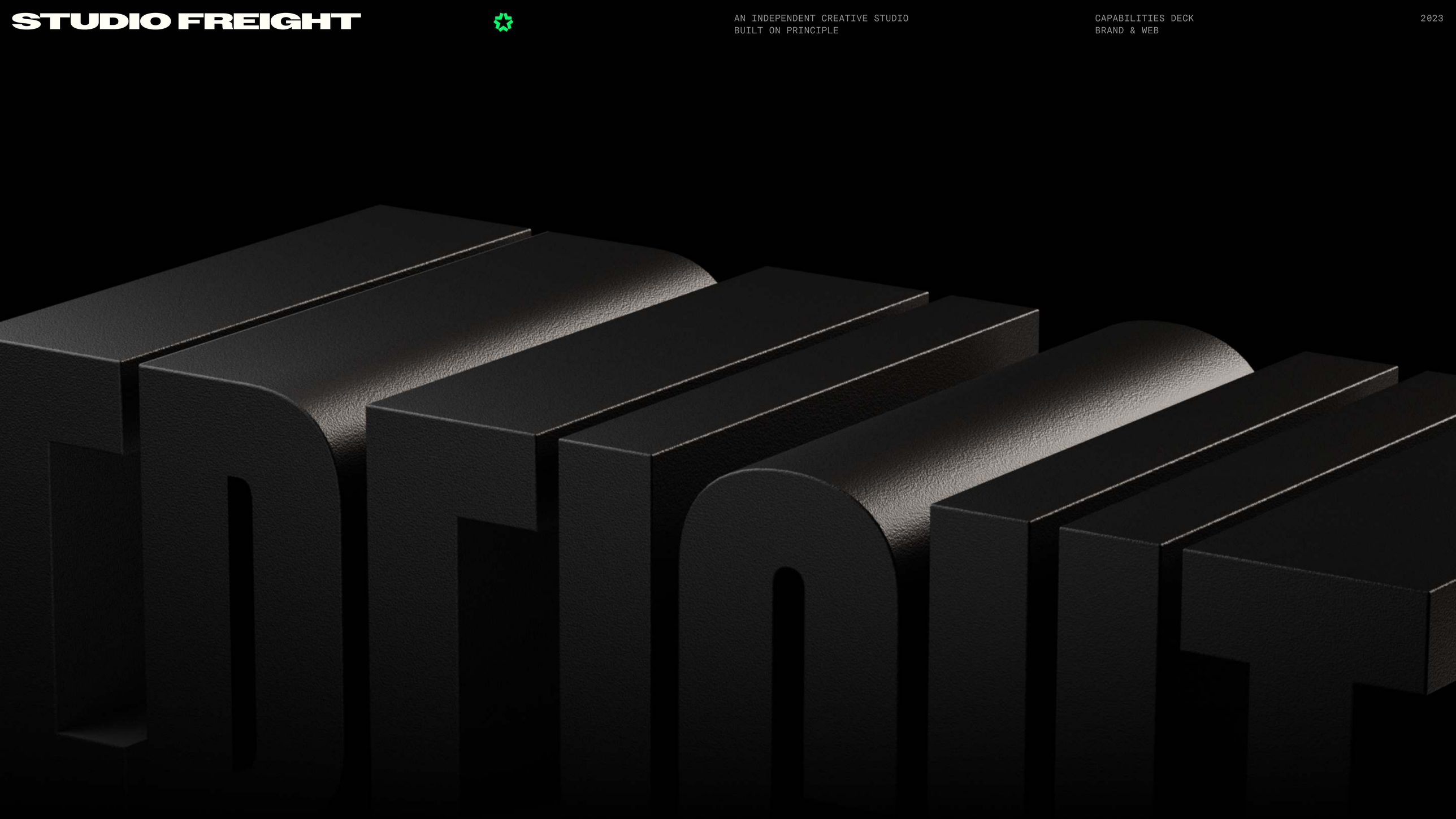

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- Contact 56

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.

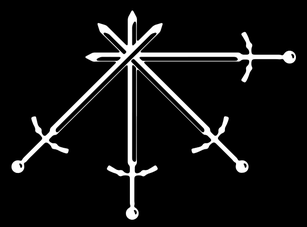
- Campaign
- Web design
- Photo & video
- Environmental
- Motion design

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

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

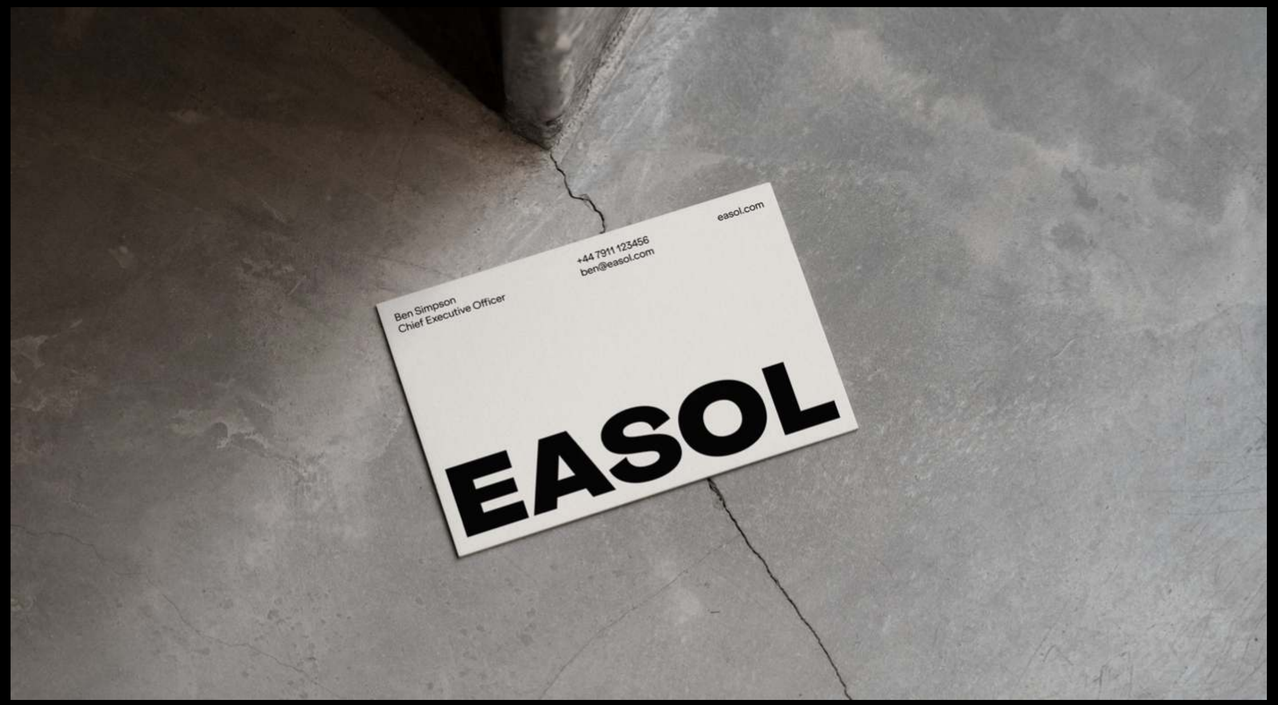
Easol was a team of ~10 when we started, now they're 90+ with offices in London, Lisbon, and New York City.

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
EASOL
EST. 2016 LONDON
LOVE WHAT
YOU DO


Ben Simpson
Chief Executive Officer
+44 7911 123456
ben@easol.com
easol.com
EASOL

SELL MOMENTS NOT THINGS
SELL MOMENTS NOT THINGS

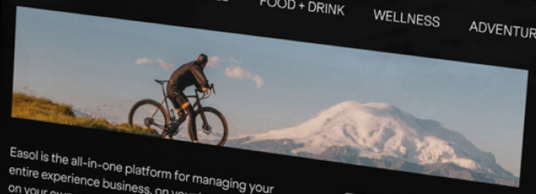
EASOL

PLATFORM PRICING FAQ ABOUT INSPIRATION

LOGIN BOOK A DEMO

SELL MORE EXPERIENCES YOUR WAY

ENTURE SPORTS FESTIVALS FOOD + DRINK WELLNESS ADVENTURE SPORTS FESTIVALS FOOD + DRINK



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.

IBIZA ROCKS GCN THE SUNDAY TIMES LoveTrails ENVISION FESTIVAL

Yo i just booked our trip!
Can't wait!

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

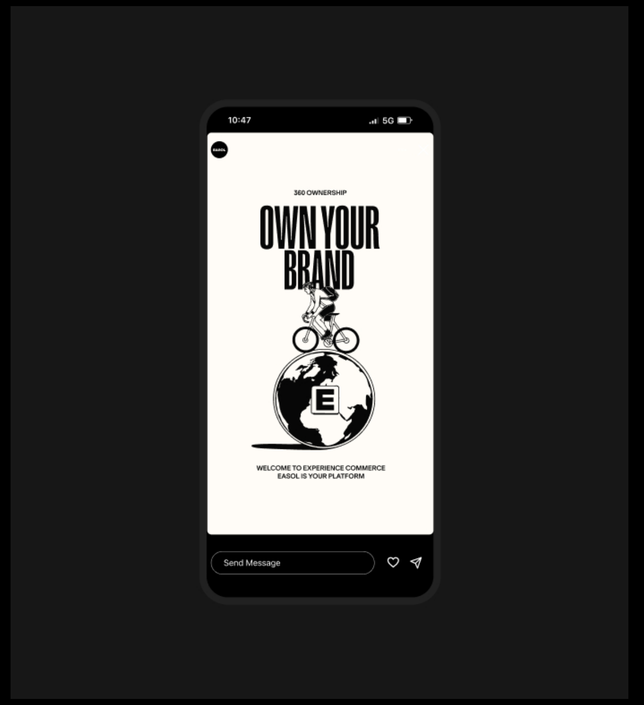
FAQ
HELP CENTRE
CONTACT

EASOL © 2020

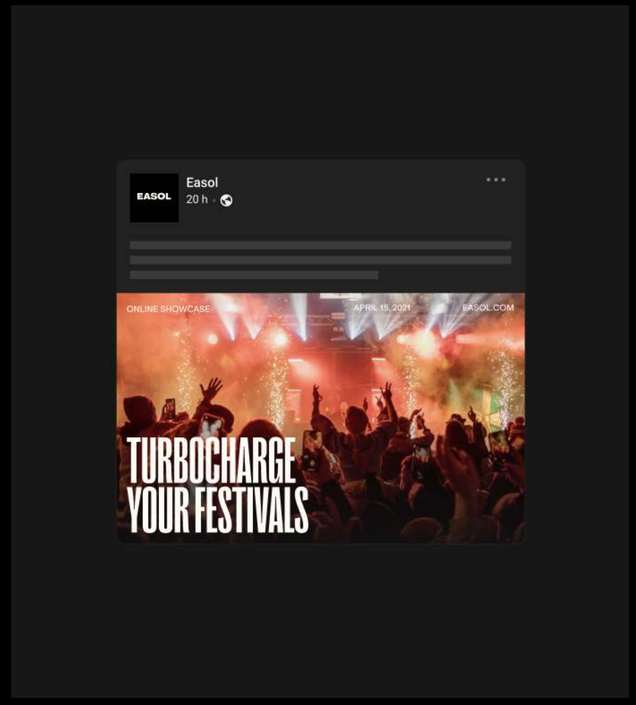
CREATOR TERMS PRIVACY POLICY COOKIES POLICY

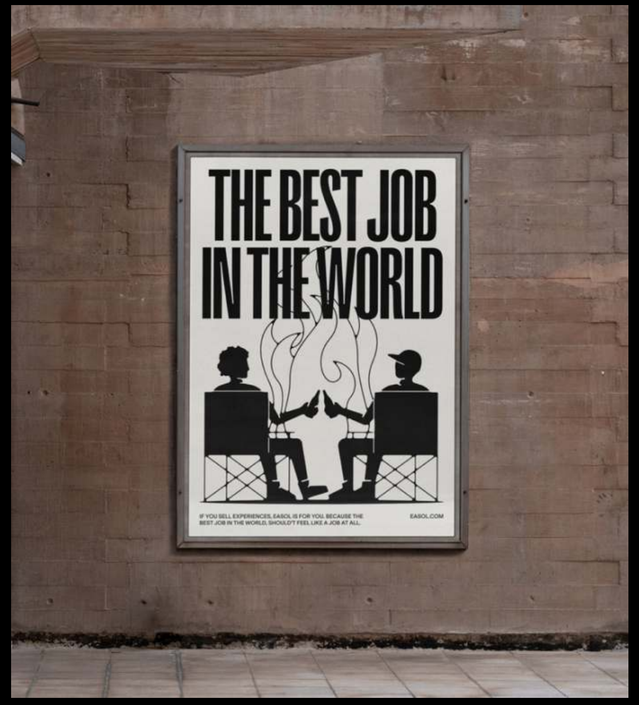
BEST JOB IN THE WORLD. CREATE AND SELL ANY EXPERIENCE ON EASOL'S POWERFUL, PURPOSE-BUILT PLATFORM. THIS IS THE BEST JOB IN THE WORLD. CREATE AND SELL ANY EXPERIENCE ON EASOL'S

THE FUTURE OF SELLING
EXPERIENCES HAS ARRIVED

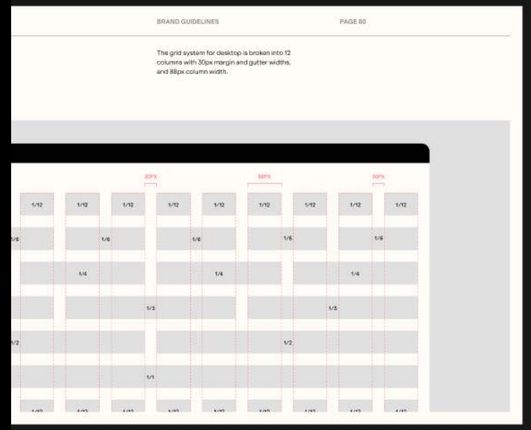

10:47
5G
360 OWNERSHIP
OWN YOUR BRAND
WELCOME TO EXPERIENCE COMMERCE
EASOL IS YOUR PLATFORM
Send Message

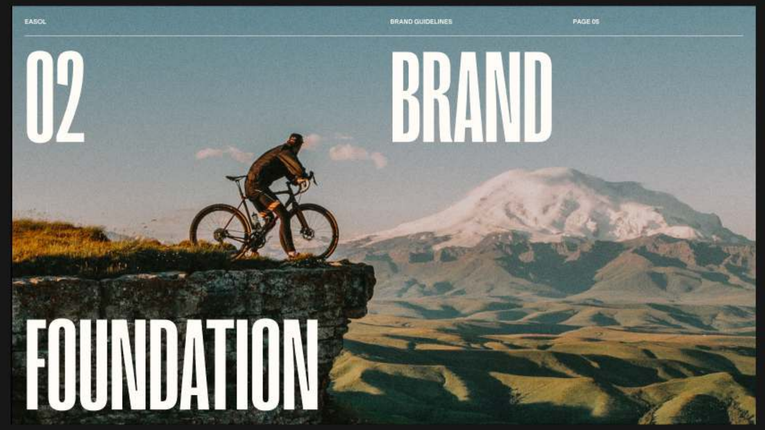
EASOL

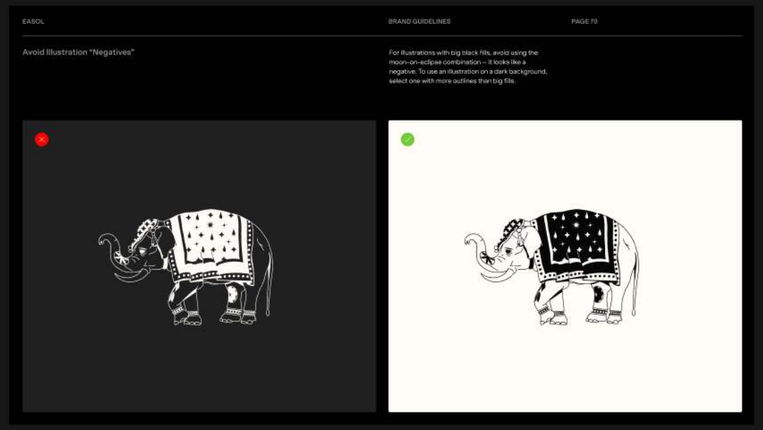

EASOL
Easol
20 h
ONLINE SHOWCASE
APRIL 15, 2021
EASOL.COM
TURBOCHARGE YOUR FESTIVALS

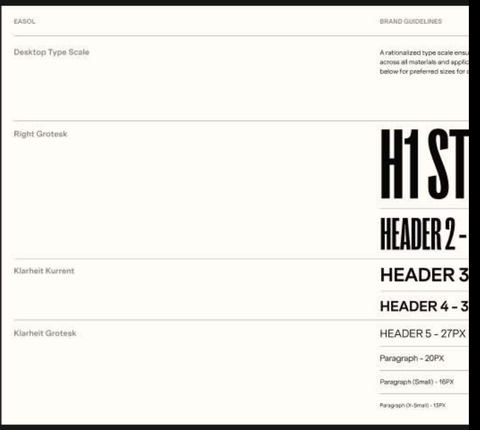

THE BEST JOB IN THE WORLD
IF YOU SELL EXPERIENCES, EASOL IS FOR YOU, BECAUSE THE BEST JOB IN THE WORLD, SHOULDN'T FEEL LIKE A JOB AT ALL.
EASOL.COM

CREATE MOMENTS NOT THINGS
EASOL.COM

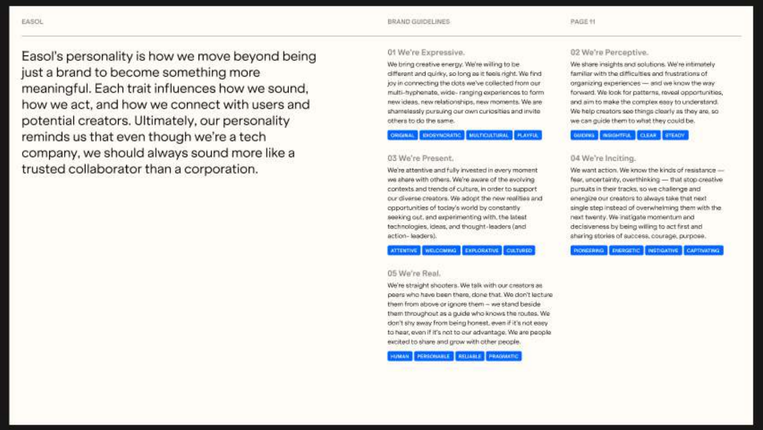

BRAND GUIDELINES
PAGE 80
The grid system for desktop is broken into 12 columns with 30px margin and gutter widths, and 88px column width.

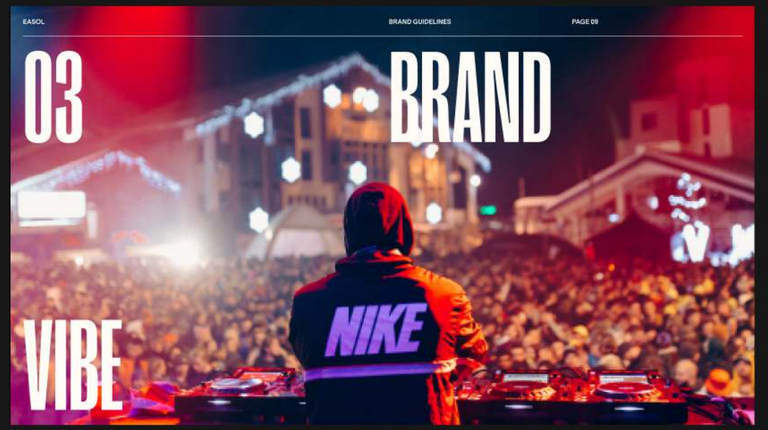

EASOL
BRAND GUIDELINES
PAGE 05
02
BRAND
FOUNDATION


EASOL
BRAND GUIDELINES
PAGE 70
Avoid Illustration "Negatives"
For illustrations with big black fills, avoid using the moon-on-eclipse combination – it looks like a negative. To use an illustration on a dark background, select one with more outlines than big fills.

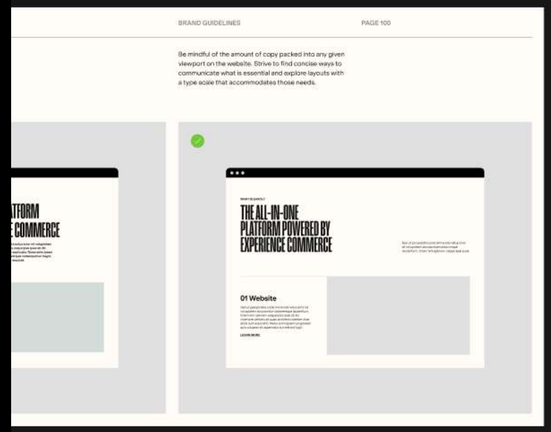

EASOL
BRAND GUIDELINES
Desktop Type Scale
Right Grotesk
Klarheit Kurrent
Klarheit Grotesk
HEADER 5 - 27PX
Paragraph - 20PX

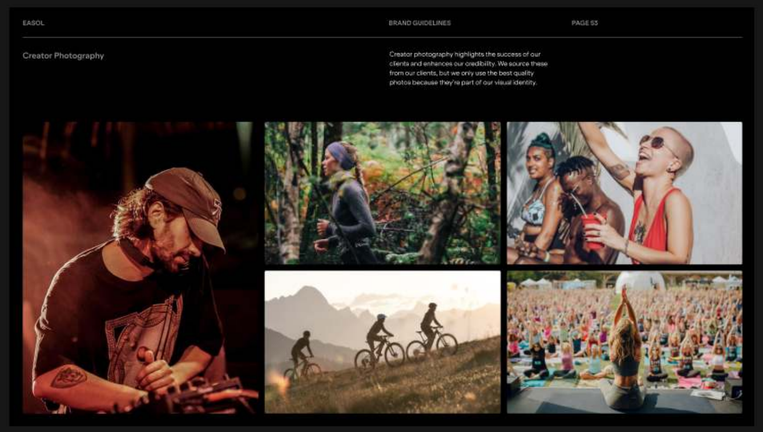
EASOL
BRAND GUIDELINES
PAGE 40
How to Make
Planning
Be ready to prepare and explore. These are dense, so we suggest sketching ideas first, leveraging photo or video references to plan the composition, before attempting to move forward on an idea.
Sketch
(1) Prepare a detailed sketch of the concept; (2) 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.
ORIGINAL
IDIOSYNCRATIC
MULTICULTURAL
PLAYFUL
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.
GUIDING
INSIGHTFUL
CLEAR
STEADY
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).
ATTENTIVE
WELCOMING
EXPLORATIVE
CULTURED
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 instigate momentum and decisiveness by being willing to act first and sharing stories of success, courage, purpose.
PIONEERING
ENERGETIC
INSTIGATIVE
CAPTIVATING
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.
HUMAN
PERSONABLE
RELIABLE
PRAGMATIC

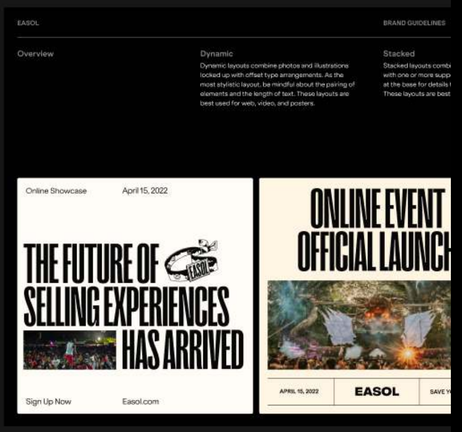

EASOL
BRAND GUIDELINES
PAGE 09
03
BRAND
VIBE
NIKE

EASOL
Overview


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 scale that accommodates those needs.
THE ALL-IN-ONE PLATFORM POWERED BY EXPERIENCE COMMERCE
01 Website


EASOL
BRAND GUIDELINES
PAGE 55
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, middling contrast, and slightly deviant 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 impactful 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
Pangram Pangram
Settings
Style: Tall Bold
Case: Uppercase
Tracking: 0%
Line-Height: 75% to 80%
ABC
DEFGHIJKLMNOPQ
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 stylistic layout, be mindful about the pairing of elements and the length of text. These layouts are best used for web, video, and posters.
Stacked
Stacked layouts comb
with one or more supp
at the base for details
These layouts are best
Online Showcase
April 15, 2022
THE FUTURE OF SELLING EXPERIENCES HAS ARRIVED
Sign Up Now
Easol.com
ONLINE EVENT
OFFICIAL LAUNCH
APRIL 15, 2022
EASOL

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.

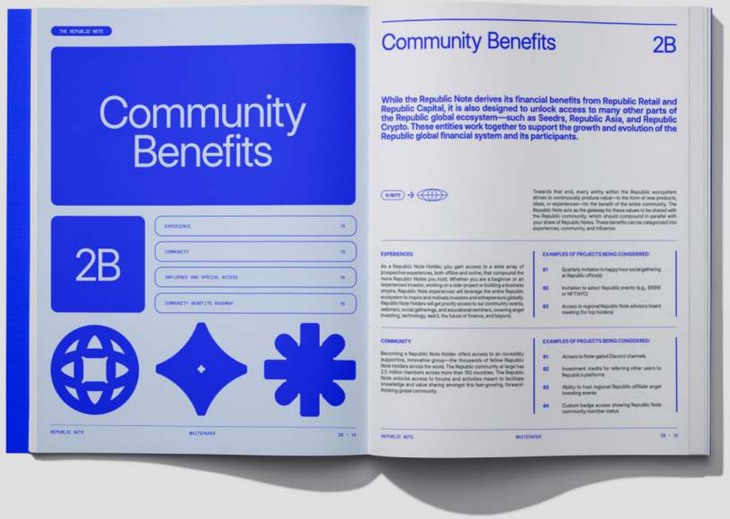
In the words of Republic Note Lead, Jensen Vu: "The quality is unmatched! Thanks to the team."

Community Benefits
2B
Republic Note
2A
WHITEPAPER
THE REPUBLIC NOTE
AS OF APRIL 2023
Technical
EXPERIENCES
COMMUNITY

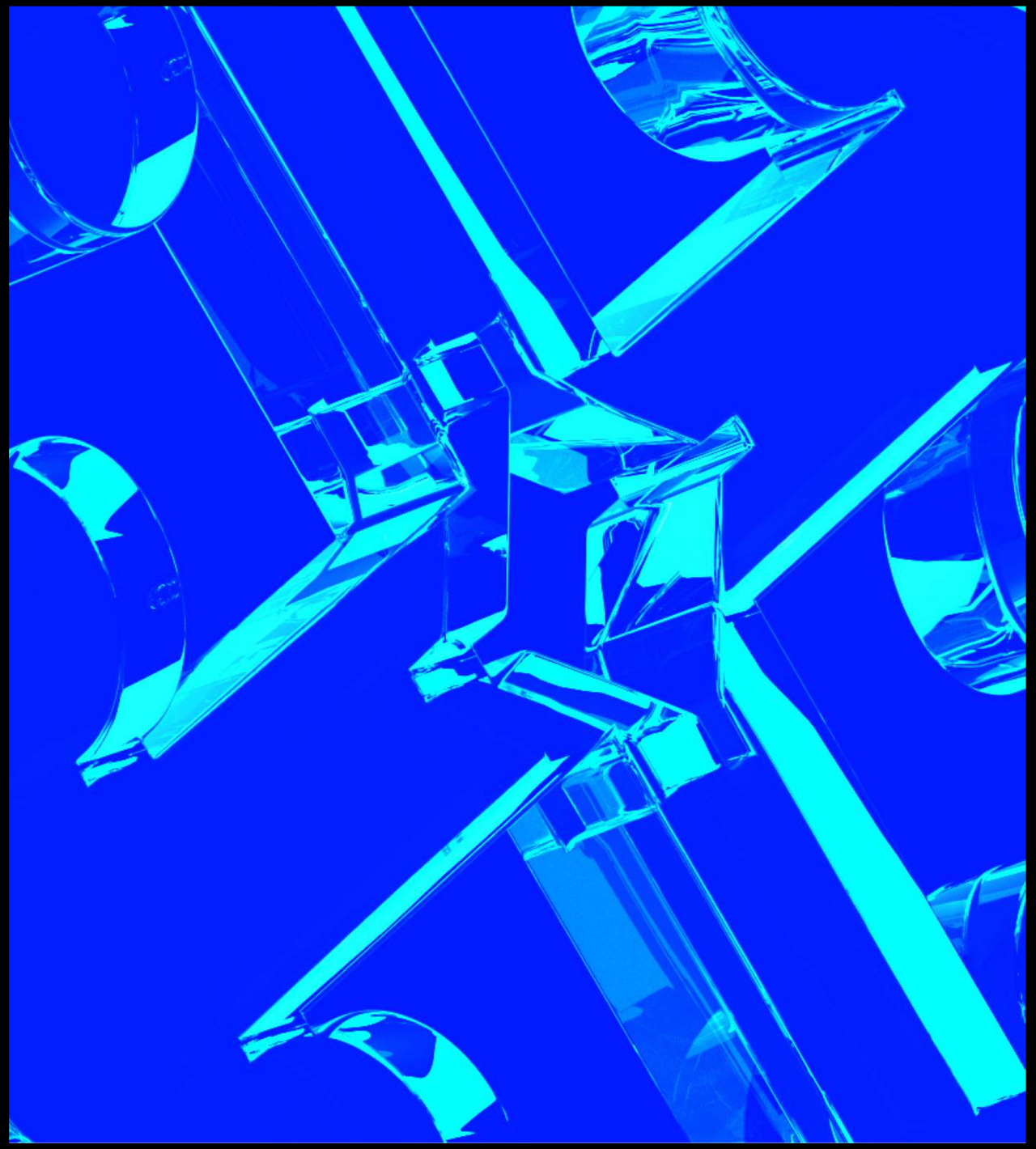
Note

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
$0.36
310-330M
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, this mission materialized first through Republic Retail, which current 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 two years. Soon enough, the collective volume and values of our community members made it possible for Republic's team to get access to many of Silicon Valley's most exclusive investment opportunities. In 2018, Republic Capital launched to take advantage of this access. By combining the power of the crowd with early-believer and accredited investors, the Republic Capital portfolio grew to include exciting names in the private markets—like Acorn Space, Robinhood, and Plaid, among many others.

The emergence of Republic Capital inspired a moment of strategic reflection for Republic, Inc. Republic began to search for innovative ways to capitalize on our community's 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 legalized in the United States in 2012 by way of the JOBS Act, this innovative method of fundraising, then dubbed "equity crowdfunding", has grown tremendously in a short period. This new regulatory flexibility had world-changing implications, not just for companies seeking innovative ways to drive growth, but for retail investors for whom private investment opportunities were historically inaccessible. Republic was one of the first companies to recognize 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 $250 billion through Reg D offerings, over $1 billion via Reg CF, and over $2 billion using Regulation A (Reg A)—the two different exemptions 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 in a twelve-month period to $5 million—a nearly five-fold increase. The total investment volume under Reg CF reached an all-time high that year, hitting $486.8 million, a modest 541.8% increase from the amount raised all 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 unique ability to engage a company's existing community of customers. One such recent example from Republic's portfolio is Gumroad, the first company to ever raise the maximum $5 million cap under the new Reg CF limit set by the SEC in March 2021. Gumroad is a popular e-commerce platform that enables creators to sell directly to their audiences, with no middleman taking a cut of sales. Over the past several years, it has won venture firm and angel investors, like Kleiner Perkins, Sequoia Capital, SV Angel, Max Levchin, and Naval Ravikant. Through Republic, Gumroad decided to open its cap table to retail investors, launching a Reg CF campaign 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."
>
> — SAHIL LAVINGIA, FOUNDER & CEO OF GUMROAD

Gumroad's campaign sold out in 12 hours, attracting and energizing more than 7,000 investors, many of whom came from Gumroad's own user base. Sahil Lavingia, Gumroad'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 in market dynamics is that companies are staying private longer—in fact, the number of US public companies has been cut in half since the peak reached in 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 invest.

In 2020, the median time between a company's first investment and IPO was over nine years. Today, that median has grown to more than eight years. Many high-profile 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 financial technology company with one of the highest valuations in the private market, ignited a heated debate amongst fintech enthusiasts and investors. Earlier this year, which marked 16 years as a private company, Stripe raised $600 million in new capital at an additional $6.5 billion of roughly half their 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 to access private investment opportunities earlier is already rising.

Why Now? 2C

THE EMERGENCE OF BLOCKCHAIN TECHNOLOGY AND TOKENIZATION

Private market investing—namely venture capital and private equity—have historically been accessible only to high-net-worth individuals and institutional investors. Private securities often involve trading restrictions, KYC/AML verification, hard-to-pin valuations, and complex financing instruments 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 convoluted industry and weighty regulations have shut out 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 Winklevoss, it is not necessarily the what 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 transact, regardless of financial stature or geography. Where a token is the mechanism for transferring value in a decentralized ecosystem, tokenization is the process of designing, 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 2020 analysis, Morgan Stanley projected the private market to grow to $20 trillion by 2024—with growth in the tokenized market volume to $2 trillion by 2024, and as high as $24 trillion by 2027.[1] Blackrock, another foundational financial firm declared that "the next generation for markets, the next generation for securities, will be tokenization."[2] In another recent report, HSBC and Northern Trust predicted that as much as 10% of the world's assets will be tokenized by 2030, which equates to roughly $20 trillion.[3] 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 USDTRN BY ASSET CLASS)

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.'"

CNBC · TechCrunch · Bloomberg · yahoo! finance · BUSINESS INSIDER · THE WALL STREET JOURNAL. · FORTUNE · coindesk · THE KOREA TIMES

MENU · FAQ

FAQ/FA

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

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.

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

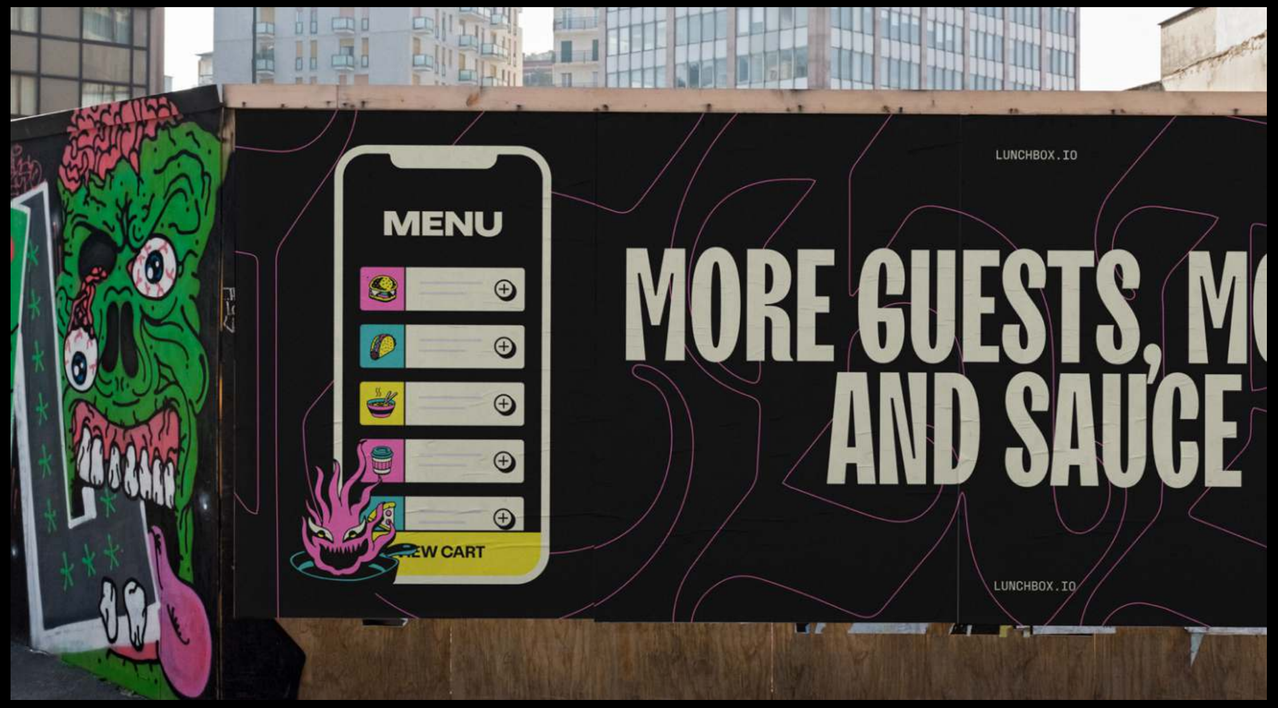
“Hey hey, I am in the middle of a project but ready to walk away if you have time for us. That’s how much I loved your shit. Let me know if we can work together.”

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.

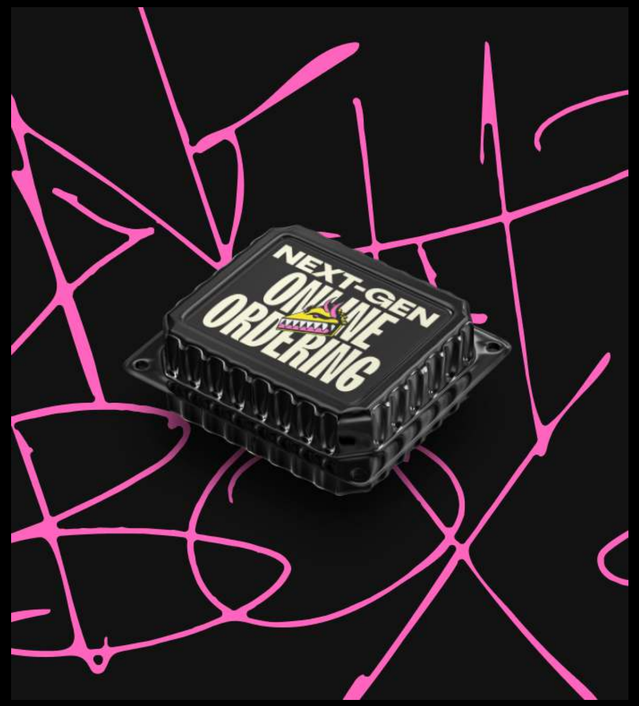
YOUR SECRET —SAUCE FOR MORE


MENU
LUNCHBOX.IO
MORE GUESTS, M
AND SAUCE
LUNCHBOX.IO

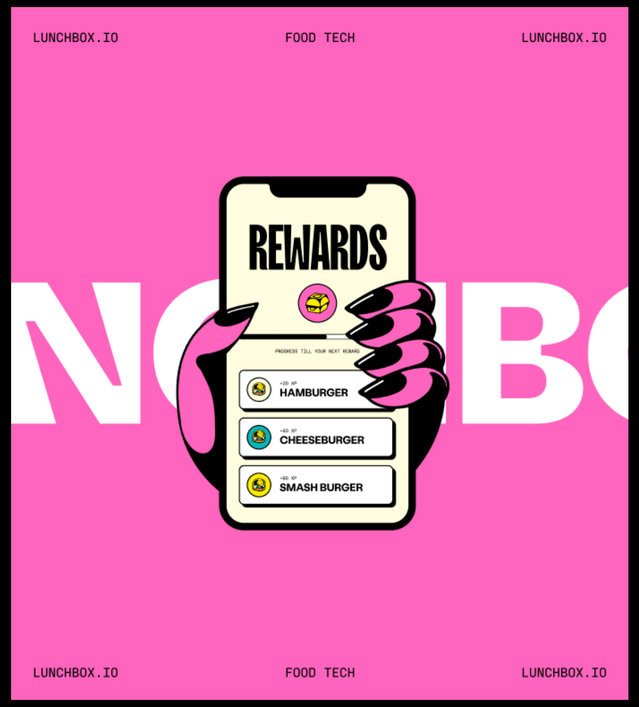
THE NEW ERA OF DIGITAL
LUNCHBOX

LUNCHBOX.IO
FOOD TECH FOR
FOOD PEOPLE
LUNCHBOX.IO

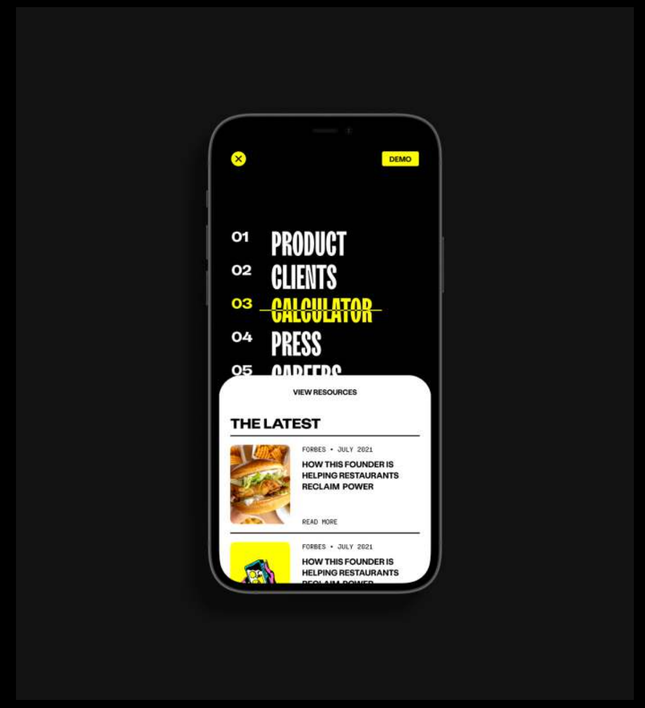
LUNCHBOX


NEXT-GEN
ONLINE
ORDERING

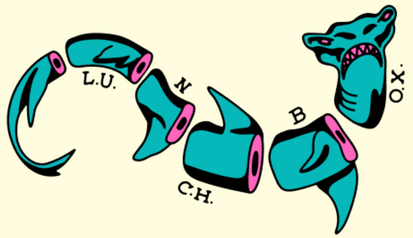
LUNCHBOX
FOOD TECH


LUNCHBOX.IO
FOOD TECH
LUNCHBOX.IO
REWARDS
HAMBURGER
CHEESEBURGER
SMASH BURGER
LUNCHBOX.IO
FOOD TECH
LUNCHBOX.IO

MORE SLICES
LUNCHBOX
MORE LOYALTY
SENDING
THIRD PARTY
PACKING
LUNCHBOX.IO
FOOD TECH
NEW WAVE
HERE BE DRAGONS



LUNCHBOX QUARTERLY SUMMIT

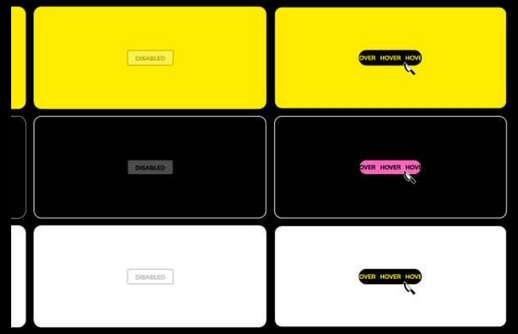


2022 LUNCHBOX QUARTERLY SUMMIT

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

Our button system is designed to be obvious, flexible, and motivating. On hover, the text animates as a marquee to create a fun surprise-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.



TYPOGRAPHY HEADERS

TT Trailers was developed as part of a new generation of narrow typefaces meant for movie credits and posters. It has a bold and distinctively playful versatility.

We use TT Trailers exclusively for headers. We have a lot to say, and its narrow structure allows us to pack in a high character count at a large scale in tight spaces.

FOUNDRY: TYPE TYPE TT TRAILERS: BOLD

AaBbCcDdEe

CAPS SET	NO CAPS SET	NUMBER AND GLYPHS SET
ABCDEFGHIJKLMN OPQRSTUVWXYZ	abcdefghijklm nopqrstuvwxyz	1234567890 #!@(*)%&^?{}

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 fuels the heartbeat of Lunchbox and its fearless stance on the food industry.

PHOTOGRAPHY CLIENT PHOTOGRAPHY

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

COLOR SYSTEM PRIMARY PALETTE

Leading with our "FEED01" yellow, our distinctive color palette sets us apart from the rest of the food tech pack. Our palette is confident, daring, and unusual.

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

FEED #FEED01	
PEPPER #000000	
SALT #FFFFFF	
SMOOTHIE #07B8BA	
CUPCAKE #FF65BE	

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.

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.

ABSTRACTIONS PRODUCT

To create halftone patterns, design a flashsheet of illustrations and run it through a bitmap, halftone, elliptical filter in Photoshop at a large scale (~1,500).

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

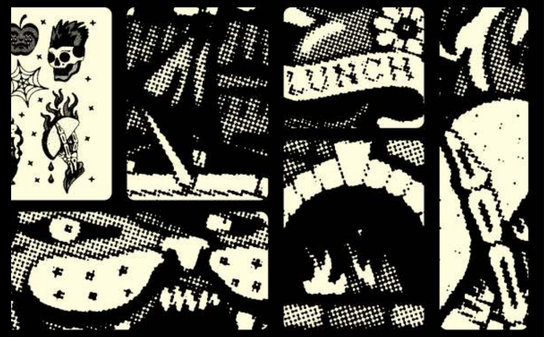


ILLUSTRATION PROCESS

(1) Prepare a detailed sketch and plan shadows. (2) Trace pen tool in Illustrator (using a single stroke weight to maintain consistency).

(3) At a large scale, filter in Photoshop to bleed linework, which produces a screenprint aesthetic.

Tip for (3): Use a high-centered threshold on a levels tag and a gaussian blur. Adjust intensity to create a clean result.

TYPOGRAPHY SUBHEADS & BODY COPY

Stabil Grotesk has a workhorse quality despite its distinctly fine-tuned eccentricities.

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

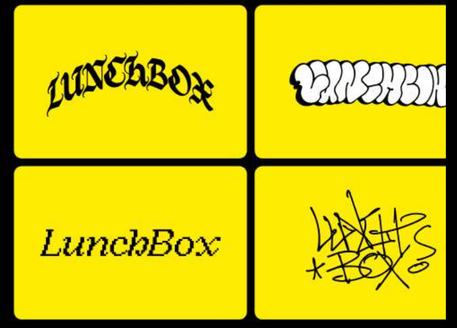
FOUNDRY: HOMETA STABIL GROTESK: REGULAR, BOLD

AaBbCc

CAPS SET	NO CAPS SET	NUMBERS AND GLYPHS SET
ABCDEFGHIJKLMN OPQRSTUVWXYZ	abcdefghijklm nopqrstuvwxyz	1234567890 #!@(*)%&^?{}

LETTERING & ICONS LETTERING

Our lettering treatments should be viewed as secondary renditions of our name, such that they never used as replacements for our below.



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, CMS Development

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.

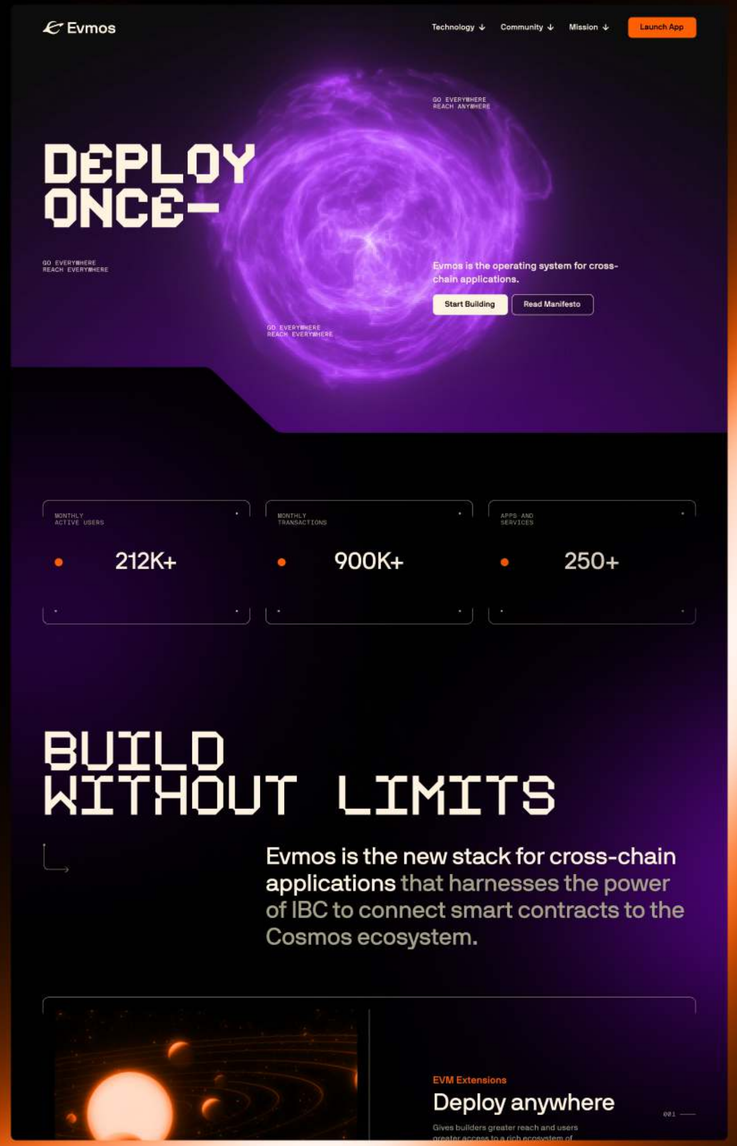
Outcomes

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.

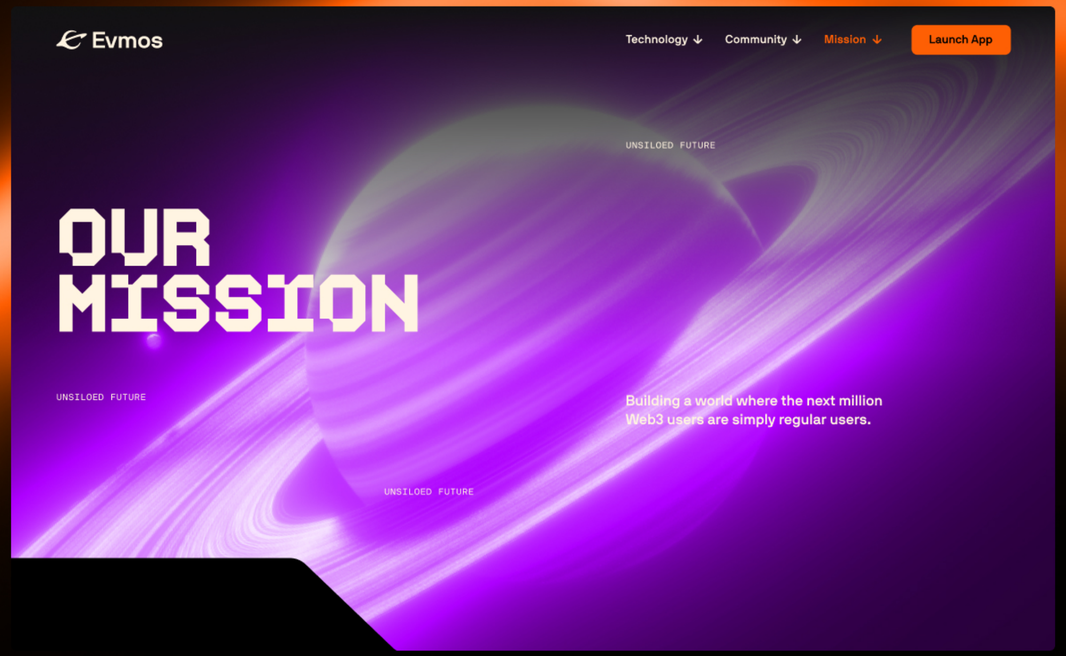
We launched the new brand and website as Evmos 2.0 to indicate that while the vision is the same, there's new leadership, new possibilities, and new expectations. The reception has been exceedingly positive, from the community and critics alike.

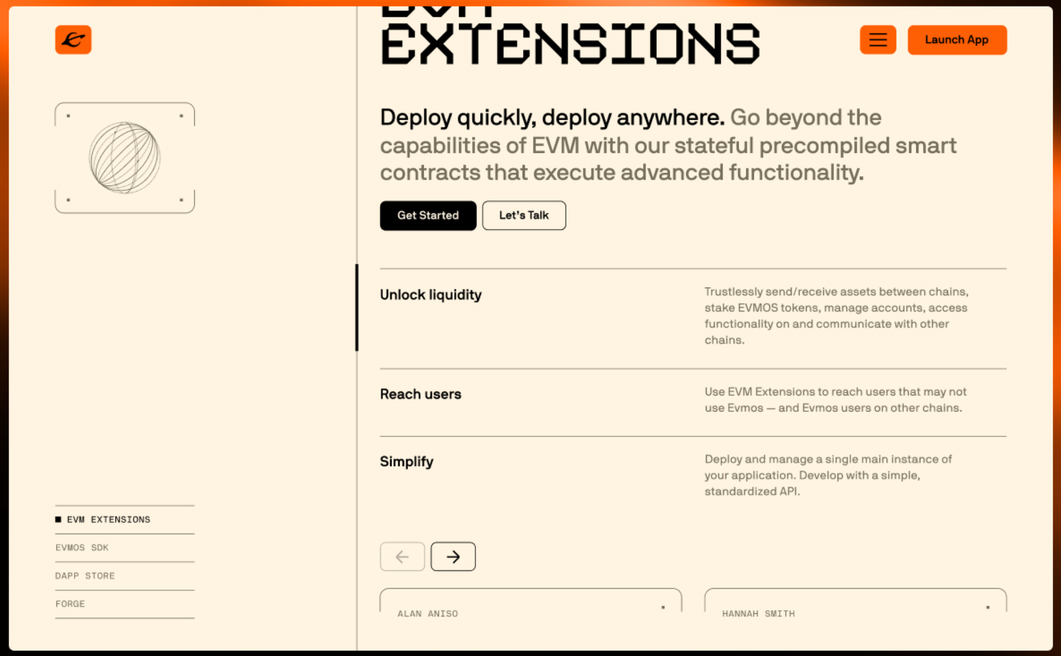
We launched Evmos on August 2, 2023 and are still gathering data points on results.

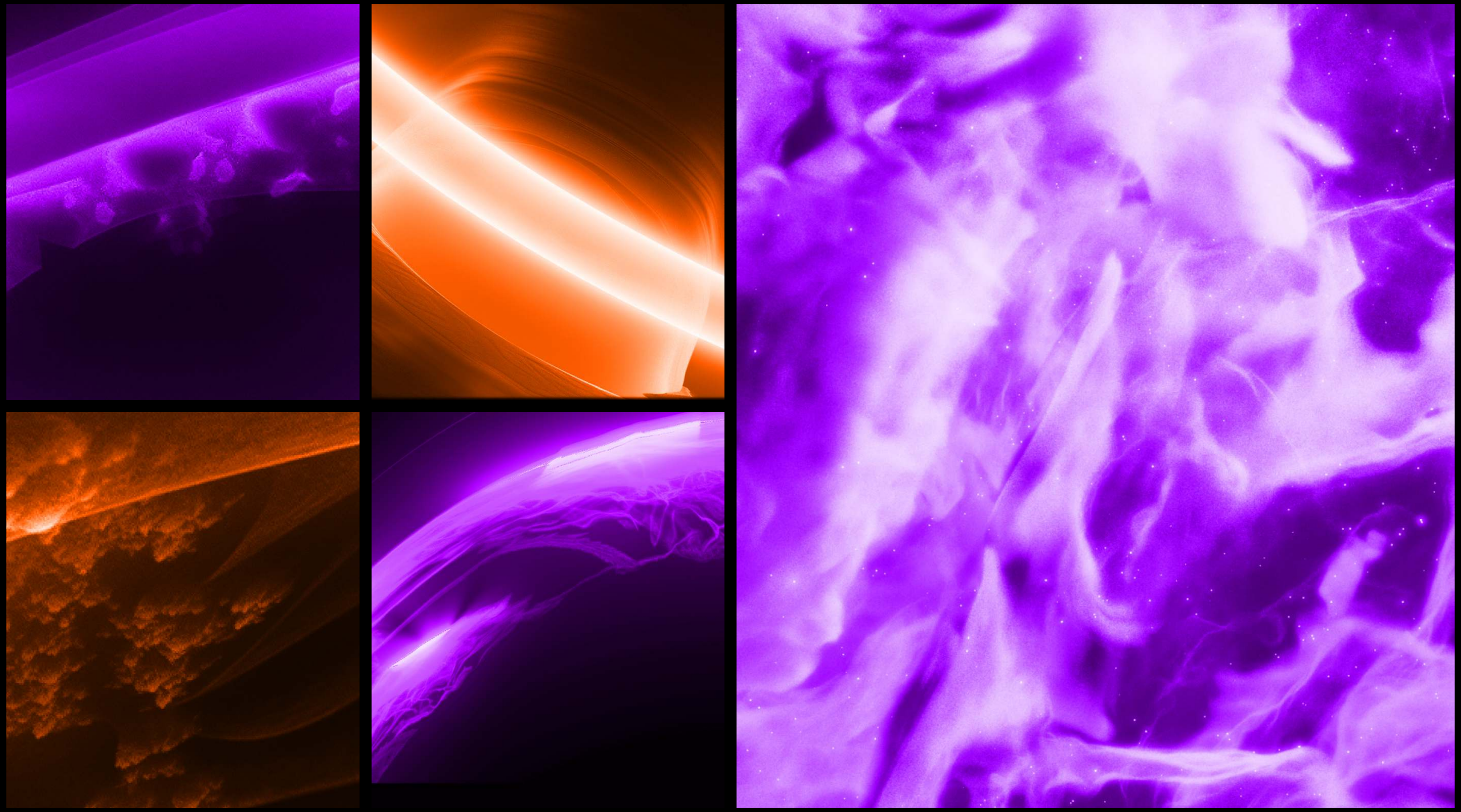

Evmos
Technology
Community
Mission
Launch App
GO EVERYWHERE
REACH ANYWHERE
DEPLOY
ONCE—
GO EVERYWHERE
REACH EVERYWHERE
Evmos is the operating system for cross-chain applications.
Start Building
Read Manifesto
GO EVERYWHERE
REACH EVERYWHERE
MONTHLY ACTIVE USERS
212K+
MONTHLY TRANSACTIONS
900K+
APPS AND 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
001

REACH
ANYWHERE

DISPL
PLANET
GALAXY
FUSION
QUIXOTICALLY
EQUILIBRIZES
POLYGAMIZING
CIRCUMJACENT
NONOXIDIZING
ASTROGATE
€347.52
€347.52


Evmos
Technology
Community
Mission
Launch App
UNSILOED FUTURE
OUR MISSION
UNSILOED FUTURE
Building a world where the next million Web3 users are simply regular users.
UNSILOED FUTURE


EXTENSIONS
Launch App
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.
EVM EXTENSIONS
EVMOS SDK
DAPP STORE
FORGE
ALAN ANISO
HANNAH SMITH



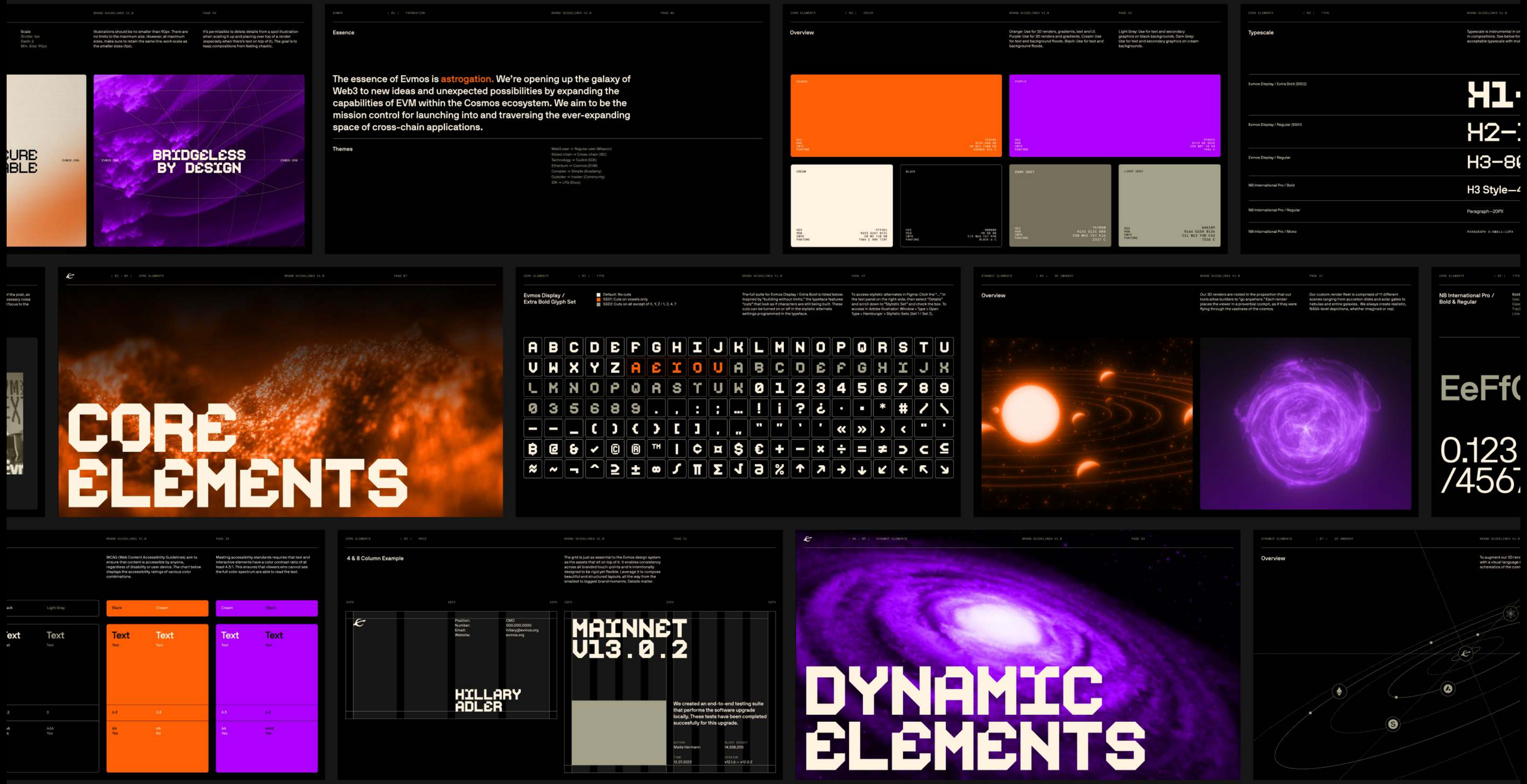
BUILD WITH
EVMOS
July 24th
Up Next - EVM Extensions
EVM EXTENSIONS
DYNAMIC FEES
NEW TOKENOMICS
OUTPOSTS
DAPP STORE
BEST USER EXPERIENCE
FASTEST ONBOARDING
EVMOS.ORG
DISCORD
REDDIT

Launch App
JOIN
THE MISSION
Community →
Build. Get ready.
Academy →
Discover. Get smart.
Grants →
Create. Get paid.
Ecosystem →
Explore. Get inspired.
EVMOS NEWS

MORE
POSSIBILITIES

837-9-02
02

THE
ORIGINAL
EVM OF
COSMOS
Evmos
Evmos
DEPLOY
ONCE-
ACCESS ALL
ECOSYSTEMS
THE
ETHEREUM
CANARY
CHAIN
Evmos


BRIDGELESS BY DESIGN
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
Overview
Typescale
CORE ELEMENTS
Evmos Display / Extra Bold Glyph Set
Overview
NB International Pro / Bold & Regular
4 & 8 Column Example
HILLARY ADLER
MAINNET V13.0.2
We created an end-to-end testing suite that performs the software upgrade locally. These tests have been completed succesfully for this upgrade.
DYNAMIC ELEMENTS
Overview

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.

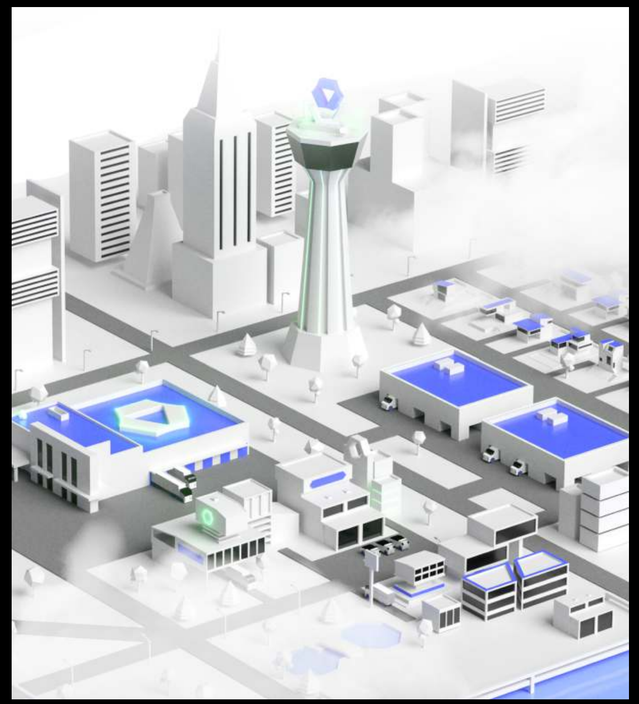
Hillary Adler, Chief Marketing Officer

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 reply 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.

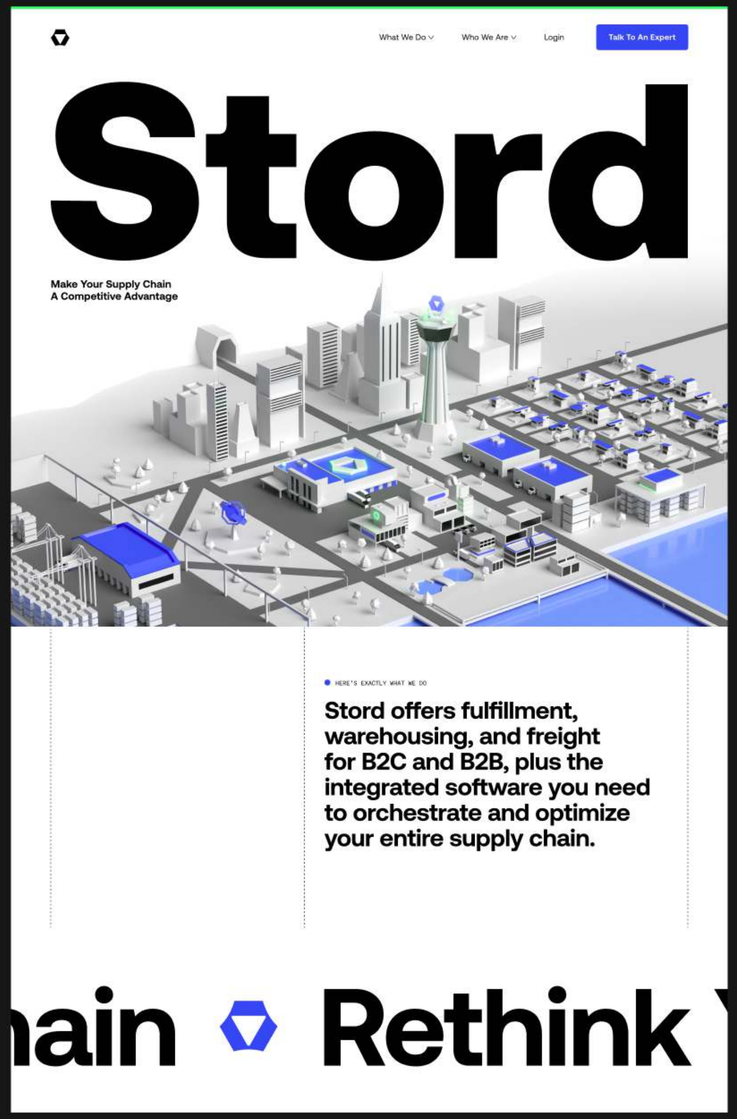
Outcomes

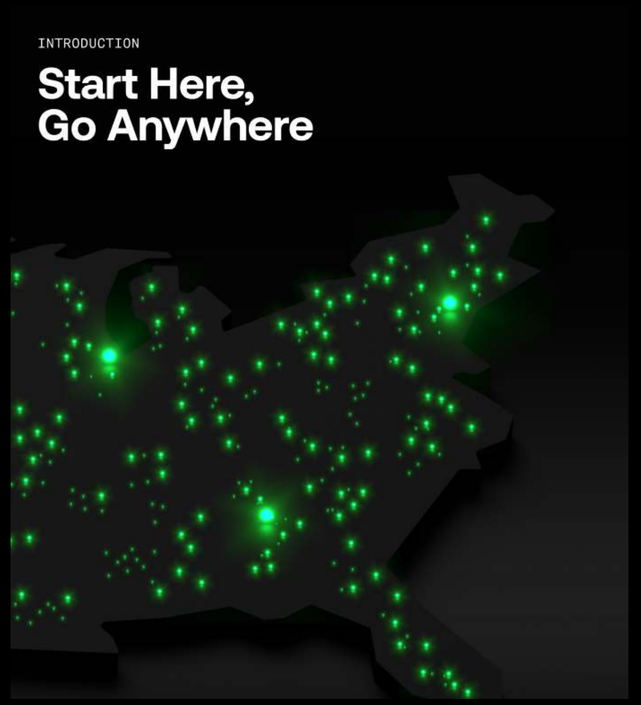
With a huge placement on a state-of-the-art, 386,000 square foot facility in Atlanta, Stord holds the record for the largest logo we've ever done.

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."


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.
hain
Rethink


INTRODUCTION
Start Here,
Go Anywhere

Stord

Stord

What We Do

Who We Are

Login

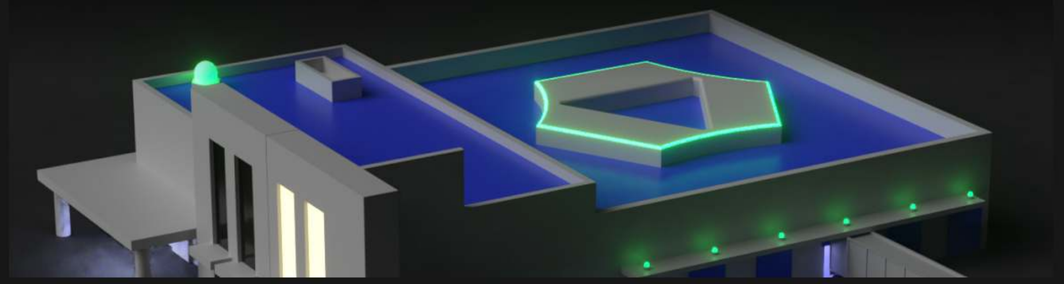
Talk To An Expert

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

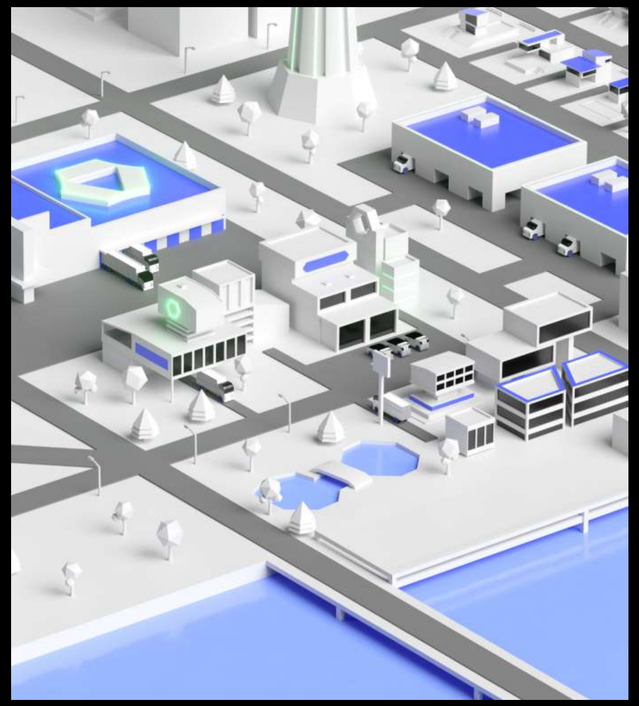
FILTER BY CATEGORY:

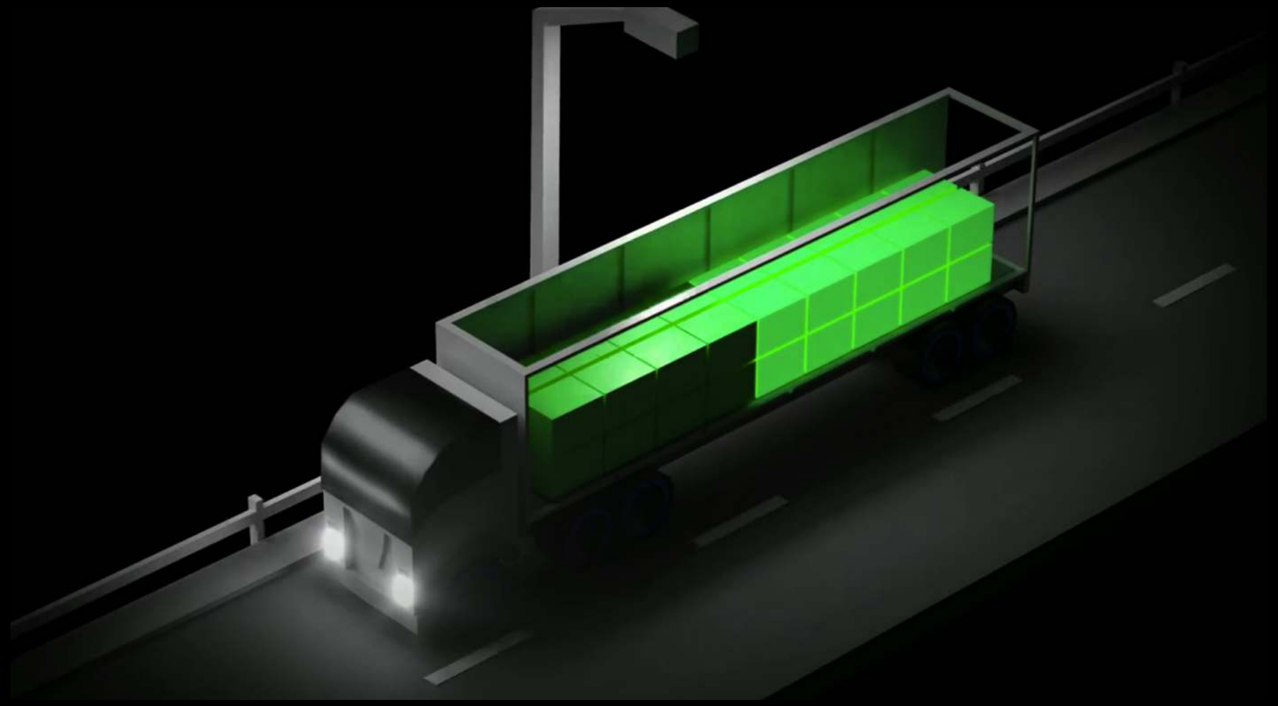
Blog

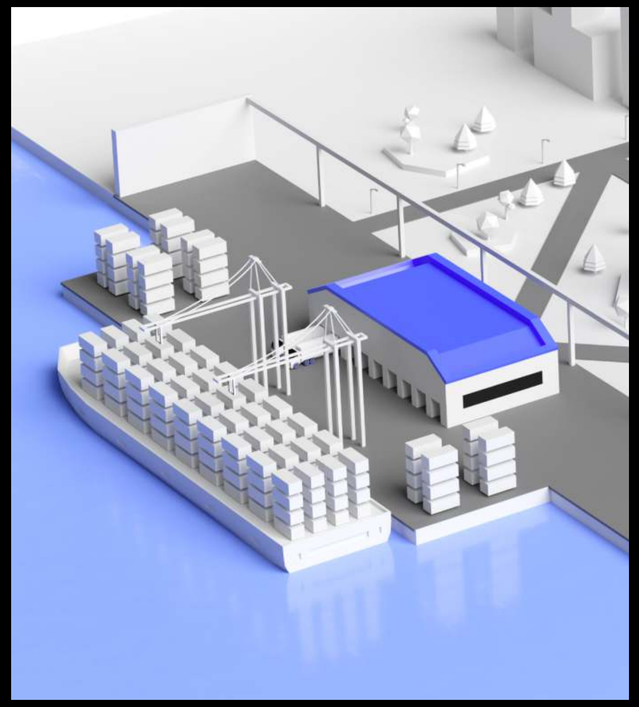
Resources

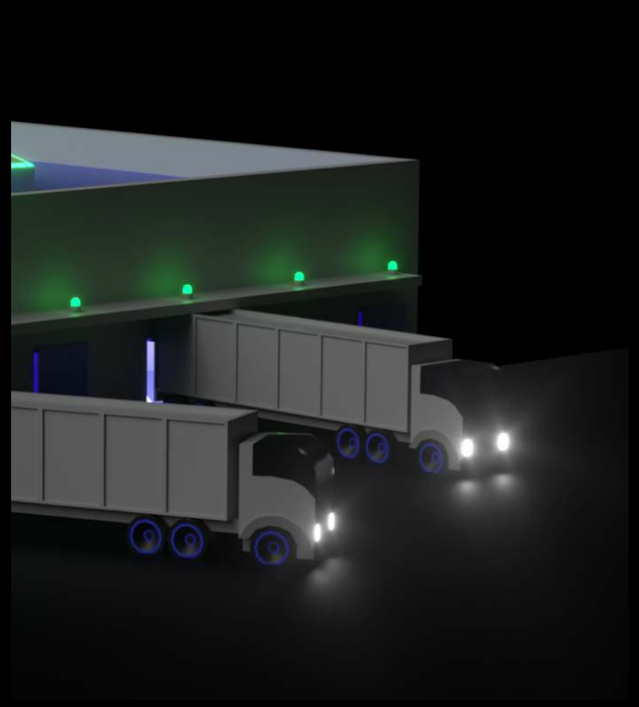
LIFE AT STORD

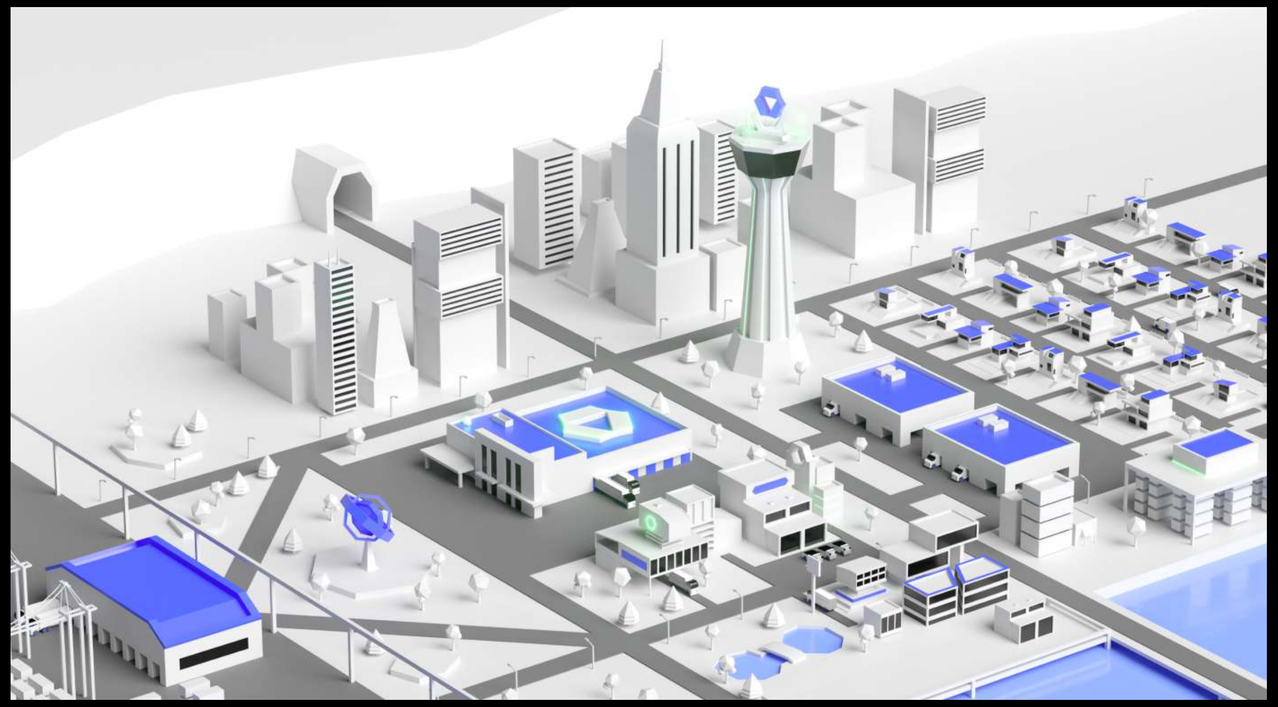
TECHNOLOGY



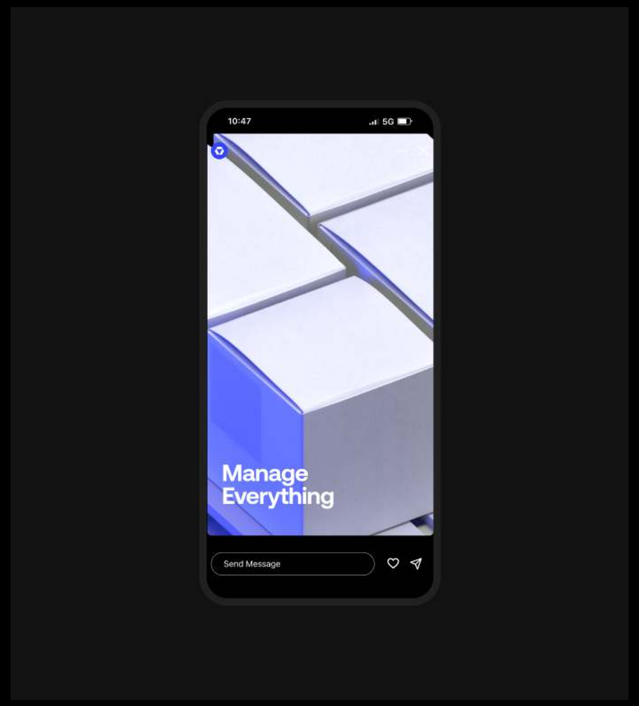




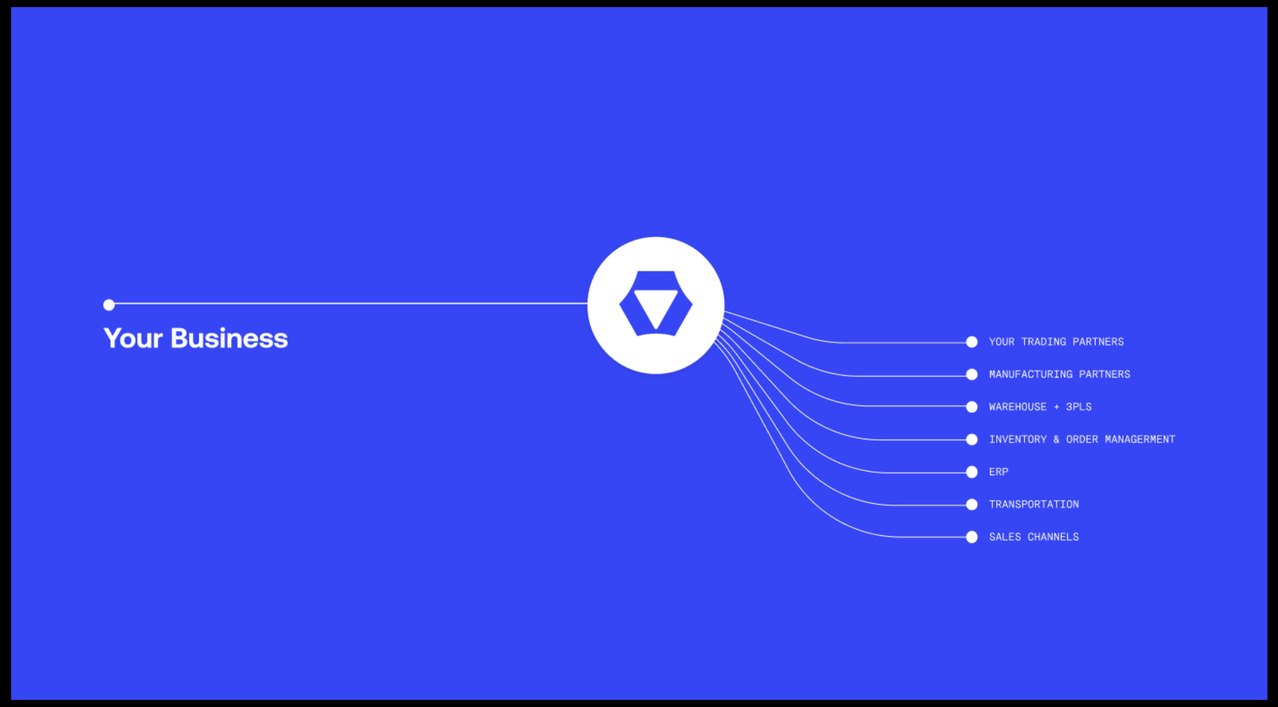


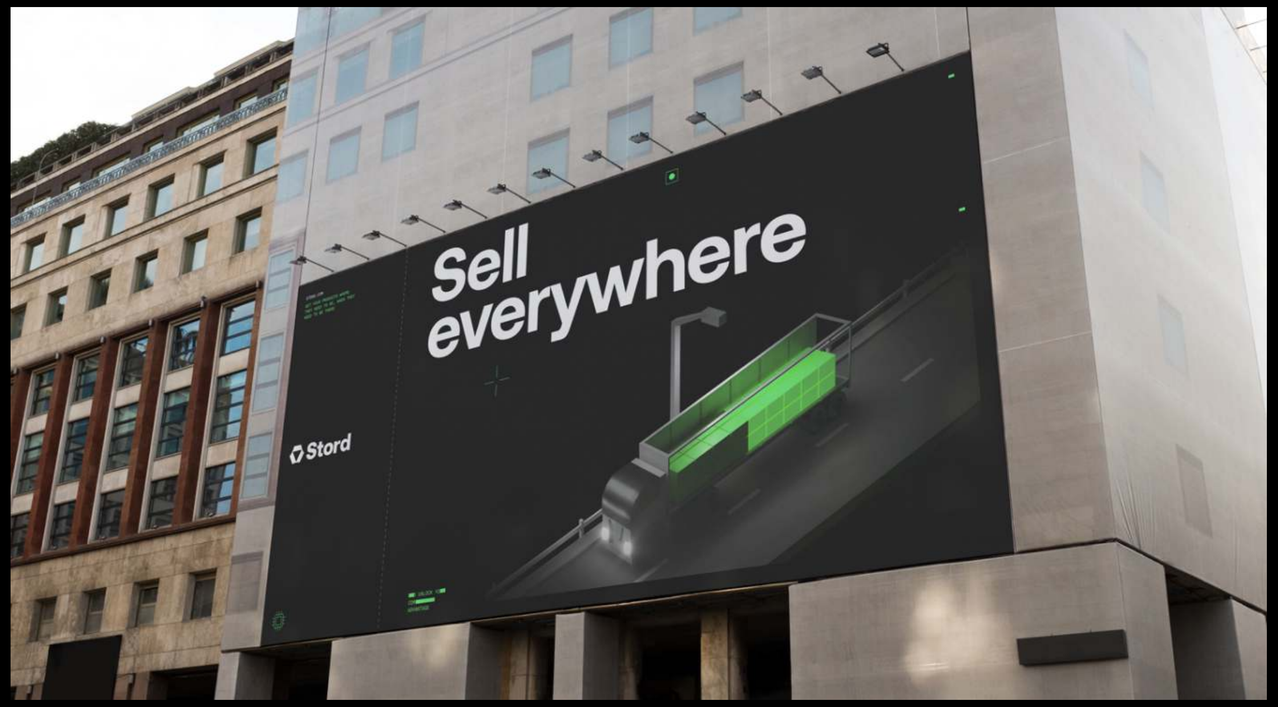


Software
What We Do
Who We Are
Login
Talk To An Expert
The last supply chain integration you'll ever need – connect once to orchestrate your logistics with full visibility into your entire supply chain from a single dashboard.
View Software
OGISTICS IS THE PAST
CHAIN IS THE FUTURE


10:47
5G
Manage
Everything
Send Message

Stord
Sean Henry


Your Business
YOUR TRADING PARTNERS
MANUFACTURING PARTNERS
WAREHOUSE + 3PLS
INVENTORY & ORDER MANAGERMENT
ERP
TRANSPORTATION
SALES CHANNELS


Sell
everywhere
Stord

Emblem

Our 3D emblem can be used 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 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 than life presence.

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.

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/ type panel.

12 Baseline
12 * 1.309 = 16pt (10pt)
12 * 1.309 = 15pt
15 * 1.309 = 19.75 (18pt)
18 * 1.309 = 23.43 (23pt)

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

135PX Clou
183PX Clou
79PX Cloud
68PX Cloud Su
46PX Cloud Supp
35PX Cloud Supply
27PX Cloud Supply Chai
21PX Cloud Supply Chain
12PX* CLOUD SUPPLY CHAIN

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 flood of black to enhance affect.

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

Views

An orthographic projection, 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 is 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: 110% - 140%
Tracking: 0% - 2%

Aeonik Pro Regular

Courtesy of Cotype Foundry

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

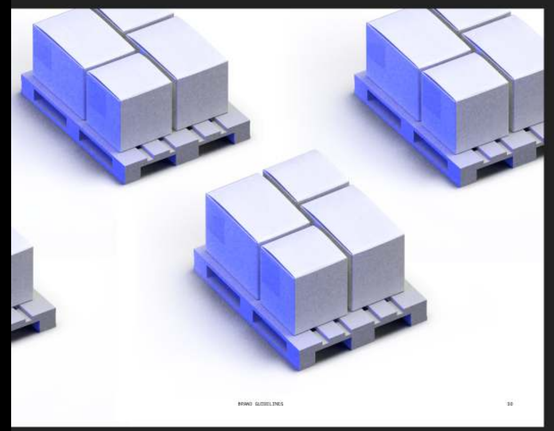
AaBbCc
123

1234567890
@#$%^&*()/<>.,+!?

Dynamic Infographics

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

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



Contrast

The Stord 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.

AAA DNP DNP
AAA AAA AAA

MOST USED PAIRINGS

SECONDARY PAIRINGS

AAA AA
AAA AA DNP

ACCENTS

AA
AA
AA
AAA

Map Infographics

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

Fulfillment That Fuels Growth

Primary Network
Dedicated 3rd Party Capacity

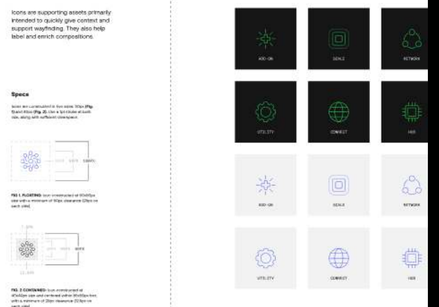
Extended Network
Premier Partner Network

White-cities providers force your business into their inflexible fulfillment networks. Stord builds a custom plan based on your needs to increase speed, lower costs, and improve customer experiences – making fulfillment your competitive advantage.

Icons

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

Space



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

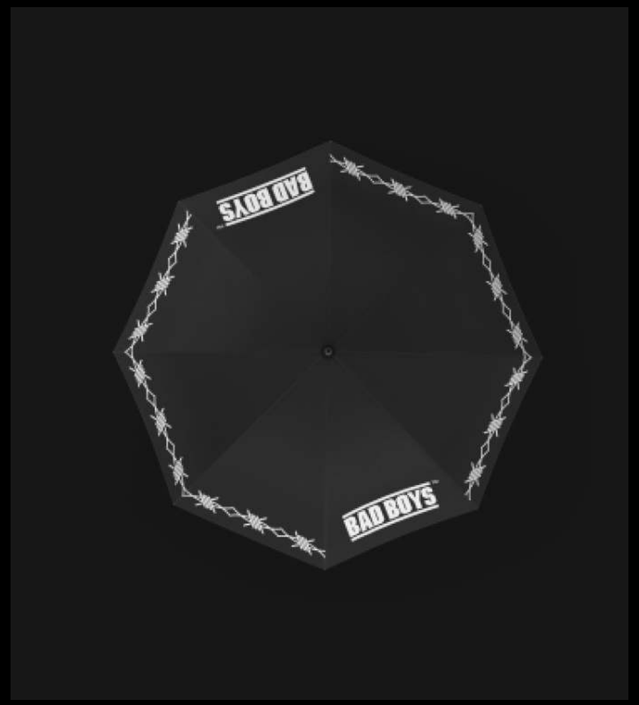
Most merch stores disappoint because they’re made by marketing teams using uninspired Shopify templates for the purpose of making a quick buck. And consumers can tell.

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.

1995 BB 2020
25TH ANNIVERSARY


BAD BOYS
BAD BOYS

BAD BOYS
RIDE TOGETHER. DIE TOGETHER.
Mike, Marcus, and Julie start arguing, nobody paying attention to his gun, Julie just walks out
CLERK: Hey, freeze b*tch!
As he points the gun her way, in a flash Mike and Marcus stop arguing and point their guns at his head
MIKE: YOU freeze, b*tch!
CLERK: Oh sh*t, I'm ****ed.
MIKE: Now back up, put the gun down, and get me a pack of Tropical Fruit Bubblicious.
MARCUS: And some Skittles.
BAD BOYS FOR LIFE.

BAD BOYS
BAD BOYS
™

BB4L
25
BAD BOYS
TM & ©2020 CPX
ALL RIGHTS RESERVED

WE RIDE TOGETHER.
WE DIE TOGETHER.

SHOP INFO FAQ GALLERY

CART USD 0.00 (0 ITEMS)

OFFICIAL BAD BOYS
MOVIE MERCH STORE

BAD BOYS

WILL SMITH MARTIN LAWRENCE
BAD BOYS
25TH ANNIVERSARY
1995
2003

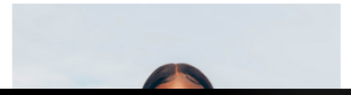
Bad Boys For Life (R)
ACTION, COMEDY, CRIME
DATE
01-17-2020
TIME
7:00 PM
2h 4min
FREE SEATING
ADMIT 1 ONLY
THEATRE 07
E0013-0700-40-05684
BADBOYSSTORE.COM

BAD BOYS

SHOP INFO FAQ GALLERY CART USD 0.00 (0 ITEMS)

OFFICIAL BAD BOYS
MOVIE MERCH STORE

GALLERY



BAD BOYS

SHOP INFO FAQ GALLERY CART USD 0.00 (0 ITEMS)

OFFICIAL BAD BOYS
MOVIE MERCH STORE

BB QUOTE HOODIE $65.00

STYLE: BLACK

SIZE: LARGE

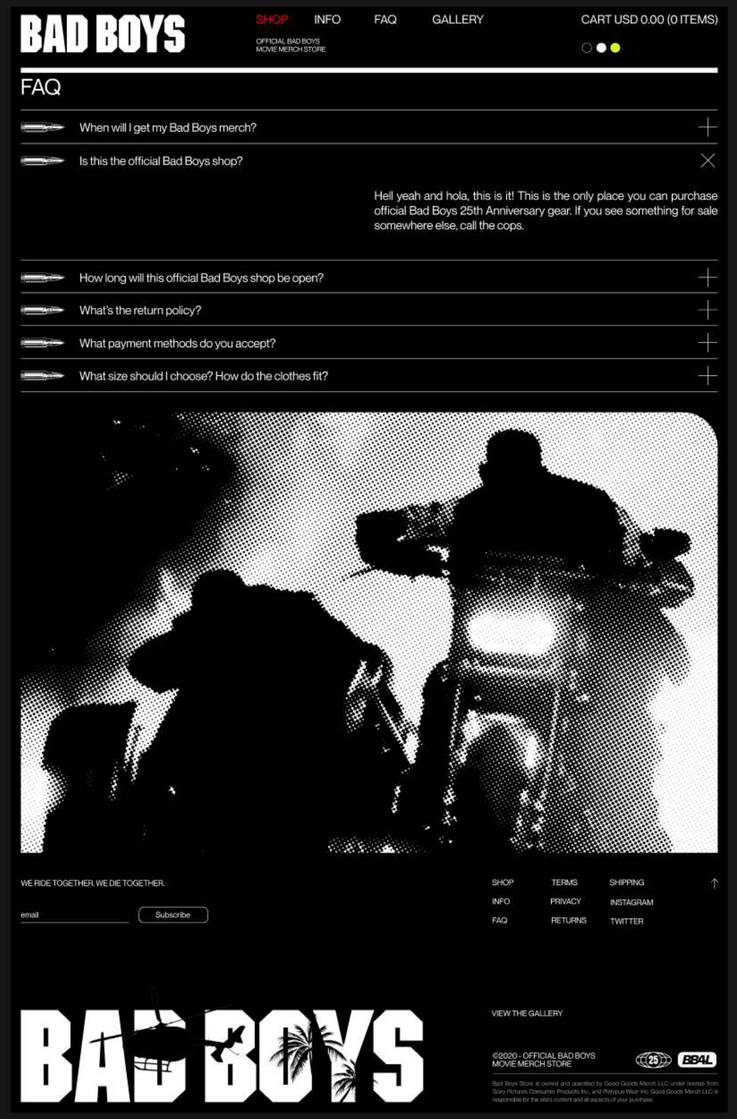
SM MD LG XL XXL ADD TO CART

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

RIDE TOGETHER, DIE TOGETHER.
BAD BOYS
BAD BOYS FOR LIFE


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?
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
Subscribe
SHOP
INFO
FAQ
TERMS
PRIVACY
RETURNS
SHIPPING
INSTAGRAM
TWITTER
BAD BOYS
VIEW THE GALLERY
©2020 - OFFICIAL BAD BOYS MOVIE MERCH STORE
Bad Boys Store is owned and operated by Good Goods Merch LLC, under license from Sony Pictures Consumer Products Inc., and Pompous Wear Inc. Good Goods Merch LLC is responsible for the site's content and all aspects of your purchase.

BAD BOYS

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

hello@studiofreight.com

studiofreight.com

+1 614.623.5725