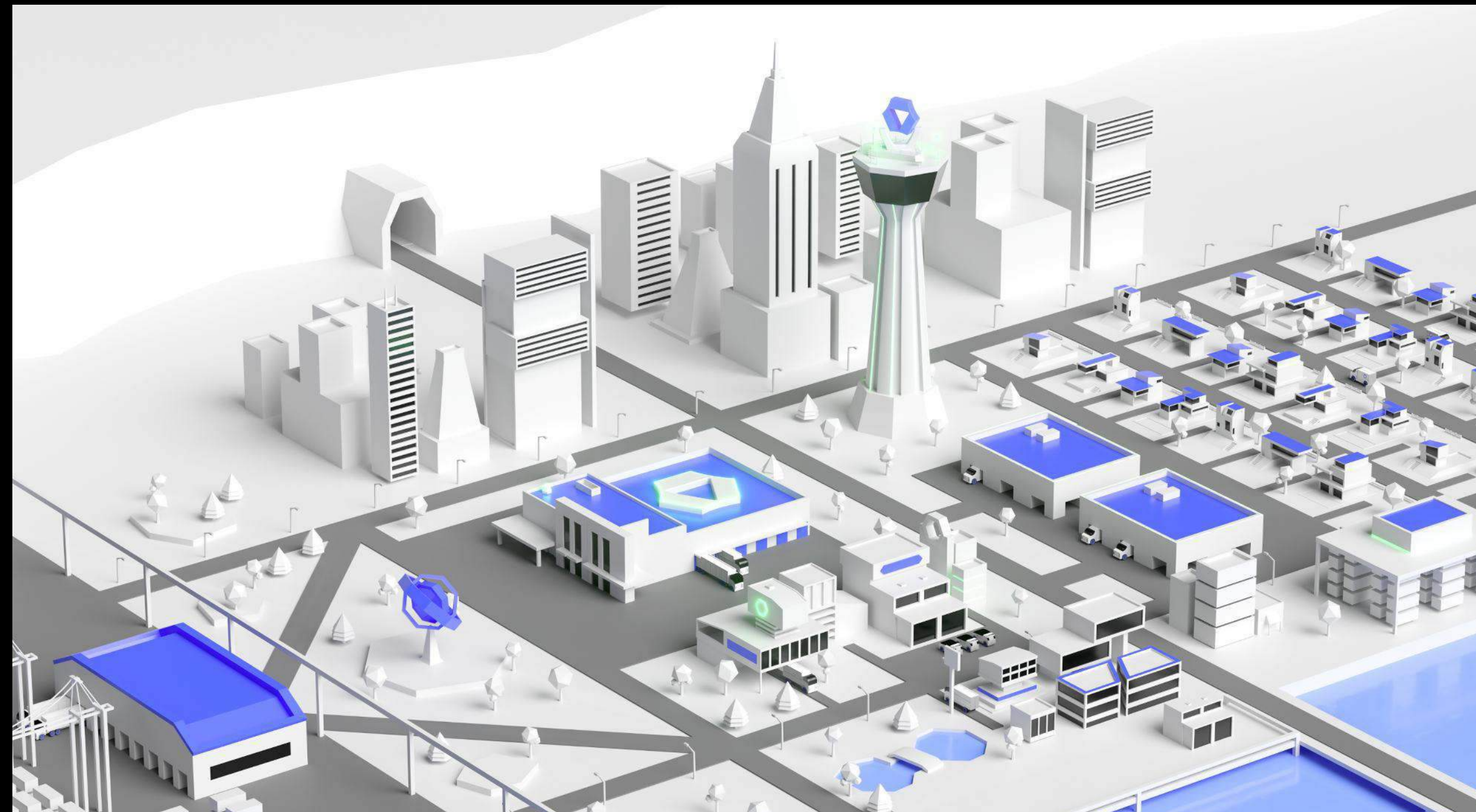
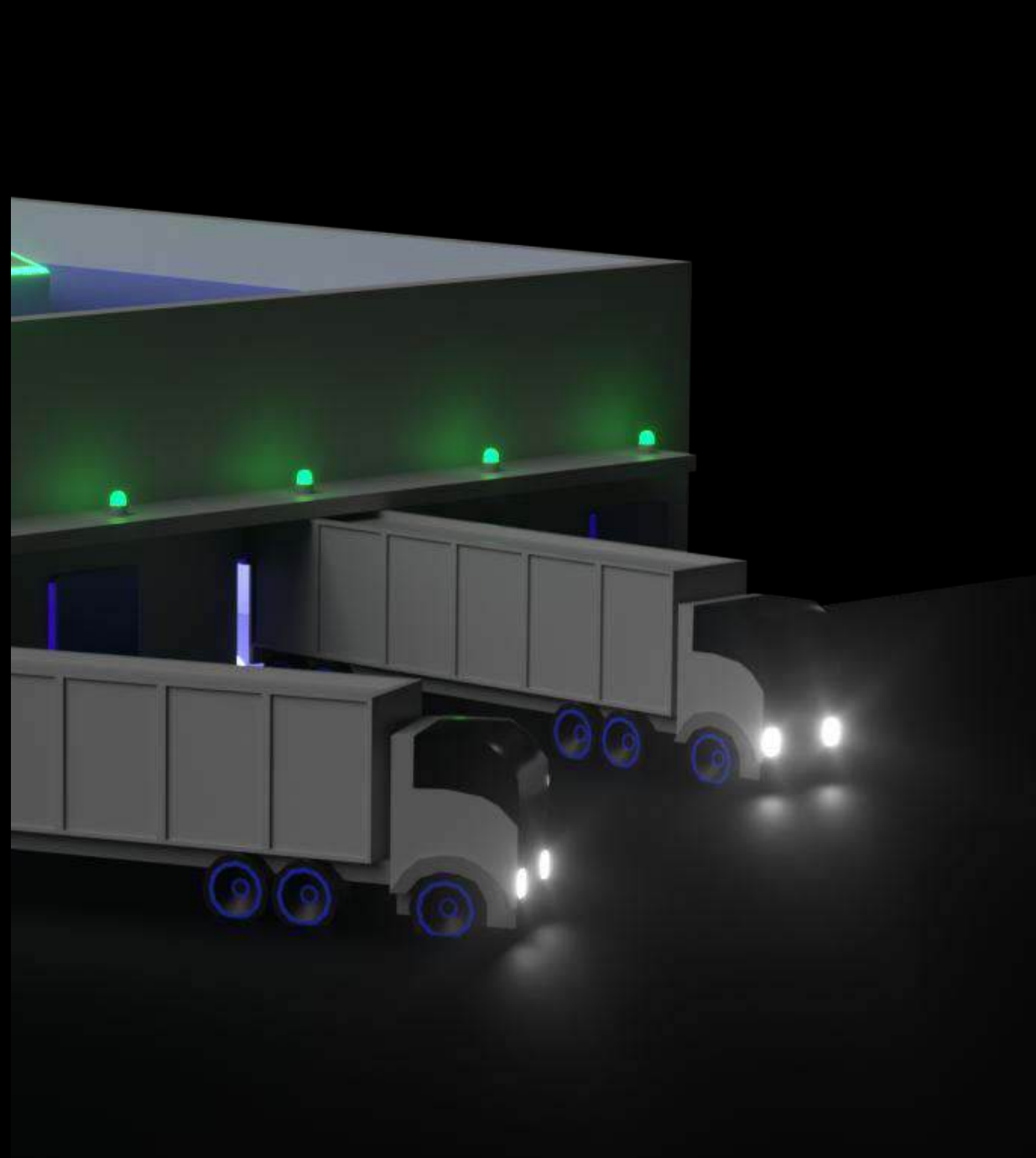
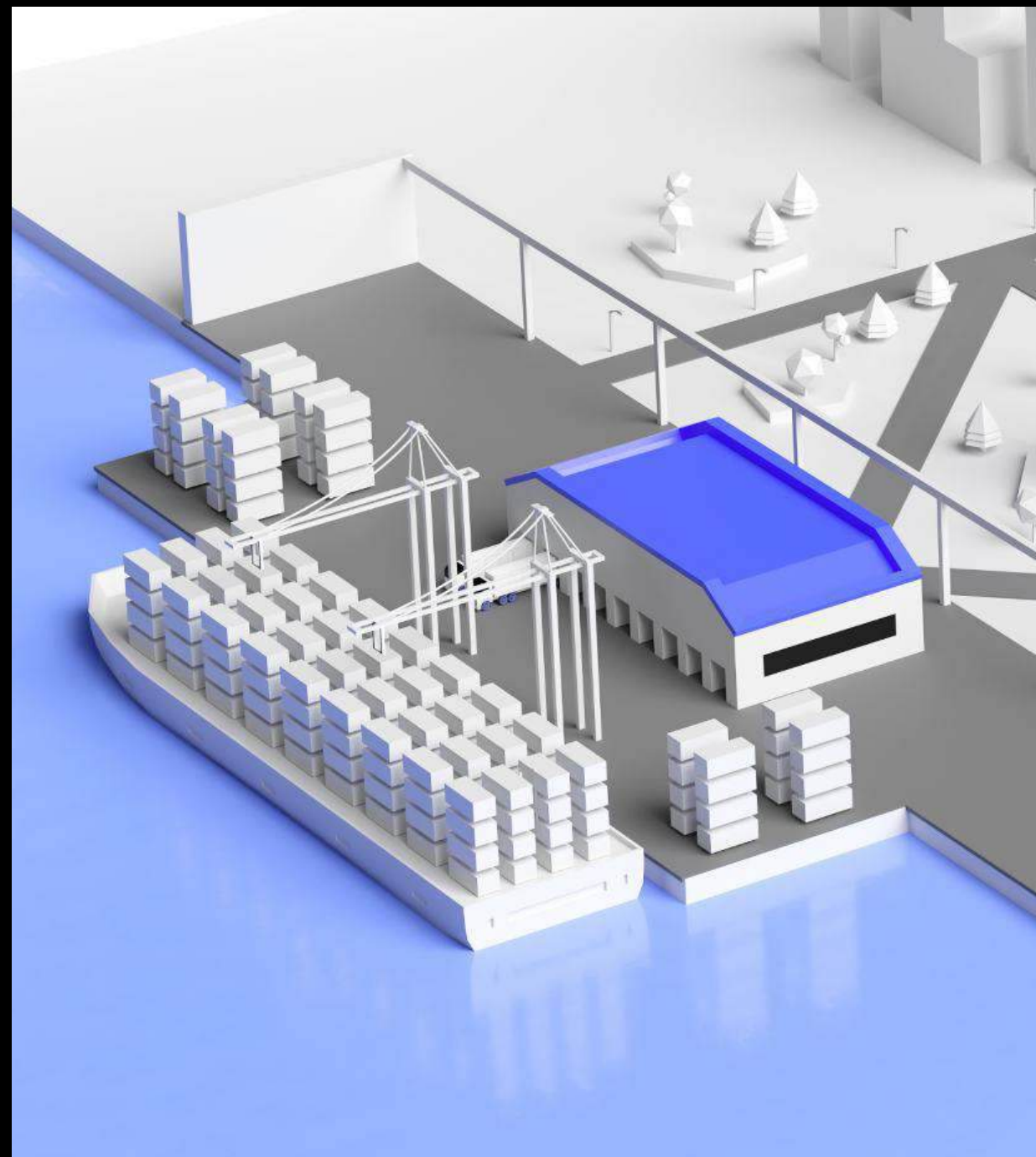
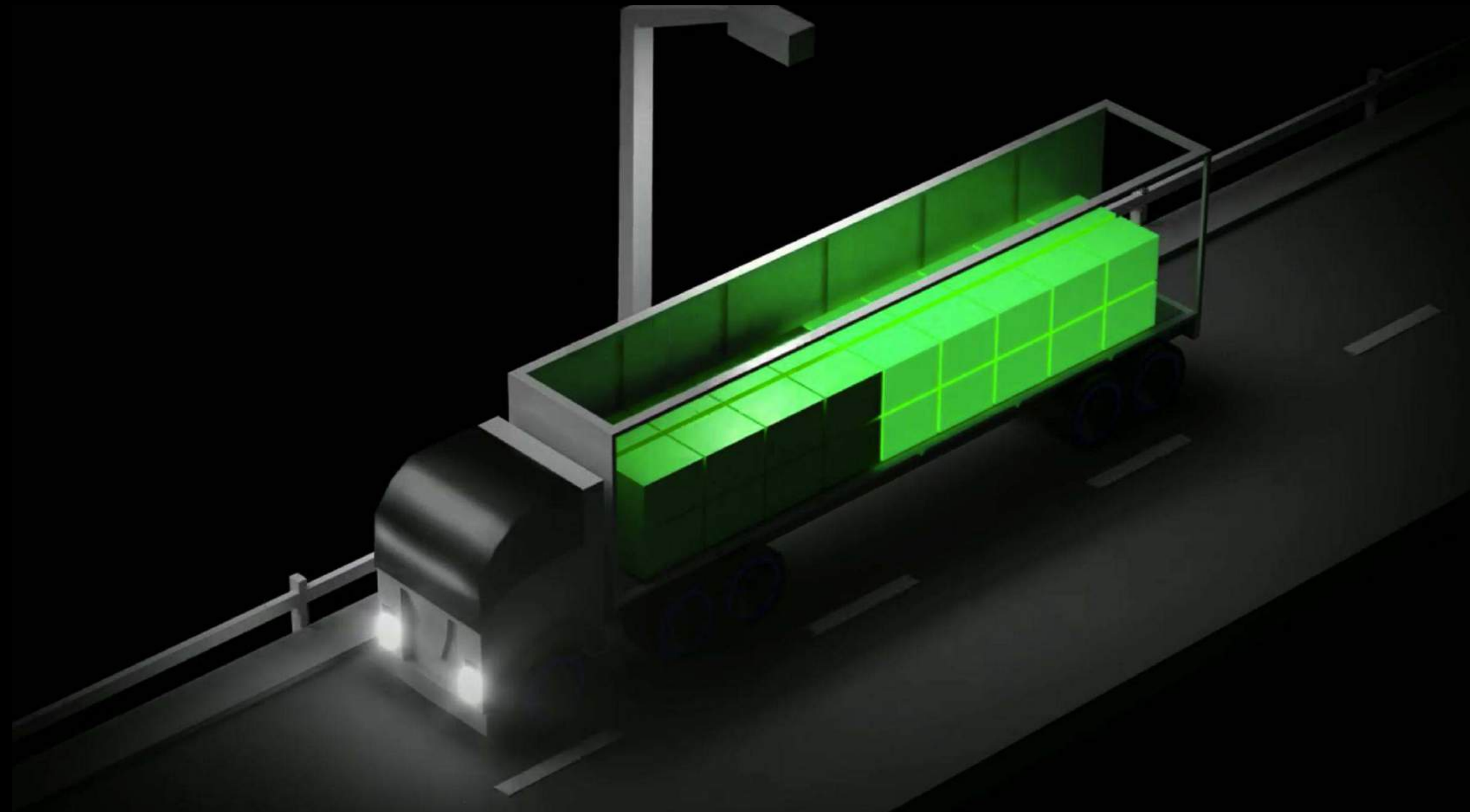
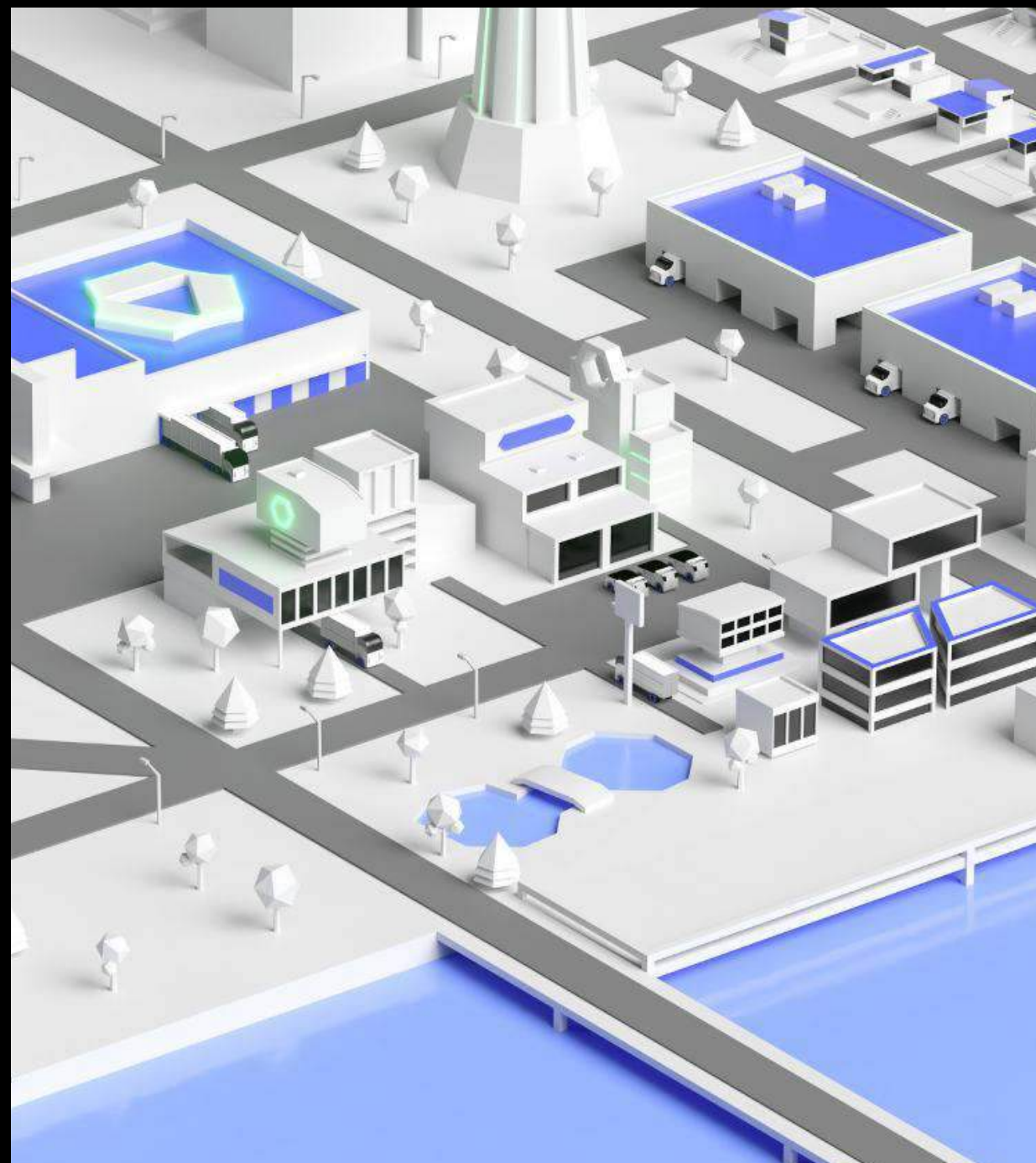
Resources

● LIFE AT STORD



● TECHNOLOGY







What We Do ▾

Who We Are ▾

Login

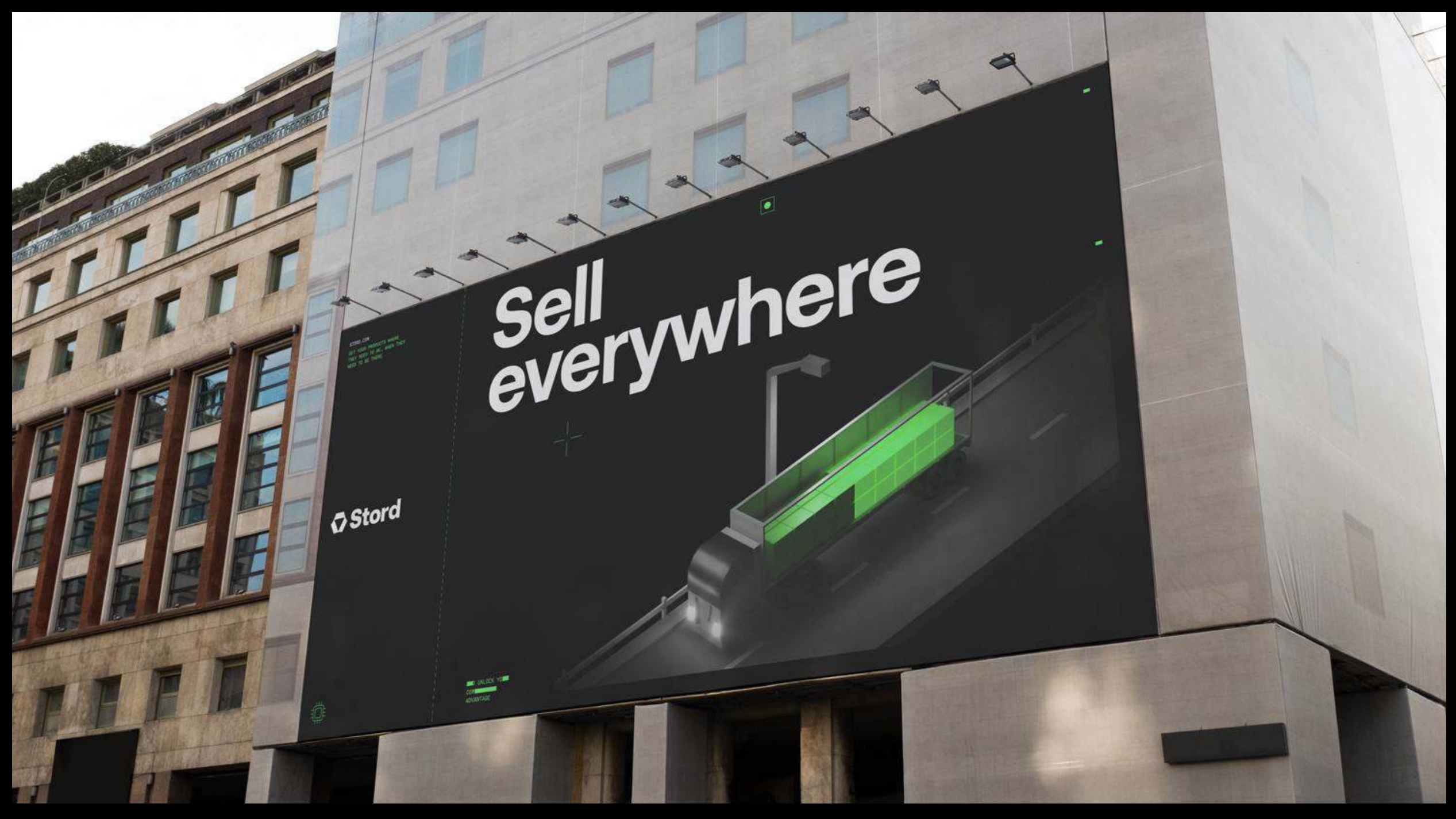
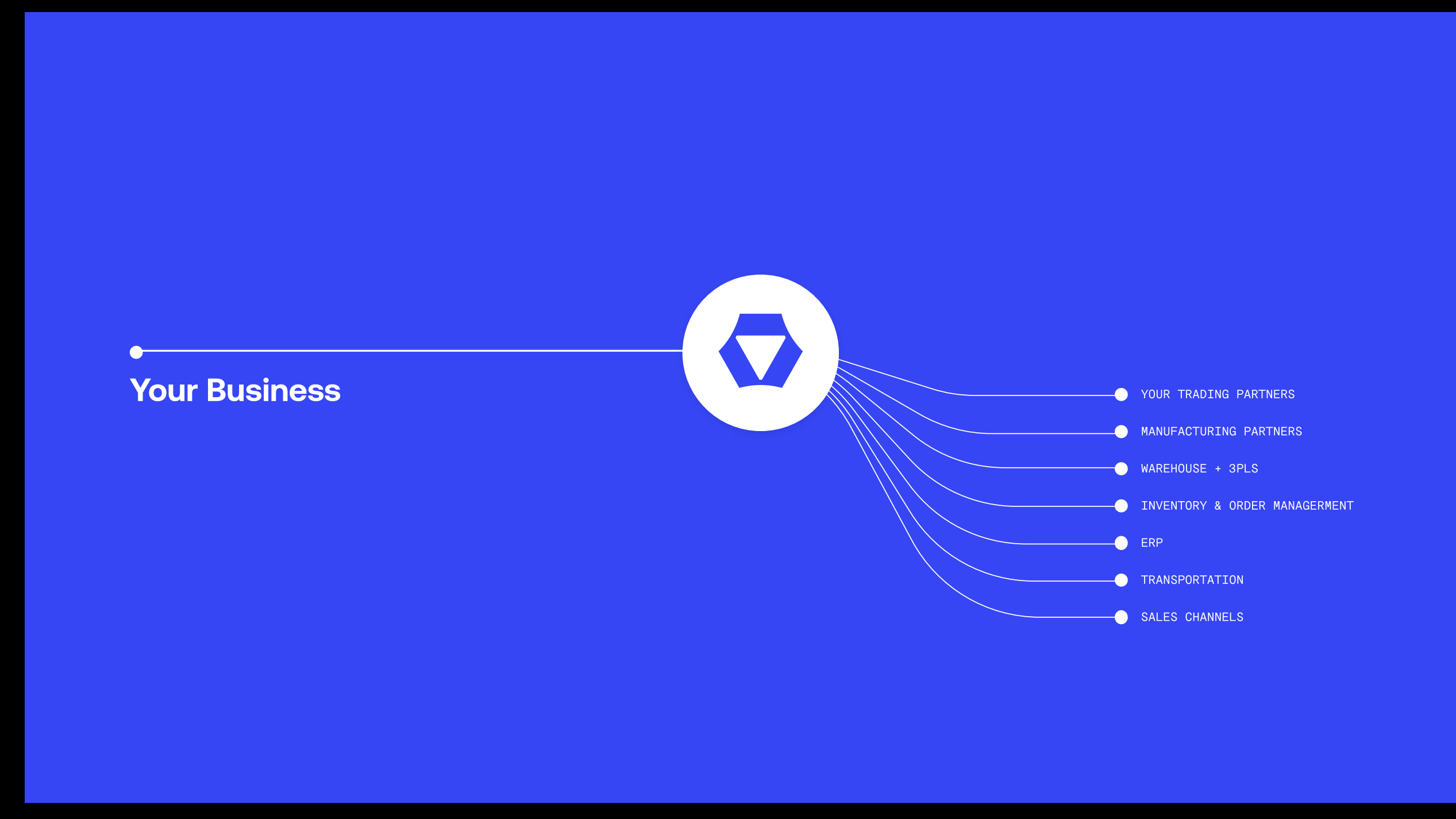
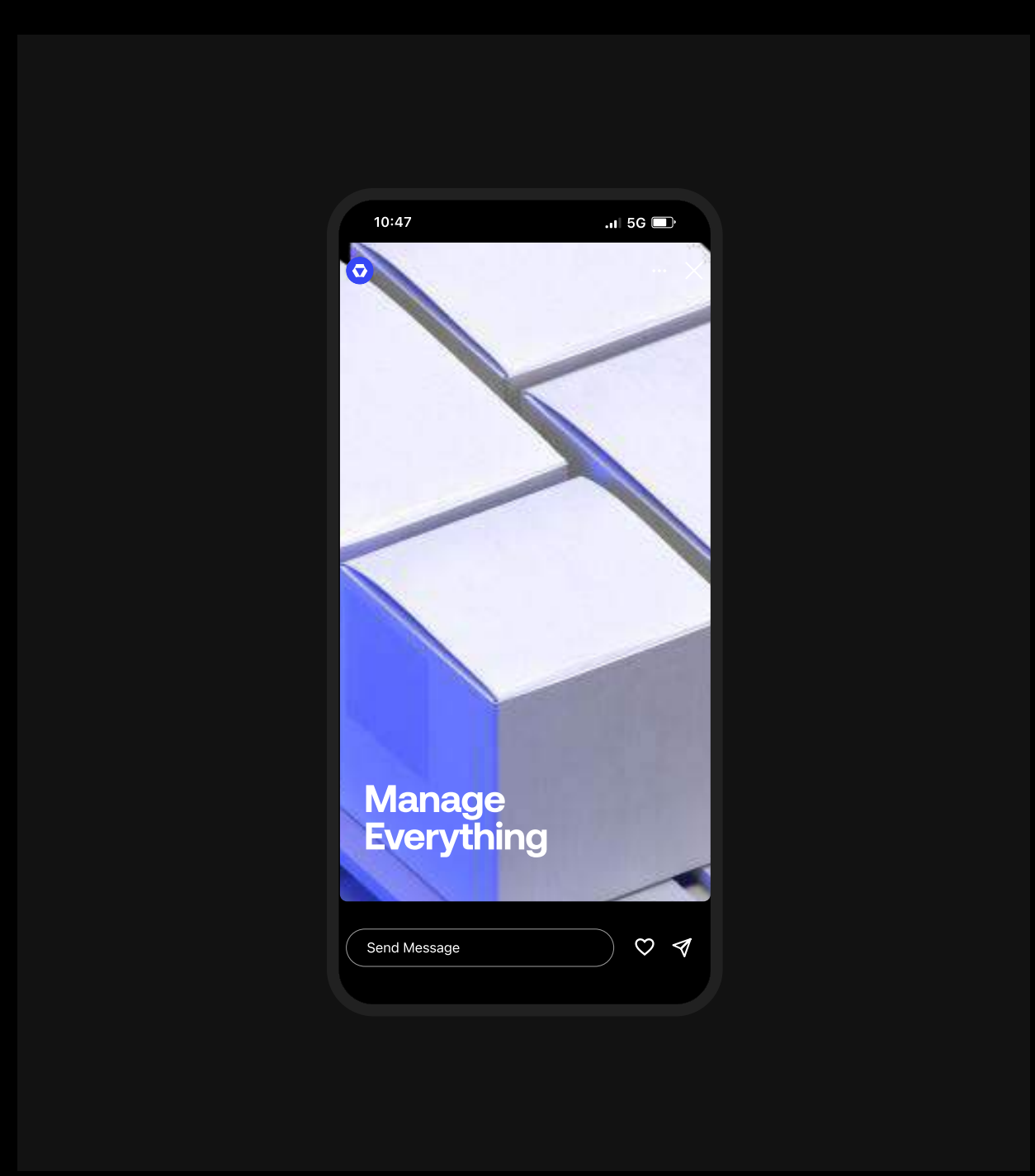
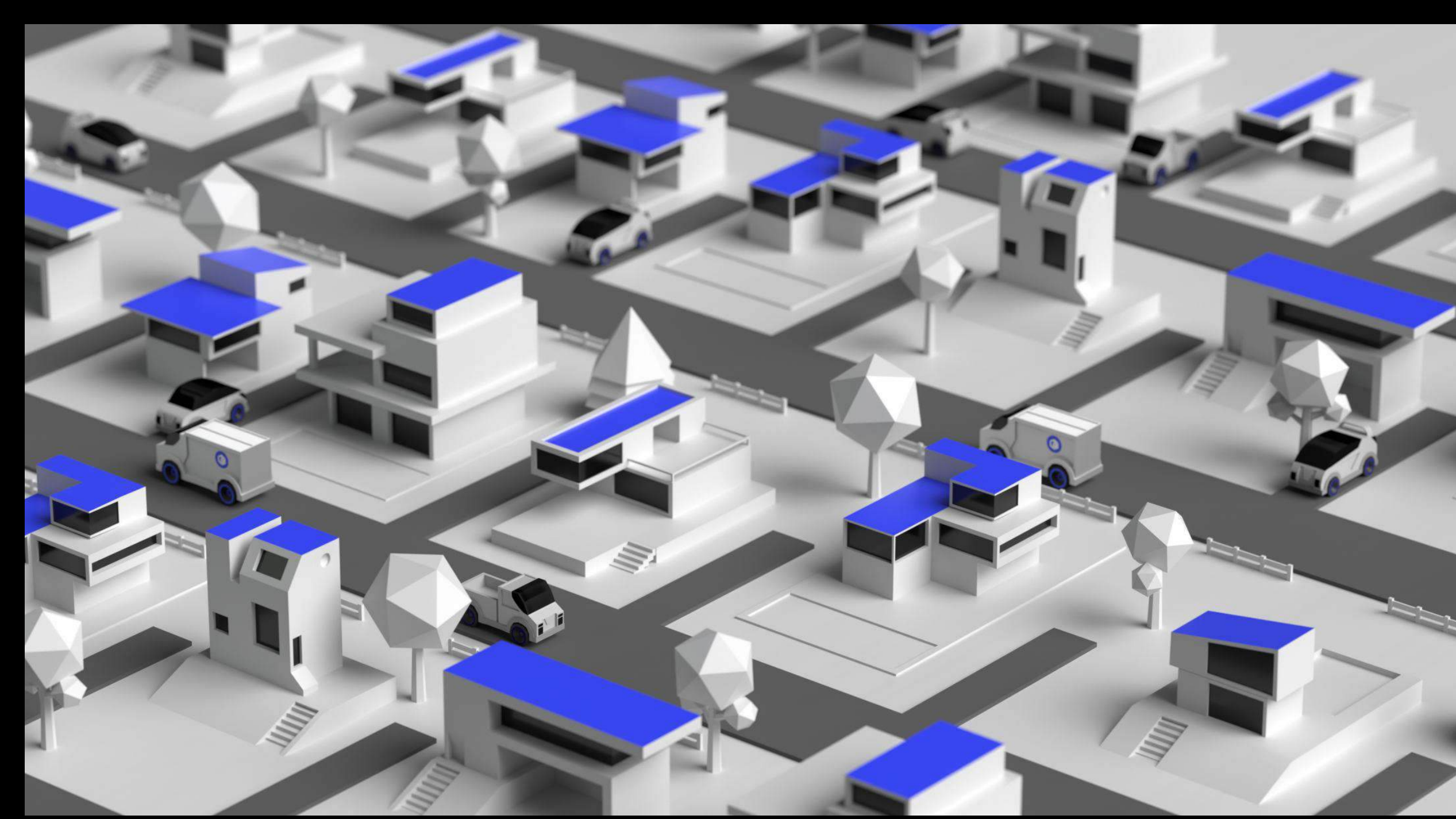
Talk To An Expert

Software



The last supply chain integration you'll ever need – connect once to orchestrate your logistics with full visibility into your entire supply chain from a single dashboard.

View Software





BRAND GUIDELINES

07

Emblem

Our 3D emblem can be used as an illustrative device to create drama and intrigue (as seen on the title slides of these guidelines), but it should never be used as a replacement for our logo.

Additionally, it is used functionally as a map marker (as seen on the "Fulfillment" page on the Store website). Environmental elements, like clouds, can be added to help create a larger than life presence.



BRAND GUIDELINES



BRAND GUIDELINES

08

Vehicles

Our digital fleet is always prepared to help our marketing and design teams deliver any message. Vehicles can be arranged, and rearranged, to create new images and tell new stories.



BRAND GUIDELINES

Golden Ratio

A rationalized type scale ensures visual consistency. Our type scale should be used when scaling type outside of existing size applications.

To properly implement this ratio, begin with a base point size of 12, triple of your character face panel.

12 Base Size
 12 * 1.379 = 16.5pt (12pt)
 12 * 1.306 = 15.6pt
 12 * 1.236 = 14.8pt (12pt)
 12 * 1.171 = 14.0pt (12pt)

*Masthead Sans Mono is only used for accounts, eyebrows, and navigation.

TYPOGRAPHY

135PX
 118PX
 78PX
 68PX
 48PX
 35PX
 27PX
 21PX
 12PX*

Cloud
 Cloud
 Cloud
 Cloud Su
 Cloud Supp
 Cloud Supply C
 Cloud Supply Cha
 Cloud Supply Chain

Cloud Supply Chain

BRAND GUIDELINES

Night Scenes

Night scenes reinforce our commitment to working for our customers around the clock - and illustrate the flexibility and scale of our offerings.

Night scenes should be used in a mood of black to an'whole effect.

Due to lighting and site challenges, these compositions require a high degree of technical ability and attention to detail. Generate these renders should be sparingly as they are difficult to recreate efficiently.



BRAND GUIDELINES

09

Views

An orthographic projection, or "bird's eye" perspective, allows us to illustrate both complex and simple scenarios as part of the same world.

For example, this view brings the components of Cloud Supply Chain together into one simple picture.



BRAND GUIDELINES

10

Type

Aeonik Pro is our primary typeface, and is a core part of the Store brand identity. It's a sans serif with industrial, yet modern character.

Substitutions should be avoided.

Aeonik Pro Regular: Used for body copy and subheads.

Aeonik Pro Bold: Used for headlines, titles, and quotes.

Leading: 100% - 140%
 Tracking: 0% - 2%

TYPOGRAPHY

Aeonik Pro Regular

Courtesy of Cotytype Foundry

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

AaBbCc
 123
 1234567890
 @#\$%^&'()*+,-./:;?<=>_~!@

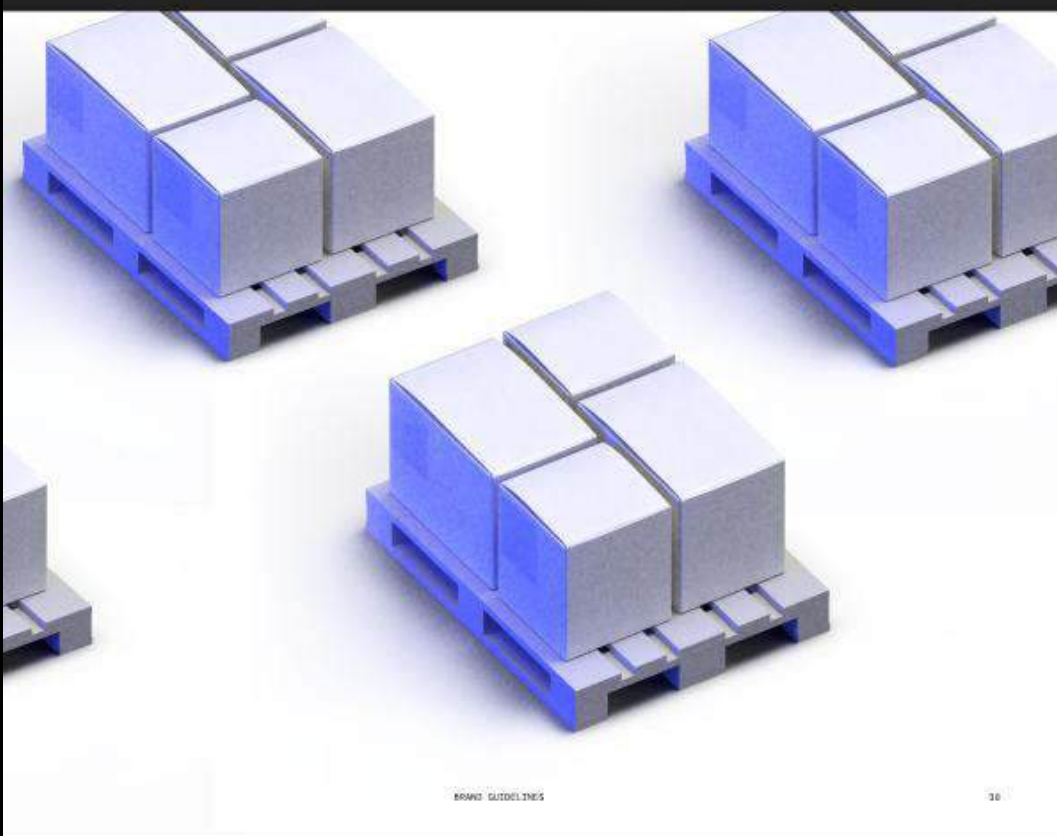
BRAND GUIDELINES

Dynamic Infographics

We use dynamic infographics when we need to illustrate two or more states to explain a subject.

Note: Dynamic icons, maps, and graphics have been scaled to fit the page and do not reflect the true size of implementation.

INFOGRAPHICS AND ICONS



BRAND GUIDELINES

11

Contrast

The Store brand primarily uses black and white, with blue and green used as accents.

Web Content Accessibility Guidelines (WCAG) aim to ensure that content is accessible by anyone, regardless of disability or user device. Adhere to compliance guidelines when pairing our brand colors.



MOST USED PAIRINGS

SECONDARY PAIRINGS



COLOR SYSTEM

BRAND GUIDELINES

12

ACCENTS



Map Infographics

Store maps are an effective way to communicate the scope of our primary and secondary networks. It's important to note that this map is an abstract representation of these networks and is not intended to account for every location.

In digital applications, such as the website, maps can be animated.

Note: Dynamic icons, maps, and graphics have been scaled to fit the page and do not reflect the true size of implementation.

INFOGRAPHICS AND ICONS

Fulfillment That Fuels Growth

Primary Network
 Delivered by Party Capacity

Extended Network
 Partner Partner Network

While other providers force your business into their pre-set fulfillment networks, Store builds a custom plan based on your needs to increase sales, lower costs, and improve customer experience - making fulfillment your competitive advantage.



BRAND GUIDELINES

13

Icons

Icons are supporting assets primarily intended to quickly give content and support weighting. They also help label and enrich compositions.

Icons

Icon 1: Fulfillment icon representing a warehouse or fulfillment center.

Icon 2: Delivery icon representing a truck or delivery vehicle.

Icon 3: Network icon representing a map or network diagram.

Icon 4: Utility icon representing a gear or mechanical part.

Icon 5: Global icon representing a globe or world map.

Icon 6: Network icon representing a map or network diagram.

Icon 7: Utility icon representing a gear or mechanical part.

Icon 8: Global icon representing a globe or world map.

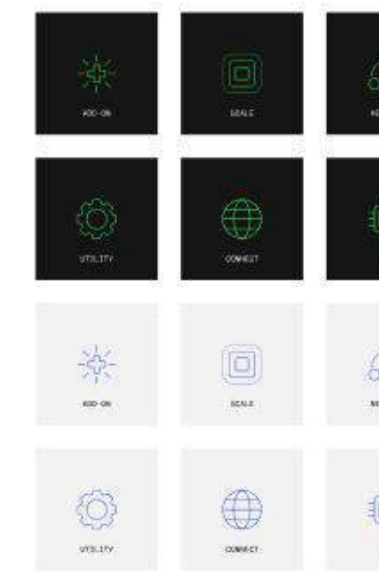
Icon 9: Network icon representing a map or network diagram.

Icon 10: Utility icon representing a gear or mechanical part.

Icon 11: Global icon representing a globe or world map.

Icon 12: Network icon representing a map or network diagram.

INFOGRAPHICS AND ICONS



INFOGRAPHICS AND ICONS

14



Notations

Links

[Website](#)

[Launch Video](#)

+ *Studio Freight are the folks you go to when you require the absolute, no compromises, best-in-the-business-level work. The brand update we did with Freight radically accelerated the already potent trajectory of Stord. Beyond the growth (\$200M+ ARR), which by no means should be understated, the studio's work permeated across more areas of the business than I could have imagined. The level of talent we were attracting skyrocketed. Employee engagement hit levels that I never thought possible. Almost every competitor tried to either copy our style and/or poach our team. Stord is a beast of a business, spanning digital and physical with multiple products in each domain coming together to create a new category of supply chain solutions, Cloud Supply Chain. Freight's value spanned far beyond just their visual prowess. Their team was able to learn a career's worth of insight about complex supply chain operations in weeks' time. Their support in category creation and messaging stands shoulder to shoulder with their design efforts. Plenty of people can arrange pixels in a pleasing format on a page... But far, far fewer that can own a complex story, distill it down to its essence, and communicate it in an easy to understand, yet impossible to ignore fashion. And when you couple that skillset with a relentless pursuit of being the best at what they do, you get a group that doesn't fucking miss.*

Mario Paganini, Vice President of Marketing



Bad Boys

We ride together. We die together. To celebrate the 25th Anniversary of the “Bad Boys” franchise, Will Smith’s family media company needed to do an unmissable ecommerce drop.

Industry

Culture

+ Services

Copywriting, Collateral, Campaign, Photo & Video, Web Design, Web Development, CMS Development

+ Approach

We were chillin' out, maxin', relaxin', all cool and all, when a dream project rolled up: Studio Freight was asked to create the website, and limited-edition merch, for the “Official Bad Boys Movie Store.”

You can take the kids out of the 90s, but you can't take the 90s out of the kids. We slid over the hood of our Porsche 911 Turbo and peeled out to get started, or something like that. Our first homework assignment? Watch the movies.

While the franchise is full of F-bombs and dead bodies, we had to keep the content clean. No cops, no guns, no violence. No problem. The merch capsule featured iconic quotes and scenes designed in a contemporary style, including an umbrella that read “Undercover.”

We put the brand front-and-center on the website, they didn't have to ask us to make the logo bigger. We also built it with light-, dark-, and Miami-modes, designed the FAQ bullet list with bullets, fashioned crosshairs as the cursor, and hid an easter egg in the footer (a link to the original “Bad Boys” song).

+ Outcomes

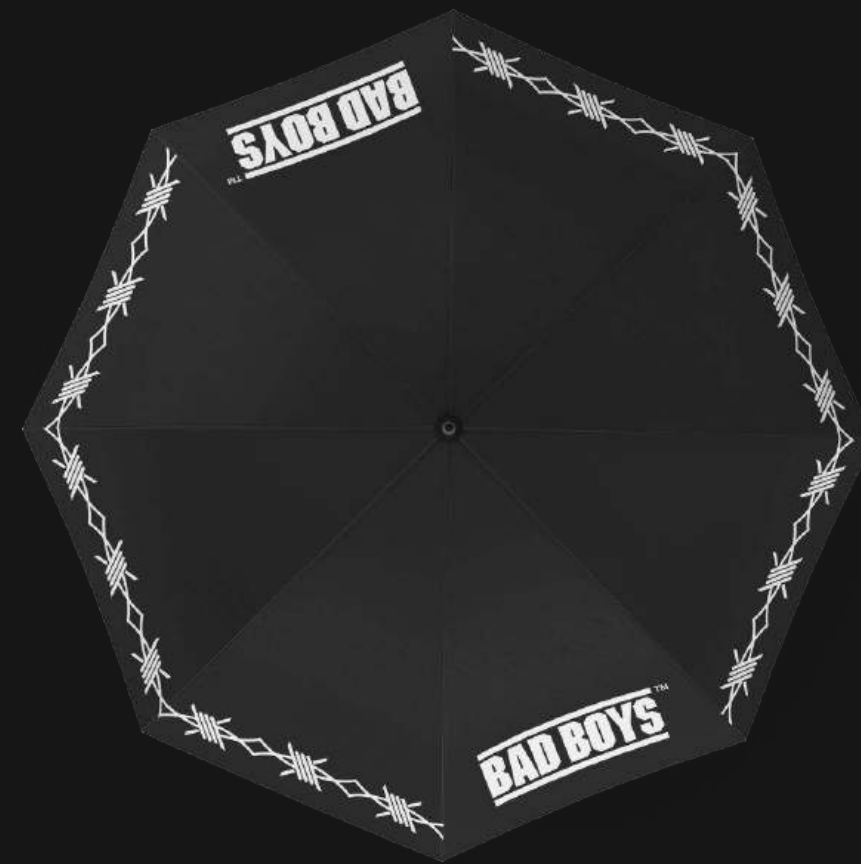
Most merch stores disappoint because they're made by marketing teams using uninspired Shopify templates for the purpose of making a quick buck. And consumers can tell.

Not this time. We went deep to build a headless website and merch with an authenticity that die-hards can sense and appreciate (and buy). We made everything as fans, for fans, of the franchise.

The drop did seven figures in revenue in under ten days. Following the success of the project, we were asked to build websites and merch for other familiar names: The Fresh Prince of Bel-Air, DJ Jazzy Jeff, Patrick Mahomes, and Pelé.

These collections went on to win design awards and receive press from the likes of Complex, TMZ, XXL Magazine, and HipHopDX.





WE RIDE TOGETHER.
WE DIE TOGETHER.

SHOP

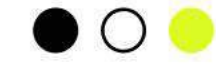
INFO

FAQ

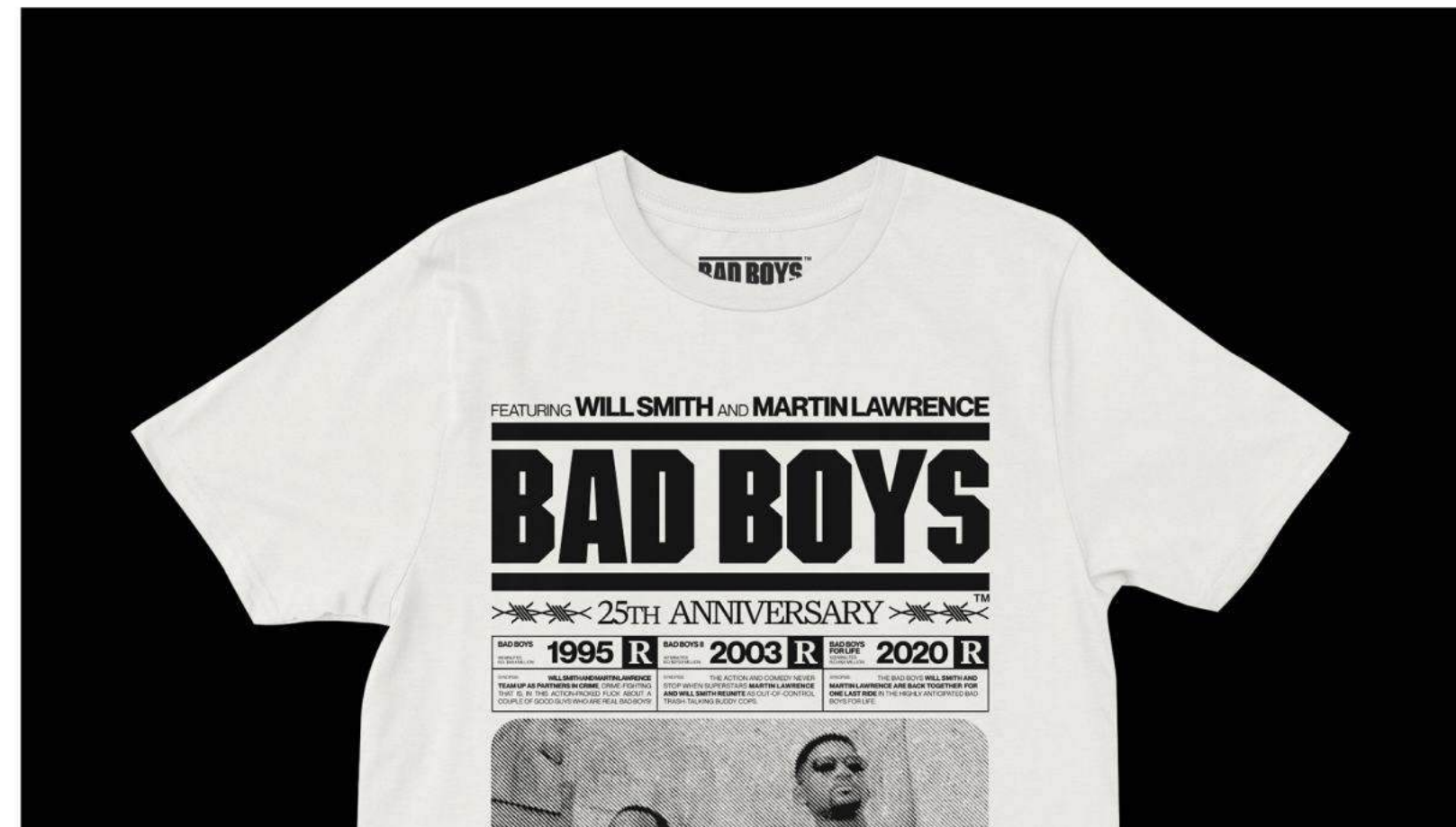
GALLERY

CART USD 0.00 (0 ITEMS)

OFFICIAL BAD BOYS
MOVIE MERCH STORE



BAD BOYS





GALLERY



BB QUOTE HOODIE \$65.00

STYLE: BLACK



SIZE: LARGE



ADD TO CART

What's a Bad Boys movie without a solid quote from Cap? No clue. Doesn't exist. Honor Cap and the 25th Anniversary of Bad Boys with this limited edition drawstring hoodie. Available in black and light grey for 10 days only.

🚧 This is a limited edition production run. Printing starts when the drop ends. Reminder: Bad Boys For Life. Shipping may take 10+ days due to COVID-19.

[View Sizing Chart](#)

FAQ

When will I get my Bad Boys merch? +

Is this the official Bad Boys shop? ×

Hell yeah and hola, this is it! This is the only place you can purchase official Bad Boys 25th Anniversary gear. If you see something for sale somewhere else, call the cops.

How long will this official Bad Boys shop be open? +

What's the return policy? +

What payment methods do you accept? +

What size should I choose? How do the clothes fit? +



WE RIDE TOGETHER. WE DIE TOGETHER.

email

[SHOP](#) [TERMS](#) [SHIPPING](#)
[INFO](#) [PRIVACY](#) [INSTAGRAM](#)
[FAQ](#) [RETURNS](#) [TWITTER](#)

BAD BOYS

[VIEW THE GALLERY](#)

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MOVIE MERCH STORE



Bad Boys Store is owned and operated by Good Goods Merch LLC under license from Sony Pictures Consumer Products Inc. and Playtex Wear Inc. Good Goods Merch LLC is responsible for the site's content and all aspects of your purchase.





Notations

Links

[Website](#)[Awwwards](#)[Complex](#)

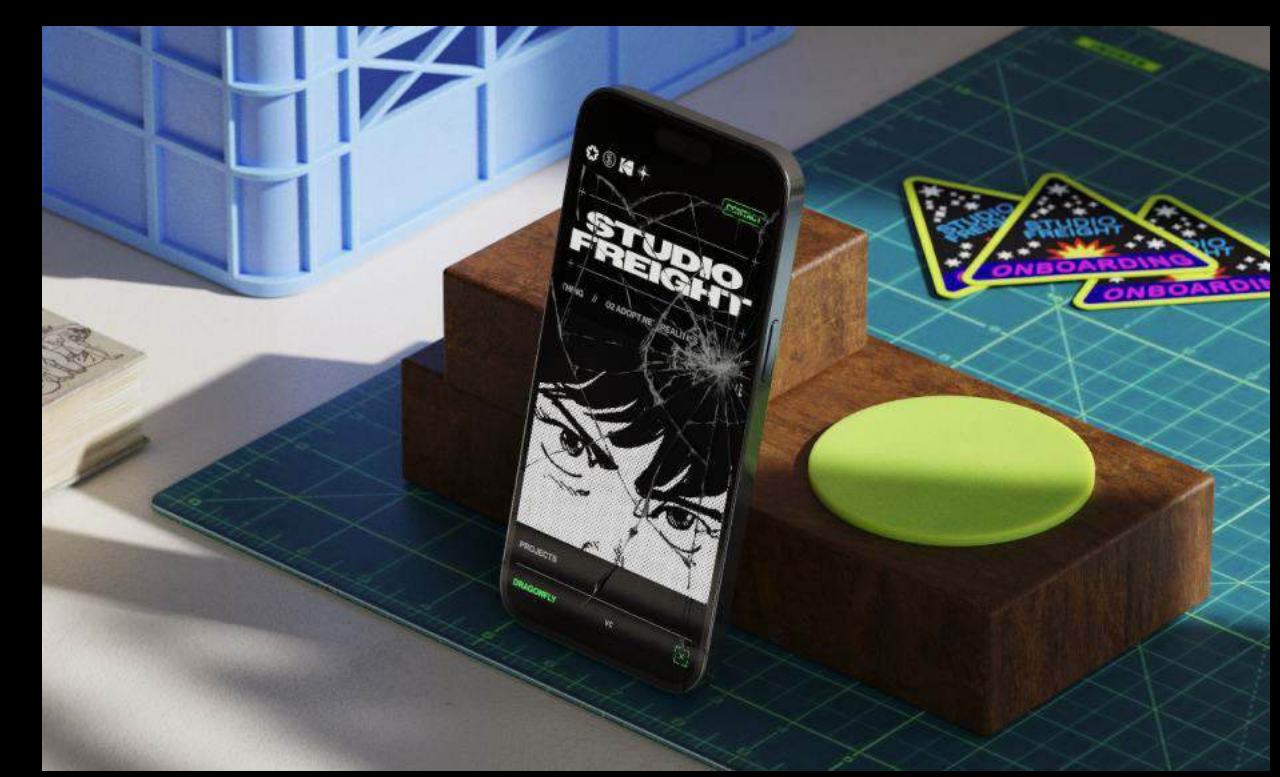
+ *In celebration of Bad Boys' 25th anniversary, the action-comedy franchise released a clothing capsule just in time for the holidays. The graphics featured throughout the collection pay homage to the original 1995 film as well as its 2003 and 2020 sequels... centered on the franchise's motto, "We ride together, we die together."*

Complex



Let's Talk

This is *a comma, not a period.* If you'd like to see a specific kind of work, feel free to ask. For more information or to discuss a potential project, shoot us an email or give us a call.



+ Contact

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