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Intro
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.
We bring together the best thinkers and makers to move your mission forward.
Most aim to solve the problem, we solve the potential to deliver maximum upside.
Work
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.

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.”

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.

Industry
Commerce SaaS
Yo! I just booked our trip!

Can’t wait! 😊
Eago's personality is how we move beyond being just a brand to become something more meaningful. Each hall reflects how we act, how we are, 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 be more like a trusted collaborator than a corporation.
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
**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.”
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.
"Unlocks access to financial opportunity"
More ownership is possible
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

Industry
Commerce SaaS

Services

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

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.

We launched Evmos on August 2, 2023 and are still gathering data points on results.

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 astrology, 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.

Services

DEPLOY ONCE-

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.
Deploy quickly, deploy anywhere. Go beyond the capabilities of EVM with our stateful precompiled smart contracts that execute advanced functionality.

- **Unlock Liquidity**: Trustlessly enable native assets between chains, stake EVMOS tokens, manage assets, access functionality on and interact with other chains.
- **Reach Users**: Use EVM Extensions to reach users that may not use EVMOS — and Evmos users on other chains.
- **Simplify**: Deploy and manage a single main instance of your application. Develop with a simple, standardized API.
BUILD WITH EVMOS

July 24th

Up Next - EVM Extensions
JOIN THE MISSION

EUMOS NEWS

MORE POSSIBILITIES

THE ORIGINAL EUM OF COSMOS
DEPLOY ONCE - ACCESS ALL ECOSYSTEMS

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

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.

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.

Industry
Logistics

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.

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.

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Industry
Logistics

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.

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.

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.

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.”
Start Here, Go Anywhere

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

LOGISTICS IS THE PAST, CHAIN IS THE FUTURE
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.

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.
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 13 days only.

This is a limited edition production run. Printing starts when the drops end. Recommend Bad Boys For Life. Shipping may take 10+ days due to COVID-19.

View Sizing Chart
BAD BOYS

FAQ

1. Where can I try the Bad Boys clothing?
   - This is the official Bad Boys store. Visit the official site to browse the latest collection.

2. Is this the official Bad Boys store?
   - Yes, this is the official Bad Boys store.

3. How long is the official Bad Boys ship open?
   - The ship is open 24/7.

4. What's the return policy?
   - We accept returns within 30 days of delivery.

5. What payment methods do you accept?
   - We accept credit cards, PayPal, and Apple Pay.

6. What size should I choose? How does the clothes fit?
   - We suggest checking the size chart on our website for the best fit.
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."
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.

Let's Talk

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