



Contents

+ —		
Intro	Who We Are	04
	What We Do	05
	What You Get	06
Work	Easol	08
	Republic	16
	Lunchbox	24
	Evmos	32
	Stord	40
	Bad Boys	48
Closing	Contact	56



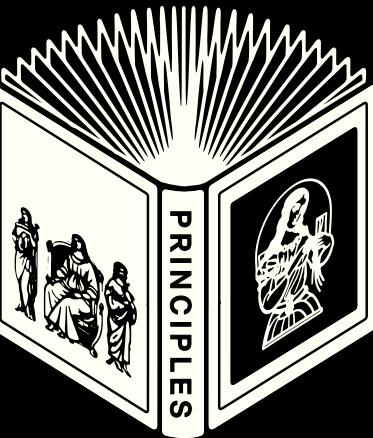
Intro





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

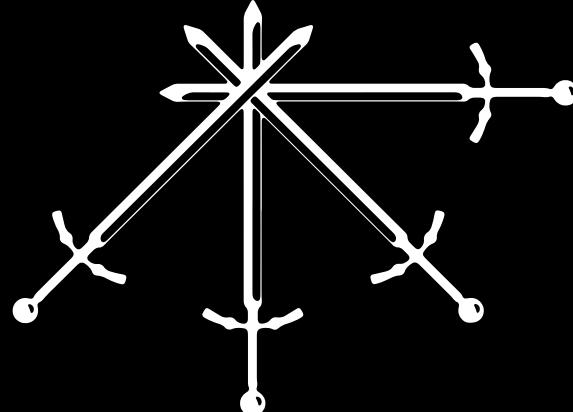
CMS development

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

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.

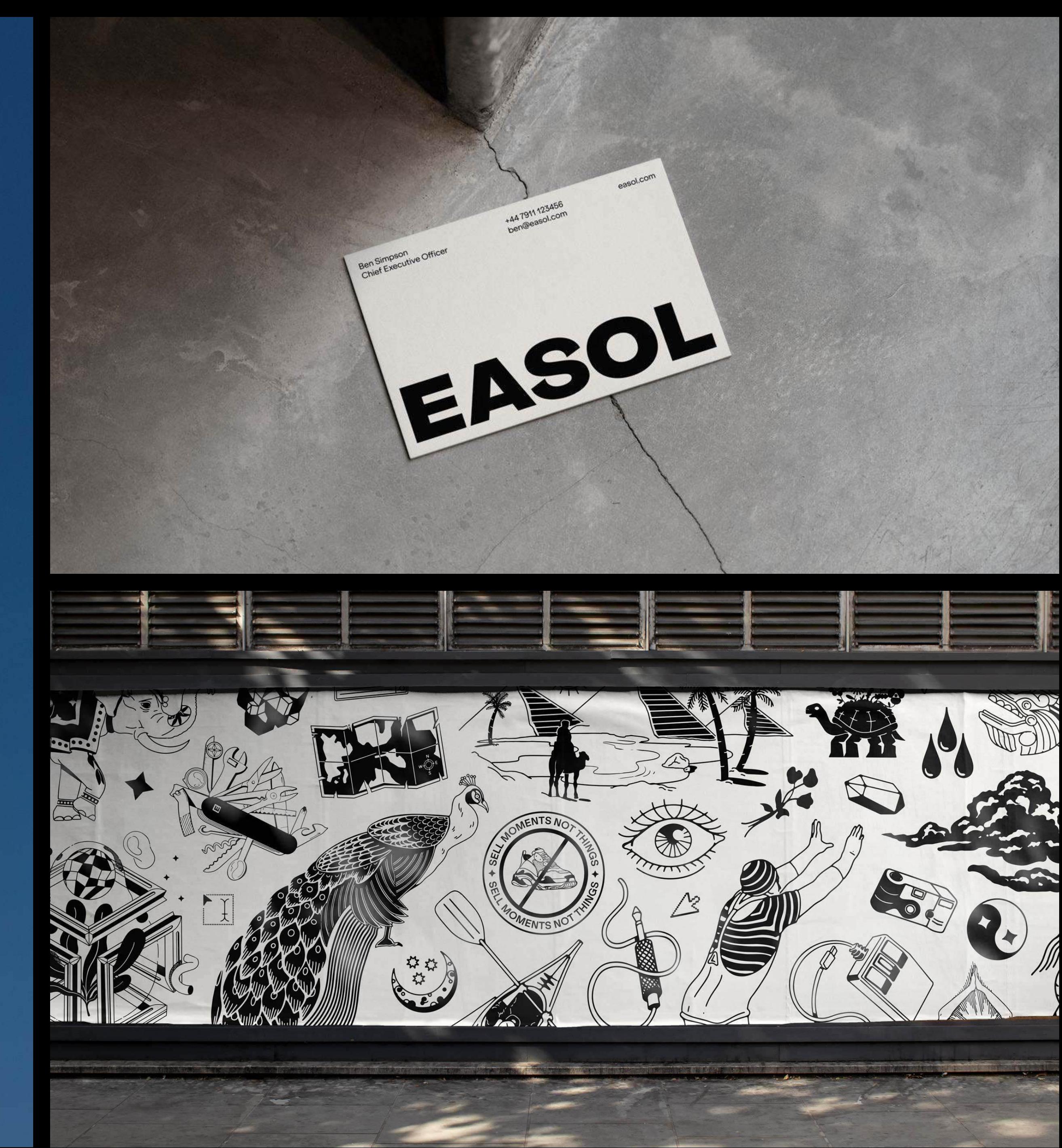
Outcomes

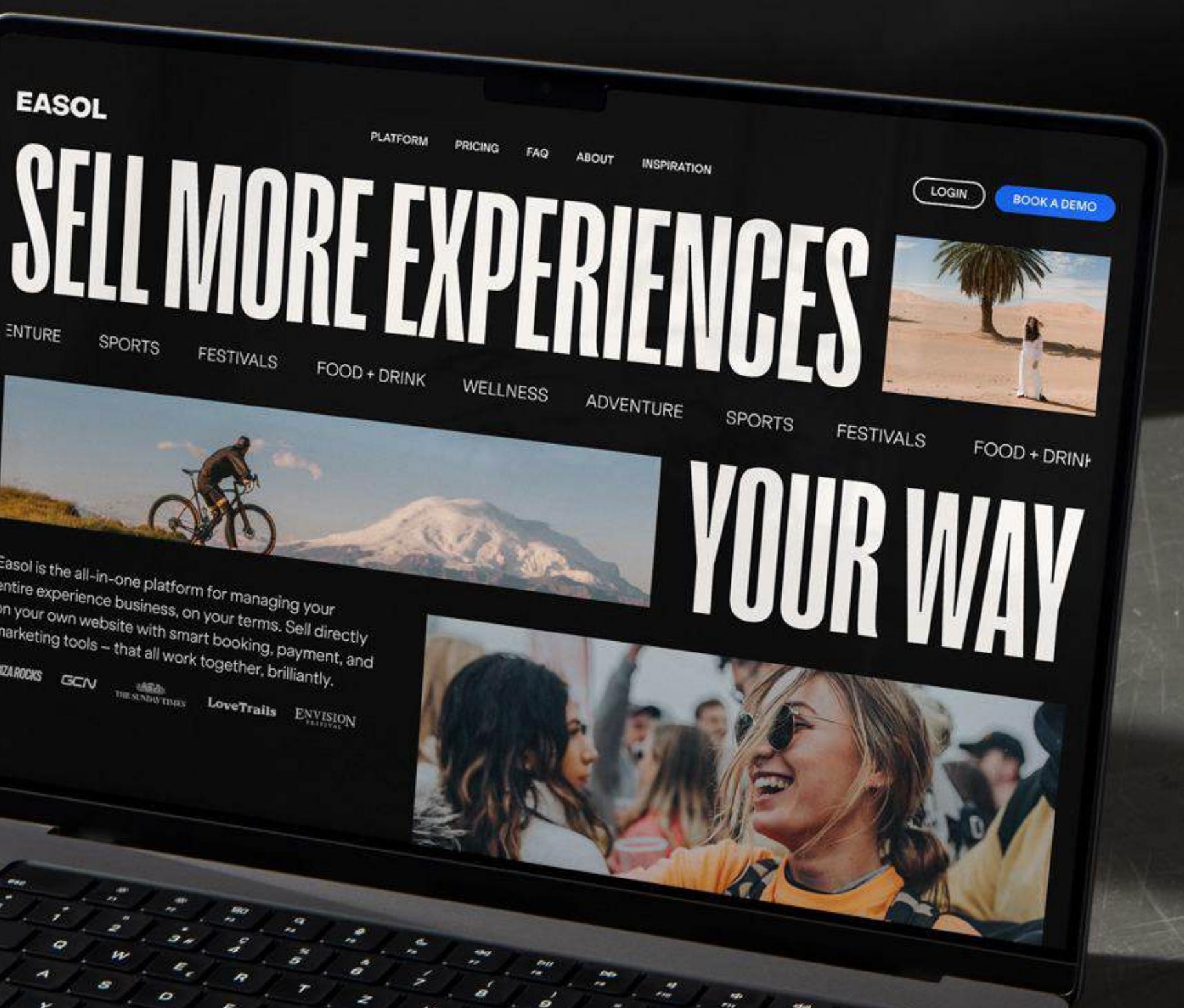
Easol was a team of ~10 when we started, now they're 90+ with offices in London, Lisbon, and New York City.

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?"

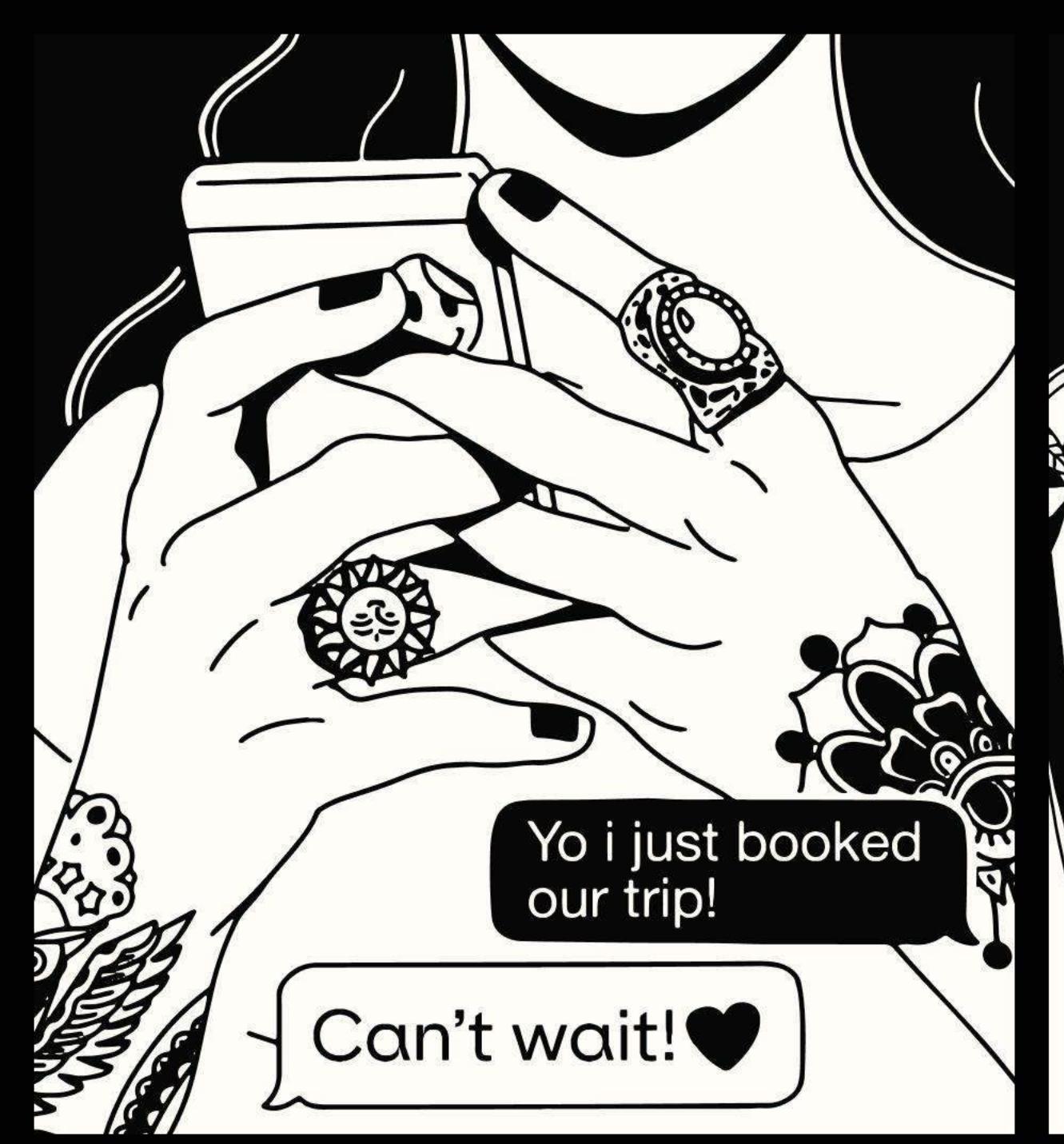
From the largest wellness platform in the world, Wanderlust: "You've built an amazing platform and I'm excited to see it grow and see Wanderlust grow alongside you. I wanted to compliment you on your branding and style... Easol has very recognizable design and branding and I have some idea how hard that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

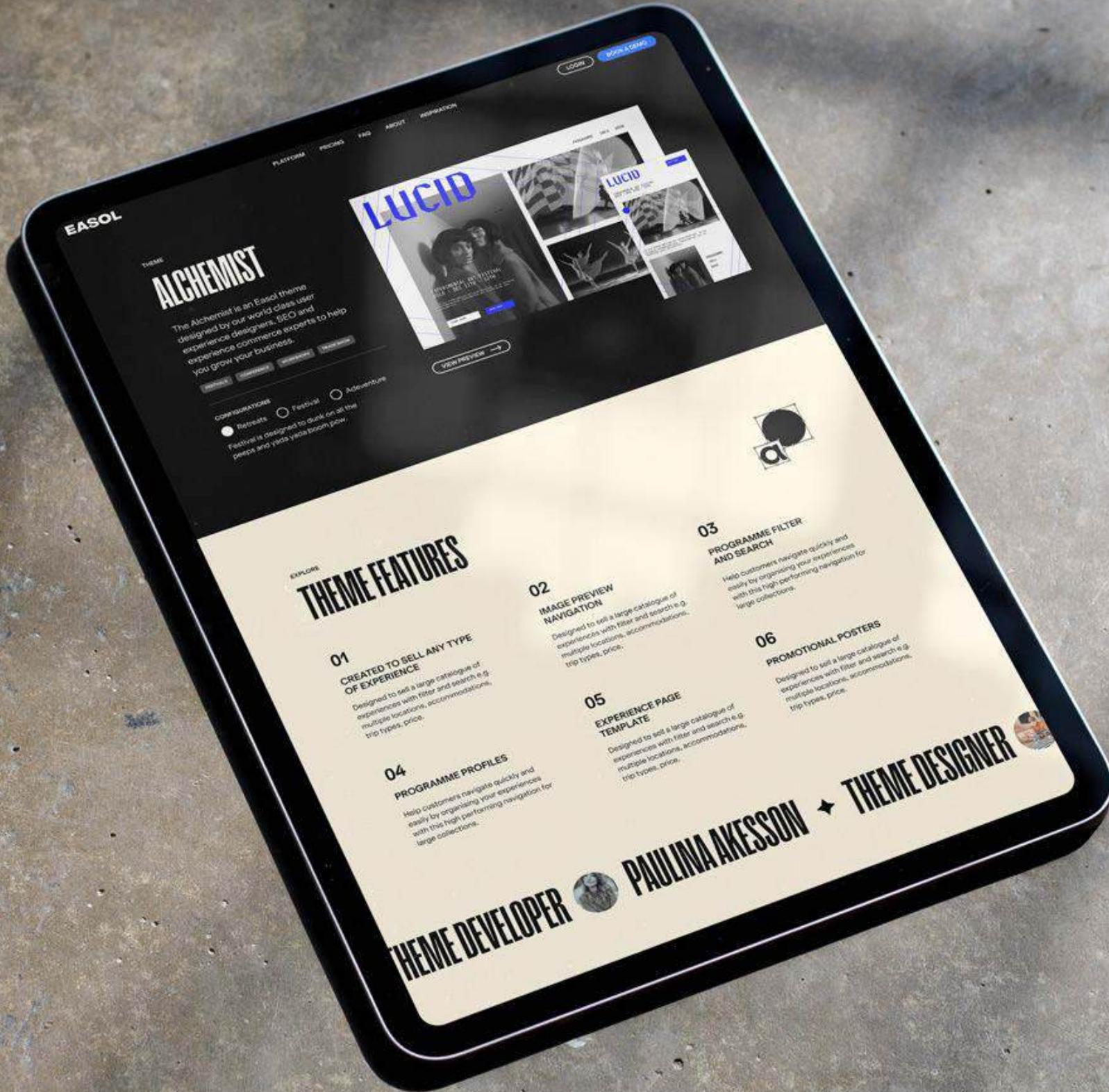




Easol is the all-in-one platform for managing your entire experience business, on your terms. Sell directly on your own website with smart booking, payment, and marketing tools – that all work together, brilliantly.

IBIZAROCKS GCV THE SUNDAY TIMES LoveTrails ENVISION FESTIVAL





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

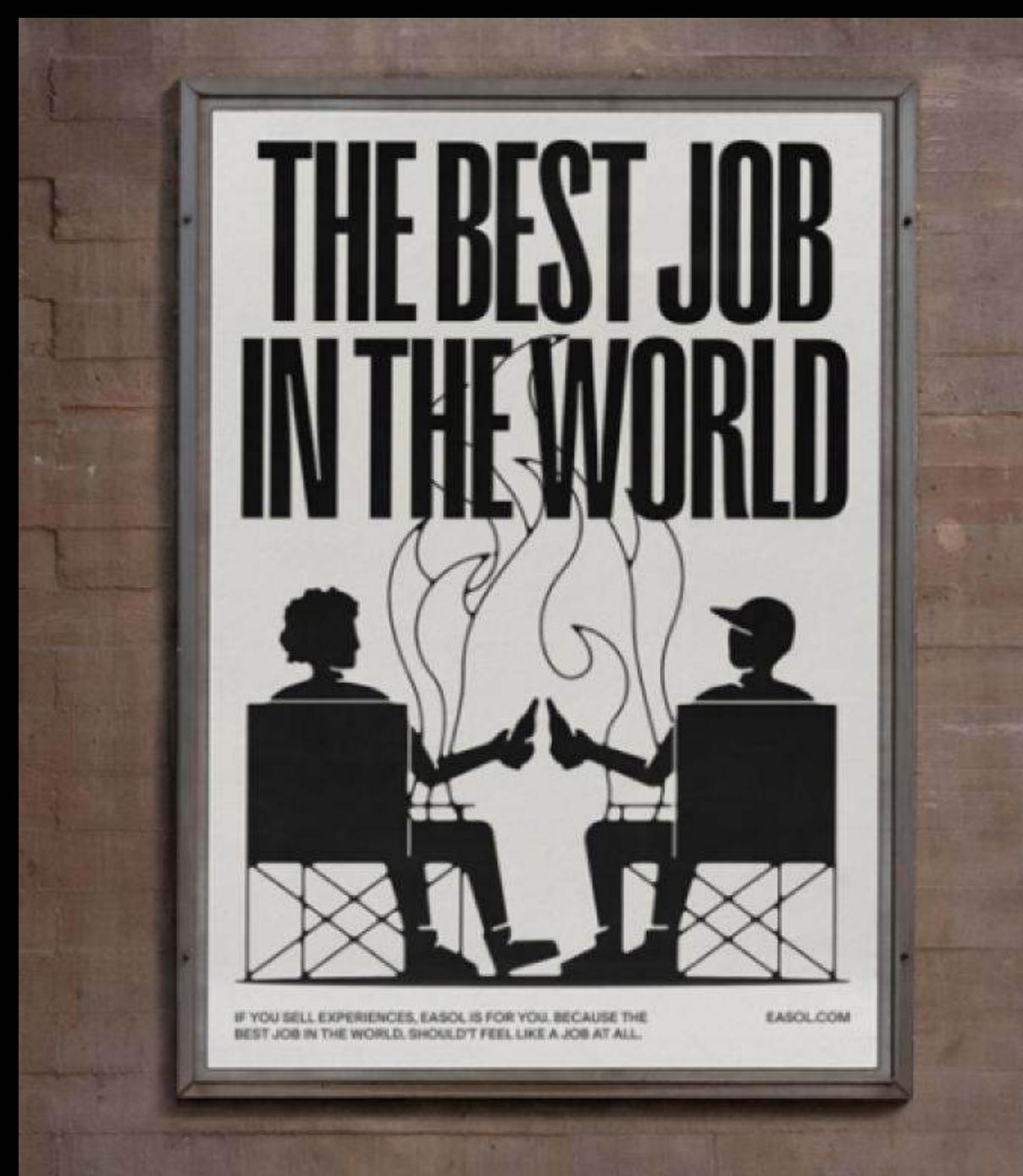
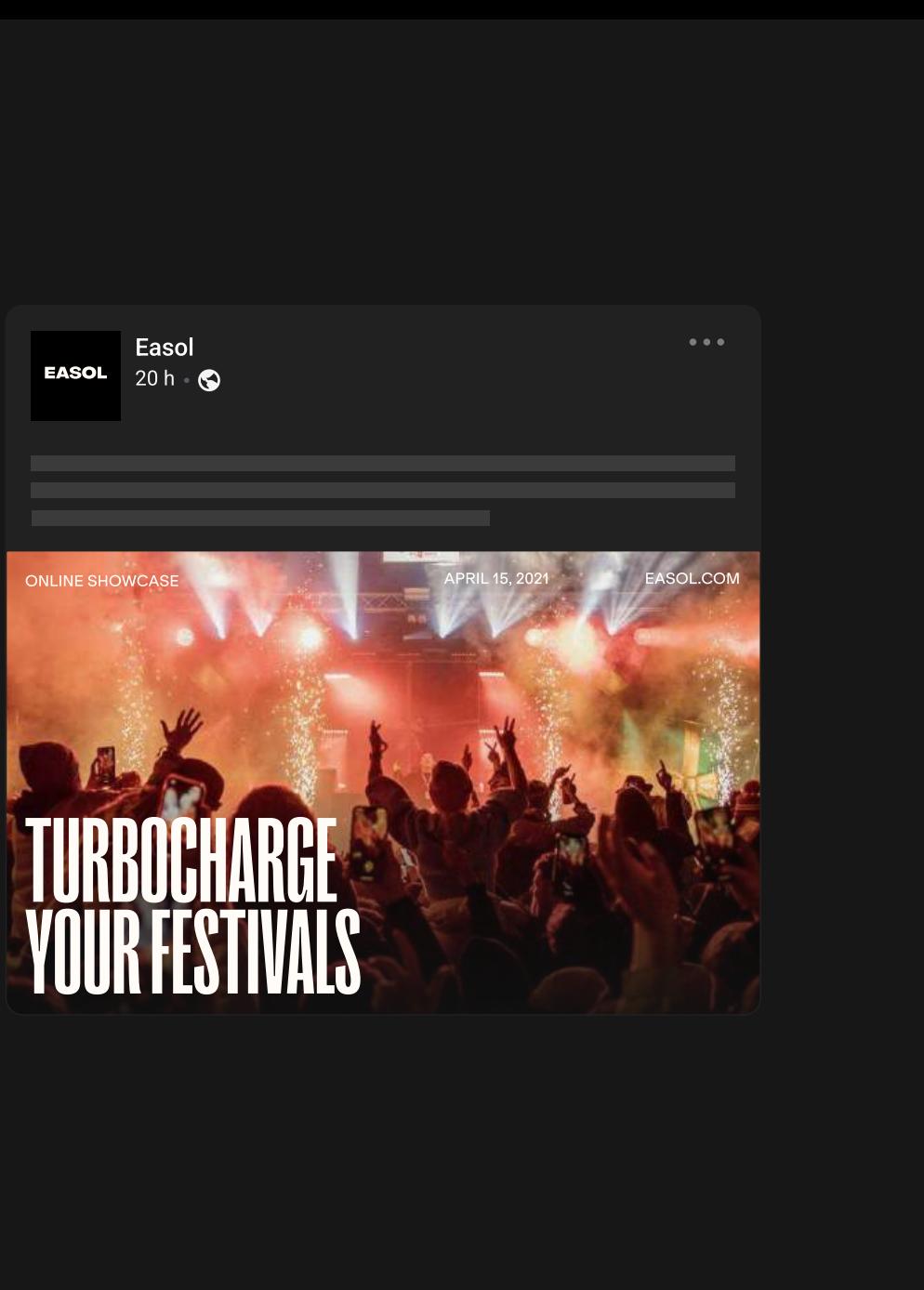
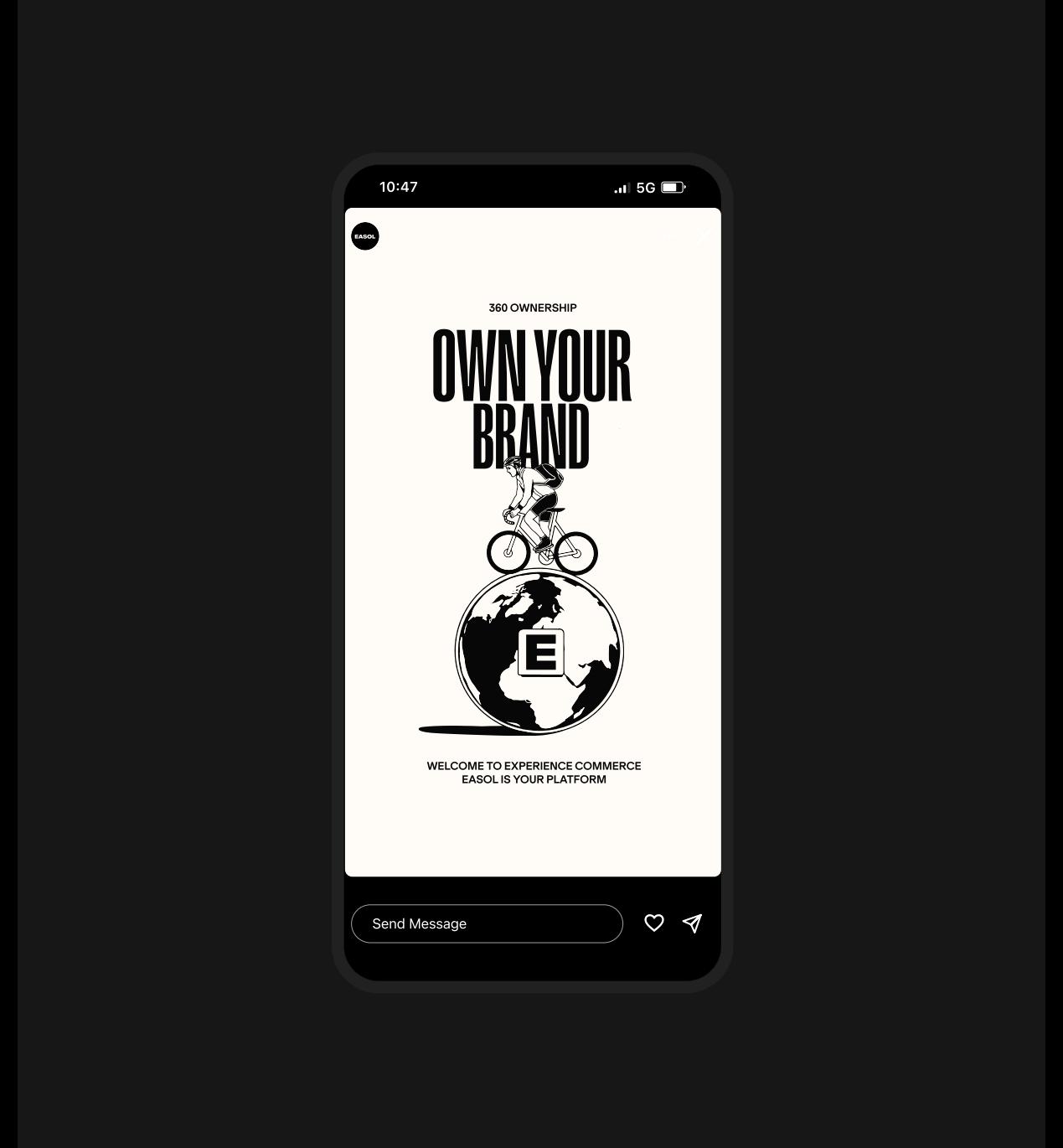
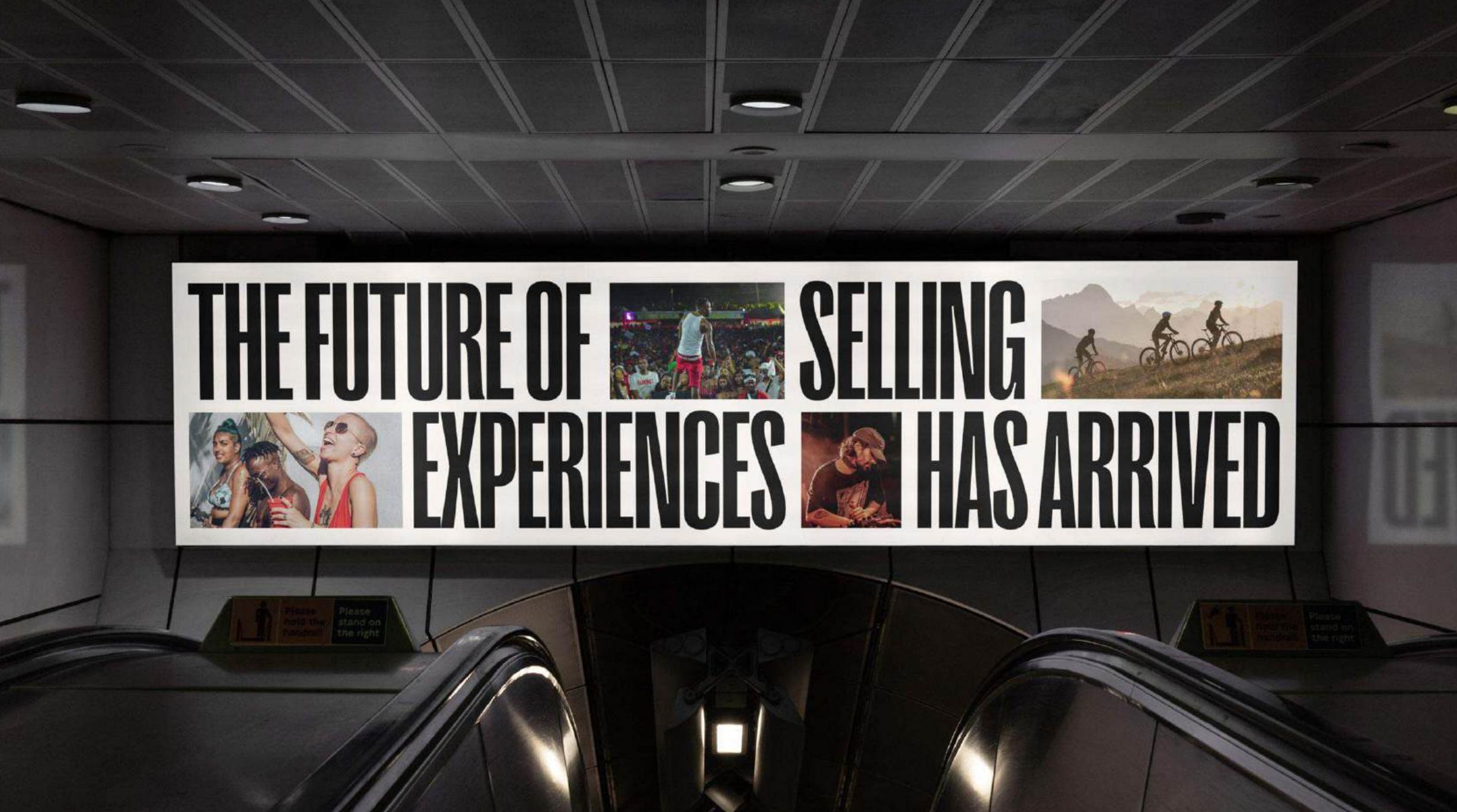
INSTAGRAM TWITTER FACEBOOK LINKEDIN

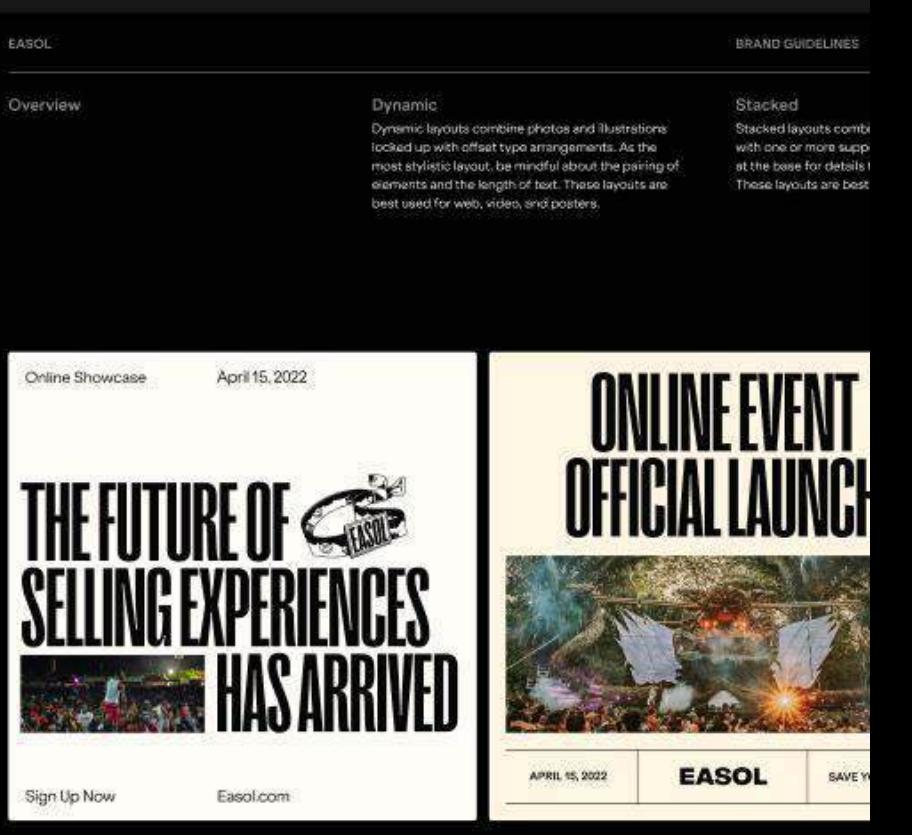
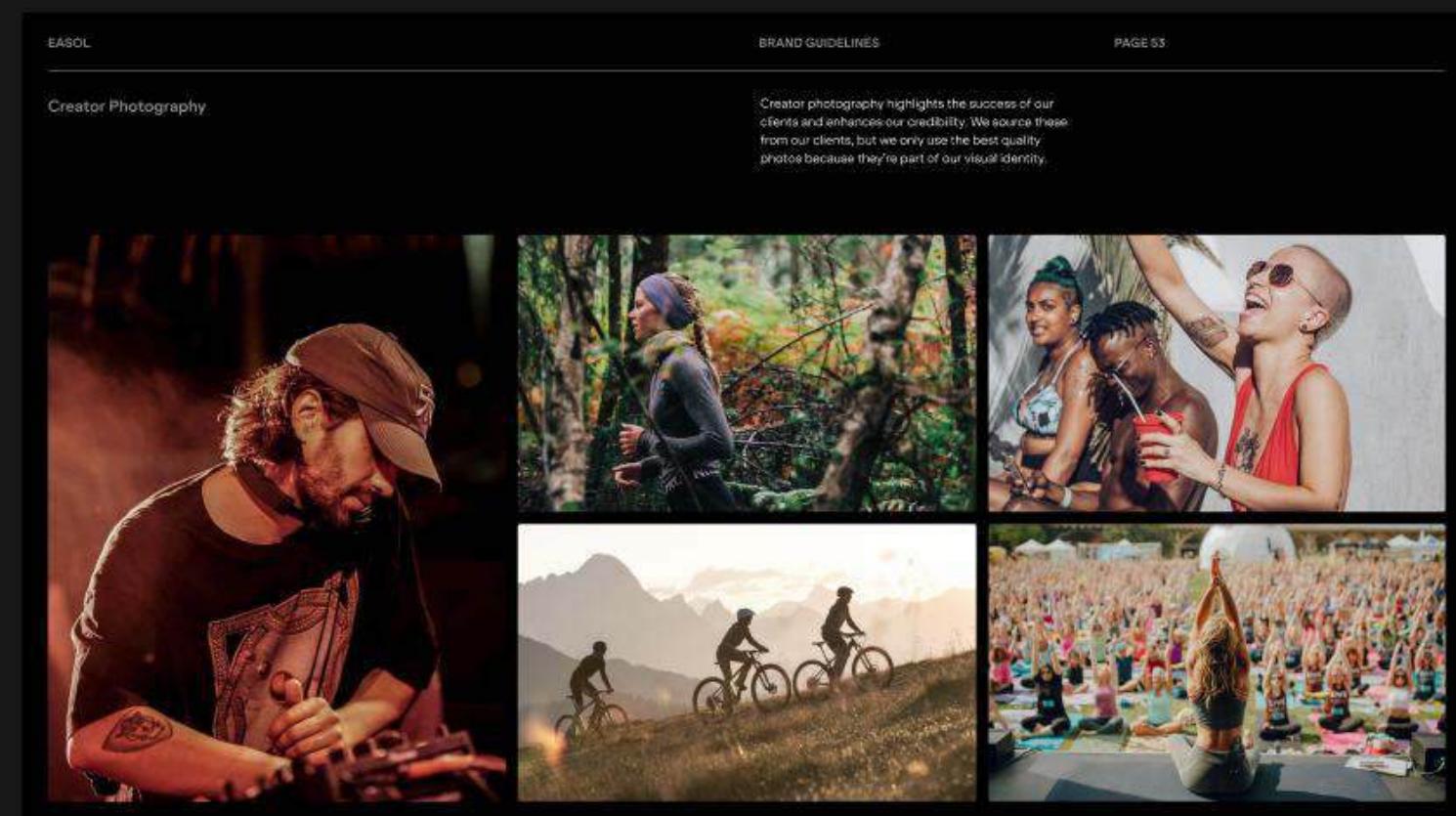
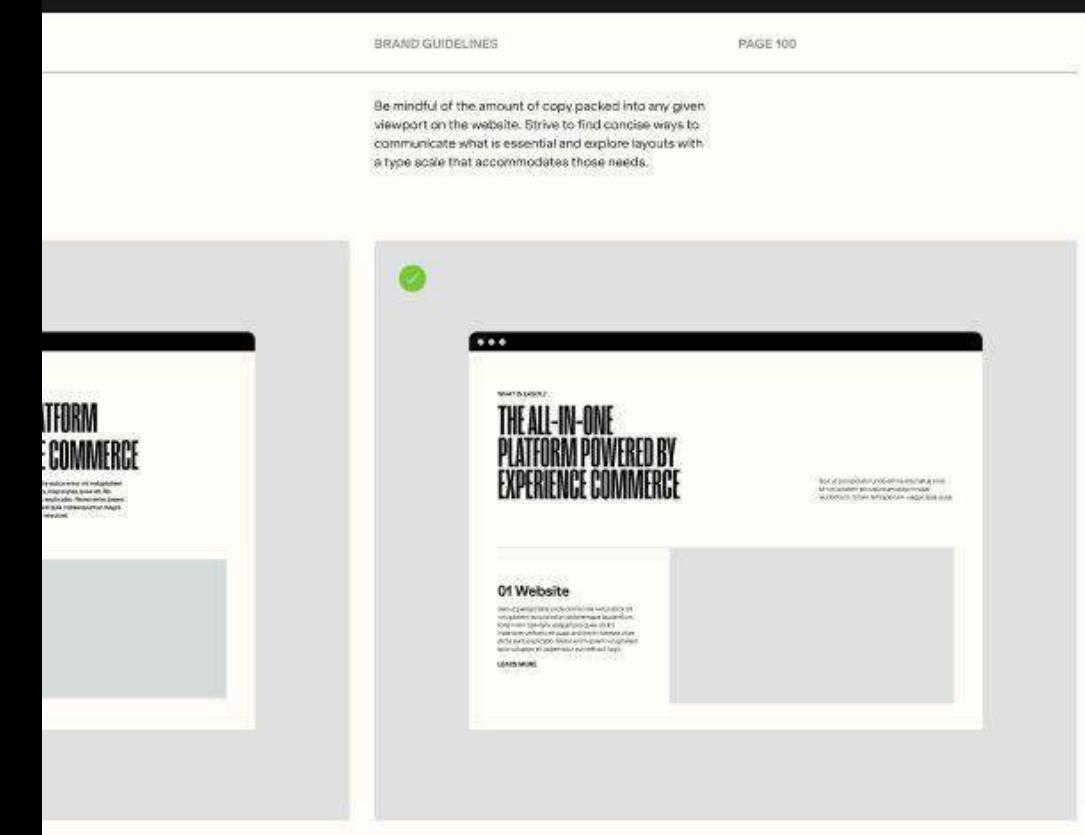
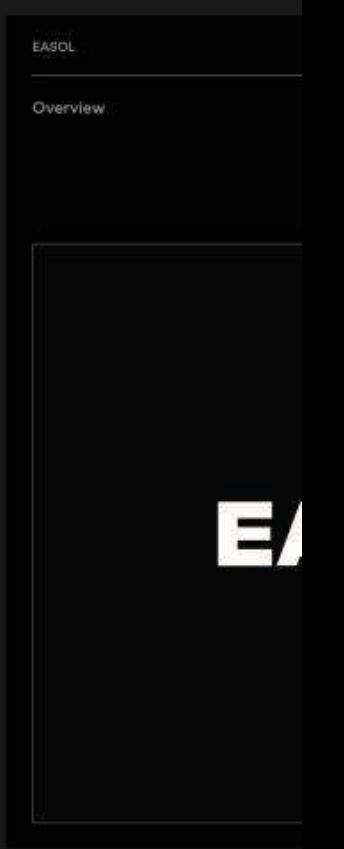
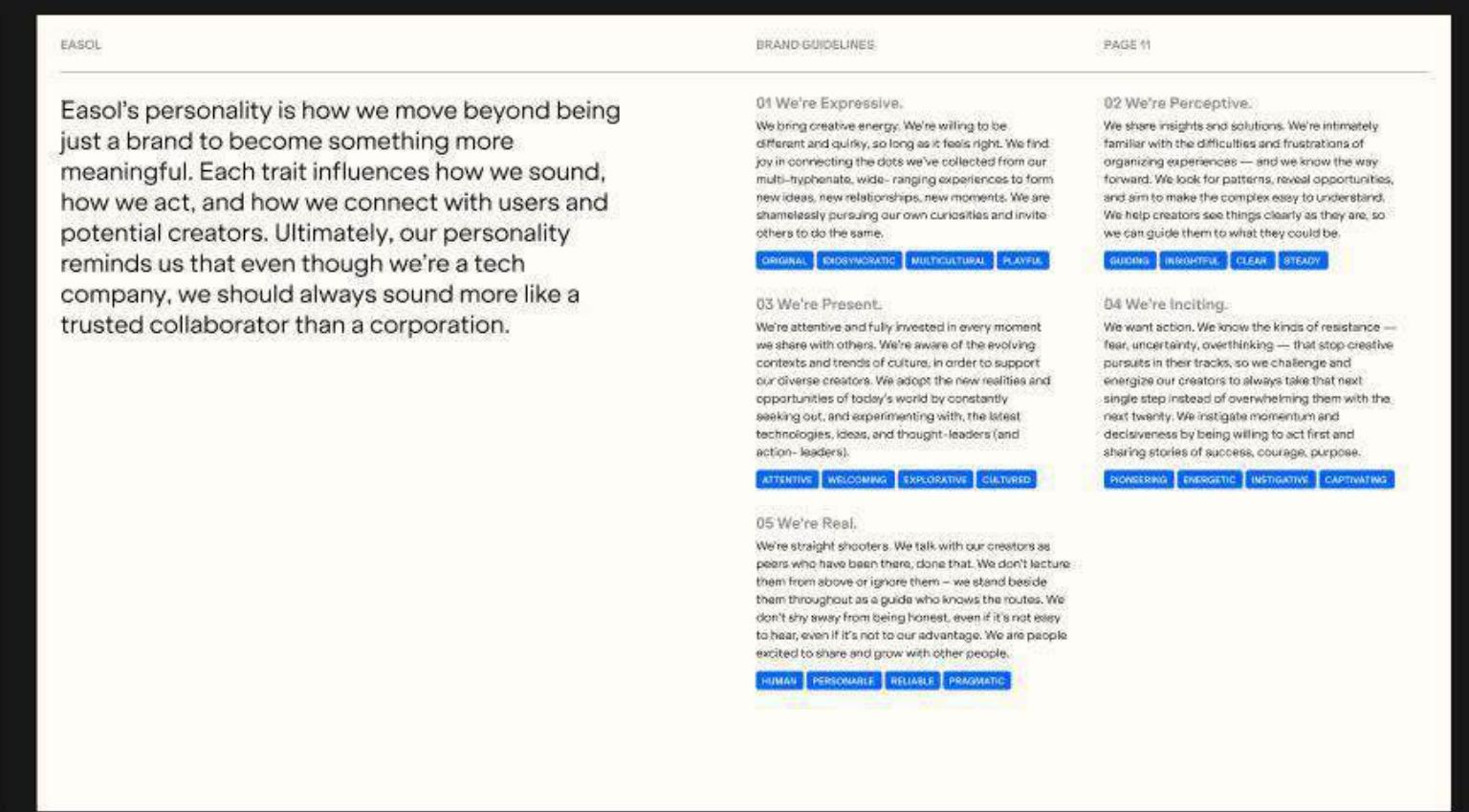
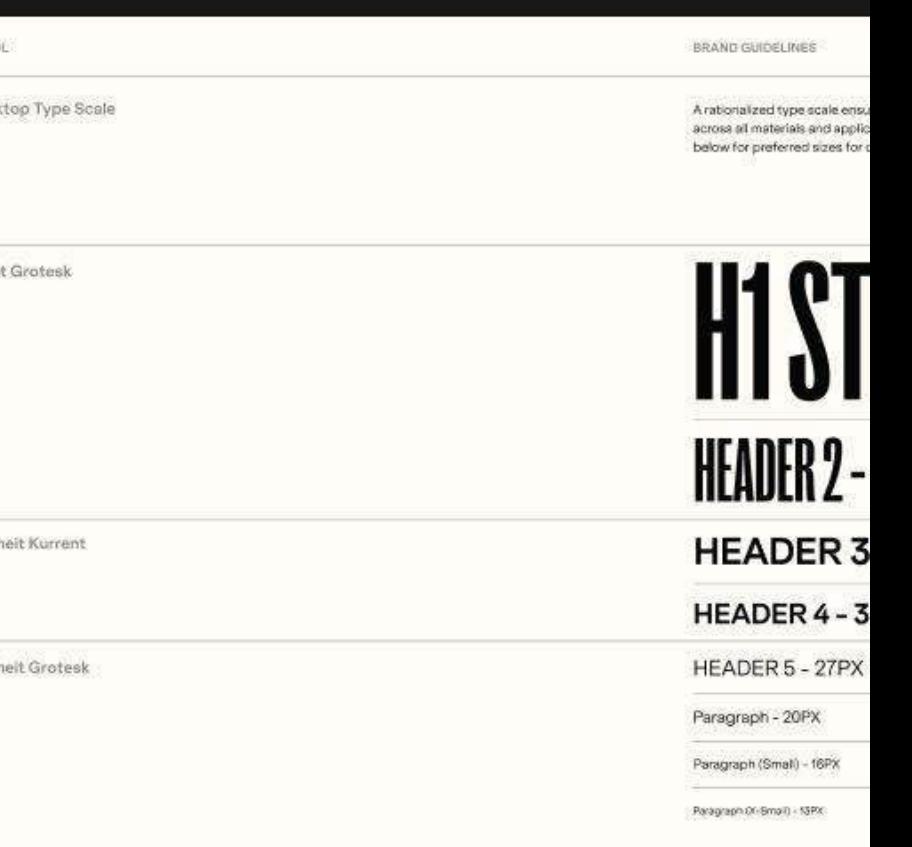
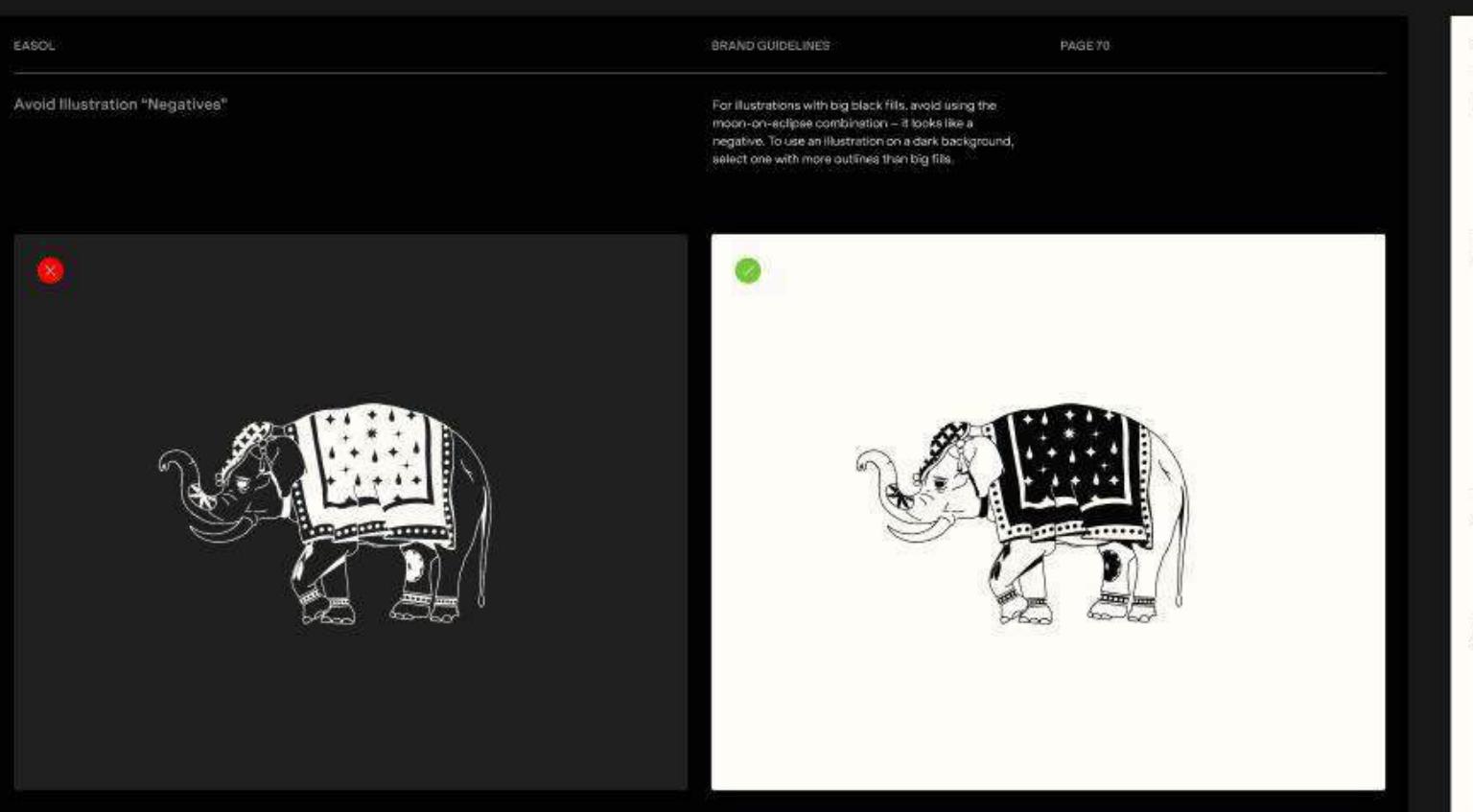
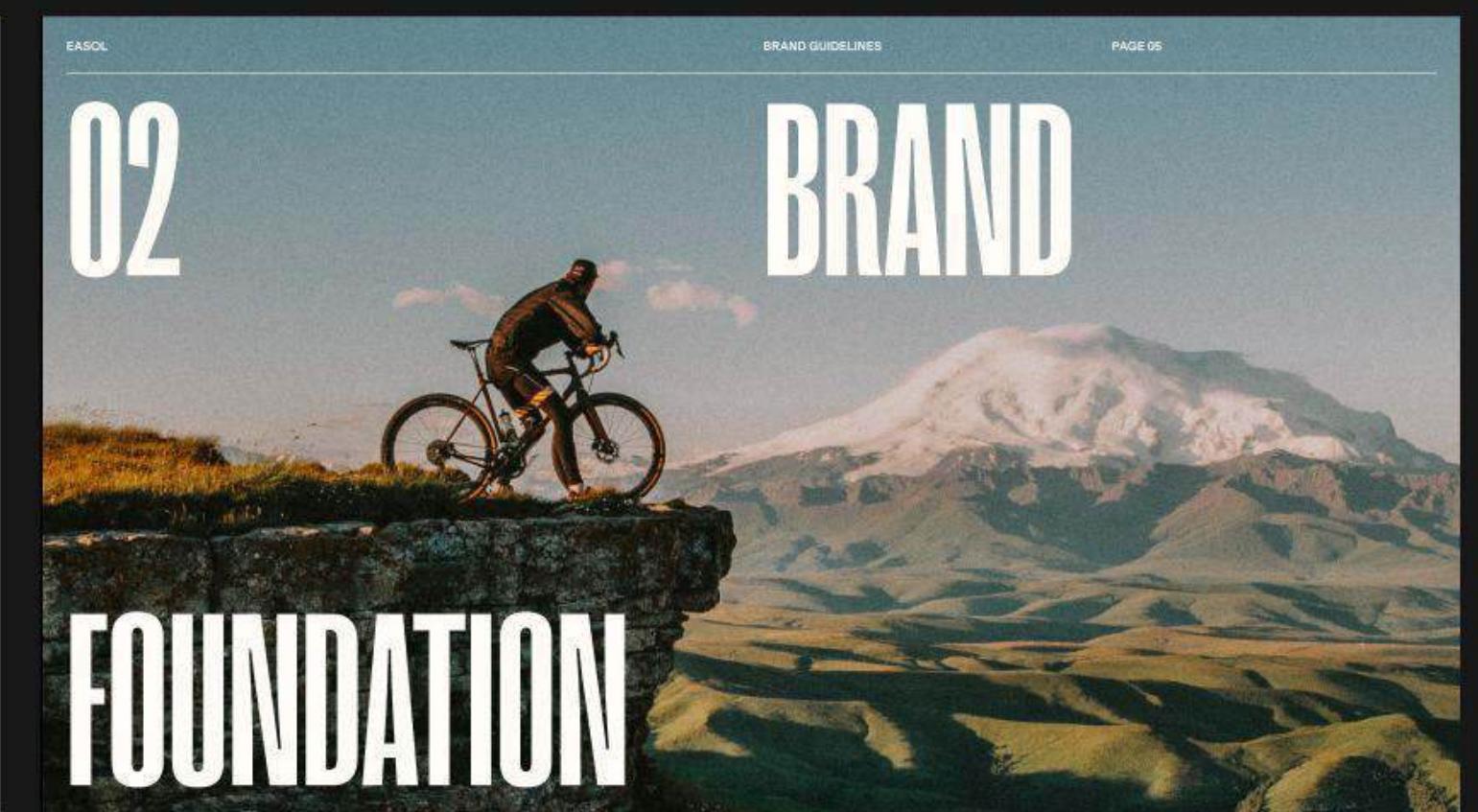
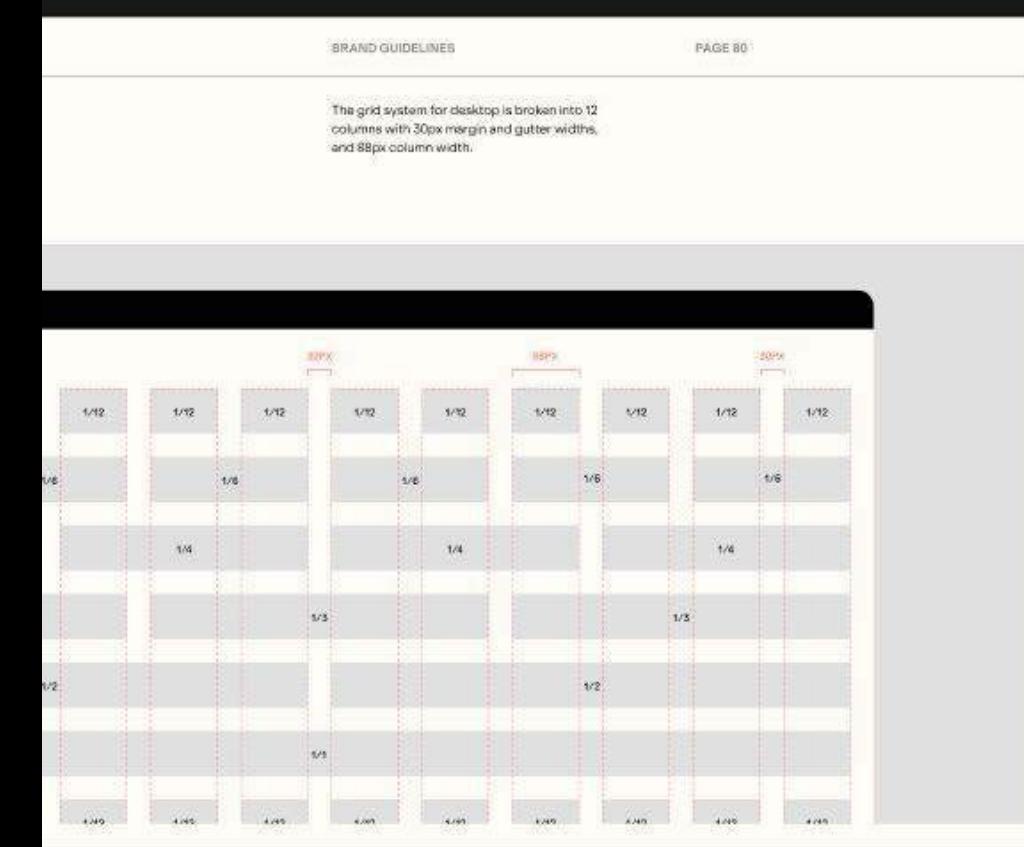
FAQ HELP CENTRE CONTACT

EASOL © 2020

CREATOR TERMS PRIVACY POLICY COOKIES POLICY

THE 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'S







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

Industry

Finance



+ Services

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

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.

+ 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

Private markets are changing, and growing regulations and evolving capital market regulations are converging to drive the landscape. These changes will make it more accessible, inclusive, transparent, and central to Republic's mission.

Since its founding in 2016, Republic's products and services guided by the belief that capital should be accessible to anyone, anywhere, regardless of geography. At Republic's core is the belief that blockchain makes it possible to invest in start-ups, small companies, and many other private asset classes. The critical pillars of Republic have developed over time, including our digital and web3 divisions.

While the Republic Note is the Republic Capital, it is also the Republic's global Cryptocurrency.

2A



Technical Information

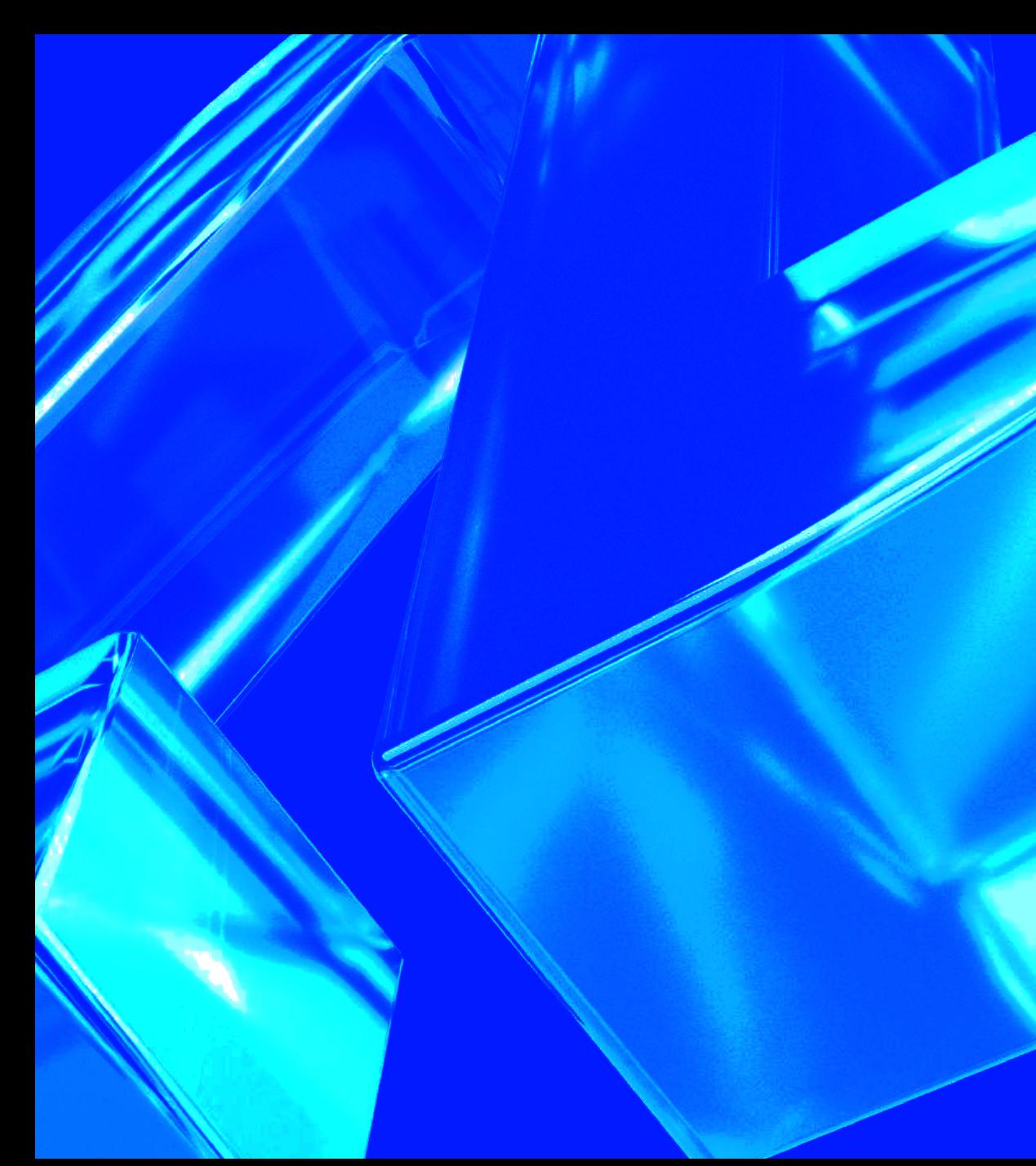
As the blockchain industry has emerged, each new foundation upon which a blockchain is built offers distinct features that differentiate it from others. The Republic ecosystem has helped us identify a variety of such networks, giving us clear insights into how they work.

2B

THE REPUBLIC NOTE

WHITEPAPER

AS OF APRIL 2023



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 →



Community Benefits

2B

While the Republic Note derives its financial benefits from Republic Retail and Republic Capital, it is also designed to unlock access to many other parts of the Republic global ecosystem—such as Seedrs, Republic Asia, and Republic Crypto. These entities work together to support the growth and evolution of the Republic global financial system and its participants.

→

EXPERIENCES

As a Republic Note Holder, you gain access to a wide array of prospective experiences, both offline and online, that compound the value of your Note. This includes things like attending a Republic experienced investor, working on a side-project or building a business empire, Republic Note experiences will leverage the entire Republic ecosystem to provide holders with unique opportunities. Republic Note Holders will get priority access to our community events, investments, and educational programs, covering angel investing, technology, web3, the future of finance, and beyond.

EXAMPLES OF PROJECTS BEING CONSIDERED:

- ① Quarterly invitation to happy hour social gathering at Republic offices
- ② Invitation to select Republic events (e.g., SXSW or NFT NYC)
- ③ Access to regional Republic Note advisory board meeting (for top holders)

COMMUNITY

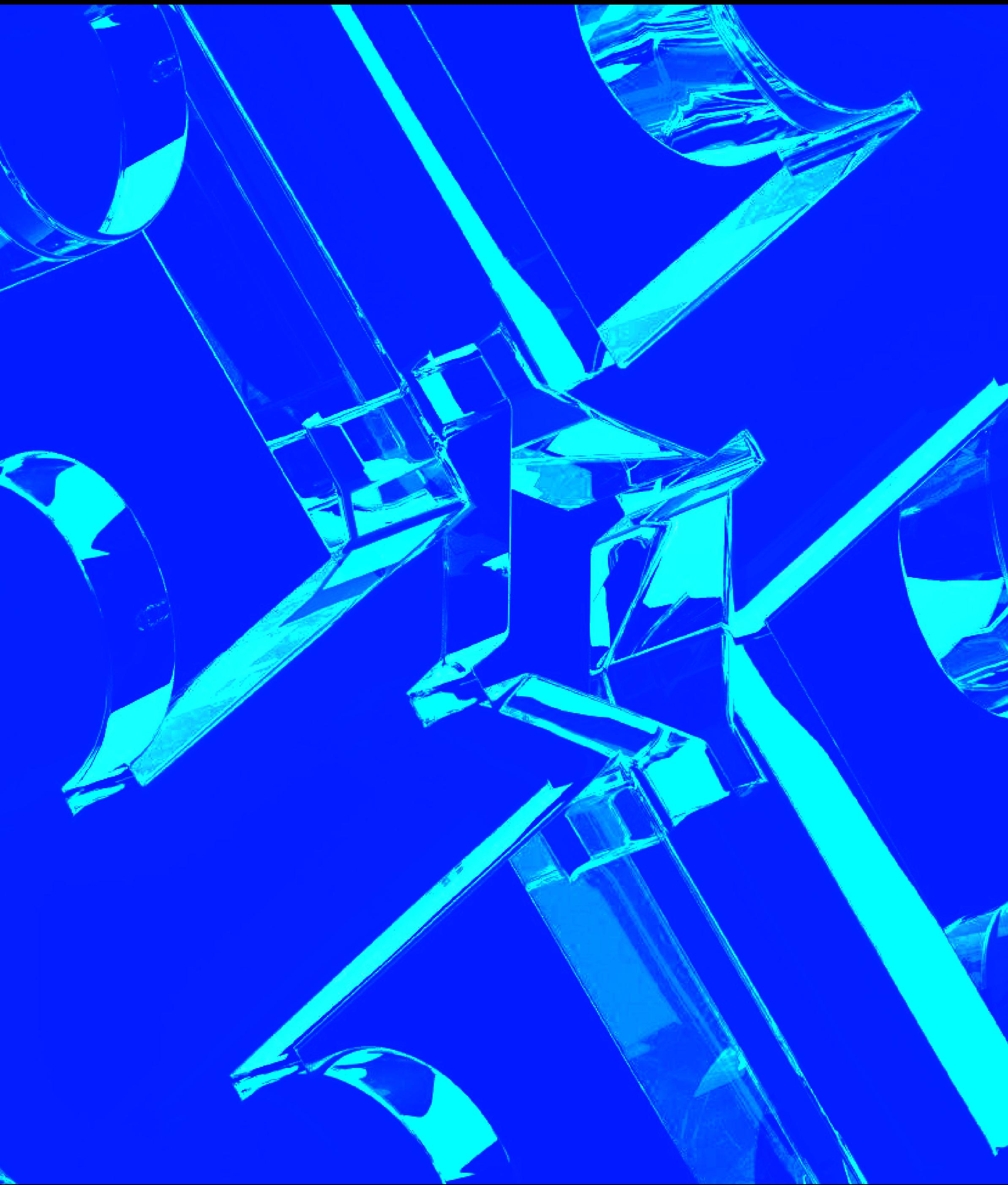
Becoming a Republic Note Holder offers access to an incredibly supportive, innovative group—the thousands of fellow Republic Noteholders across the world. The Republic community at large has 2.5 million members across 100 countries. Note unlocks access to forums and activities meant to facilitate knowledge sharing amongst this fast-growing, forward-thinking global community.

EXAMPLES OF PROJECTS BEING CONSIDERED:

- ① Access to Note-gated Discord channels
- ② Investment credits for referring other users to Republic Note
- ③ Ability to host regional Republic-affiliate angel investing events
- ④ Custom badge access showing Republic Note community member status

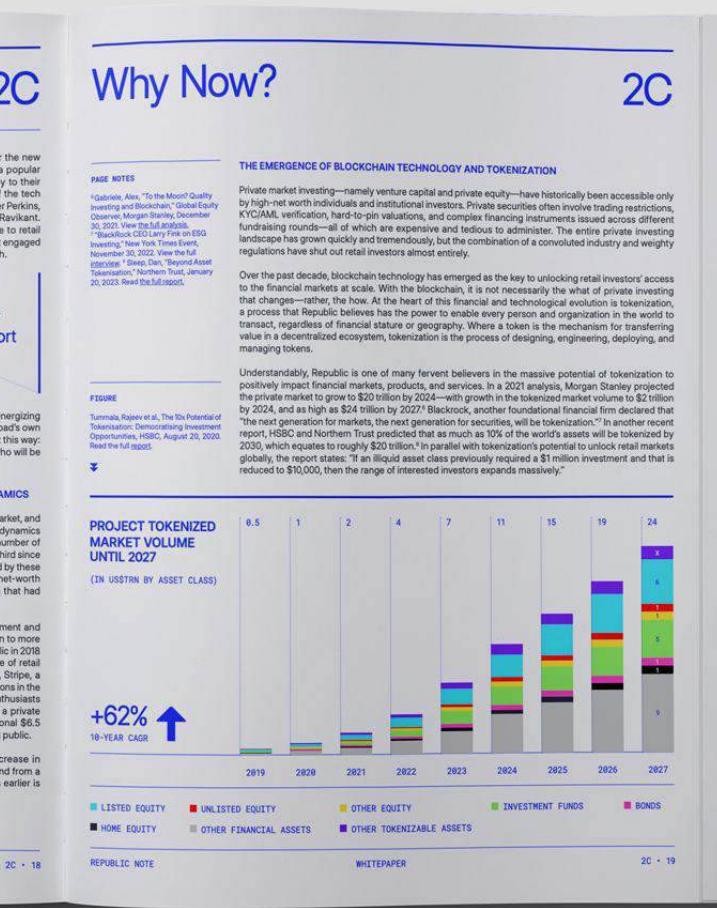
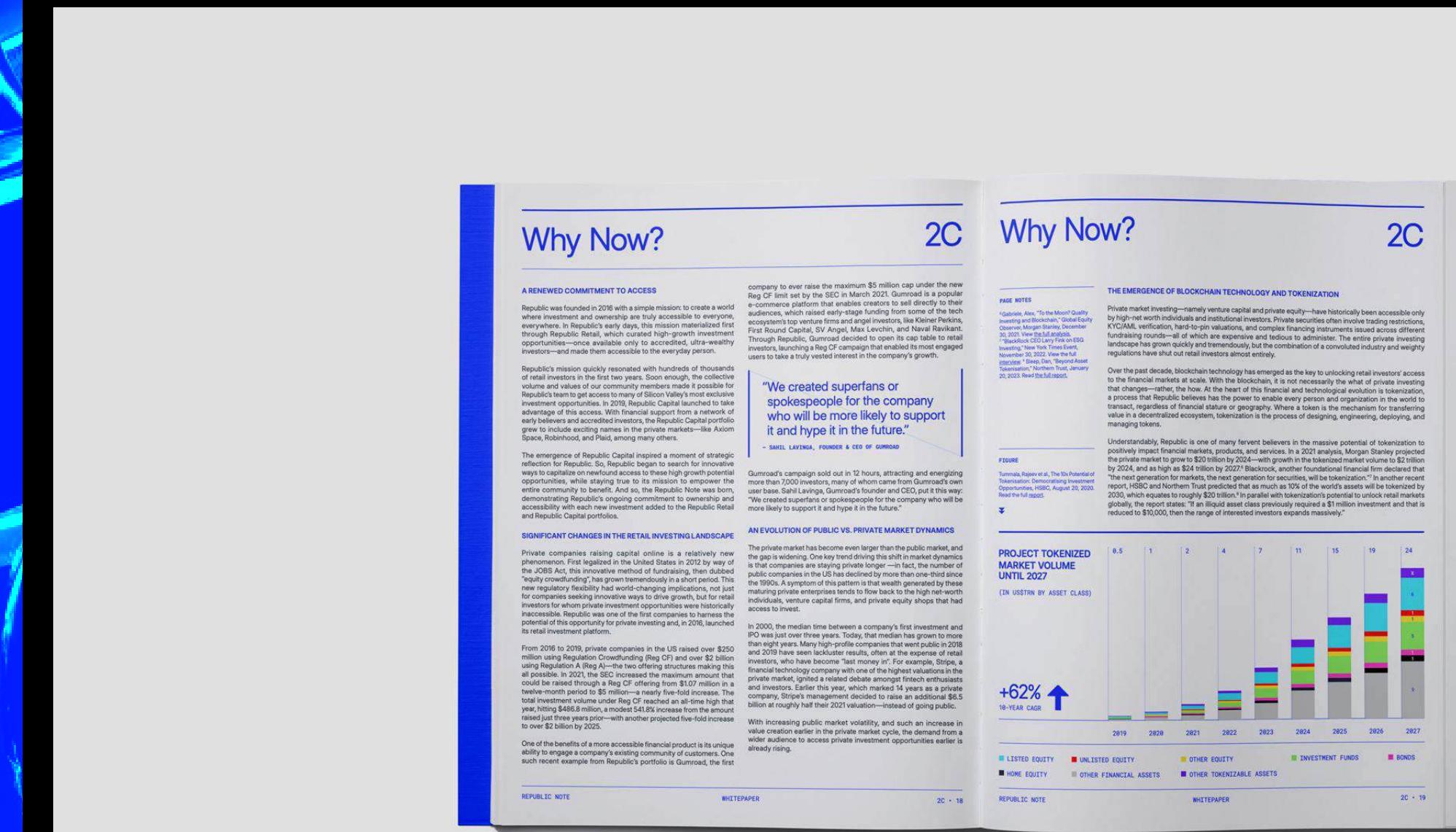
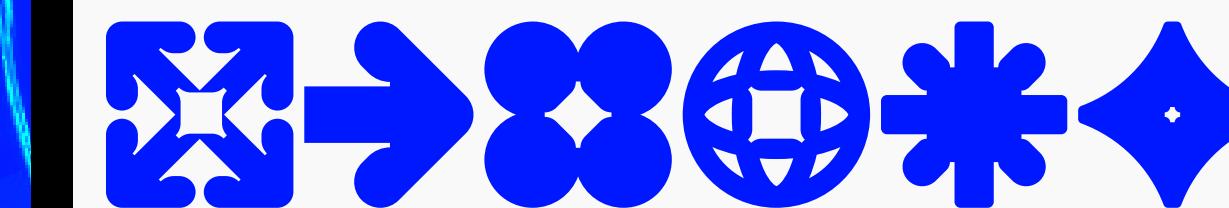
REPUBLIC NOTE WHITEPAPER 2B - 14





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

+ + +



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 →

FAQ

FAQ

REPUBLIC NOTE:

01/ Unlocks access to financial opportunity /01

MENU 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.

→ 🔒

REPUBLIC NOTE UNLOCKS ↓

BENEFITS

01/ Dividends

02/ Access

03/ Diversification

04/ Community

05/ Experiences

06/ Influence





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

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

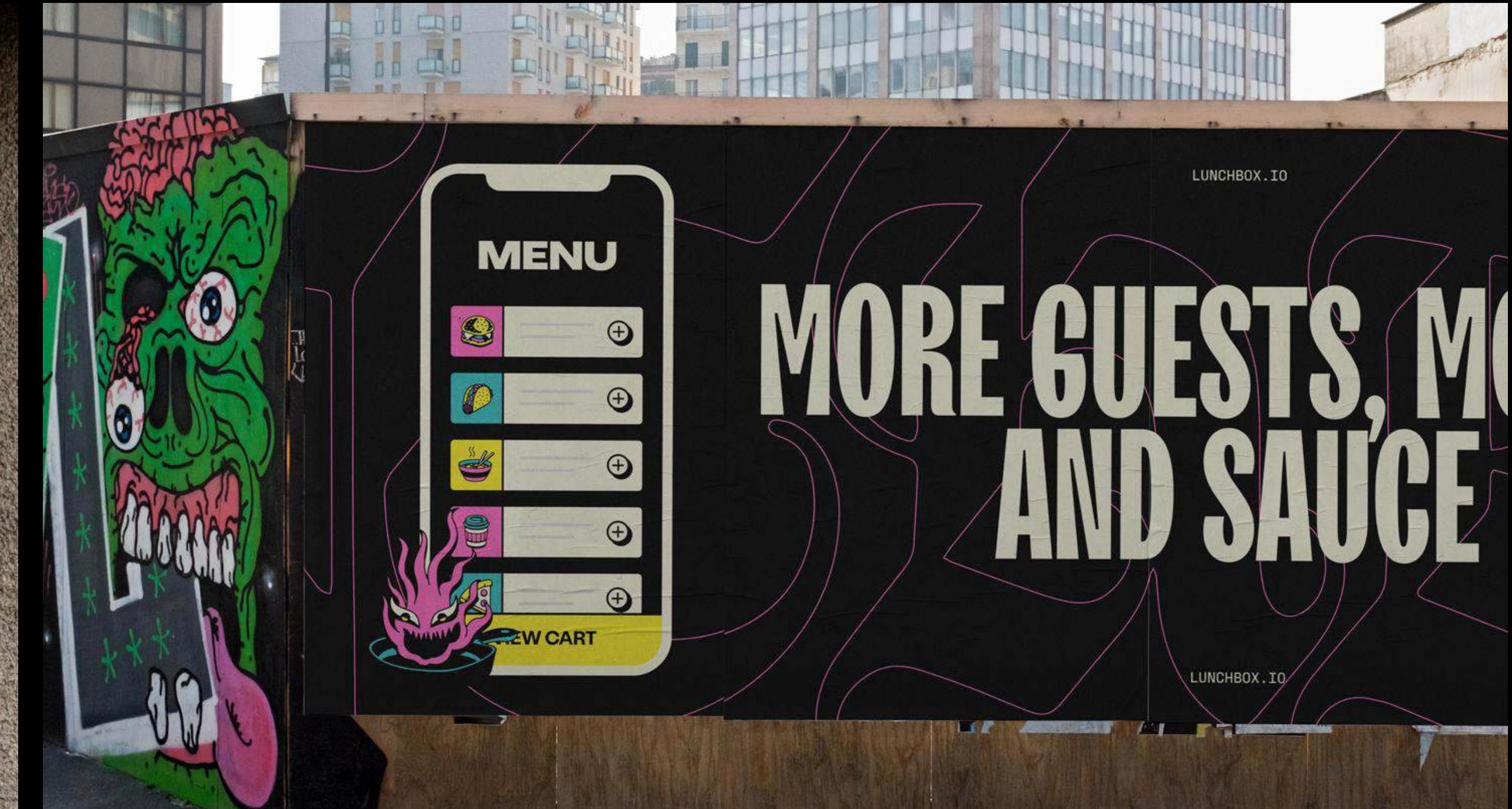
“Hey hey, I am in the middle of a project but ready to walk away if you have time for us. That’s how much I loved your shit. Let me know if we can work together.”

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.

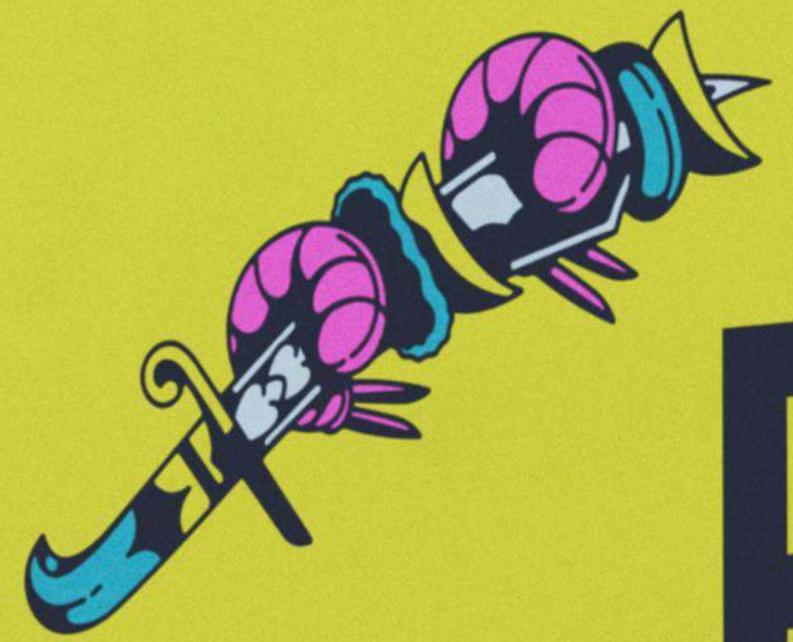
Lunchbox raised a \$50M Series B led by Coatue with participation from executives at Sweetgreen, DoorDash, and &pizza. The website experience has won design awards and powered consecutive quarters of record-setting sales. They are frequently named to industry-leader lists.

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.

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.



LUNCHBOX.IO



**FOOD TECH FOR
FOOD PEOPLE**

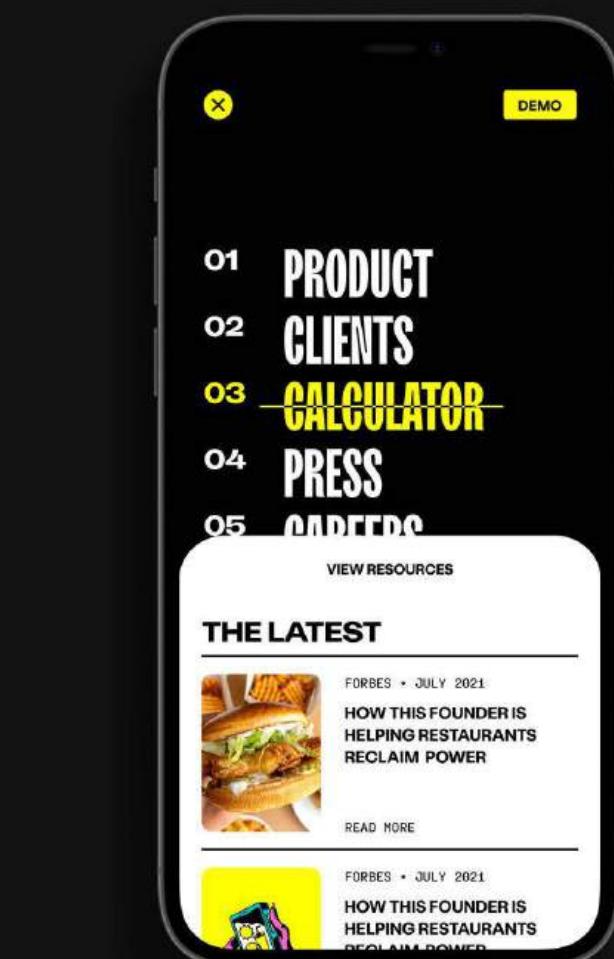


LUNCHBOX.IO







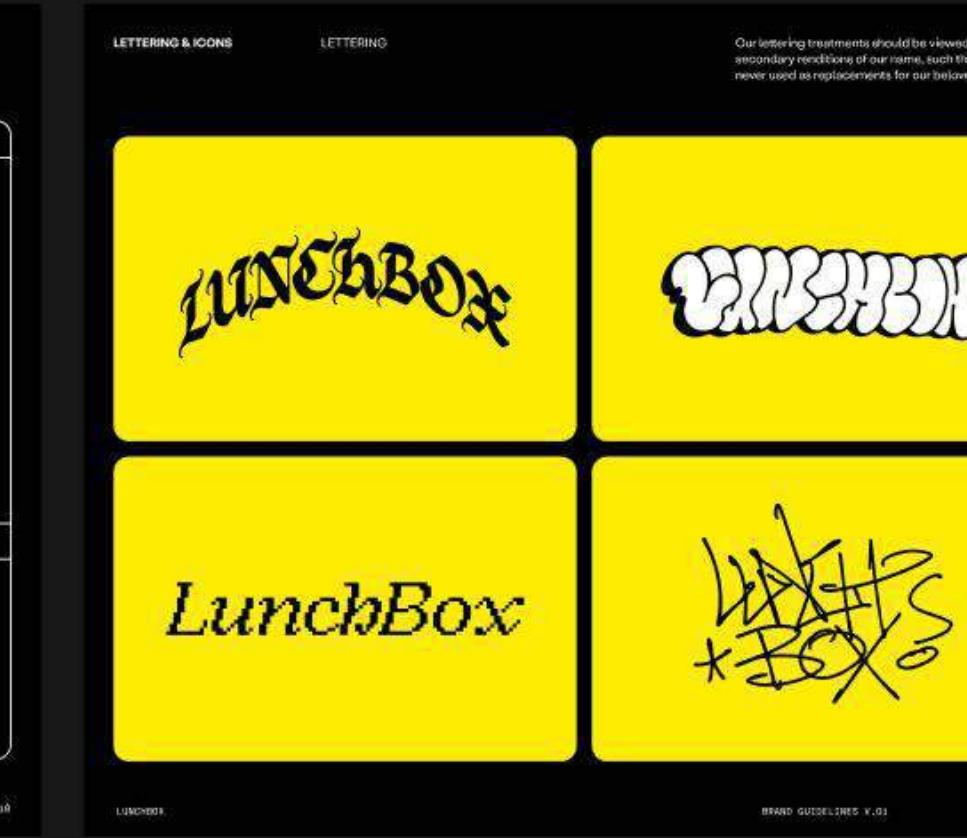
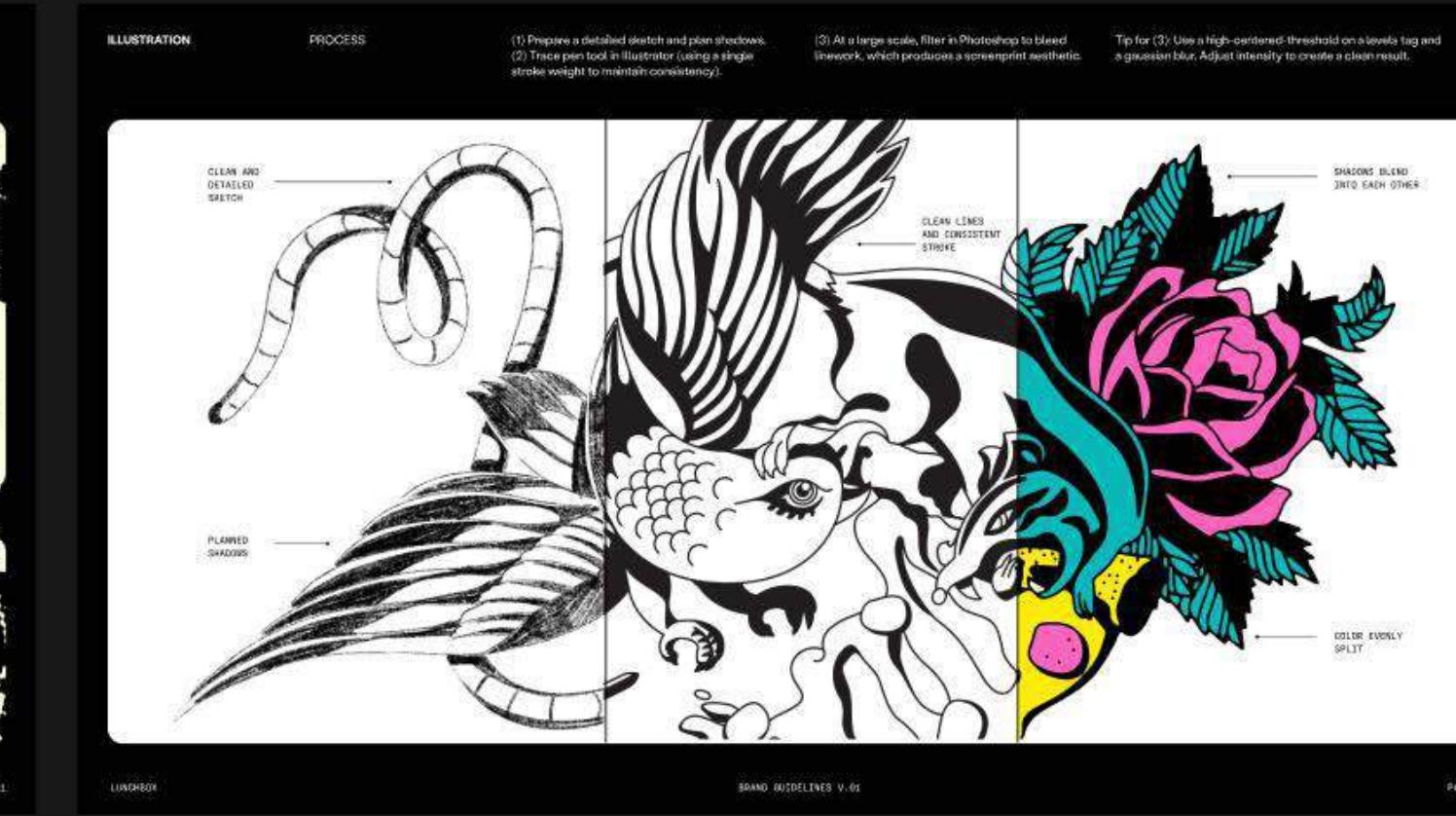
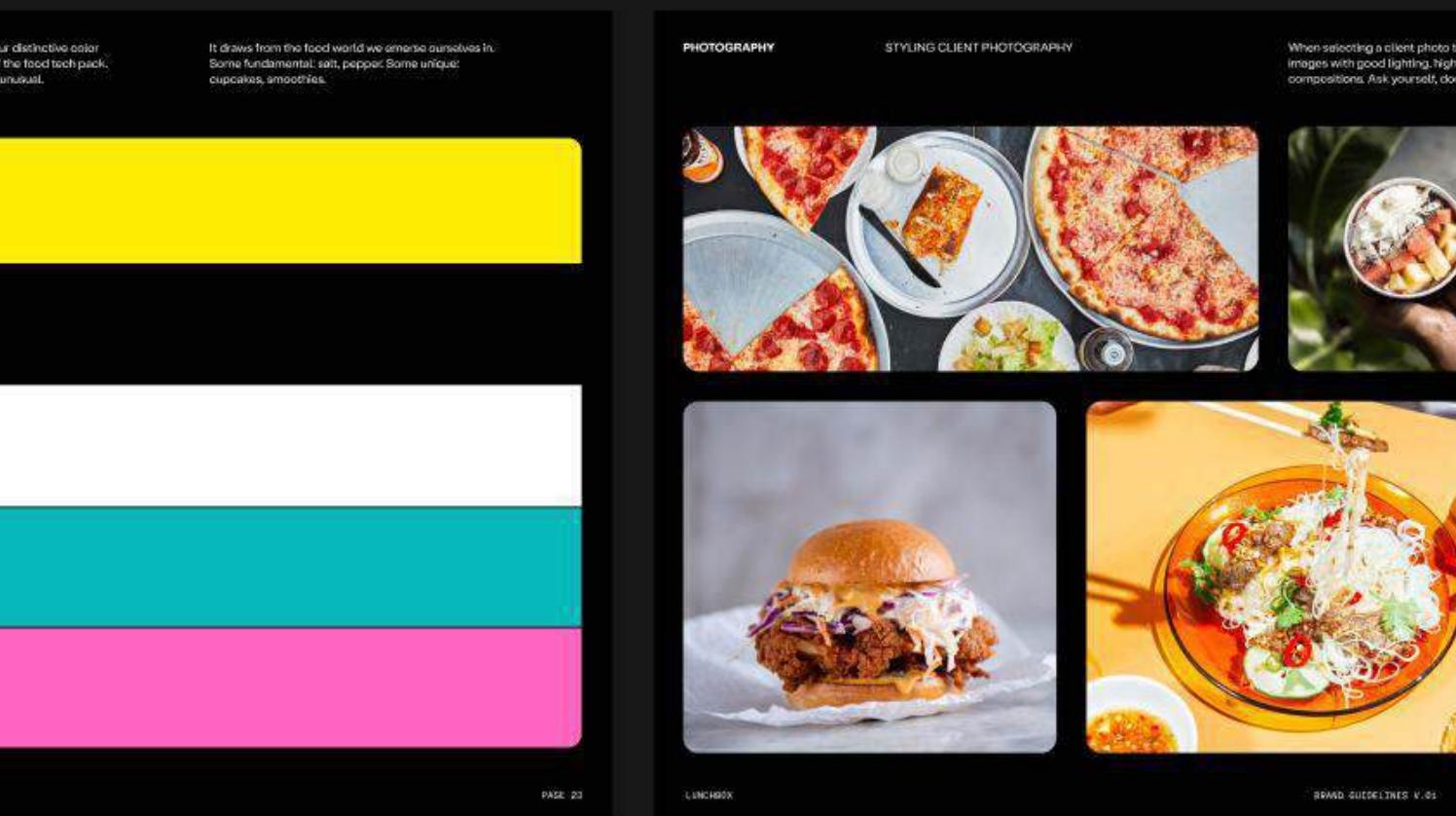
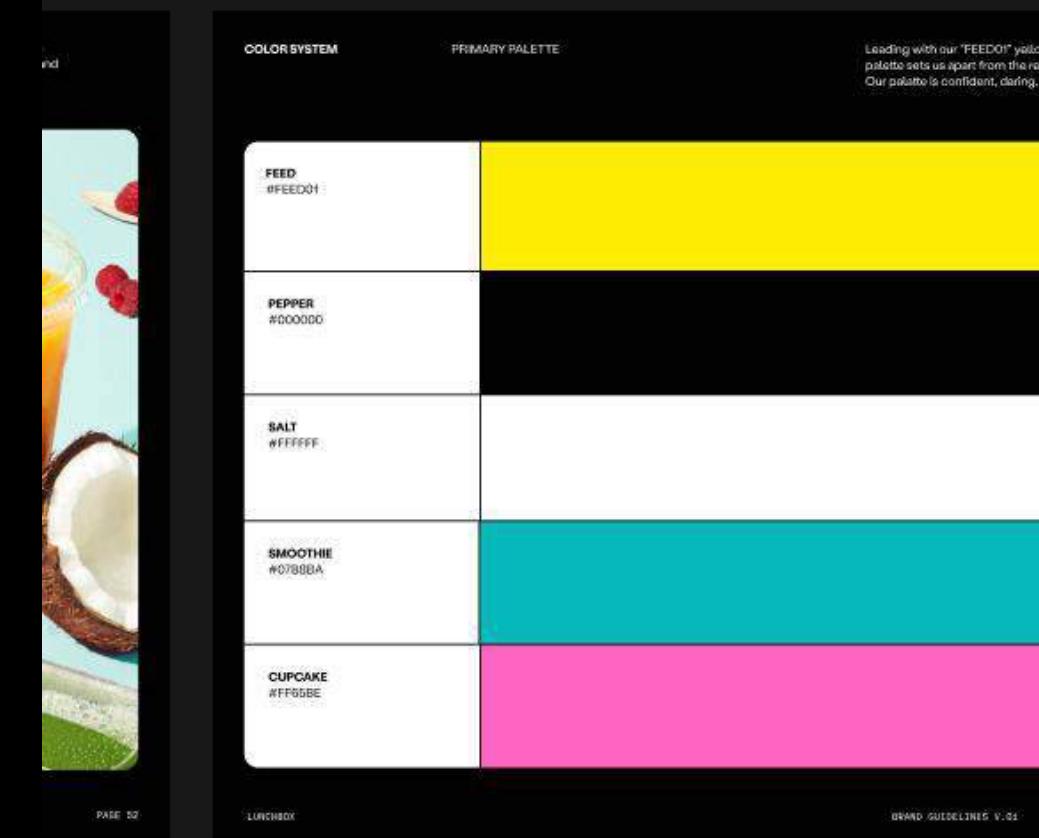
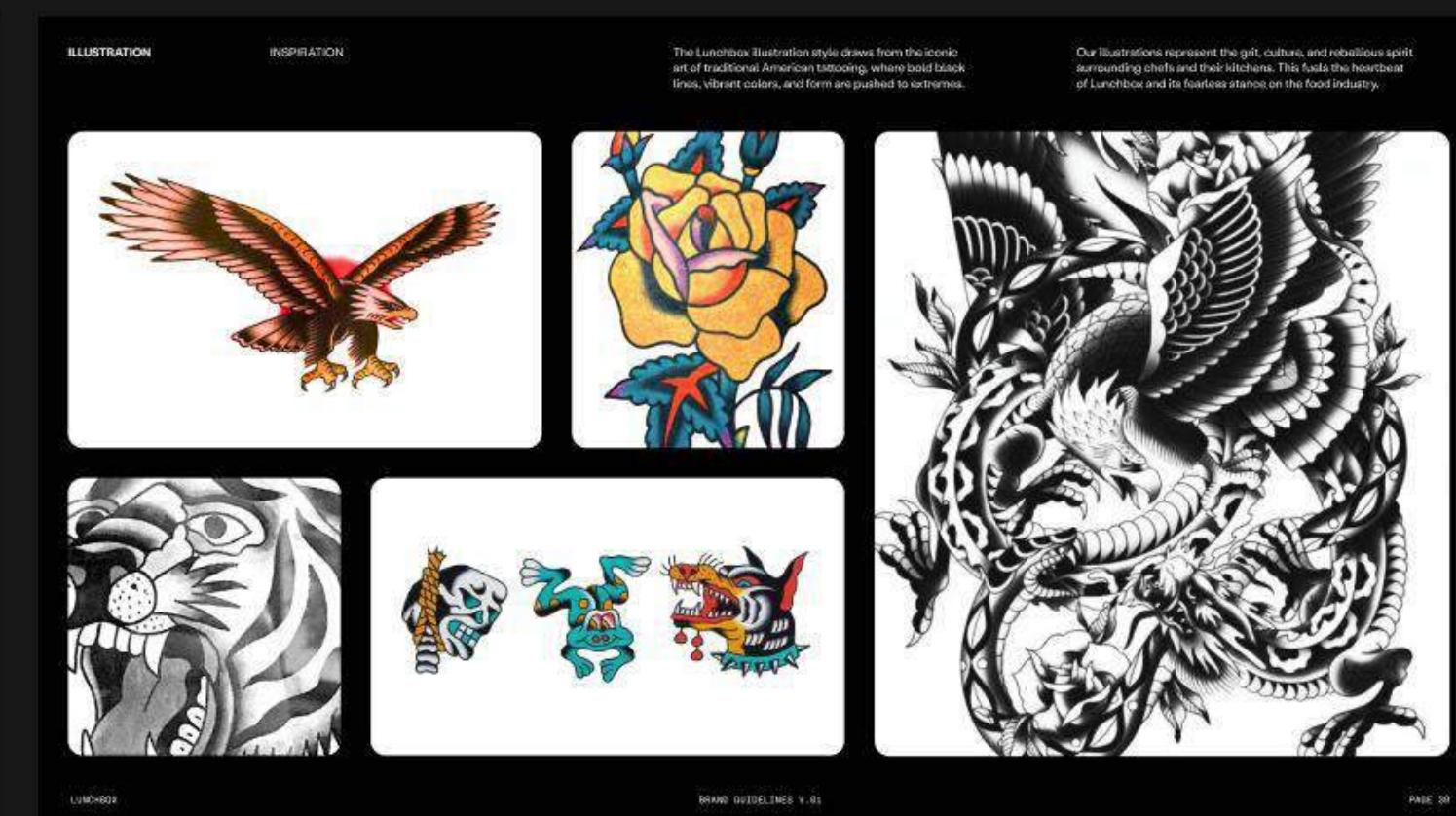
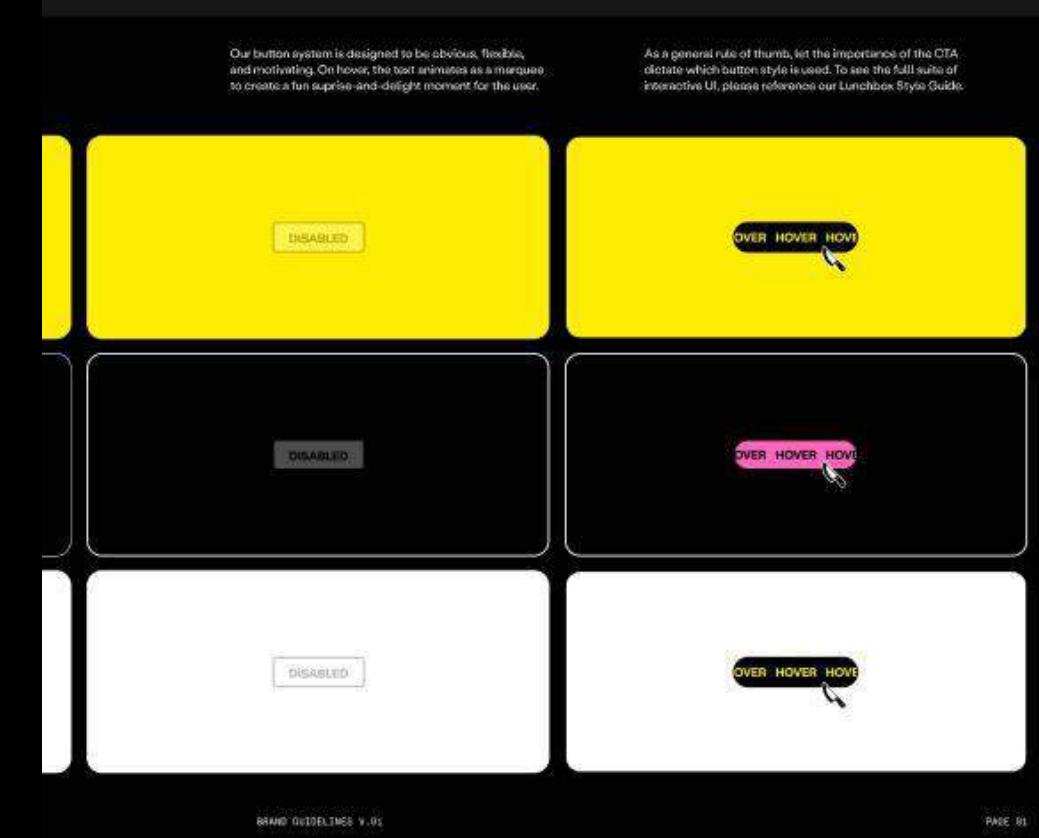


LUNCHBOX QUARTERLY SUMMIT

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
07 Q&A SESSION AND MORE







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

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.

DEPLOY
ONCE-

GO EVERYWHERE
REACH ANYWHERE

Evmos is the operating system for cross-chain applications.

Start Building Read Manifesto

MONTHLY ACTIVE USERS • 212K+ MONTHLY TRANSACTIONS • 900K+ APPS AND SERVICES • 250+

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



REACH
ANYWHERE

EVM EXTENSIONS DYNAMIC IBC NEW TOKENOMICS OUTLOOKS DAPP STORE BEST USER EXPERIENCE FASTEST DEPLOYMENTS

DISPLAY

ASTROGATE

PLANET

GALAXY

FUSION

POLYGRAMIZING

CIRCUMJACENT

NONOXIOTIZING

QUIXOTICALLY

€347 · 52

€347 · 52

Evmos

Technology ↓ Community ↓ Mission ↓ Launch App

OUR MISSION

UNSILOED FUTURE

Building a world where the next million Web3 users are simply regular users.

UNSILOED FUTURE

UNSILOED FUTURE

EVM EXTENSIONS

EVMOS SDK

DAPP STORE

FORGE

EVM EXTENSIONS

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

Get Started Let's Talk

Unlock liquidity

Trustlessly send/receive assets between chains, stake EVMOS tokens, manage accounts, access functionality on and communicate with other chains.

Reach users

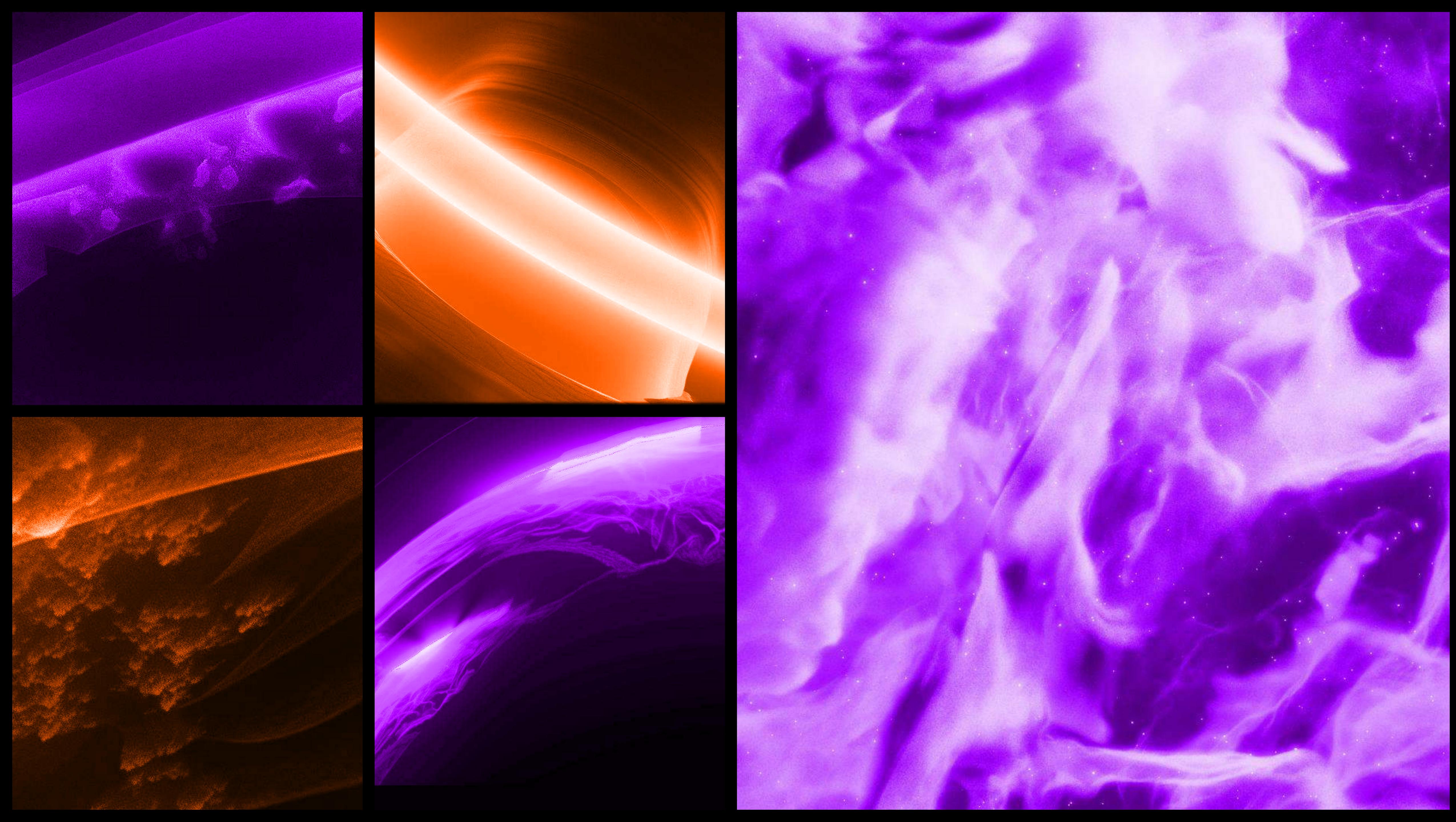
Use EVM Extensions to reach users that may not use Evmos – and Evmos users on other chains.

Simplify

Deploy and manage a single main instance of your application. Develop with a simple, standardized API.

← →

ALAN ANISO HANNAH SMITH





BUILD WITH EVMOS

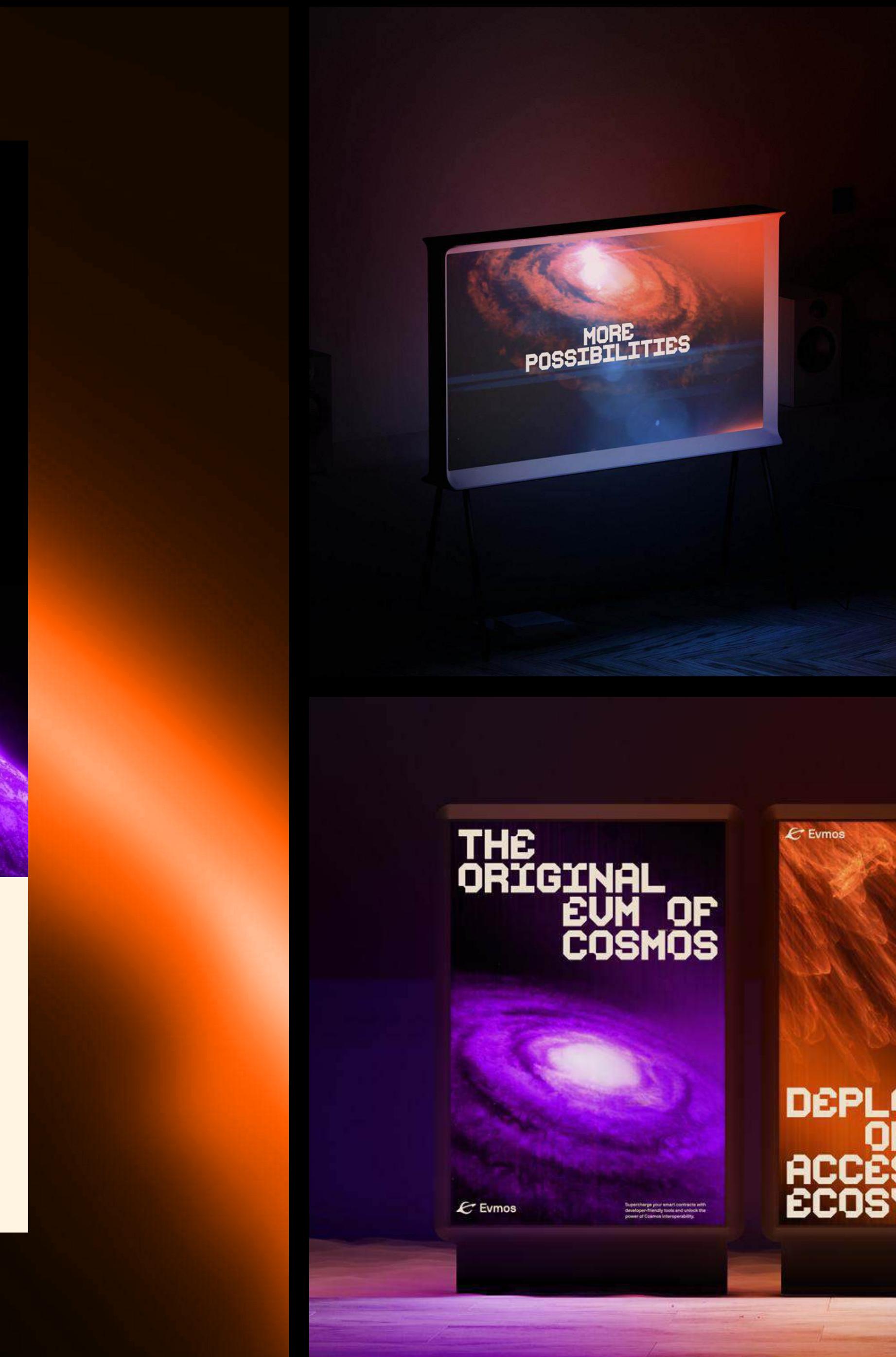
July 24th

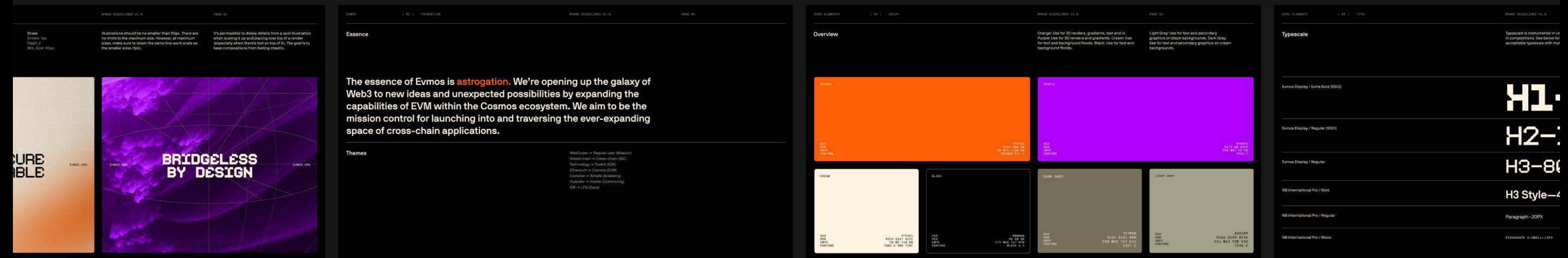
Up Next - EVM Extensions

EVM EXTENSIONS
DYNAMIC ICO
NEW TOKENOMICS
OUTPOSTS

DAPP STORE
BEST USER EXPERIENCE
FAIREST ONBOARDING

EVMOS.ORG
DISCORD
REDDIT







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

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.

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.

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.

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."

INTRODUCTION

Start Here,
Go Anywhere

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.

chain  Rethink



Stord

What We Do ▾ Who We Are ▾ Login **Talk To An Expert**

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

Stord

What We Do ▾ Who We Are ▾ Login **Talk To An Expert**

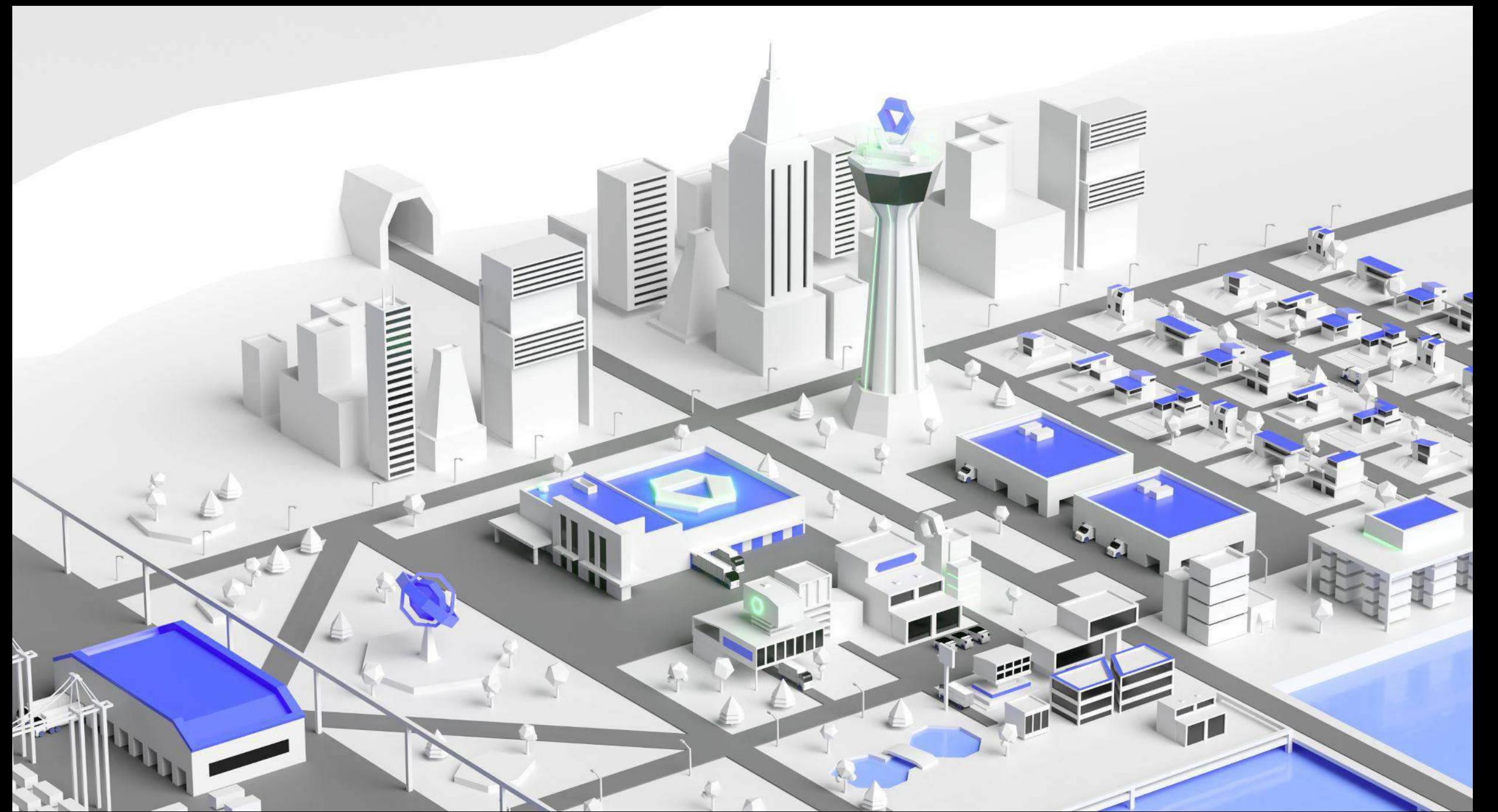
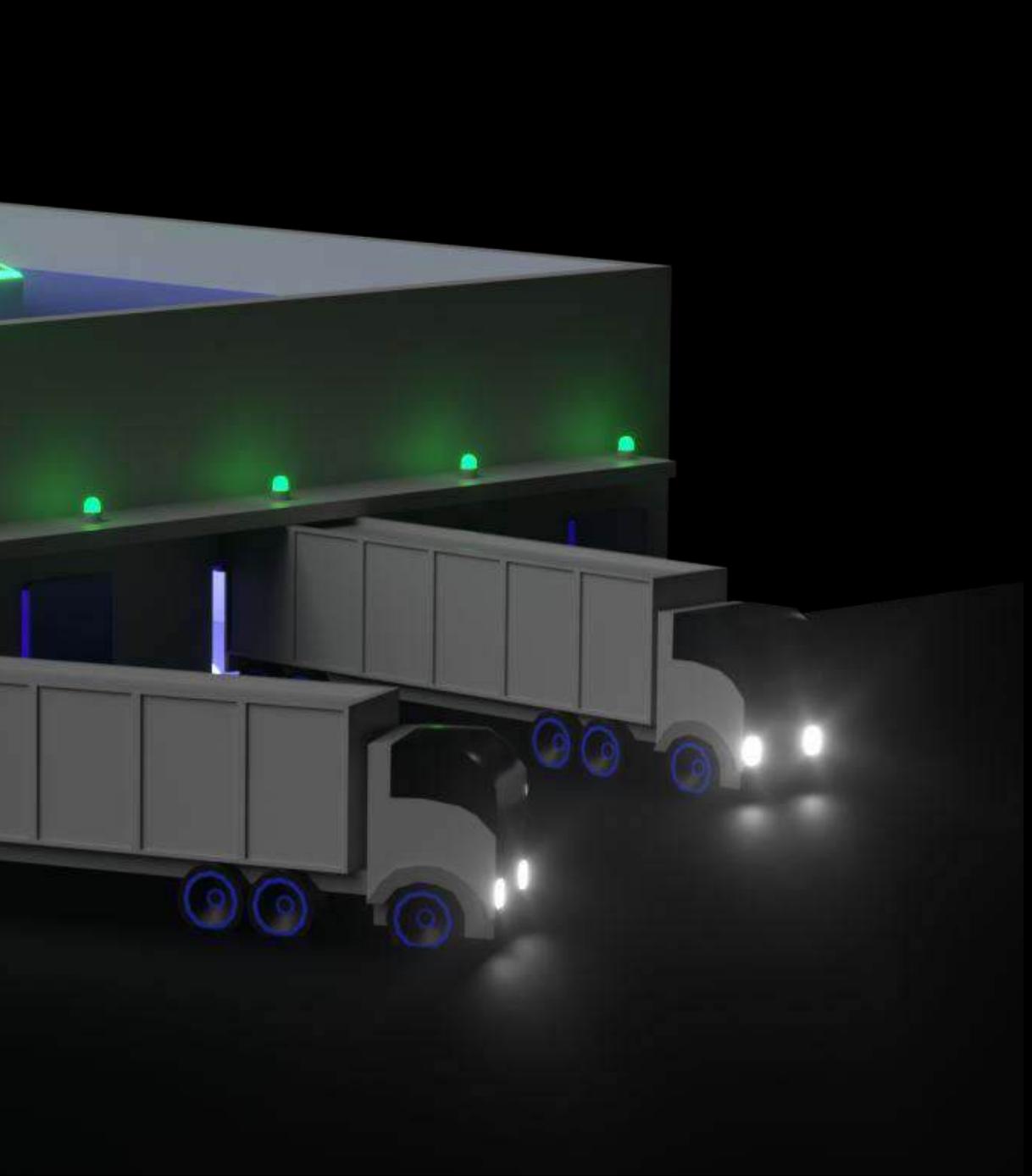
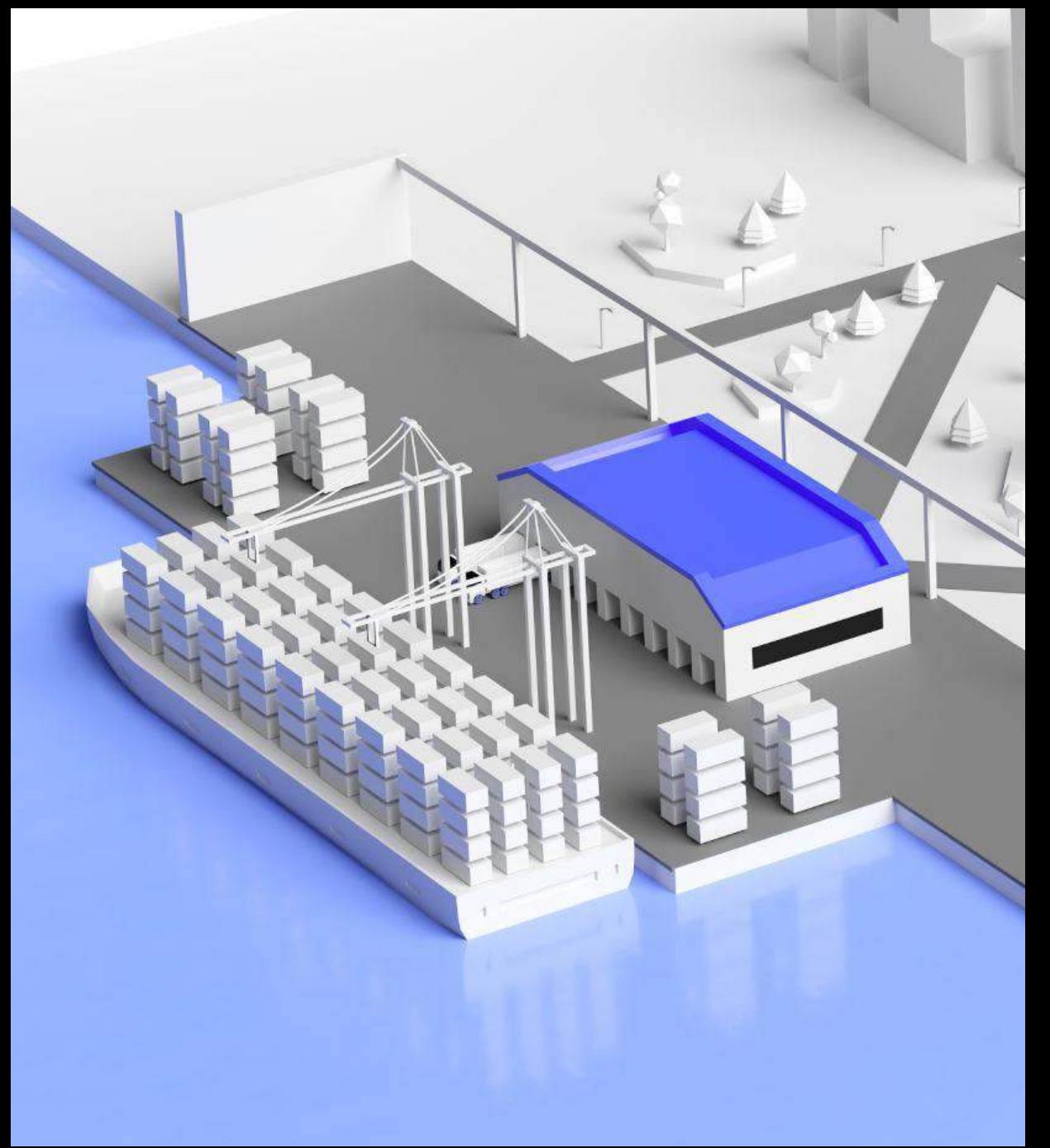
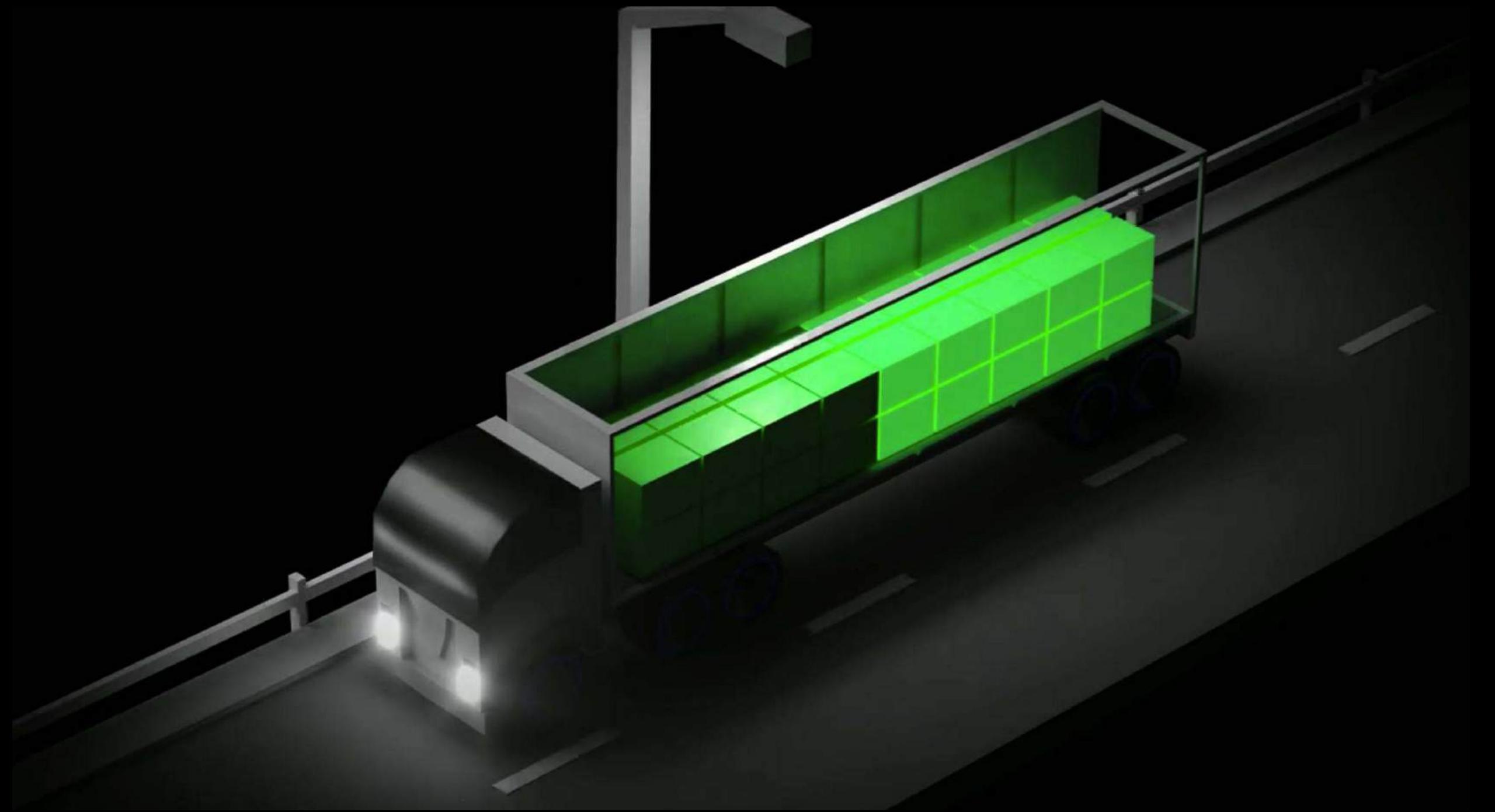
Stories & Solutions

FILTER BY CATEGORY:

Blog Resources

● LIFE AT STORD

● TECHNOLOGY



Software



LOGISTICS IS THE PAST
THE CHAIN IS THE FUTURE

What We Do ▾

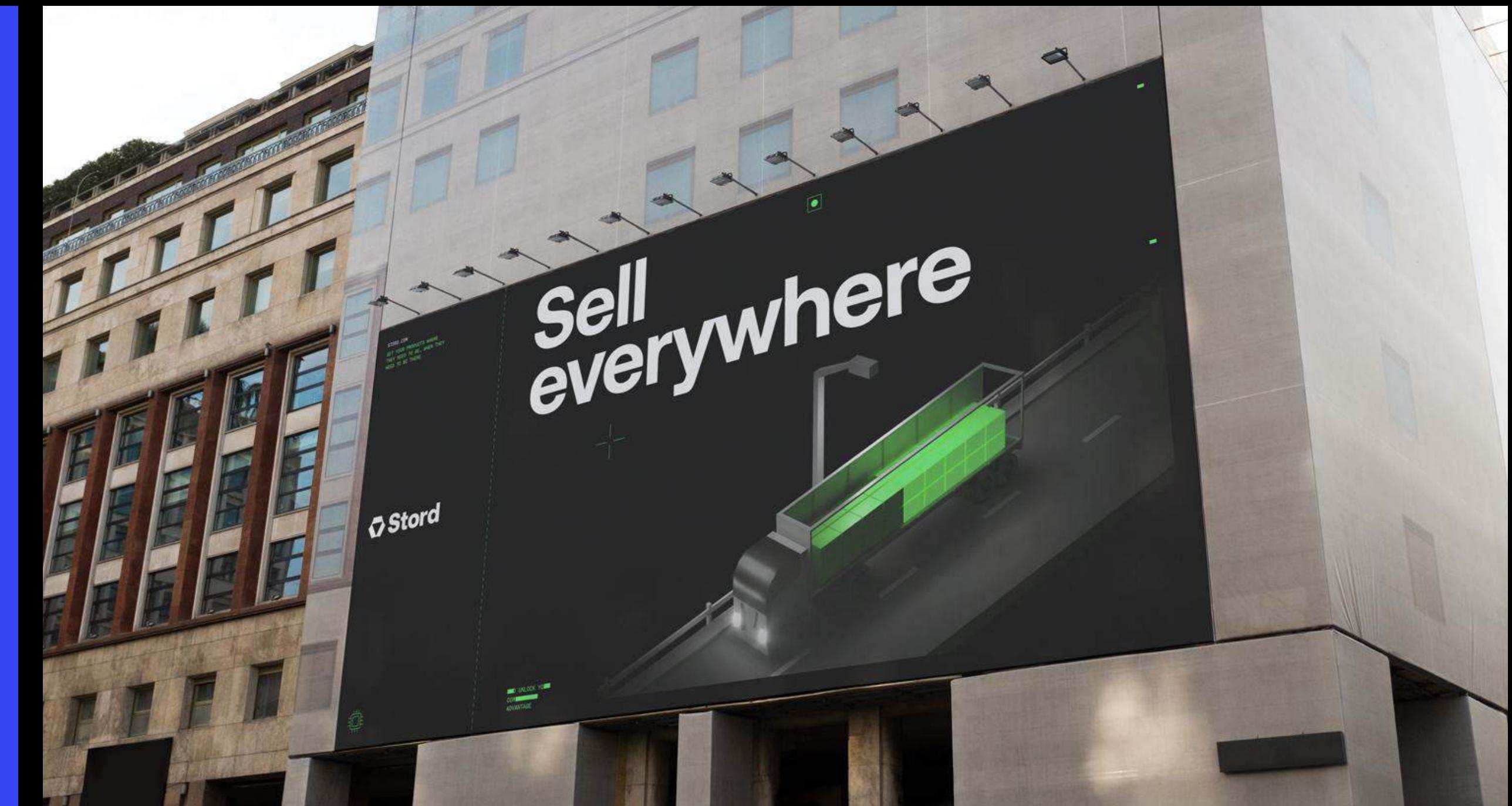
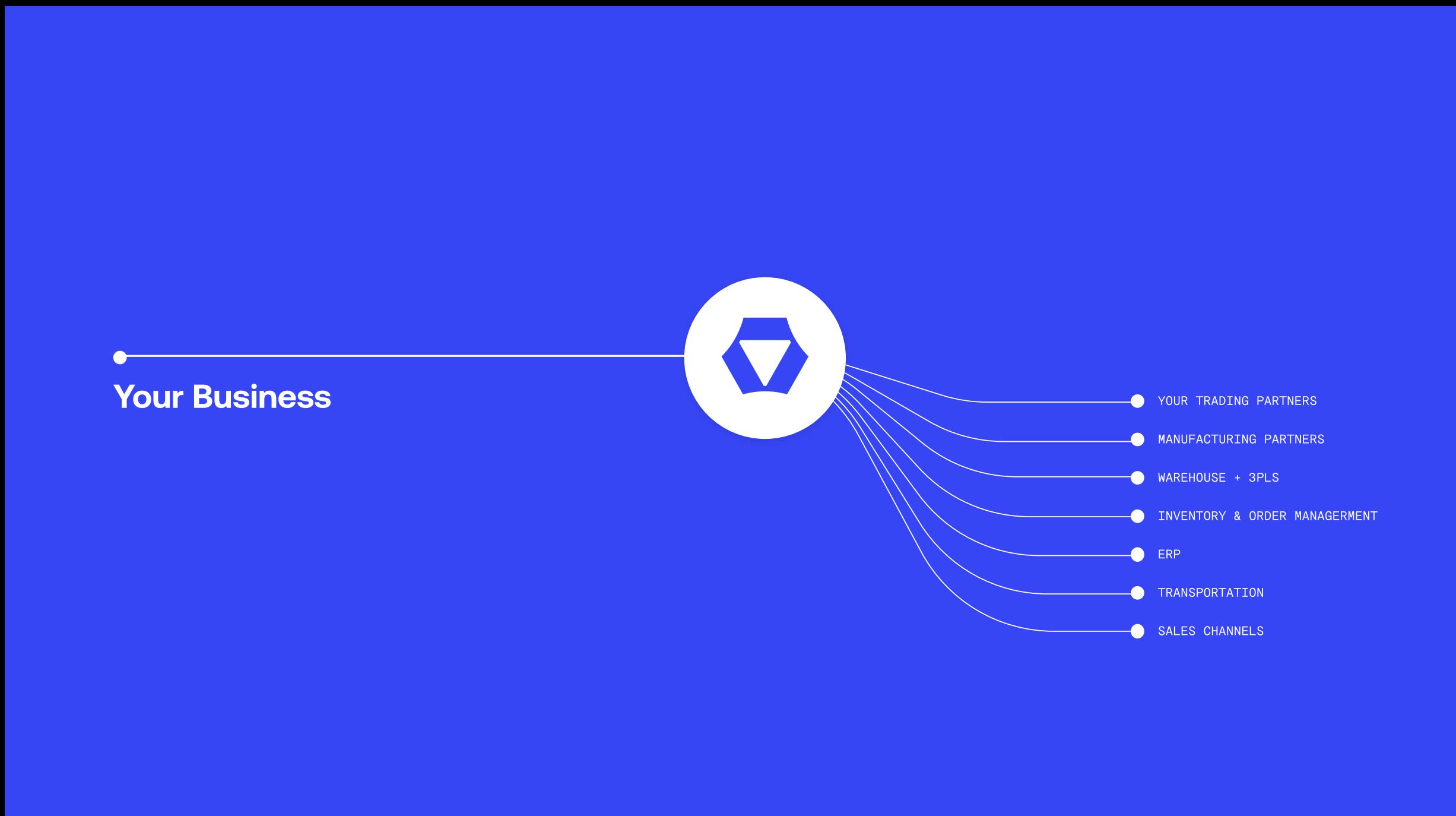
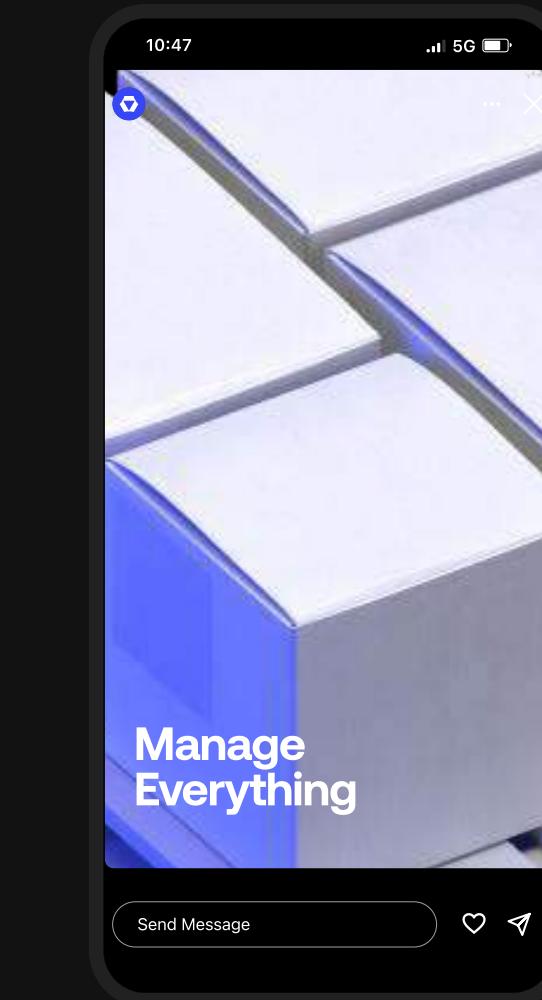
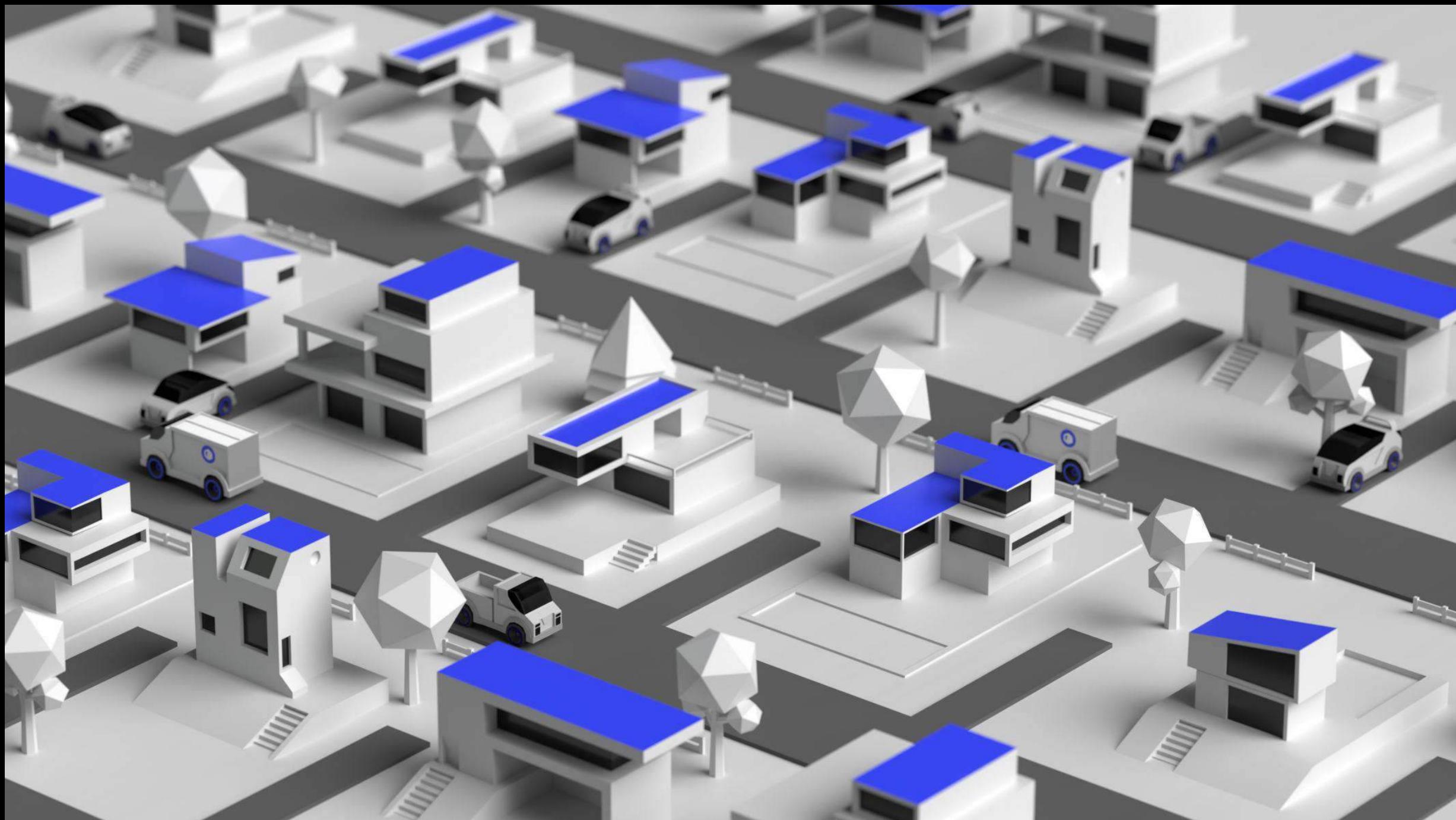
Who We Are ▾

Login

Talk To An Expert

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](#)



Emblem

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

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

Vehicles

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

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. Inside of your character/typo panel:

- 12 * 1309 = 15.69px
- 12 * 1309 = 16px
- 15 * 1309 = 18.75px
- 18 * 1309 = 23.43px (30px)

*Messina Sans Mono is only used for accents, eyebrows, and navigation

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 fleet of slides to enhance affect.

Due to lighting and size challenges, these compositions require a high degree of technical ability and attention to detail. Generally, these renderings should be avoided as they are difficult to execute effectively.

Views

An orthographic perspective, or “god’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.

Type

Aeonik Pro is our primary typeface, and it's a core part of the Stord 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%

Courtesy of Cotype Foundry

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dynamic Infographics

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

Contrast

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

With 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.

Color System

Map Infographics

Fulfillment That Fuels Growth

Map infographics allow you to communicate the scope of our primary and secondary networks. It's important to note that this map is an abstract representation of our networks and is not intended to account for every location.

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

Icons

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

Specs

Note: Images, type scale and grid have been scaled to fit the page and do not reflect the true size of implementation.

Icons

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

Specs

Note: Images, type scale and grid have been scaled to fit the page and do not reflect the true size of implementation.



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

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).

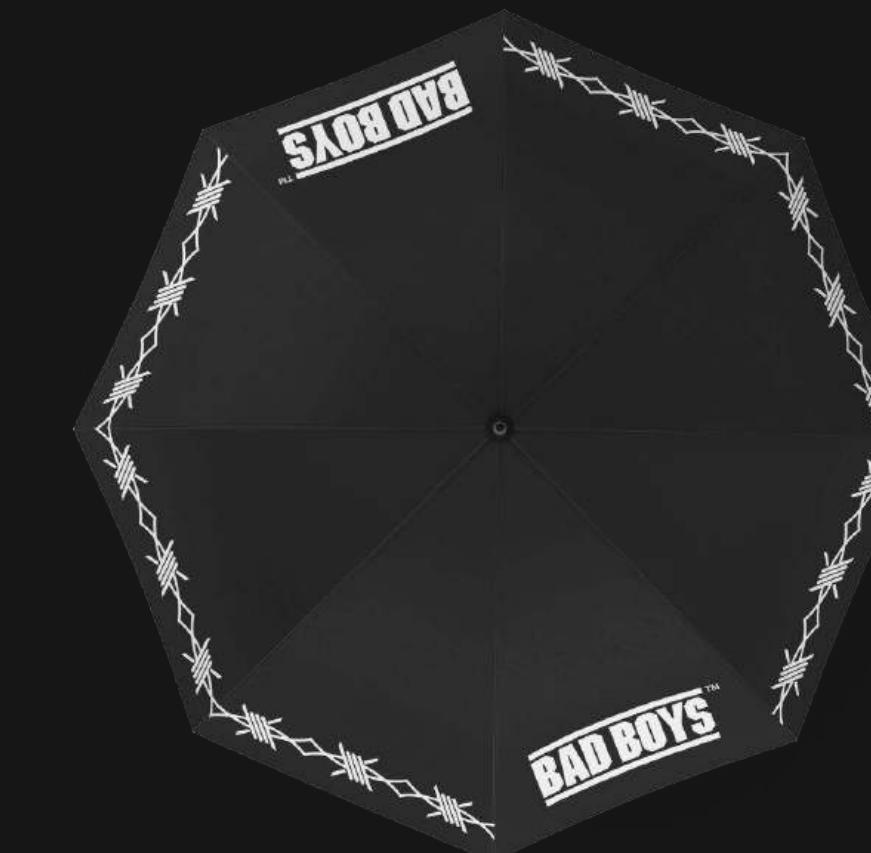
Outcomes

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

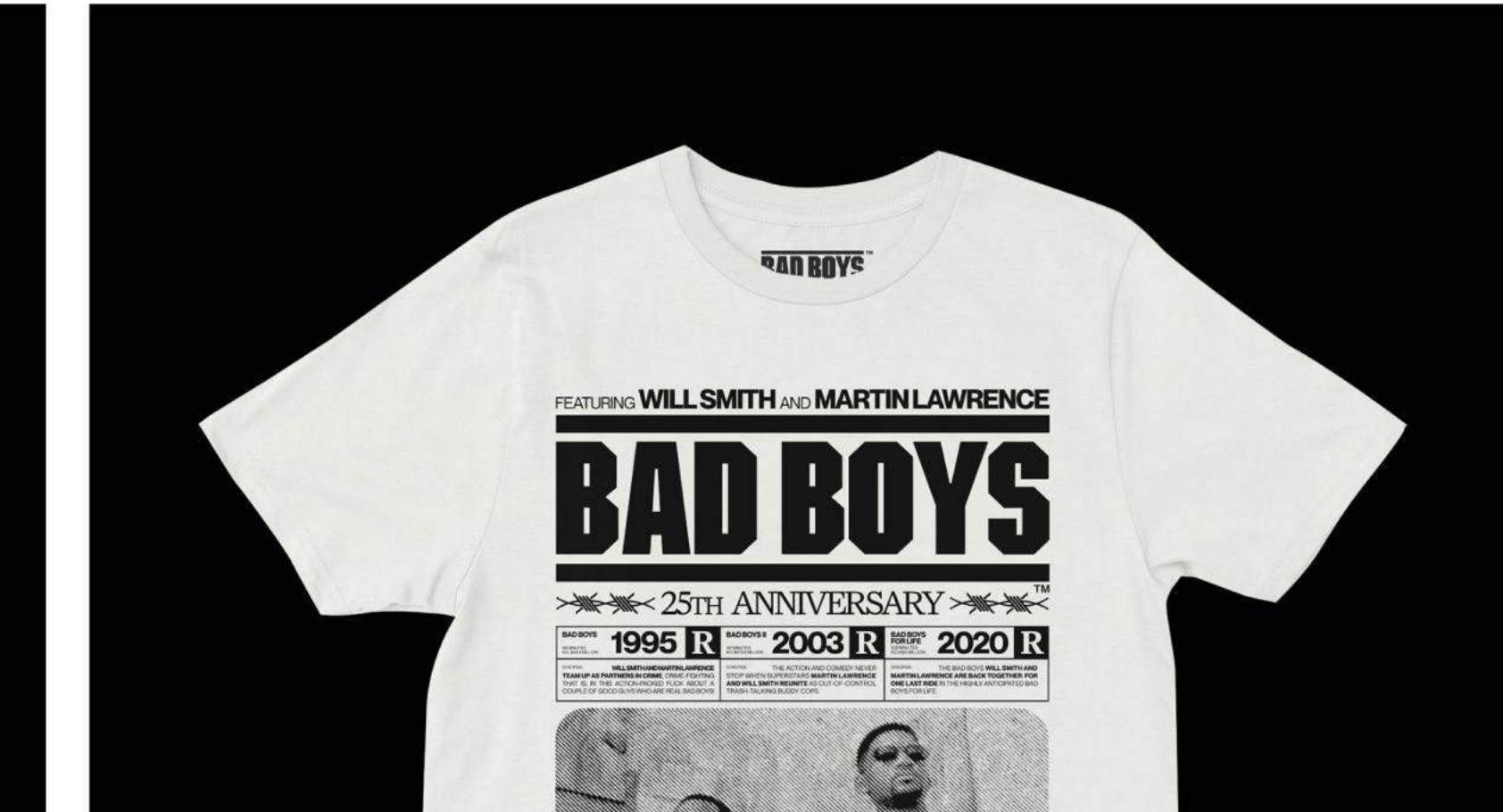
FAQ

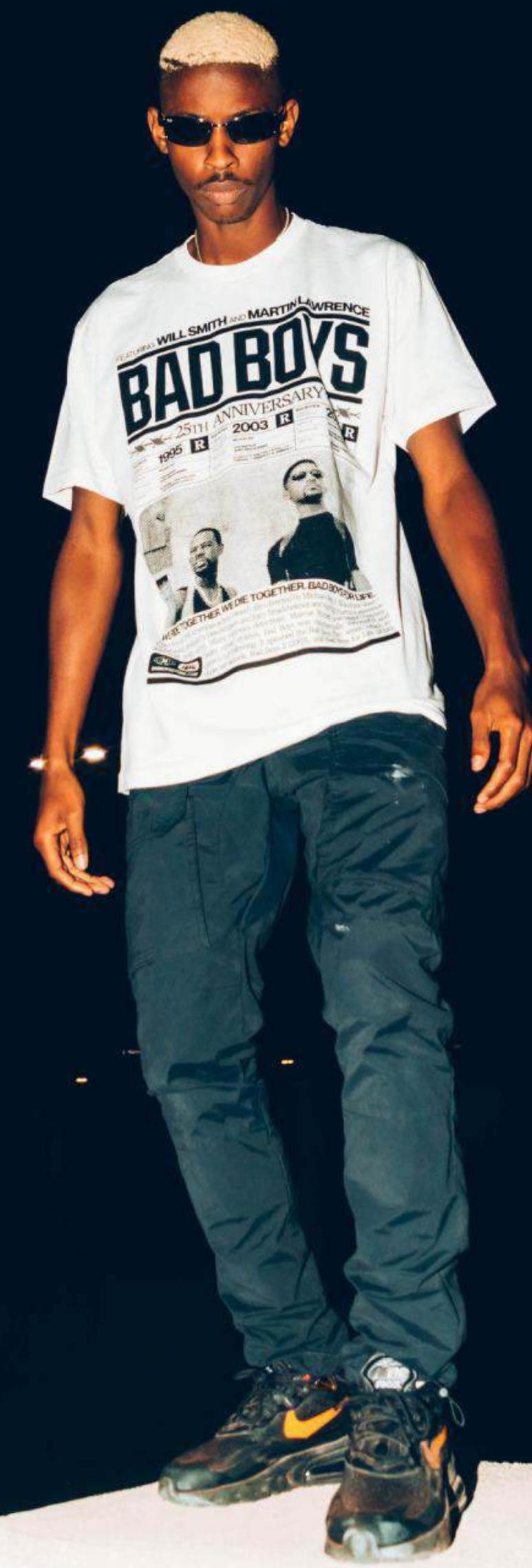
GALLERY

CART USD 0.00 (0 ITEMS)



BAD BOYS





BAD BOYS

SHOP INFO FAQ GALLERY

OFFICIAL BAD BOYS
MOVIE MERCH STORE

CART USD 0.00 (0 ITEMS)

● ● ●

GALLERY



BAD BOYS

SHOP INFO FAQ GALLERY

OFFICIAL BAD BOYS
MOVIE MERCH STORE

CART USD 0.00 (0 ITEMS)

● ● ●

BB QUOTE HOODIE \$65.00



STYLE: BLACK

● ●

SIZE: LARGE

SM MD LG XL XXL

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](#)



BAD BOYS

SHOP INFO FAQ GALLERY CART USD 0.00 (0 ITEMS)
OFFICIAL BAD BOYS MOVIE MERCH STORE

FAQ

When will I get my Bad Boys merch? +

Is this the official Bad Boys shop? X

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.

SHOP TERMS SHIPPING
INFO PRIVACY INSTAGRAM
FAQ RETURNS TWITTER

VIEW THE GALLERY

©2020 OFFICIAL BAD BOYS MOVIE MERCH STORE  BBAL

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





Notations

+ 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

Links

[Website](#)

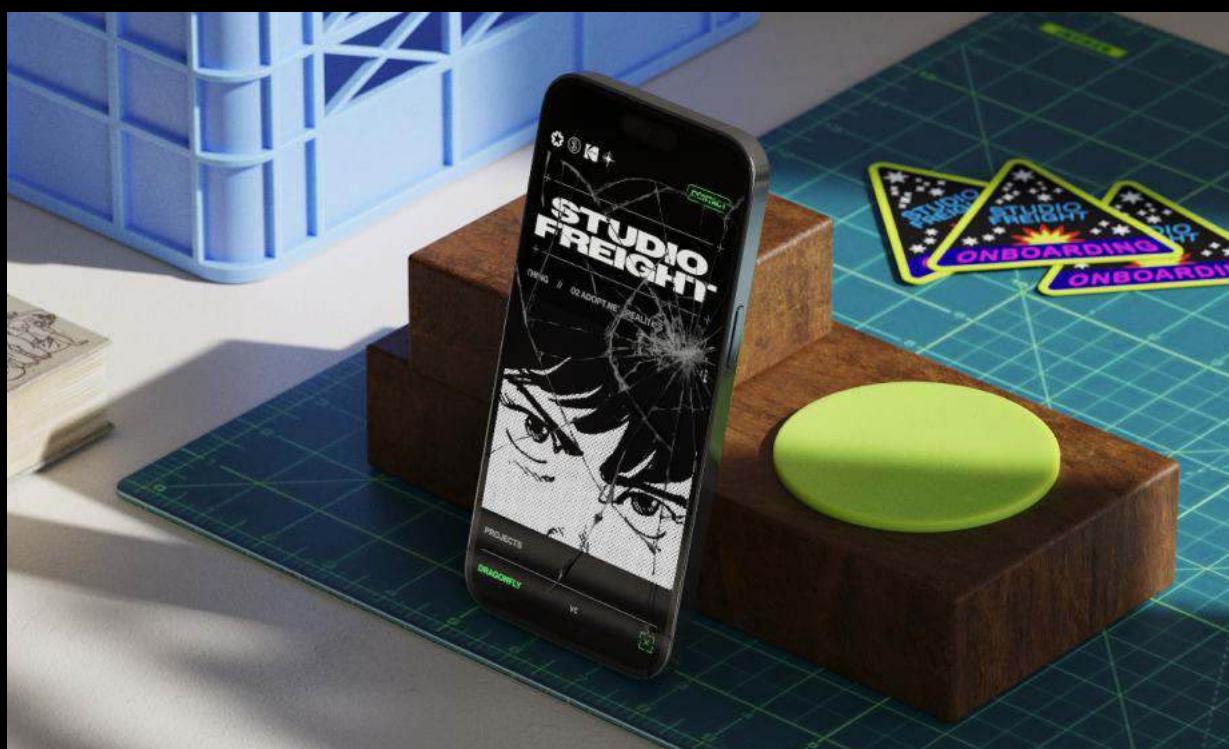
[Awwwards](#)

[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

hello@studiofreight.com

studiofreight.com

+1 614.623.5725