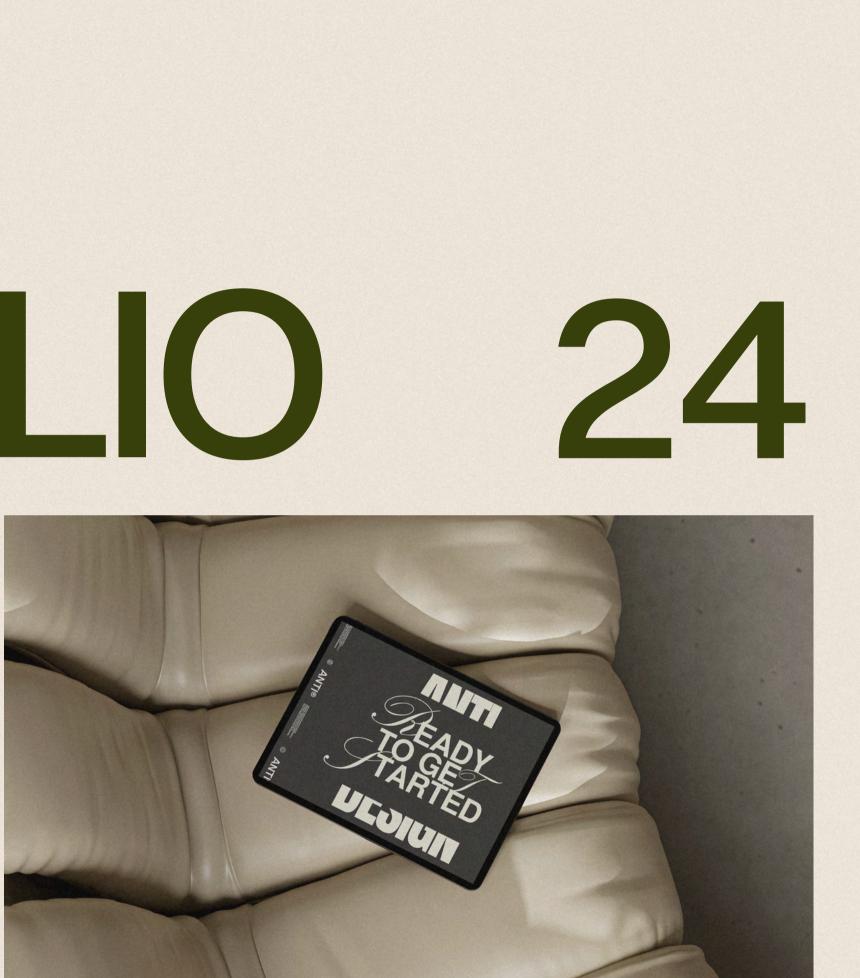


PORTFOLIO



CREATIVE

ANTIDESIGN

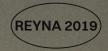


クリエイティブプロジェクトスタジオラボ CREATIVE COLLECTIVE • ORANGE COUNTY 天使たち





ANTIDESIGN PORTFOLIO

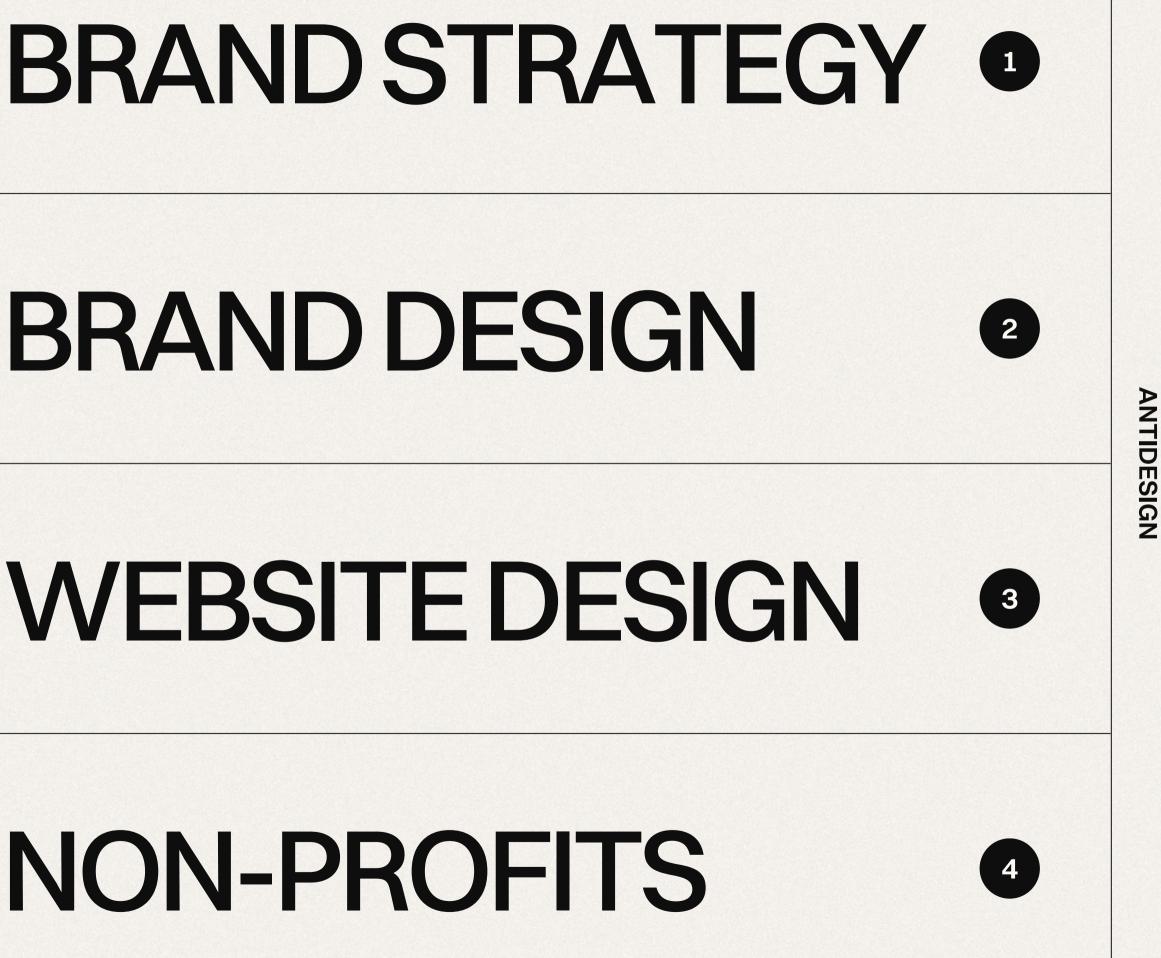


BRAND DESIGN

WEBSITE DESIGN

NON-PROFITS

Creative Direction







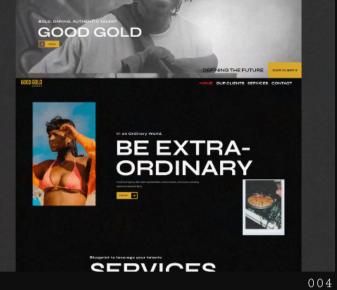












affix

REST fix

CBD PATCHES LLNESS THAT STIN









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GOOD GOLD

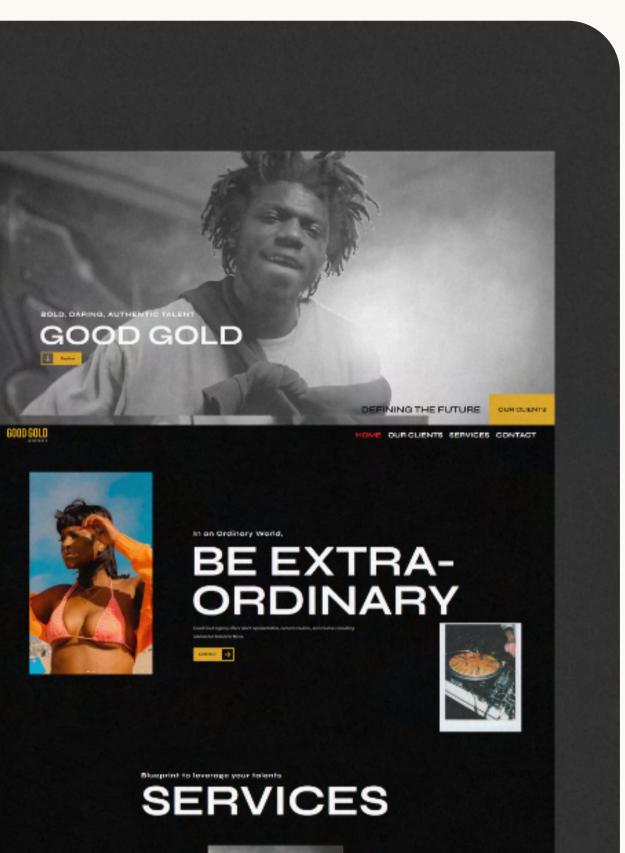
ABOUT

GOOD GOLD AGENCY

WEBSITE DESIGN2022

Talent Agency that doesn't just understand culture, they create it,

We helped Good Gold Agency create a website that is just as professional and dope as their clientele.



TALENT MANAGEMENT
relate to include the local sensitive induction induction



VIBIBILITY

 SOCIAL MEDIA MANAGEMENT In compare. Differ to all our mer all administration on any transmission.



503 CAFECITO

503 CAFECITO	
CREATIVE DIRECTION	2024
PACKAGING	2024
WEBSITE DESIGN IN PROGRESS	2024

ABOUT

Our design strategy draws inspiration from the vibrant and rich artistic traditions of El Salvador. Salvadoran art, steeped in cultural symbolism and history, provides the foundation for our visual narrative. By embracing these artistic roots, we aim to showcase the authentic spirit of El Salvador, capturing the essence of its people and their connection to the land.





SUNRISE ROAST

Introducing Lava Sunrise Roast - A Symphony of Flavor from El Salvador's Volcanic Riches

Unearth the essence of EI Salvador's lush volcaria landscapes with our Lava Sunrise Roast. Sourced from coffee beans nurtured in the nurtient-rich volcanic soil, this exceptional blend encapsulate the unique terroir of the region, delivering a coffee experience like no other.

FLAVOR PROFILE

Indulge your senses in a harmonious medley or rich cocon notes, complemented by hints of nun understones and a subtle, lingering sweetnes Lava Sunrise Roast is a bold and well-balance coffee, reflecting the meticulous care invested b local farmers in every stage of cultivation an homentime.

HEALTH BENEFITS:

myriad of health benefits. The volcanic soil of El Salvador imparts a dissinct mineral profile to the beans, envirthing the coffee with essential mutrients. Packed with antioxidants, Lava Sunrise Roast supports overall well-being, promoting a healthy immune system and adding in stress

BREWING SUGGESTIONS:

For an optimal experience, we recommend a medium grind and breving using your preferred method. Whether you savor it as a morning ritual or an aftermoon pick-me-up. Lava Suntise Roas promises to elevate your coffee appreciation to new heights.



dedicated to upholding the values of high quality, honesty, trus, and transparency. Each up of Lava Sumrise Roast reflects our commitment to showcasing the exceptional coffee culture of El Sahador and fostering a connection between passionate coffee enthusiasts and the local farms we percouble partner with.

JOIN THE FAMILIA SALVADORENA:

By enjoying Lava Sunnise Roat, you become part of a community that celebrates the rich heritage and unique flavors of El Salvador. Our coffee is more than a beverage, it's a journey through the volcanic landscapes and artistic spirit of this captivating region.

Brew. Sip. Experience. Lava Sunrise Roast – A Taste of El Salvador's Volcanic Majesty in Every Cup.



Lava Sunrise Roast – A Taste (El Salvador's Volcanic Majesi in Every Cup.



WORLD CHANGER

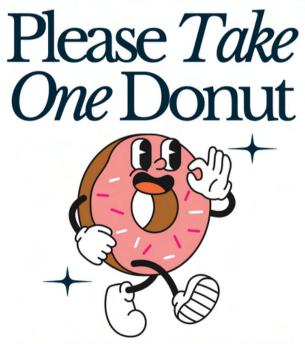
WELLSOFLIFE.ORG	
BRAND IDENTITY + STRATEGY	2020
WEBSITE DESIGN	2024
QUARTERLY CAMPAIGNS + CREATIVE	current
SUSTAINABLE PROGRAM DEVELOPMENT	current
INTERN PROGRAM MANAGEMENT	current

ABOUT

Wells of Life Youth Ambassador Initiative

Wells of Life is a 501(c)(3) non-profit faith-based organization whose mission is to provide rural Ugandans access to safe, clean water through the installation or restoration of sustainable borehole water wells and WASH (water, sanitation, and hygiene) educational programs.

Brand Identity, Brand Strategy, Program Development, Campaign Strategy, Website Design, Email Marketing Design, Messaging, Social Support, WELLS OF LIFE THANKS YOU



CLEAN WATER IS A HUMAN RIGHT Thank you for believing in a world where everyone has safe access to clean water. We look forward to working with you.

WELLS OF LIFE



THANKYOU

FOR YOUR

SUPPORT











CREATIVE STRATEGY	
STORYTELLING SCRIPTING	2024
COLLATERAL DESIGN	2024

ABOUT

Partnered with Wells of Life and the renowned YouTuber and philanthropist, Mr. Beast, whose remarkable efforts have earned him a dedicated global following of 208 million people. over This collaboration marks a momentous occasion as we worked together to provide 30 essential wells in Uganda, making clean water accessible to tens of thousands in need. We are currently building our youth leadership programs in 2024.



WATCH OUR COLLAB VIDEO ON BEAST PHILANTHROPY'S CHANNEL

Mr. Beast, a globally recognized YouTuber and philanthropist with a following exceeding 208 million people, has joined forces with Wells of Life in a monumental partnership. We encourage you to watch the video he and his remarkable team have created about this collaboration, which you can find by scanning the QR code or going to Beast Philanthropy's channel.



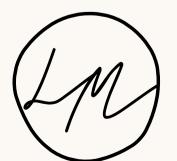
LENA MARIE

LENA MARIE	
WEBSITE DESIGN	2024
FULL BRANDING	2024

ABOUT

Lena Marie envisions a world where every wanderer in their 20s and 30s achieves a harmonious balance between travel, wellness, and self-care. By fostering a supportive online ecosystem, Lena Marie aspires to be the catalyst for a generation that not only experiences the richness of diverse cultures but also thrives in their pursuit of holistic wellbeing and the realization of entrepreneurial dreams.

GOBOOK THAT FLIGHT





From hidden gens to iconic Candmarks, let's explore the world together.

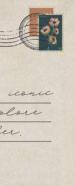
GRAB YOUR PASSPORT



LENA MARIE CLIENT: BRAND NAME



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@LENAMARIE

HI, I'M LENA

resentation are communication tools that can be used as lemontrations, lectures, reports, and more. It is mostly presented before n audience.

LET'S GET TO WORK





UGC

Fernanda Ramirez WE MAKE A GREAT TEAM

Protect your skin from the harsh shifted TB/B yearing sunscreen with a high SFP server day, even on cloudy days. Repepty every two hours, especially if you're spending time outdoors. Don't forget dever aposed areas like your face, neck, man, and lega. Poeter your skin from the harsh summer num by wearing sunscreen with a high SFP every day, even on cloudy days. Reapply every two hours, popcially if yours pending specificity. But forget to cover exposed areas like your face, neck, and the specific to cover exposed areas like your face, neck, and the specific to cover exposed areas like your face, neck, and the specific to cover exposed areas like your face, neck, and the specific to cover exposed areas

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SUPERCHARGED ORGANICS

SUPERCHARGEDORGANICS.COM

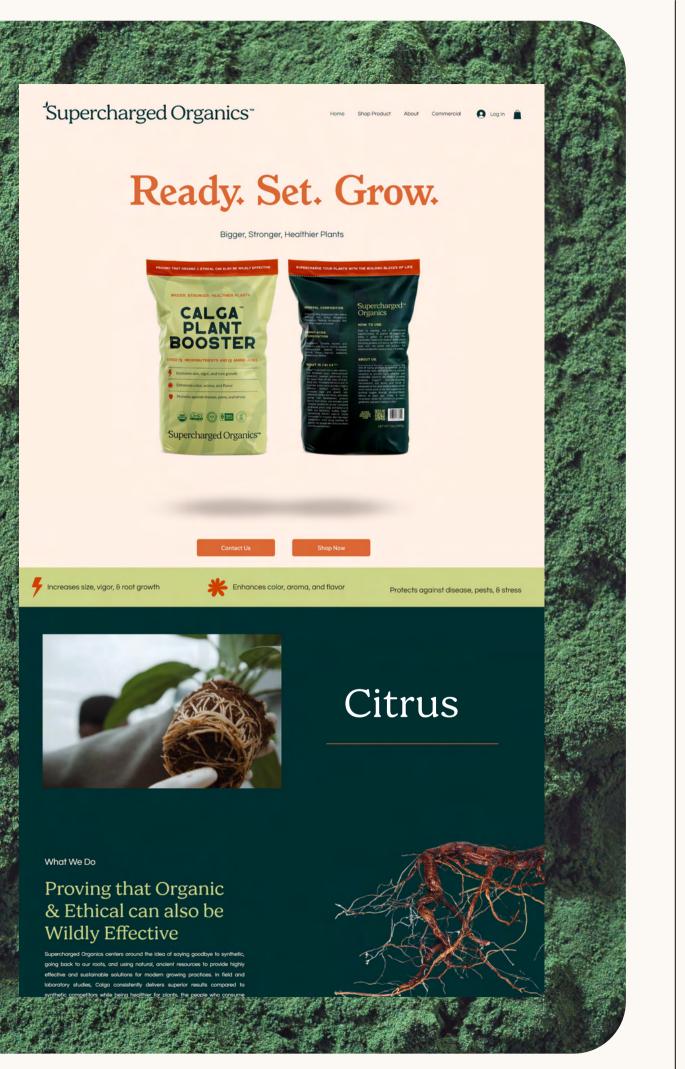
BRAND DESIGN	2023
WEBSITE DESIGN	2024



ABOUT

BIOSTIMULATING FERTILIZER - which boosts your crop, from root to fruit, from planting to harvest, until it reaches consumption. Supercharged Nutrients® is made up of 100%

Nutrients® is made up of 100% Lithothamnium, a fossilized seaweed that combines minerals and amino acids with quick action and easy assimilation. Highimpact plant nutrition.NATURAL AND ORGANIC - USDA Organic Certification / OMRI Based on fossilized marine algae, an organic fertilizer that contributes to production, soil, water and healthy planet in a sustainable way. Consolidated market in Europe for over 60 years. It's natural product - does not contain synthethic chemicals or fillers / PLANT FOOD - Easy to use and safe around children and pets good for everyone and everything.

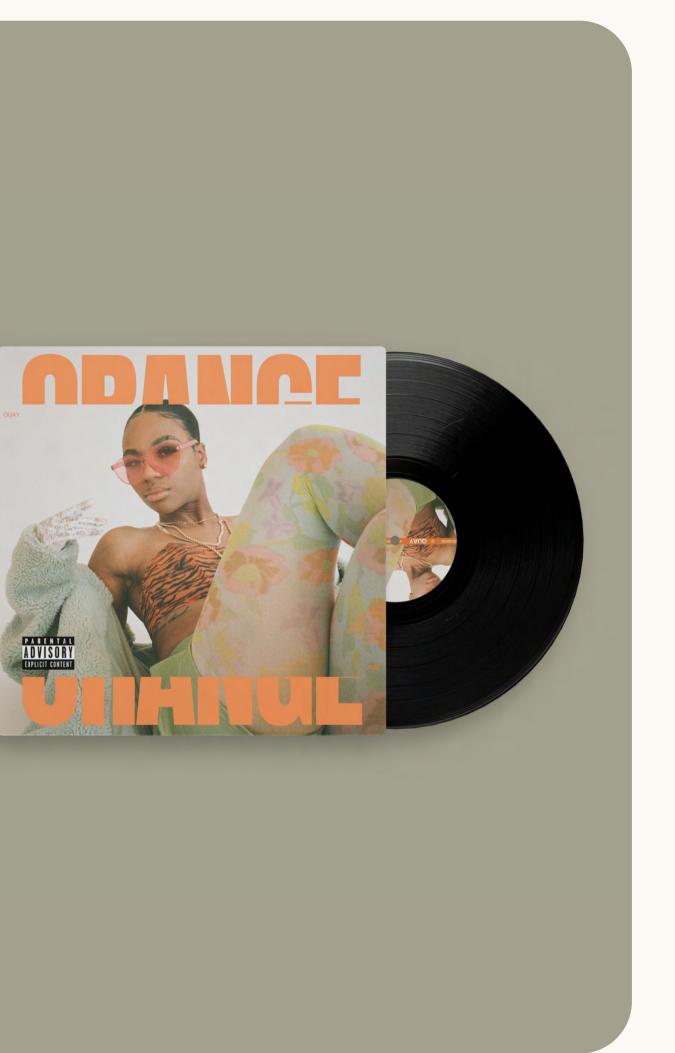


QUAY

QUAY	
ORANGE ALBUM	2022

ABOUT

Quay is an R&B singer and producer, We were honored to be able to help direct and design the Orange Album.



SUMMIT CØLLECTION



Experience a seamlessly functional living designed to s space, offering both practicality and ease of implement your home while exuding an aura of luxury and sophisti

MODAVIA

BRAND IDENTITY/STRATEGY	2023
WEBSITE DESIGN	2023

MODAVIA

ABOUT

We created a minimal contemporary aesthetic for Modavia to reflect the brand's commitment to simplicity, elegance, and timeless design. By embracing a functional luxury approach, Modavia's pieces are not only visually appealing but also thoughtfully crafted to enhance everyday living experiences. This strategic choice aims to resonate with customers seeking sophistication, quality, and comfort, making Modavia the ultimate destination for those seeking refined living solutions.





Name Here

@reallygreatsite hello@reallygreatsite.com reallygreatsite.com +123-456-7890 123 Anywhere St. Any City, ST 12345



SEAMLESSLY FUNCTIONAL LIVING DESIGNED TO SUIT YOUR SPACE

HOME

SHOP

MODAVIA

ABOUT CUSTOM



SUMMIT COLLECTION Experience a semististy functional living designed to suf your space, offering both practically and rase of parametrization is your home while endering an array survey and tophatication.



SEAMLESSLY FUNCTIONAL LIVING DESIGNED TO SUIT YOUR SPACE



ANTIDESIGN

CUSTOM ORDERS Experience a teachersh functional living designed to sull year space, offering both precicality and ease of implementation to your home while exualing an aire of tuarry and application.

T M EAMLESSLY FUNCTIONAL LIVING DESIGNED TO SUIT YOUR SPACE

MODAVIA

AI CUS SHOP NOW

RENEE PACQUET

RENEE-PACQUET.COM	
BRAND DESIGN	2023
WEBSITE DESIGN	2023

ABOUT

Renee Jane Paquette is a Canadian-American television personality working as a backstage interviewer for All Elite Wrestling (AEW). She was previously known for her time in WWE between 2012 and 2020, where she served as a commentator, presenter, and interviewer under the ring name Renee Young. During her time in WWE, Young also appeared as a main cast member on the reality television series Total Divas. Prior to signing with WWE, she was a sports broadcaster for The Score Television Network.





RENEE PAQUETTE

воок

YOUTUBE



🐓 WATCH 'NOT A REAL COOKING SHOW'

📕 READ MESSY IN THE KITCHE

HI THERE, I'M RENEE OUETTE

NOT A REAL COOKING SHOW

воок





Seen as a trailblazer in Sports & Entertainment, the Toronto native -Renée Paquette has been an accomplished on-air personality for over a decade now that is proud to have been the first female fulltime on-air personality for WWE's flagship show Monday Night RAW.

She's currently an on-air personality and producer for All Elite Wrestling(AEW), where you can catch her interviewing some of the brightest young stars in pro wrestling in and outside the ring.

She currently hosts two successful pop-culture podcasts, The Sessions (on Volume Network & iHeartMedia) and Renée All Dey,

WELLS OF LIFE

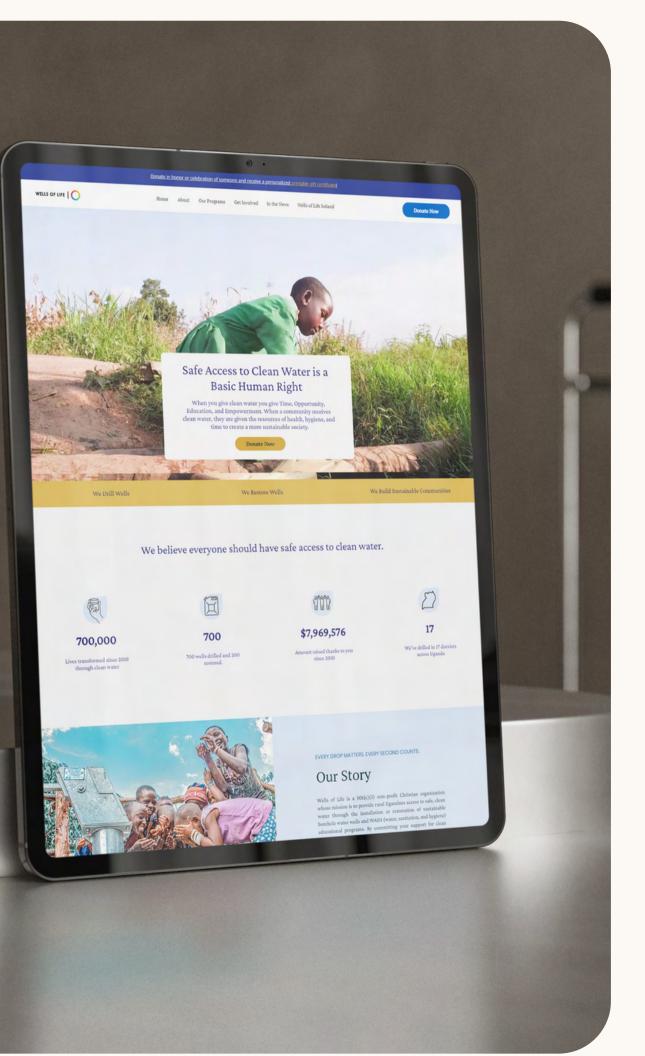
WELLSOFLIFE.ORG	
BRAND IDENTITY + STRATEGY	2020
WEBSITE DESIGN	2021
QUARTERLY CAMPAIGNS + CREATIVE	current
SUSTAINABLE PROGRAM DEVELOPMENT	current
INTERN PROGRAM MANAGEMENT	current

ABOUT

Wells of Life is a 501(c)(3) non-profit Christian organization whose mission is to provide rural Ugandans access to safe, clean water through the installation or restoration of sustainable borehole water wells and WASH (water, sanitation, and hygiene) educational programs.

Brand Identity, Brand Strategy, Program Development, Campaign Strategy, Website Design, Email Marketing Design, Messaging, Social Support,





GLAMPGEAR





Chic & Functional Outdoor Essentials

Est. 2023

BRANDING	2023
PACKAGING	2023



ABOUT

By combining country club aesthetics with a modern girly twist, GlampGear embodies a unique and sophisticated brand identity. The visual elements will reflect the idea of resort-like experiences, refined outdoor settings, and a focus on highquality, aesthetically pleasing products. The use of neutral earth tones with a touch of pink serves to create a balance between natural outdoor elements and feminine elegance.





GUTPERSONAL

GUTPERSONAL.COM	
BRAND STRATEGY	2020
BRAND DESIGN	2020
WEBSITE DESIGN	2021

ABOUT

GutPersonal is a Personalized line of science-backed supplements that support a happy and healthy gut, mind, & body. Targeting gut health, GutPersonal is the first company to offer personalized supplements to support gut health. Fully women-led company.

Brand Identity, Brand Strategy, Product Design, Label Design, Packaging Design, Mailer Design, Website Design, Email Marketing Design, Messaging, Social Support

We helped bring GutPersonal from concept to launch, and helped win a \$1.25M investment in a shark tank competition with our branded presentation.







META **ENDEAVORS**

META ENDEAVORS	
BRAND DESIGN	2022
WEB DESIGN	2021

ABOUT

Web 3.0 is the future. Whether it's related the metaverse, NFTs, to blockchain, smart contracts, or cryptocurrency, Web 3.0 will transform the way that businesses and consumers interact and connect.

Meta Endeavors was looking for a design team who could strategize a robust brand for a new field.

We developed an experimental, luxurious, and trustworthy design.

META ENDEAVORS





BRAND BOARD



WE BELIEVE WEB 3.0 IS THE FUTURE

INNOVATIVE

FUTURISTIC

TRUSTWORTHY

LUXURY

EXPERIENTIAL

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GREENTREE

GREEN TREE INC	
BRAND STRATEGY	2021
BRAND DESIGN	2021
WEBSITE DESIGN	2022

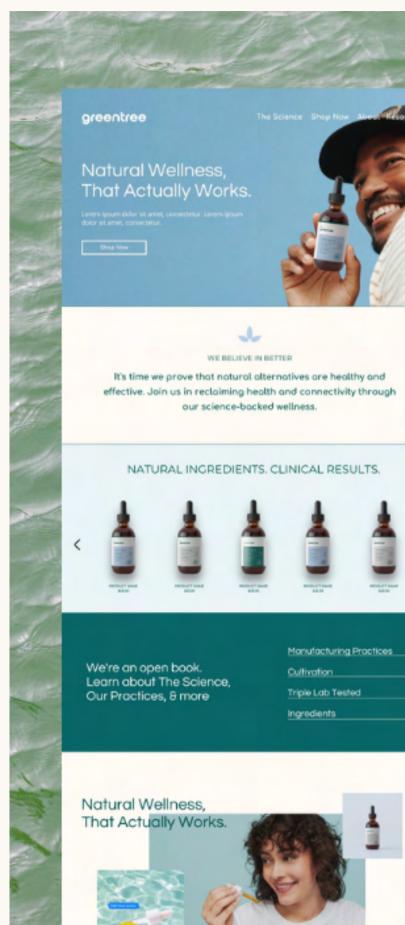
ABOUT

Natural Wellness, That Actually Works. This prescription CBD Brand celebrates natural ingredients with clinical results.

Greentree was looking for a design team who could strategize an international prescription brand, with its' largest audience being in Brazil and North America.

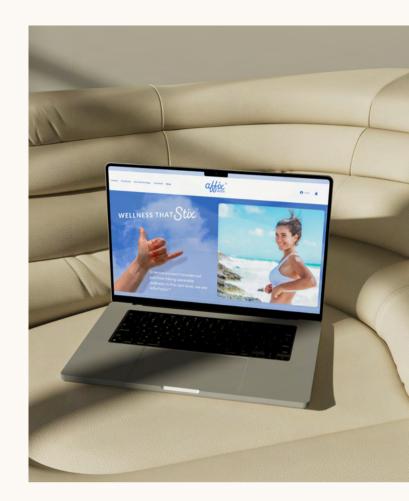
We developed a clean, breathable, and professional CBD brand identity. We also spearheaded brand strategy, visual design, product design, packaging design, website design, marketing collateral, messaging, and copywriting.





We formulate our products with MDs, PhDs, and clinical herbalists.

Shop Now



AFFIXPATCH

AFFIXPATCH.COM	
BRAND DESIGN	2022
WEBSITE DESIGN	2022

ABOUT

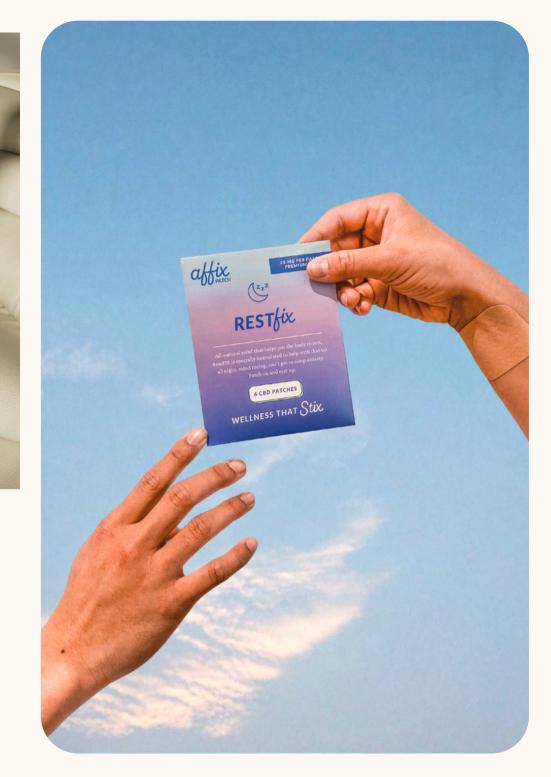
AffixPatch is Science backed transdermal patches taking wearable wellness to the next level.

Affix Founders, Brand & Larry were tired of seeing patch brands lie about their ingredients, benefits, and value. Heck, most brands would advertise vitamins that aren't even transdermal! It wasn't hard to find a niche in this space - Quality, Science-Backed Wellness that works.

Their proprietary technology works with the skin, not against it, to safely and most effectively deliver the highest levels and quality of vitamins, minerals, and CBD in the market.

We developed their brand strategy, brand identity, packaging design, product labels, website design, illustrations, marketing collateral, and more.





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BOSSBOXX

BOSSBOXX.CO	
BRAND DESIGN	2020
WEBSITE DESIGN	2020

ABOUT

BossBoxx is a one stop shop for both aspiring and experienced entrepreneurs to find professional services that will save them valuable time, money and energy while building or scaling their business.

Brand Identity, Website Design, Collateral Design, Brand Messaging <section-header><section-header>

BOSSBOXX

Home About Our Services Resource Barr Affiliates

Client Application Form

No more wasting time, money, and energy trying to build or scale an online business alone. We work with online business owners to expedite the process of running a successful online business and finally be in control of their income and time by partnering them up with verified service partners.

Take The Quiz

WHAT IS BOSSBOXX?

BossBoxx is a one stop shop for both aspiring and experienced entrepreneurs to find the services that will save them valuable time, money and energy while building or scaling their business. This platform was created by entrepreneurs, with entrepreneurs in mind. We have built a platform that will tell you eascily what you need in order to reach the next level and refer you to our pre-vetted team of professionals.

WHO IS BOSSBOXX FOR?

BossBoxx is for both aspiring or experienced entrepreneurs to find the services that will save them valuable time, money and energy while scaling their business.

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WHERE DO I START?

FLÂNER

FLÂNER	
BRAND STRATEGY	2021
BRAND DESIGN	2021
CAMPAIGN STRATEGY	2021

ABOUT

Founder of Flâner Sculpting Studio, Francis, was looking to understand her audience and determine her unique differentiator. After deep-diving into her life's dreams, motives, and the ideal - we discovered what Flâner Studio offered what no other sculpting studio could. Along with her signature offer, we also revamped her messaging, strategy, and service funnel.

Brand Identity, Brand Strategy, Campaign Design, Creative Direction

We crafted Flaner's signature offer, monthly subscription hours to book the studio. This gave her ideal audience just what they needed: Dedicated space, expert tools, only when you need them.







THE L4 PROJECT

THEL4PROJECT.COM	
NP CONSULTATION	2022
CAMPAIGN STRATEGY	2022
WEBSITE DESIGN	in progress

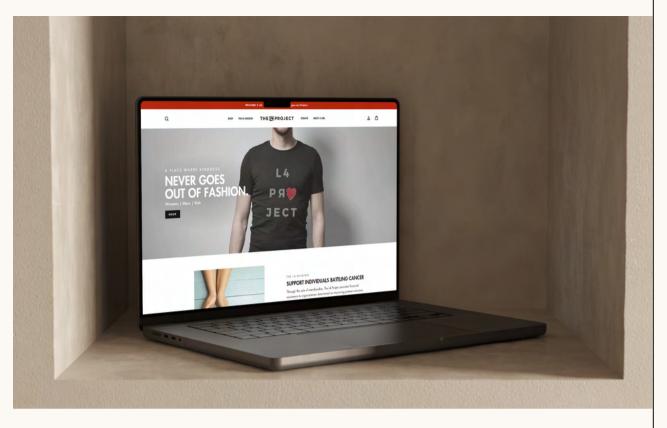
ABOUT

Lead by ABC's The Bachelor's Michael Alio, The L4 Project works alongside 501(c)3 charities and other organizations to raise awareness and money through the sale of online apparel.

Non-Profit Consultation, Website Design, Creative Direction, Campaign Strategy

We helped L4 gain massive media attention with our campaign strategy and visual story-telling.







MOXZFIT

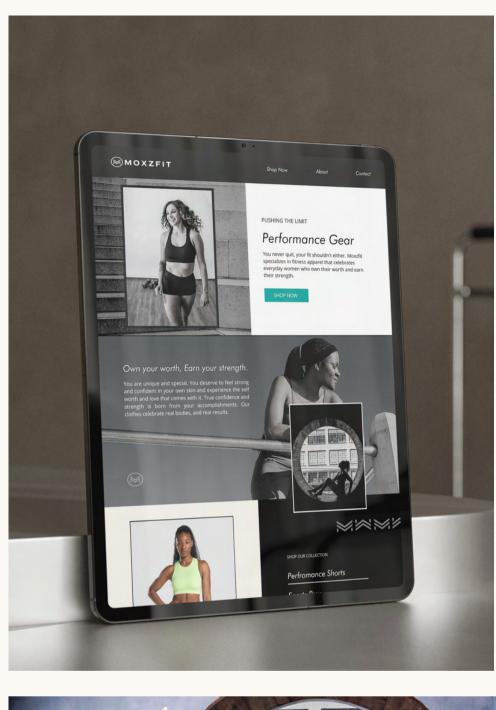
MOXZFIT.COM	
SOCIAL MEDIA	2020
WEBSITE DESIGN	2020

ABOUT

Moxzfit is a woman's fitness apparel line that celebrates real bodies and real results. Rather than hyperfocusing on social aesthetics, Moxzfit celebrates earning your strength, and owning your worth.

Website Design, Collateral Design

After developing her unique differentiators, we went ahead and revamped some of MOXZ FIT's branding. Next, we built her a strategic homepage and audience-centered website.



MAT WE CAN AG









INTRODUCTION TO STRATEGIC DESIGN

BRAND STRATEGY V. BRAND IDENTITY

- WHAT IS BRANDING?

So you want to make your business more professional, and you keep hearing that you need BRANDING?!

Immediately, you think about getting a logo and website to showcase your new products or services. It's all so exciting. However, branding is more than just a logo. BEFORE you start designing your brand visuals, you must first determine how you will present your business. This is your brand strategy.

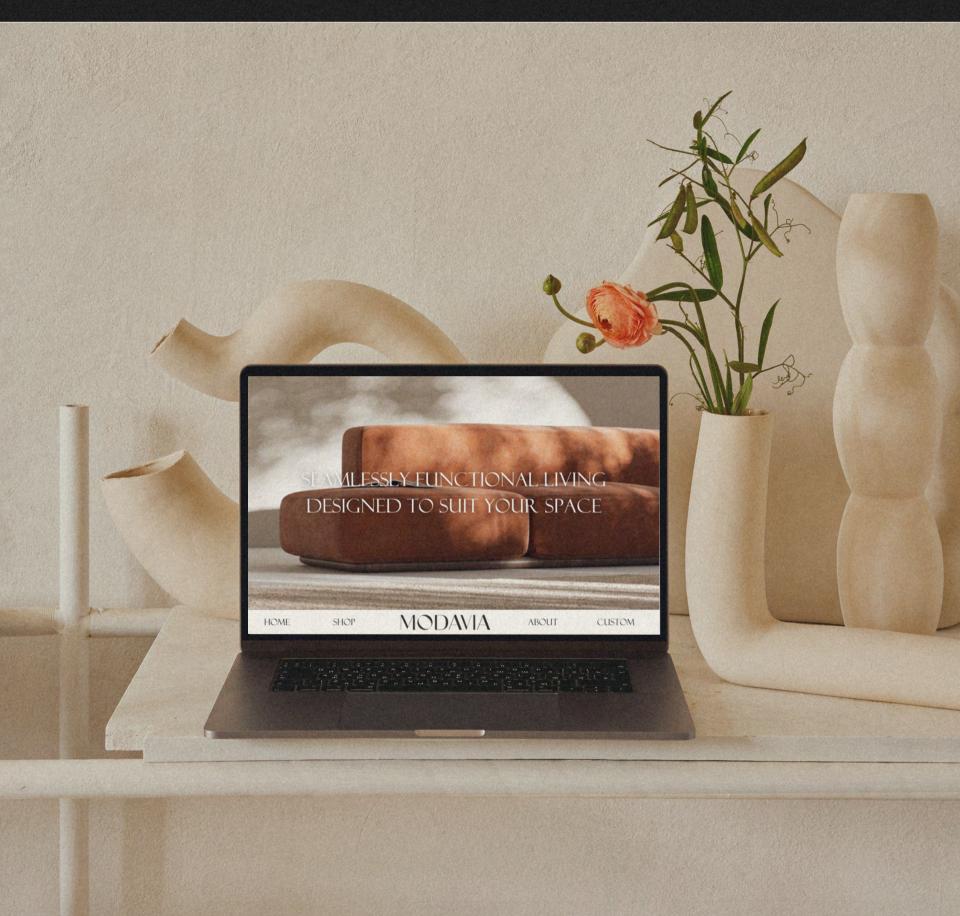
So where do you start?

— BRAND STRATEGY V. BRAND IDENTITY

BRAND STRATEGY defines rules and guidelines on how, what, where, when and to whom you communicate your brand messages. A well-defined and executed brand strategy leads to a consistent brand message, a strong emotional connection with customers, and higher brand equity. A brand strategy is a plan on how to help your business connect with its audience. It includes critical things like your mission and purpose, target audience, values, and competitor advantage. Defining your brand strategy first creates a STRONG foundation for your company. It allows you to make informed, strategic choices throughout your business development. That's why it is imperative that you start with a brand strategy, doing things out of order causes chaos and confusion into your brand. If people don't know what they're fighting for, it's hard for them to fight at all. So be sure to start with your brand strategy and everything else will fall in line.

Many people are often confused about BRANDING & MARKETING. Branding is what DRIVES marketing because branding is STRATEGIC and marketing is TACTICAL.

So how is brand identity different? BRAND IDENTITY or VISUAL IDENTITY is a holistic, compelling visual representation of your brand that draws from a strong brand strategy and resonates with your target audience. It is a clear set of characteristics, benefits, and attributes that define a particular brand - like your logo, colors, and art direction.



ARE WE THE STUDIO FOR YOU?

---- WE ARE FOR YOU IF

YOU HATE DIGITAL NOISE

All brands have a distinct brand personality regardless of whether they deliberately build one. But without intention or thought, most brands end up with either a very generic clone brand personality or, even worse, a completely bland, forgettable personality. Often, they are one and the same. If you're a brand that prioritizes providing value for your specific audience and wants to be laser focused on what makes you an expert - then we are the studio for you.

YOU'RE A DREAMER & A DOER

If mastermind classes, self-growth, learning, and taking action are your JAM and the thought of brainstorming & growing your business energizes and excites you then hell yeah are we the studio for you. Our team is passionate about dream scheming how goals can become reality.

YOU INVEST IN PEOPLE

You invest in expertise, experience, efficiency, quality, vision, and PEOPLE. Who you work with is important to you. You value someone who compliments your energy, and is just as passionate about dreamscheming as you. You spearhead the work you do best, and invest in experts to take over the rest. - WE ARE NOT FOR YOU IF

NOT UR GRAPHIC DESIGNER

We are not for businesses seeking an ondemand graphic designer. When you work with us, you are trusting in our expertise to create powerful assets and tools to help you build a bold, intentional, and strategic brand. Our streamlined processes are specifically geared to connect with your dream client. If you are in need of a graphic designer to execute task-oriented deliverables, we recommend exploring the incredible talent on UpWork. Give our "Everything but the design" mini course to learn how to put strategy behind your design, then hand the strategy off to your chosen graphic designer!

NO CLONES

A clone brand is a business that offers the same services as their competitors, their most unique quality is their discounted prices. We are not for companies who don't want to step out of their comfort zone. We specialize in creating brands that are bold and disruptive in just a few days.



OVERVIEW

SERVICES



Name

Imagine having an entire creative studio of design strategists crossing off your entire design to-do list. All without having to commit to a 6-month timeline, hefty bill, or deliverables you don't even need yet. Sounds like a dream right? With our Day Rates you can have a team of experienced designers and strategists complete your wishlist in days.

Delivery

Price

\$279

THE AUDIT→ACTIONPLAN 1 DAY

An organization's brand is its most critical asset. Its' birth must be strategic and its' health must be carefully monitored and nurtured. The Audit \rightarrow Action Plan evaluates your brand's position in the marketplace, its strengths and weaknesses, and how to strengthen it. Then we deliver an exact brief of actionable items to execute and improve your brand immediately.

DAY RATES

7-14 DAYS

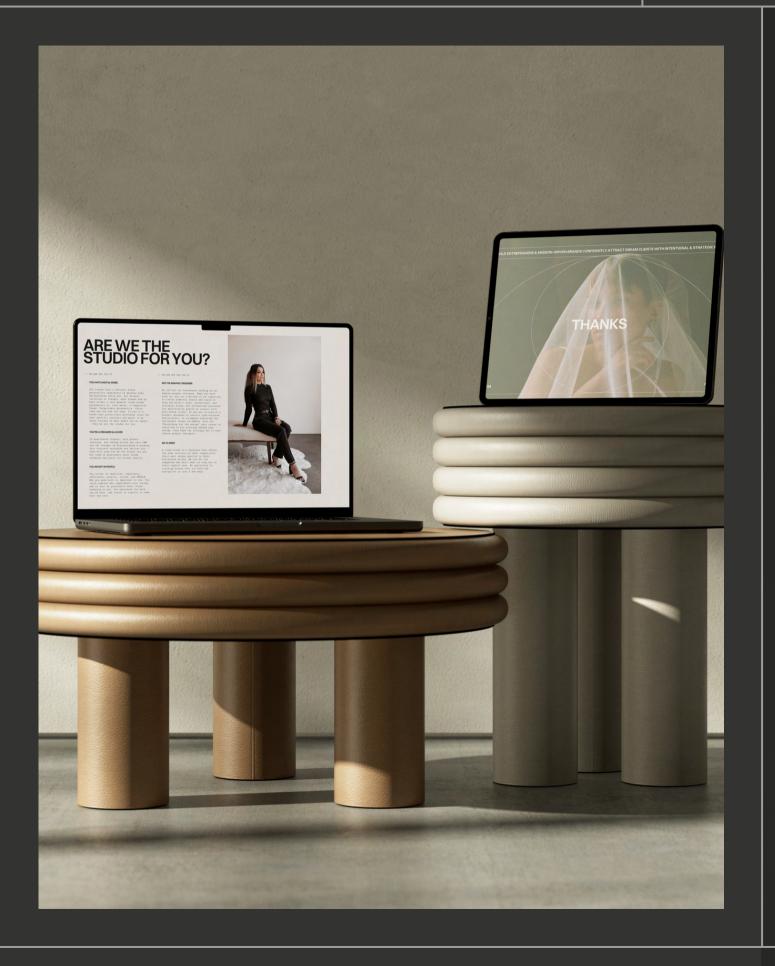
\$3,000+

MONTHLY RETAINERS

12 WEEKS+

\$4,000+

Great for nonprofits and small businesses! Need the best inhouse team? This monthly retainer service is a great solution for small businesses and non-profits. We work as an extension of your team and act as an on-demand creative department for all your strategic needs.



ABOUT

Put the power of strategic & intentional design in the hands of dreamers, entrepreneurs, and small businesses through thoughtful solutions. We create powerful assets and tools to help bold brands build unique & disruptive branding. Our streamlined processes are specifically geared to connect with your dream client.

SERVICES + INVESTMENT

The Audit Action Plan - \$297 Day Rates - \$1750+ Monthly Retainer - \$3000+

OUR EXPERTISE

Creative Direction Emotive Direction Brand Strategy Brand Identity Design Website Strategy Website Design Branded Collateral Design Social Media Strategy

WE ARE A CREATIVE COLLECTIVE HELPING BOLD ENTREPENUERS & MISSION-DRIVEN BRANDS CONFIDENTLY ATTRACT DREAM CLIENTS WITH **INTENTIONAL & STRATEGIC BRANDING.**

THANKS.

ANTIDESIGN hereby acknowledges we may be involved in or become aware of information that relates to the client on a personal level including information related to the client's past, future, present, customer names, marketing plans, project information, and financial documents. ANTIDESIGN will be permitted to display final work on their site.

SELENA@THEANTIDESIGN.COM

CONFIDENTIALITY



WE HELP BOLD ENTREPENUERS & MISSION-DRIVEN BRANDS CONFIDENTLY ATTRACT DREAM CLIENTS WITH INTENTIONAL & STRATEGIC BRANDING.

