

PORTFOLIO 24

CREATIVE

ANTIDESIGN



EST 2020

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



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BRAND STRATEGY 1

BRAND DESIGN 2

WEBSITE DESIGN 3

NON-PROFITS 4

GALLERY



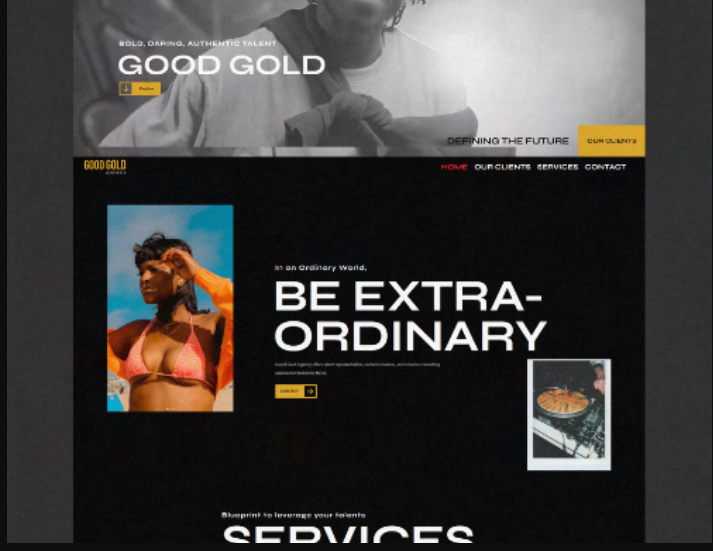
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002



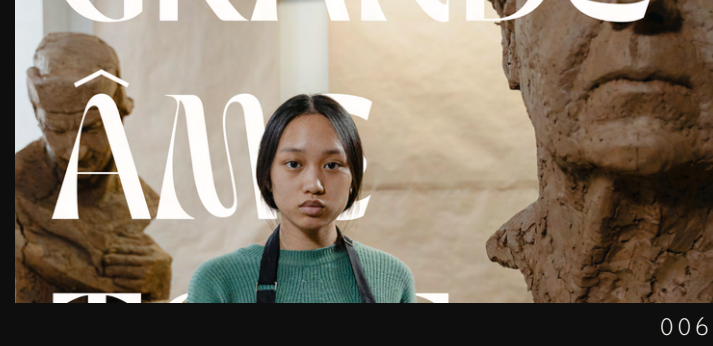
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004



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006



007



GOOD GOLD

GOOD GOLD AGENCY

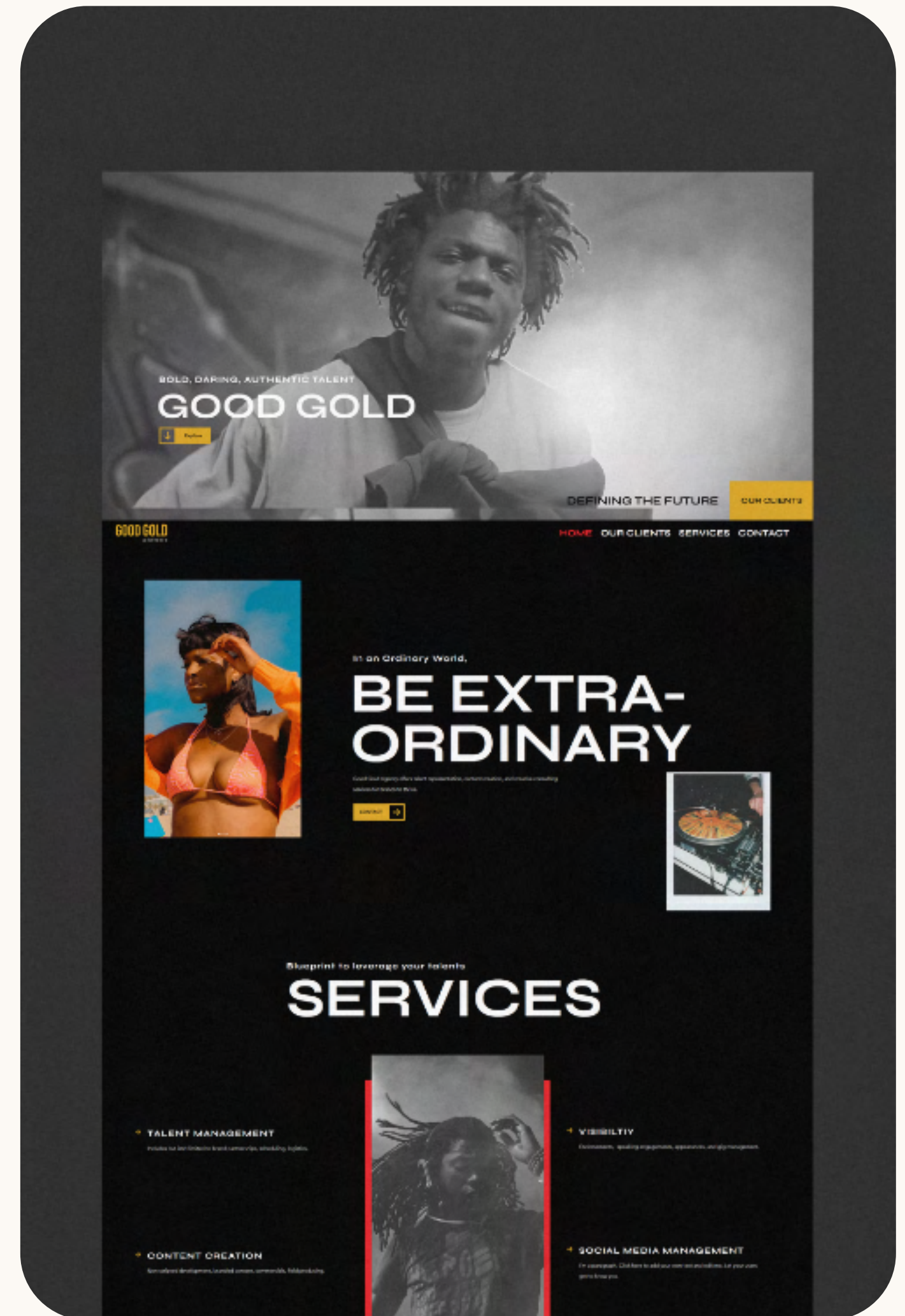
WEBSITE DESIGN

2022

ABOUT

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.



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.



WORLD CHANGER

WELLSOFLIFE.ORG

BRAND IDENTITY + STRATEGY 2020

WEBSITE DESIGN 2024

QUARTERLY CAMPAIGNS + CREATIVE current

SUSTAINABLE PROGRAM DEVELOPMENT current

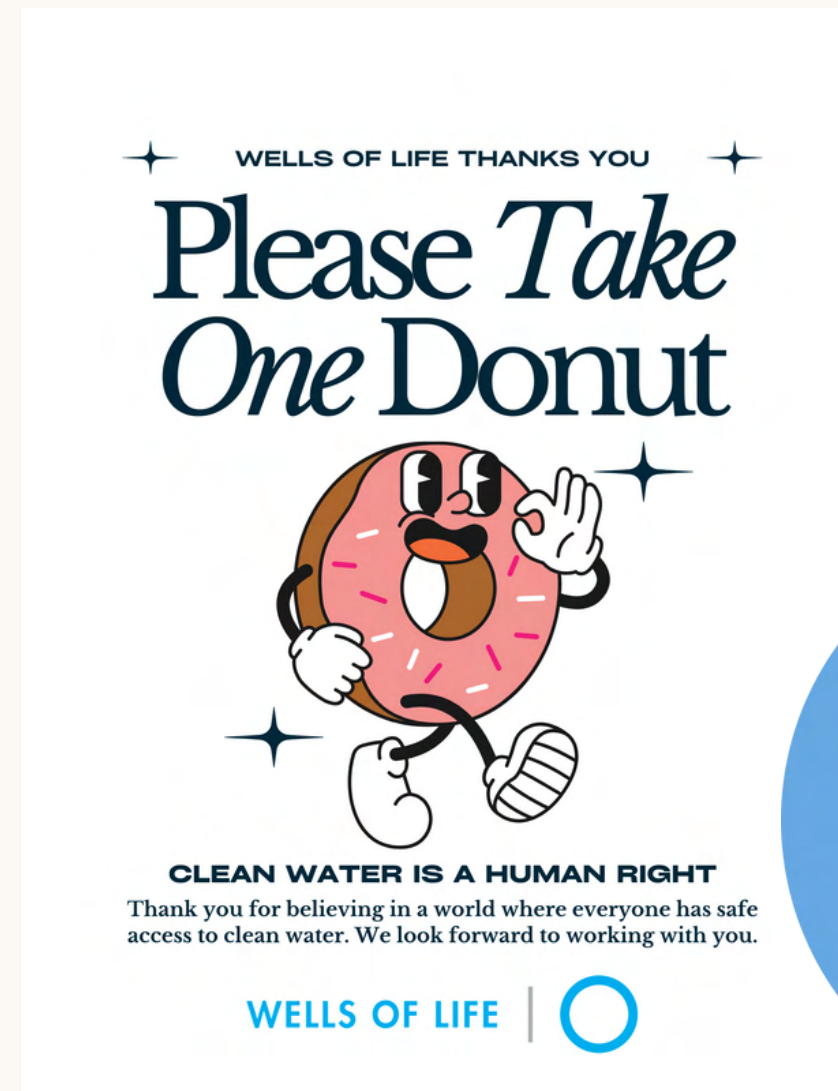
INTERN PROGRAM MANAGEMENT current

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,



MRBEAST COLLAB

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 over 208 million people. 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.

CREATIVE STRATEGY

STORYTELLING SCRIPTING

2024

COLLATERAL DESIGN

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.

HEY! GET INVOLVED 2024 STUDENTS

MAKE A TEAM FOR RUN4WATER
 SATURDAY, APRIL 27, 2024
 Make a team and Participate in our annual 5k. FUNraise \$4000 to restore a well for 1,000 people. 100% of donations go to clean water!

CREATE YOUR OWN WATER CLUB
 DIVE INTO A MISSION TOGETHER - START A 'WATER CLUB' AT SCHOOL, AND TOGETHER, LET'S FUNDRAISE \$4000 TO RESTORE CLEAN WATER FOR 1,000 PEOPLE!

VOLUNTEER AT WELLS OF LIFE
 YOUR HELP TRANSFORM LIVES!
 Join the adventure of making a difference! Volunteer with Wells of Life - your time brings clean water and hope to communities in need!

855-935-5763 | Tax ID: 45-1496631 | WellsOfLife.Org

MORE INFO: MDANLY@WELLSOFLIFE.ORG



LENA MARIE

LENA MARIE

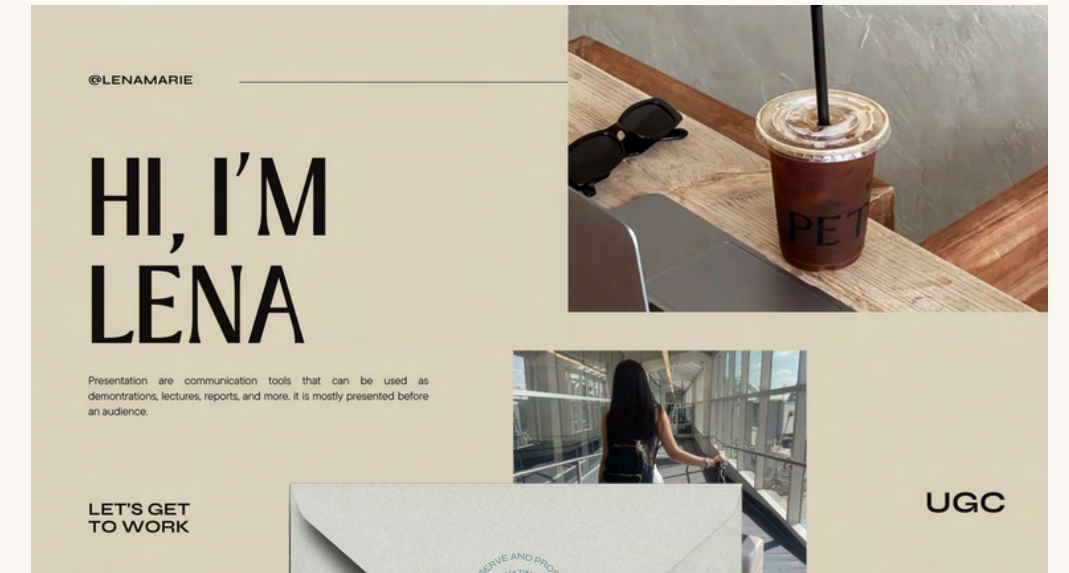
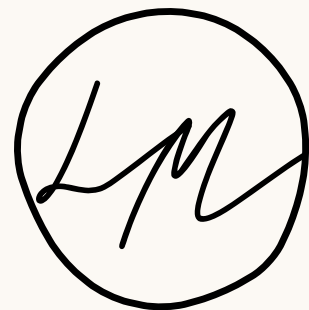
WEBSITE DESIGN 2024

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 well-being and the realization of entrepreneurial dreams.

GO BOOK THAT FLIGHT



SUPERCHARGED ORGANICS

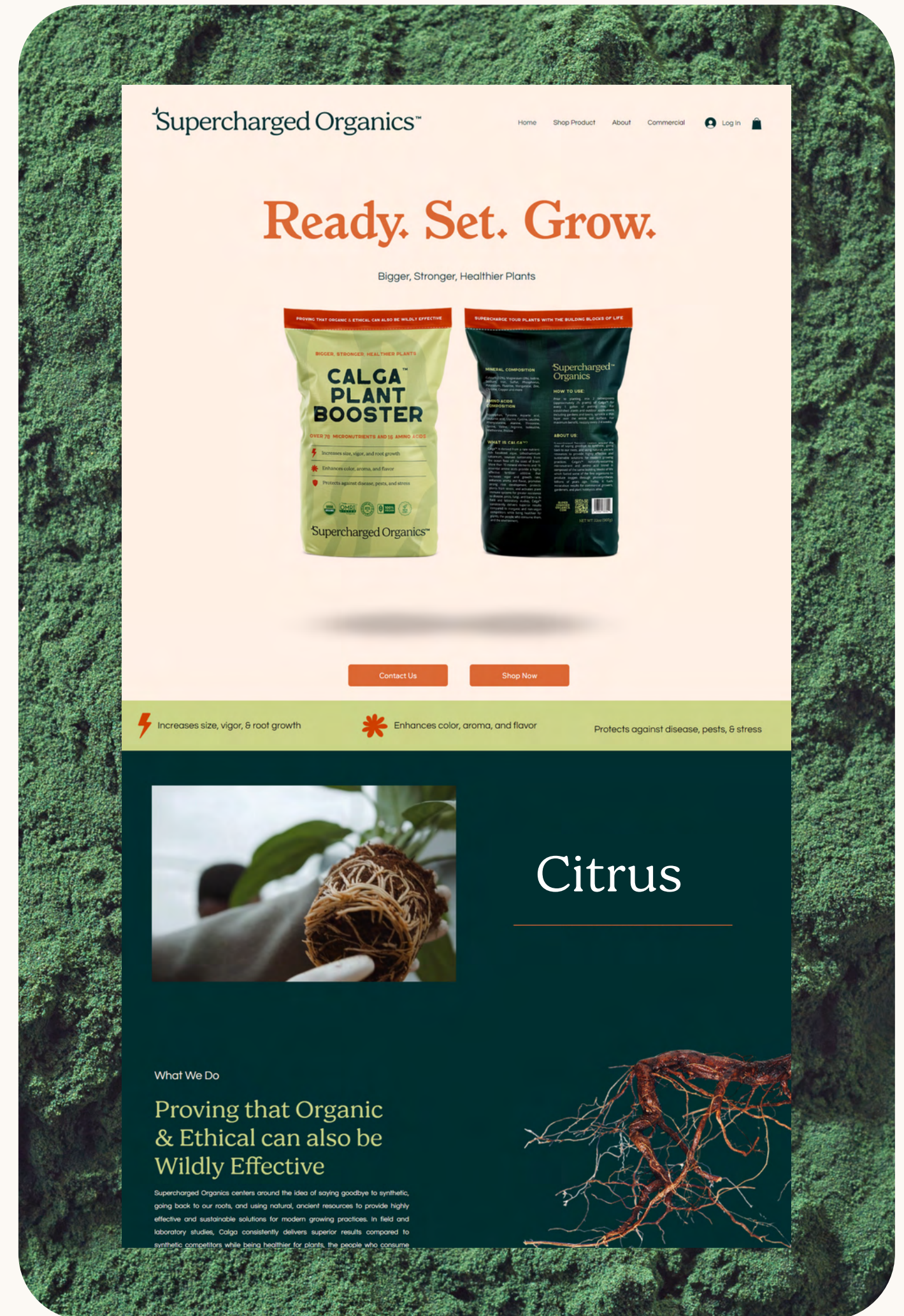
SUPERCHARGEDORGANICS.COM

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% Lithothamnium, a fossilized seaweed that combines minerals and amino acids with quick action and easy assimilation. High-impact 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 synthetic 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.



MODAVIA

BRAND IDENTITY/STRATEGY

2023

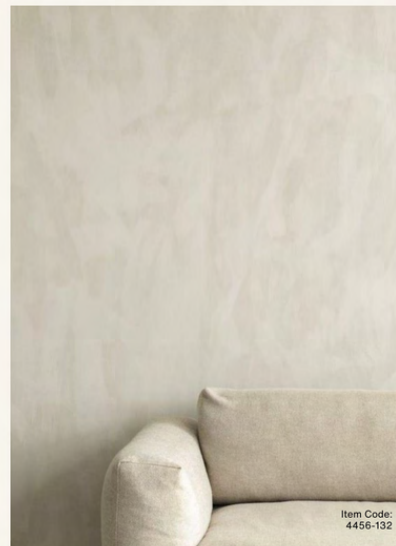
WEBSITE DESIGN

2023

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.

SUMMIT COLLECTION



Item Code:
4456-132

Experience a seamlessly functional living designed to suit your space, offering both practicality and ease of implementation to your home while exuding an aura of luxury and sophistication.

MODAVIA



HOME

SHOP

MODAVIA

ABOUT

CUSTOM



SUMMIT COLLECTION

Experience a seamlessly functional living designed to suit your space, offering both practicality and ease of implementation to your home while exuding an aura of luxury and sophistication.

SHOP NOW

SEAMLESSLY FUNCTIONAL LIVING DESIGNED TO SUIT YOUR SPACE



CUSTOM ORDERS

Experience a seamlessly functional living designed to suit your space, offering both practicality and ease of implementation to your home while exuding an aura of luxury and sophistication.

SHOP NOW



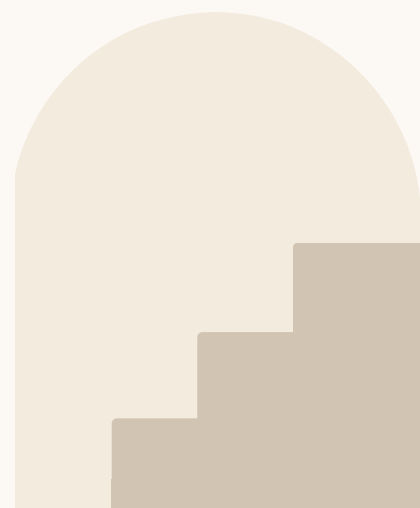
HOME
SHOP
ABOUT
CUSTOM
CONTACT

SEAMLESSLY FUNCTIONAL LIVING
DESIGNED TO SUIT YOUR SPACE

HOME
SHOP
ABOUT
CUSTOM
CONTACT

MODAVIA

2023 BY MODAVIA. WEBSITE PROUDLY CREATED BY ANTDESIGN



RENEE PACQUET

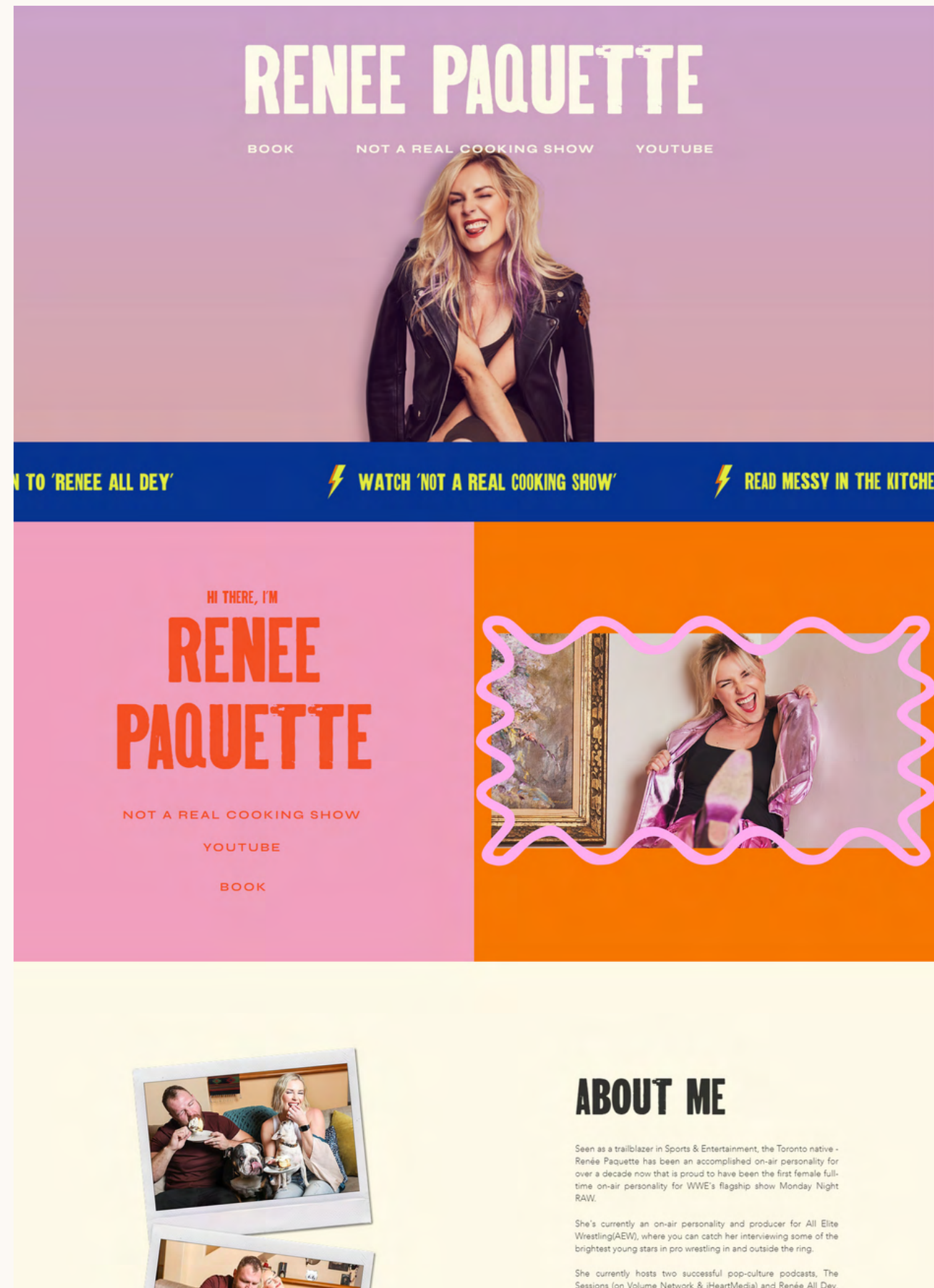
RENEE-PACQUET.COM

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.



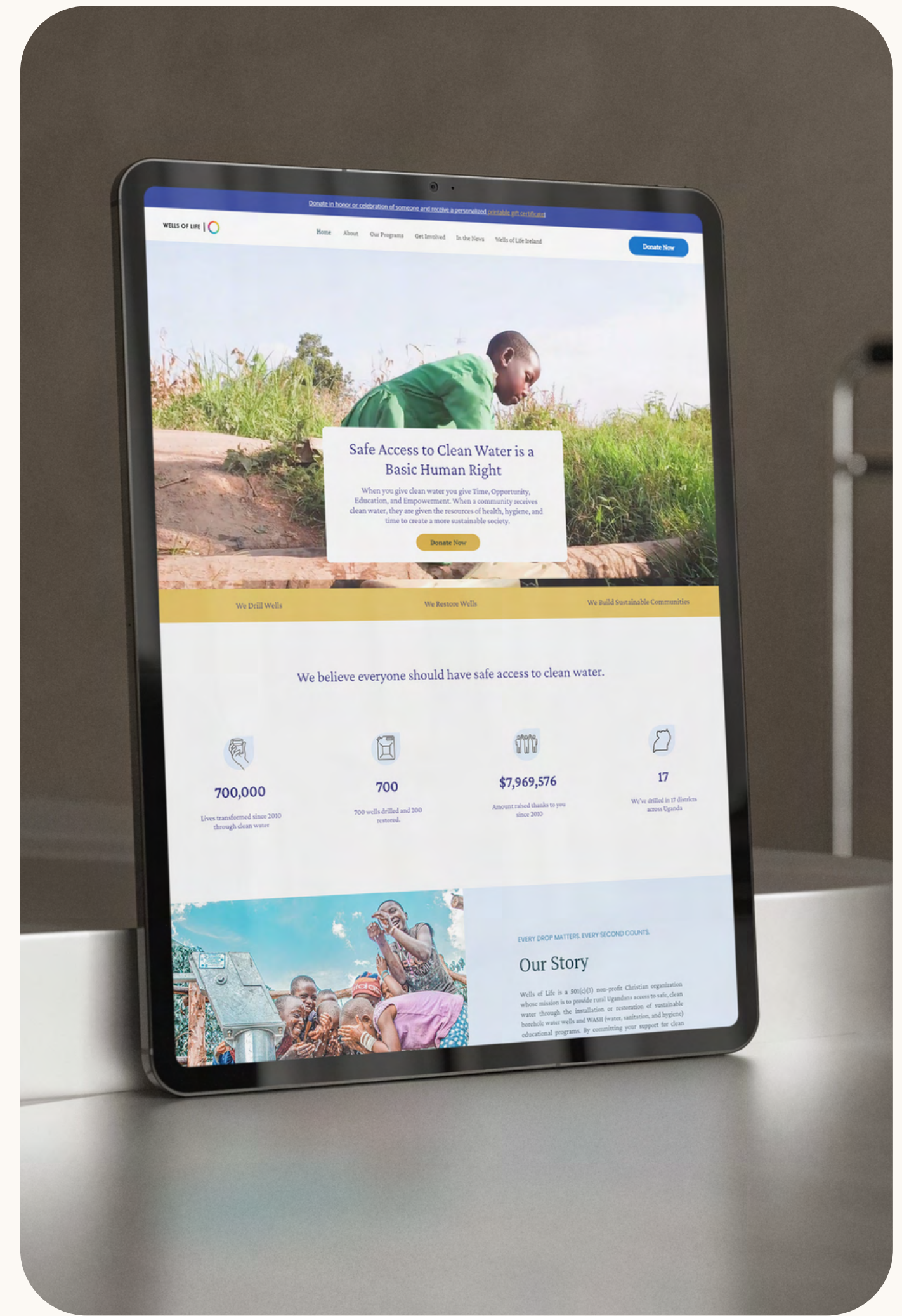
WELLS OF LIFE

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



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 high-quality, 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.



BRANDING	2023
PACKAGING	2023





GUTPERSONAL

GUTPERSONAL.COM

BRAND STRATEGY 2020

BRAND DESIGN 2020

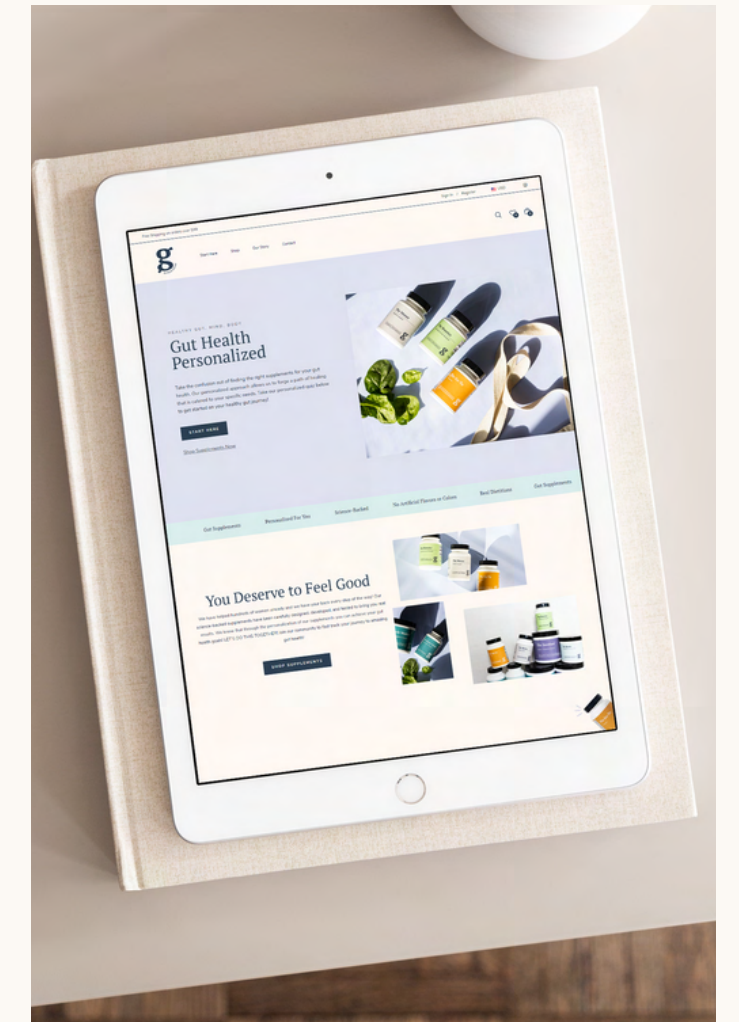
WEBSITE DESIGN 2021

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 to the metaverse, NFTs, 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

ANTIDESIGN CREATIVE COLLECTIVE



Blockchain is complex, but you don't have to do it on your own. We work with you every step of the way so you can focus on your business - not the blocks.



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

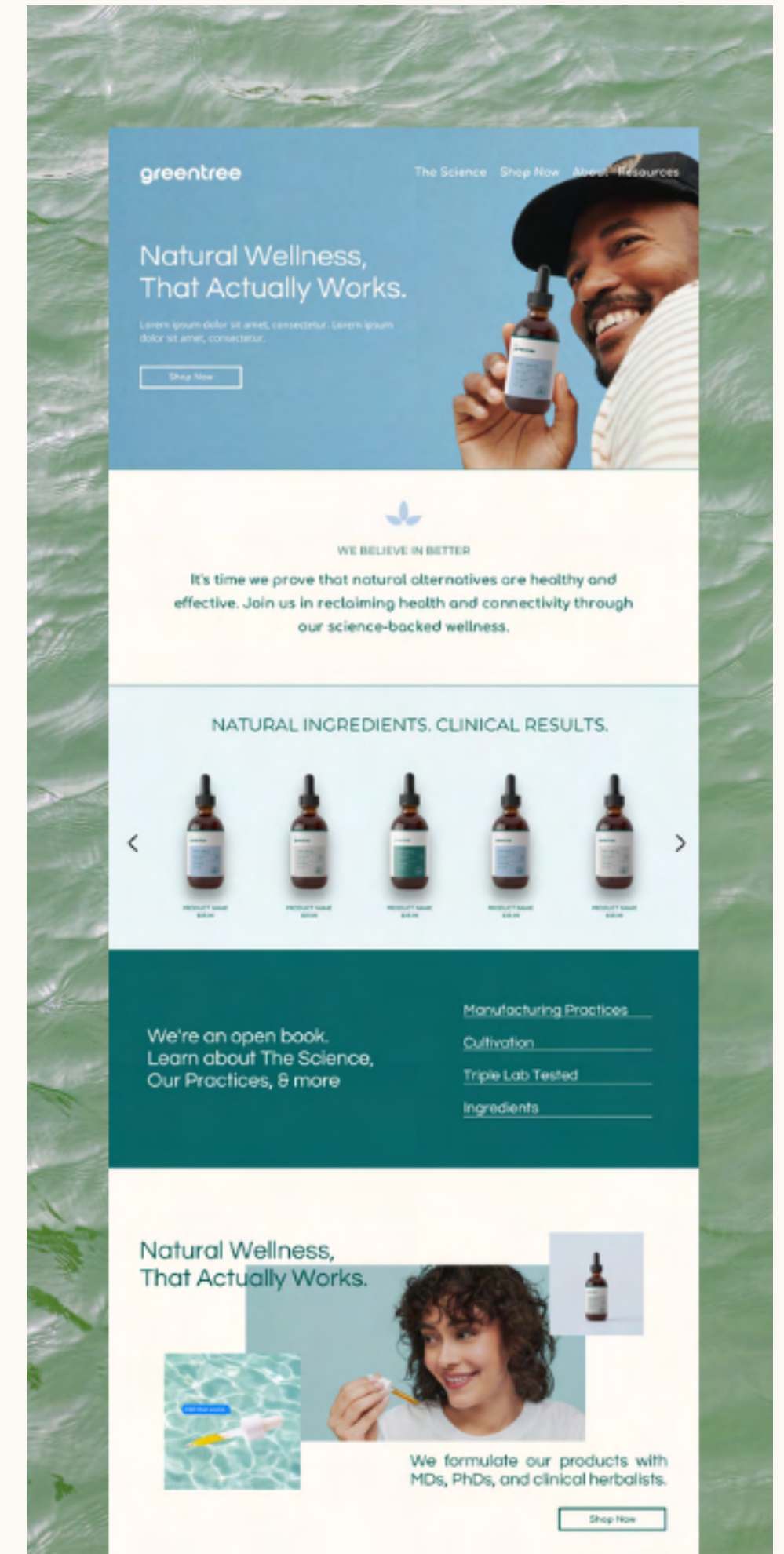
2022

ABOUT

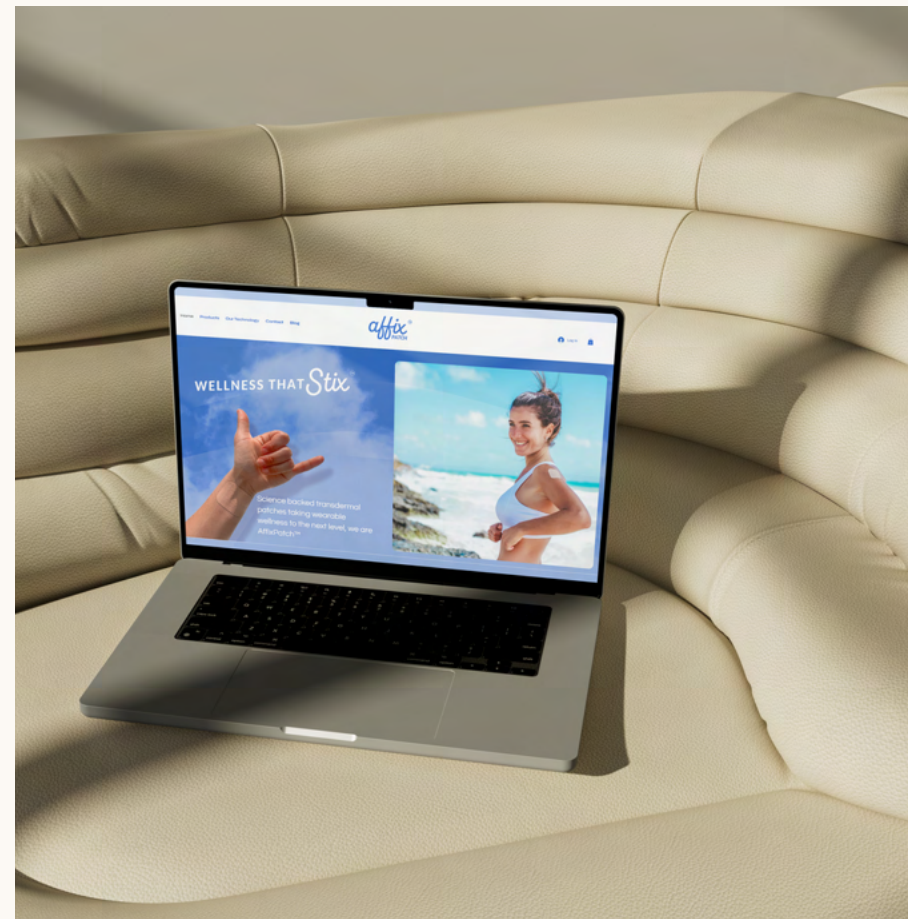
Natural Wellness, That Actually Works. This prescription CBD Brand celebrates natural ingredients with clinical results.

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.



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.



BOSSBOXX

BOSSBOXX.CO

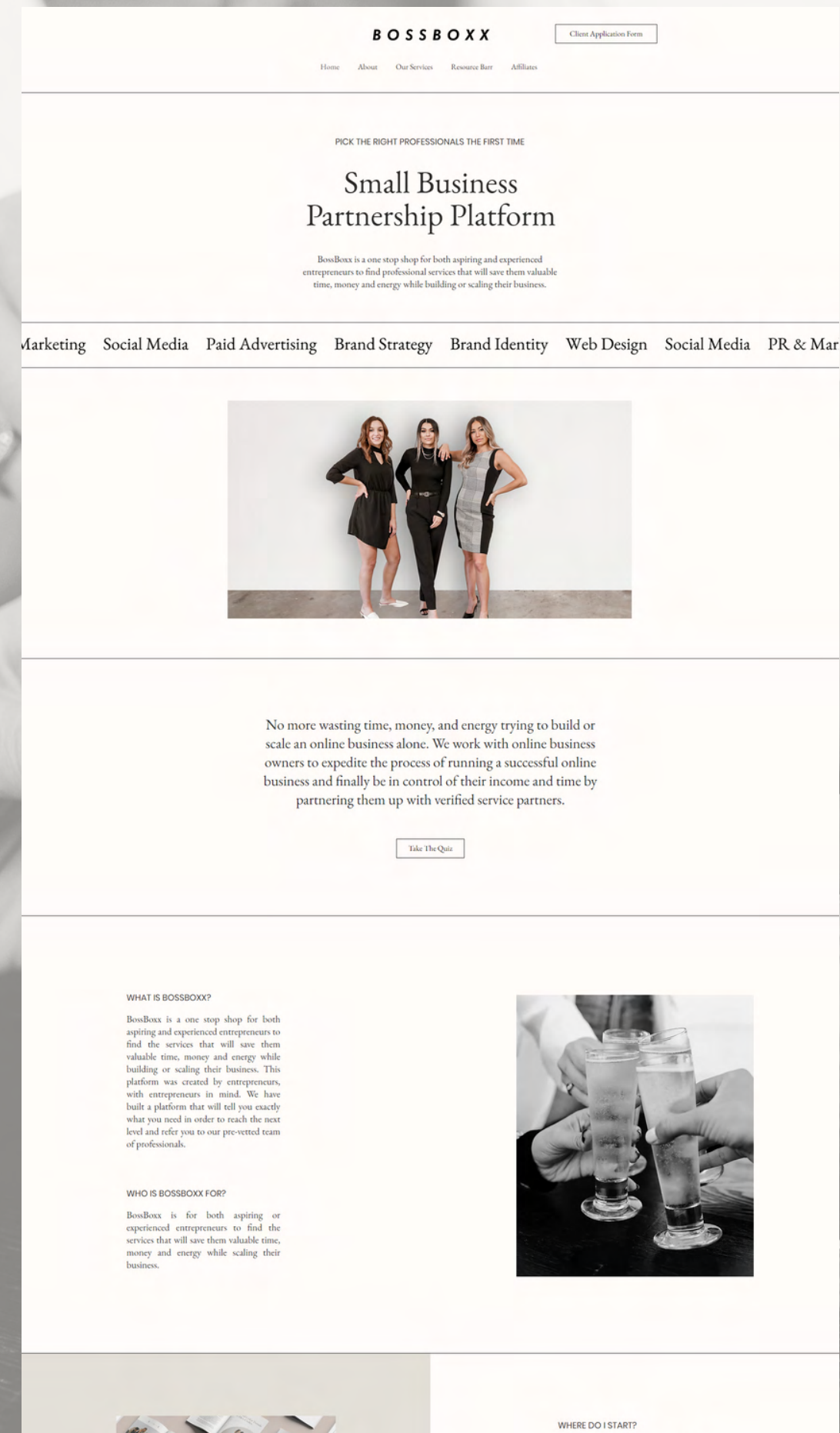
BRAND DESIGN 2020

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



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 Flâner'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

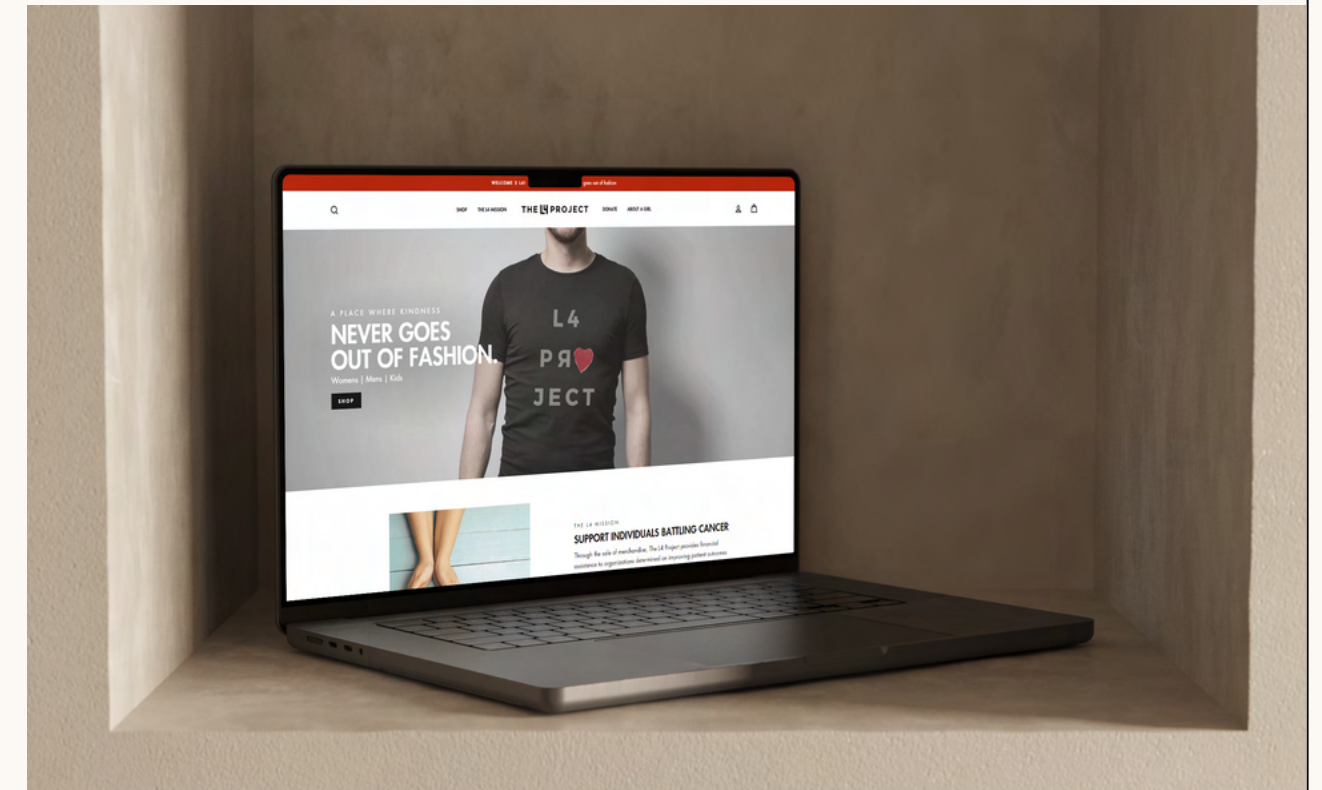
WEBSITE DESIGN in progress

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

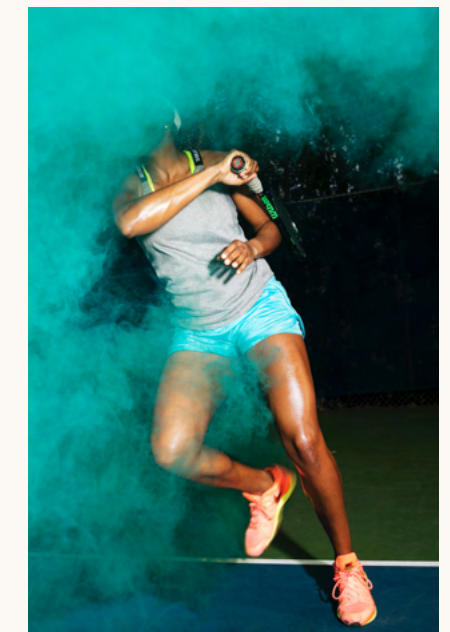
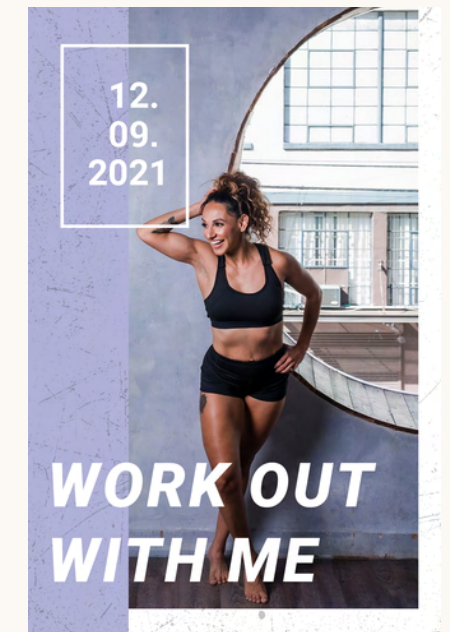
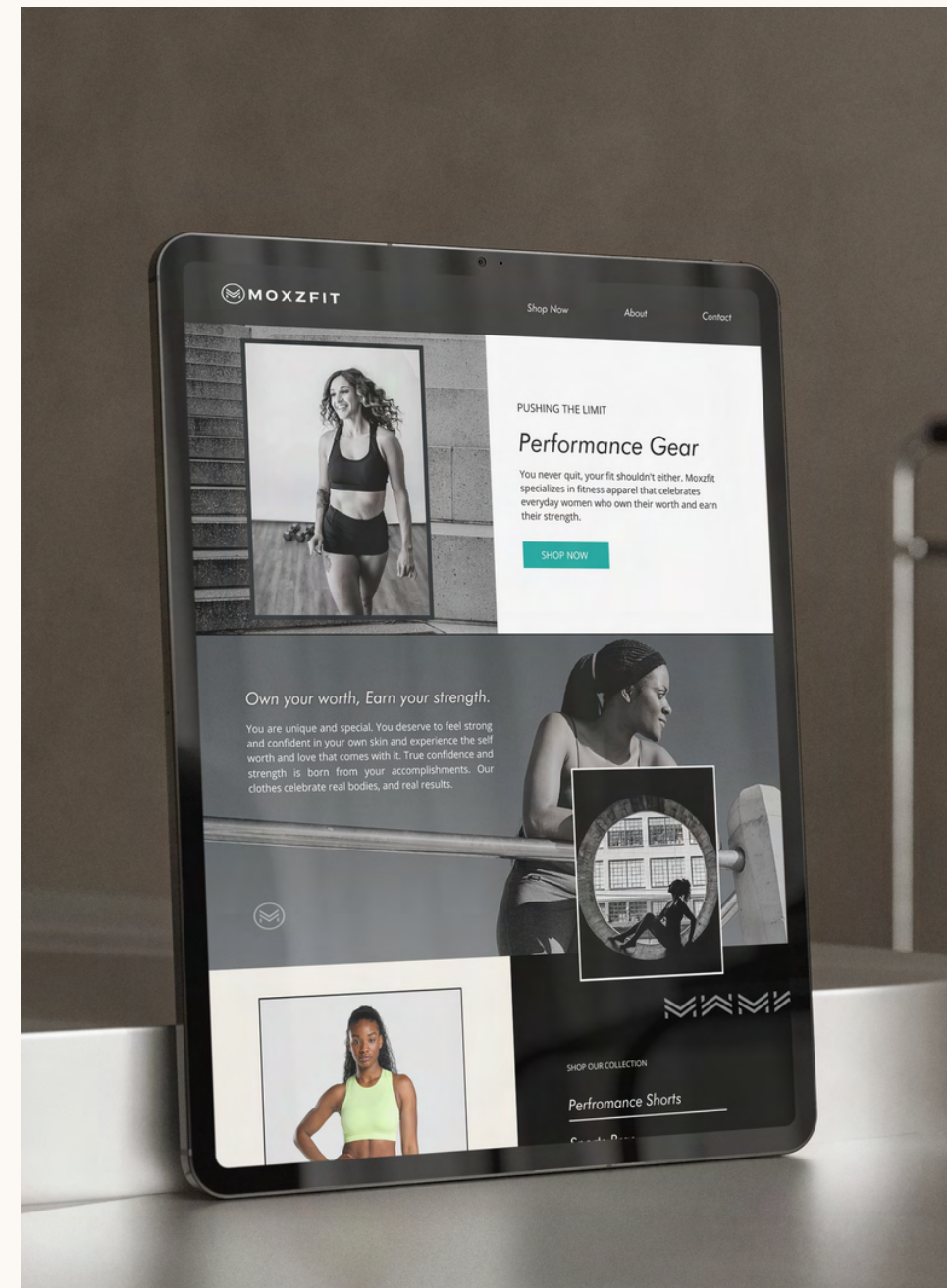
WEBSITE DESIGN 2020

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.



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 dream-scheming 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 on-demand 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

OUR OFFERINGS



Name	Delivery	Price
THE AUDIT → ACTION PLAN	1 DAY	\$279

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 → 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+
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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.

MONTHLY RETAINERS	12 WEEKS+	\$4,000+
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Great for nonprofits and small businesses! Need the best in-house 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 ENTREPRENEURS & MISSION-DRIVEN BRANDS CONFIDENTLY ATTRACT DREAM CLIENTS WITH INTENTIONAL & STRATEGIC BRANDING.

CONFIDENTIALITY

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



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

