



BRAND STORIES

Shimeji
creatives

WWW.SHIMEJICREATIVES.COM

Time for Change. Time for Shimeji Creatives.

Dedicated in House Team

At Shimeji Creatives all creative services are completed in house
The same team remains dedicated to your project from start to finish

Editorial Creative Framework

From research to delivery, our editorial framework and internal review include the individual expertise and skills of all creatives

Expertise and Knowledge

Working with Shimeji Creatives means gaining the collective wisdom of our seasoned team for your brand and project

Proven Feedback Process

Our straight forward end to end processes incorporate agency updates and client feedback at every step of the way

Unlimited Email Support

We are at your side and want to hear from you. Send as many emails as you like for the duration of the project

Clear timeline and Deliverables

We want you to know what to expect from the start. Our project outline specifies timeline and milestones



Shimeji Creatives.

Strategy. Narratives. Design. for positive change.

Shimeji Creatives is a female-led creative agency based in London and Milan. At Shimeji Creatives, we pioneer diversity marketing and inclusive communication solutions, we provide our services across industries and markets for clients that aim to build a more ethical and sustainable economy. We work with a global clientele of purpose-driven brands and innovators. We empower entrepreneurs, change-makers and female founders just like us to deliver change.

Change is where most of our clients start with.

We founded Shimeji Creatives over six years ago to bring together our creative strengths and experiences – and to work with brands that would share our values.

Our Studio

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Social Media

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Impact Strategies and Creative Narratives

Design & Art Direction Creative

Content & Copywriting

Change is where most of our clients start with

Stories of Change

Brand Narrative for Sustainable and Ethical African Trade

The Zola Collective is on a mission to support African farmers and entrepreneurs through a global online marketplace. By empowering people on the continent to sell their natural and ethical products to customers worldwide the brand builds long-term prosperity in local communities.

The Zola Collective is a new way to think about African trade, so we approached the brand narrative with clear intentions: to build a foundation of trust, empathy, and community. The brand needed a company narrative that would rally new partners to join and inspire customers to purchase.

Our conversation with the female founders highlighted their vision of empowering African women and leading the way in sustainable and ethical trade. We felt that the Zola Collective's growing marketplace needed a consistent story element. We developed the Zola Collective Narrative to represent the team's values and commitment to their community.

Good for the people. Good for the planet. Planet positive.

Service:

Brand Strategy Brand
Narrative Website
Copywriting

Client:

Zola Collective
www.zolacollective.com

Location:

UAE 2021





The Circle of Benefit

The tone of voice recalls a strong connection between the founders and the resilient women of the African continent. **At the centre of the brand's story sits a compelling, strategic foundation that connects the female founders to their origins.**

Every purchase is another step on the journey to a new way forward for Africa, with every purchase, the positive impact is felt wider.

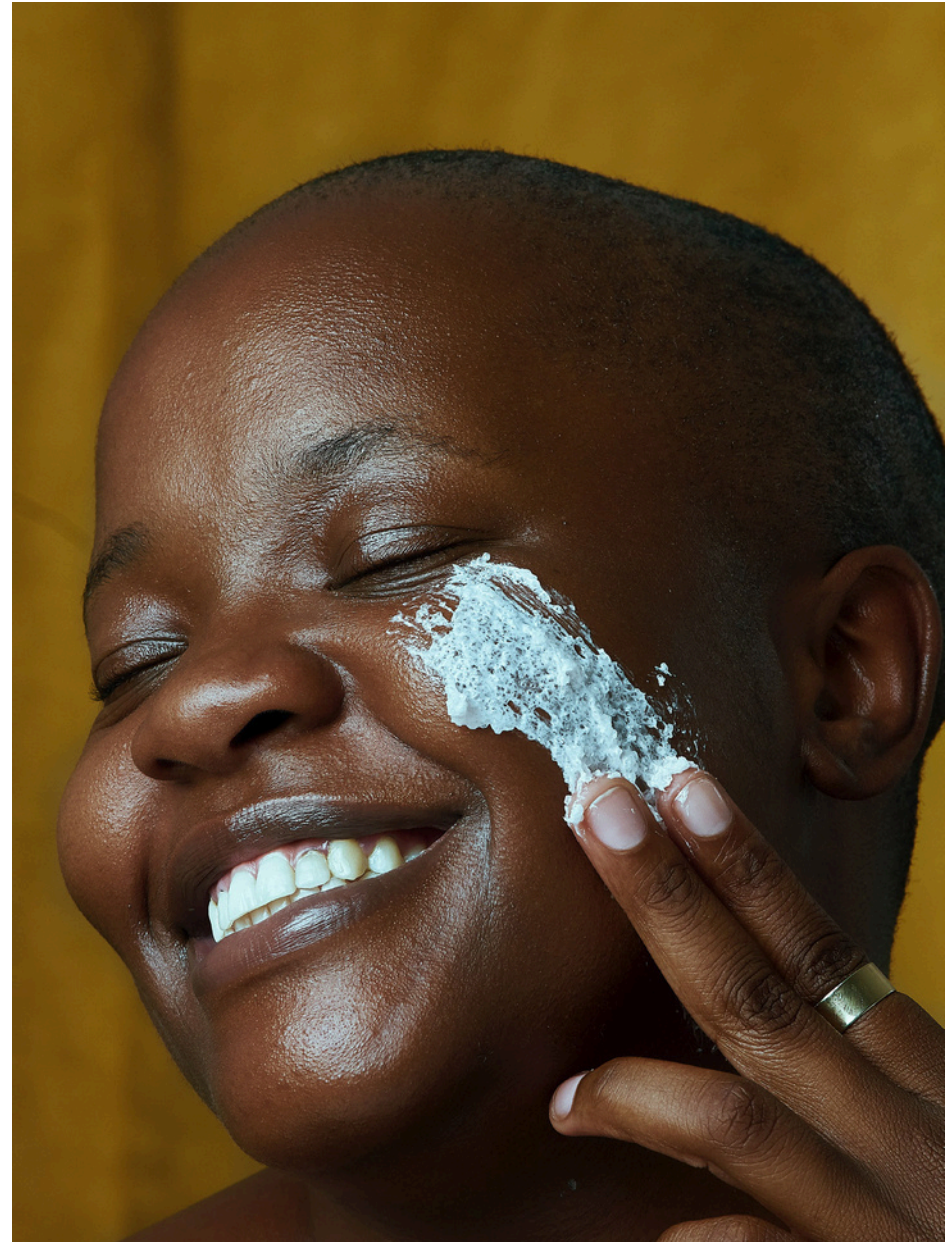
Sustainable and ethical working practices change the future of trade and the future of the African continent.

Good for Africa. Good for you

We connected immediately with the Zola Collective's vision for a future where trade in Africa is no longer part of the problem but part of the solution.

Sustainable, ethical, natural products for conscious consumers on the one hand - and a fair wages and a prosperous trade model on the other. From brand slogans to website copywriting - better choices are the driving force behind conscious consumer narratives.

Business with purpose brings prosperity to everyone involved.



Underground Culture on Tour

for Tattoo Publishing House

Founded in 2011, Kintaro Publishing is a renowned publisher dedicated to capturing the world of tattoos in print. The proudly independent art publisher and printmaker spotlights the remarkable creativity and diversity in tattoo art.

The Kintaro Italy Tour in September of 2021 marked a return to the road inspired by the spirit of connection in the tattoo community. By elevating the art of tattooing in high-quality print, Kintaro connects the energy of a new generation of artists with the tradition of tattoo pioneers.

Our campaign narrative presented the perspective of a brand that was welcomed in this world with open arms and gratitude. A celebration of diversity and culture focused on the people at the heart of the community: the independent tattoo artists and studios, and the publishing brand that celebrates their art.

The tour was about reconnecting with old friends and expanding the circle.

All rebels welcome.

Service:

Campaign Strategy Brand
Copywriting Social Media
Copywriting Campaign
Copywriting

Client:

Kintaro
www.kintaro-publishing.com

Location:

Netherland / Italy
2021



From Subculture to Pop Culture and Art

A member of the tattoo community since 1993, the brand's founder is today a recognized driving force in elevating the work of international artists.

The spirit of independence and the counterculture roots of tattoo art serve as a notable entry point for our extensive research and cultural exploration.

Every stop on the tour becomes an opportunity to narrate local counterculture and introduce tattoo history in its connection to space and time.



Rebel Brand Campaign Narrative

Brave new ideas are often born at the margins before they enter the mainstream culture.

The radical freedom outside of societal norms provides room for the free-spirited to do it their way. Elevating the work of tattoo artists to published works of art is a brave new idea.

The tone of voice of the campaign represents the ethos of the brand and highlights the strong sense of community in tattooing as the motivation behind the tour.

From the multilingual press release to the landing page, email campaign and social media posts, every carefully crafted piece of content reflected a rebel brand with an adventurous spirit.

Art meets Counterculture

A counter culture exploration of the eleven stops on the Italy tour formed the narrative thread of our campaign copywriting.

From the history of soldier tattoos in ancient Rome to the contemporary creative scene in Milan every city has a story to tell as we explored the historical connections and the influence of tattoo artists in contemporary art.

The goal for the brand and campaign narrative was to engage a multitude of artists and fans, all distinct in their art and style.



Pioneering Mental Health

Brand Narrative for Mental Health Technology Innovators

The World Health Organization reports that over 450 million people globally are suffering from a mental health condition. As the public perception around mental health has evolved for the better, the stigma sadly remains prevalent in many communities.

Shimeji Creatives was approached by a US-based mental health startup to work on their brand narrative and brand strategy. The founder recognized in her practice and through experience how misconceptions, barriers, and stigma surrounding mental health are affecting communities of colour.

Minds iHealth Solutions is on a mission to advance health equity and address mental health disparities among underserved groups through community-based initiatives and treatments, including psychedelic medicine.

The founders mandated the brand communication to be approachable, culturally informed and insightful.

Service:

Brand Strategy
Brand Narrative
Content Strategy

Client:

Minds iHealth Solutions

Location:

USA



Between Tech and Inclusivity

Our team has studied the competitive landscape in the US and Europe and conducted extensive research into the mental health sector. We recognised that a lack of inclusion in visual and written narratives largely excluded marginalised communities.

Our clients were focused on educational projects, evidence based therapeutic solutions as well as technological solutions.

Minds iHealth Solutions focuses specifically on streamlining the process of psychotherapy and targets audiences from underrepresented backgrounds.

The feelings of trust and belonging centred the brand narratives for MindsiHealth.

At Shimeji Creatives,
we create imaginative bridges
between the founder's vision
and the audience's perception

The startup brand strategy process is collaborative and built around the needs of the founding team



Inclusive Language in Healthcare

Our holistic approach and collaborative processes are transformative for brands.

At Shimeji Creatives, we recognise the importance of words and symbols as the foundation for a strong connection between brand and audience.

Conscious of the importance of delivering brand narratives across all platforms, we provide brands with powerful tools to ensure a positive impact and drive change.

We created the brand tone of voice, user personas, defined the brand vision and designed the brand narratives.

Breaking Barriers in the Fashion Industry

Narrating Diversity and Inclusion

London based fashion startup IMAG Fashion Consulting approached Shimeji Creatives to develop a Visual Brand Narrative for the company website and a written narrative to present the brand. IMAG Fashion Consulting focuses on the operational side of the fashion industry, from product development to production.

IMAG Fashion Consulting wanted to stand out in an increasingly crowded field of competitors and needed an original vision and professional brand narrative.

Shimeji Creatives always approaches a project with a dedicated Brand Strategy Workshop to identify the visual narrative, discuss business and brand goals, and define the brand story concept and rebranding process.

Released in 2020, the new brand narrative brings together visual and written elements to relaunch the brand as a standout and diverse business in a traditional sector of the economy.

The IMAG visual narrative showcases forward-thinking professionalism and unwavering expertise.

Service:

Art Direction
Illustration
Copywriting

Client:

IMAG Fashion Consulting
www.imagfashionconsulting.com

Location:

UK 2020





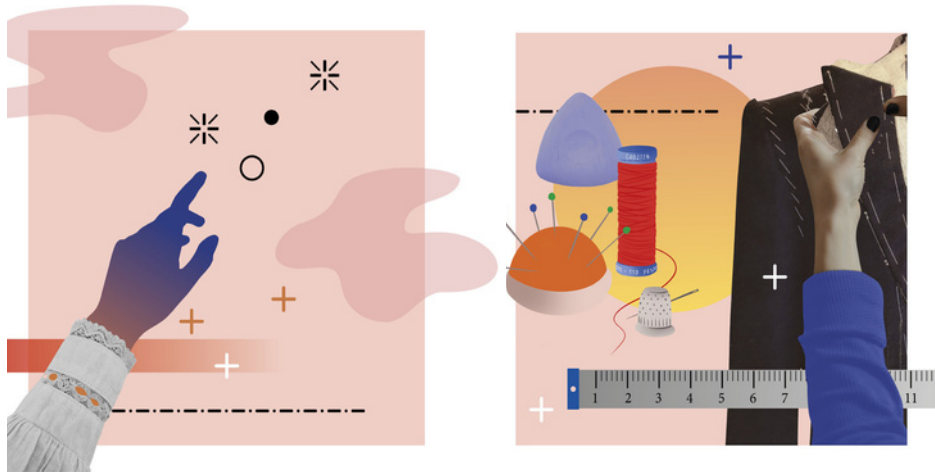
From Concept to Production

As Shimeji Creatives created and shaped the illustration concepts, the brand vision matured.

The research and concept outline served as a framework for the illustration design, the brand story narrative and the website refresh. The editorial team worked in parallel on the IMAG brand story narrative.

Research and a collaborative editorial review animate our strategy. **We carefully balanced brand values, audience needs and business demands for IMAG Fashion Consulting.**





Diversity & Inclusion

We carefully balanced brand values, audience needs and business demands for IMAG Fashion Consulting.

The brand narrative outlined the IMAG's values, the brand vision and mission, as well as the brand's the brand position on ethical and sustainable fashion, diversity and inclusion.

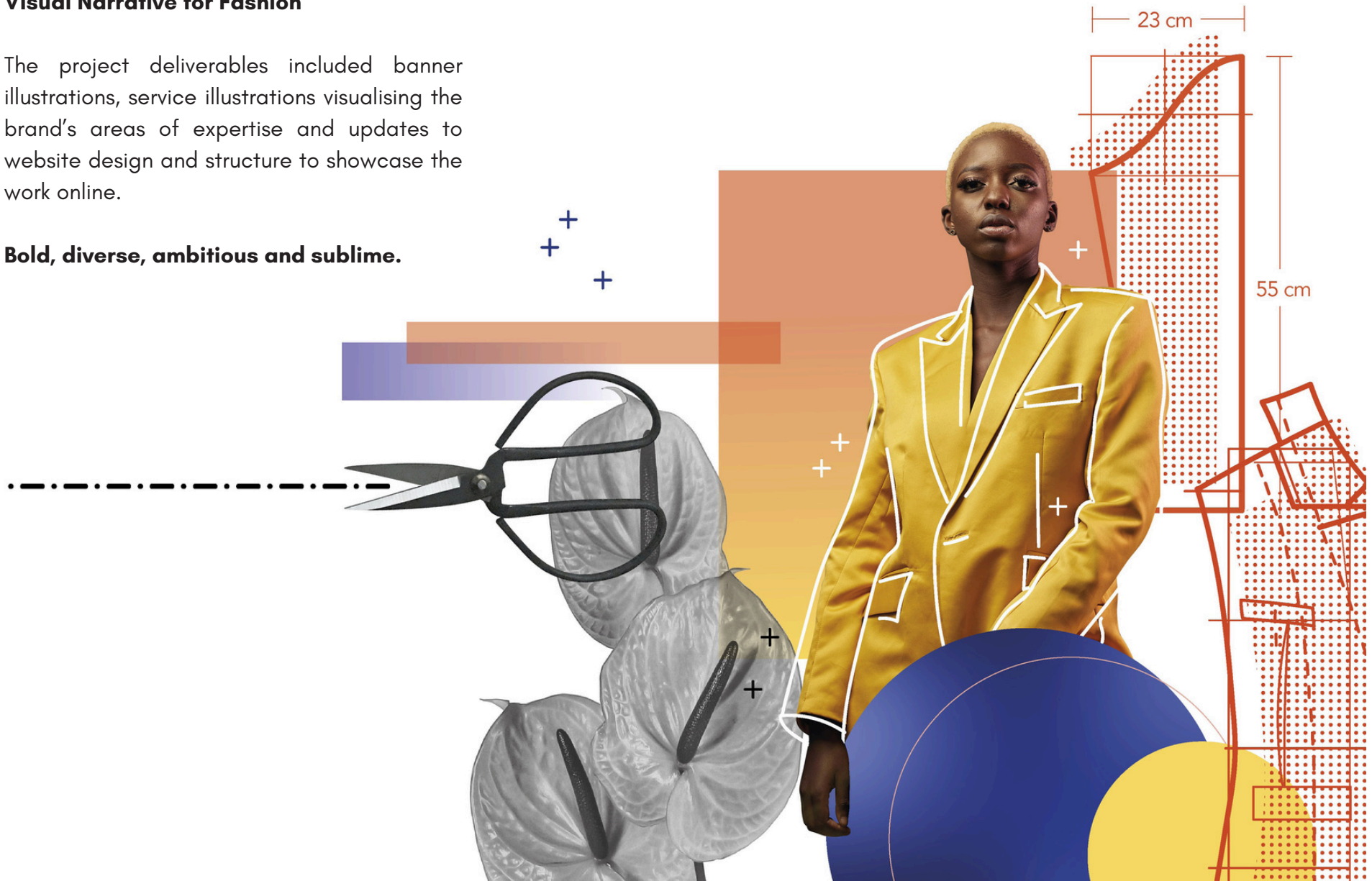
The new brand vision inspires trust in IMAG as a business which thinks like a startup and operates like a seasoned industry player.

Inclusivity and Diversity in marketing always start with a conversation.

Visual Narrative for Fashion

The project deliverables included banner illustrations, service illustrations visualising the brand's areas of expertise and updates to website design and structure to showcase the work online.

Bold, diverse, ambitious and sublime.



Youth Engagement

Drug Education Campaign Design

Drug Education is a project devised for FORMA FUTURO, based on a collaborative design workshop with students and teachers aimed at empowering young people from marginalized backgrounds with knowledge and awareness. Since launching in 1966, FORMA FUTURO has become a trusted educational institution for vocational training providing young people the skills and knowledge for a successful introduction into the labour market.

As drug education has evolved over the last decades from a fear-based to a more fact-based approach, the school decided to engage its students in all aspects of the design project – including copywriting, content and design.

Collaborative Design involves learning activities organised around the methodical and intentional pursuit of knowledge creation by constructing design artefacts. Students are guided to work with their educators in workshops on presenting ideas and design concepts.

In educational environments, our process of collaborative design engages all stakeholders in learning and design activities structured around the methodical and intentional pursuit of knowledge creation by making design materials. Our colourful and candid pamphlets are an example of collaborative design success, created with the students and for the students.

Service:
Art Direction
Collaborative Design
Educational Design

Client:
FORMA FUTURO

Location:
Italy
2020





Facts over Fear

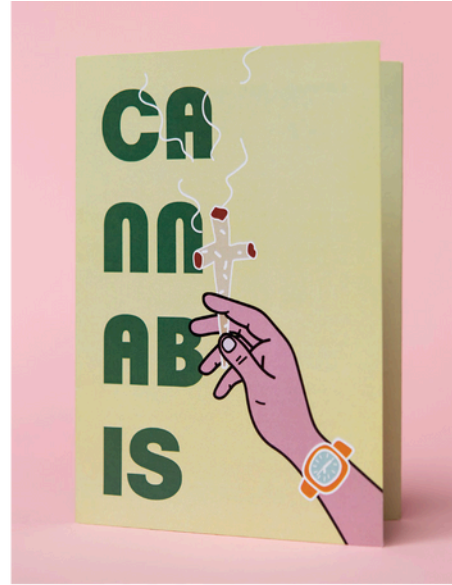
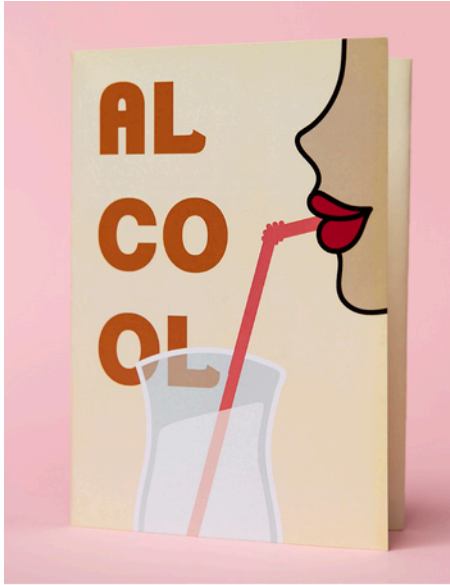
Our collaborative design workshop guides students and their educators in presenting ideas and design concepts. The students research and document the risks of commonly available drugs like alcohol, cannabis, MDMA, ketamine, and cocaine as part of their educational journey.

The series of colourful and illustrated drug education pamphlets is a far cry from the fear-based and scare tactics campaigns once associated with drug education, instead opting for an engaging visual language.

We introduced strong pastels and a young brand voice that seeks to make education about drugs more approachable. The student input based on real-life experience complements the punchy design, the straight-talking tone, and the suite of illustrations that appear on the pamphlet.







Collaborative Design

In creating the collaborative design workshop, we lean into the awareness that a topdown approach to communication can be counterproductive, especially in young adults, our intended target audience.

The outcomes of the workshop aim to be trustworthy while also pointing to a fresh way forward. Our community-led approach heralds a new and open design experience that allows everyone's stories and contributions to have a sense of importance.

As we guide all participants with creative direction and design strategy, every voice is heard and no idea is a bad idea. What unites students and teachers is a sense of purpose and risk-awareness, often based on experience.

Adopting a more inclusive approach
to design and communications
creates values for a wide range
of audiences

**Collaborative design workshops can be especially powerful
in education, public and environmental communication**

Agritech Innovation

Design for Sustainability

Founded in 2017 by three PhDs from the Weizmann Institute, FreezeM is an award-winning agri-tech startup creating scientific and technological solutions to feed the future of a growing human population. A series of remarkable achievements, including the EU Horizon research and innovation grant to tackle climate change, confirm the disruptive nature of the startup as they approached us to create an innovative investor brochure.

“How can we make insect farming viable on an industrial scale and stable year-round?” was the question the founders of FreezeM asked themselves when they first explored solutions for new sustainable sources of protein in 2017.

FreezeM’s mission is no small task, as it responds to 8 of the 17 Sustainable Development Goals (SDG) adopted by the United Nations including zero hunger, good health and wellbeing and responsible consumption & production. Since we have entered the most important decade for humanity, business as usual is no longer an option.

FreezeM tasked us to bring investors on the journey, persuading them to believe in science-based radical thinking. At Shimeji Creatives, we work with startups and brands aligned with the purpose to deliver real-world change.

Service:

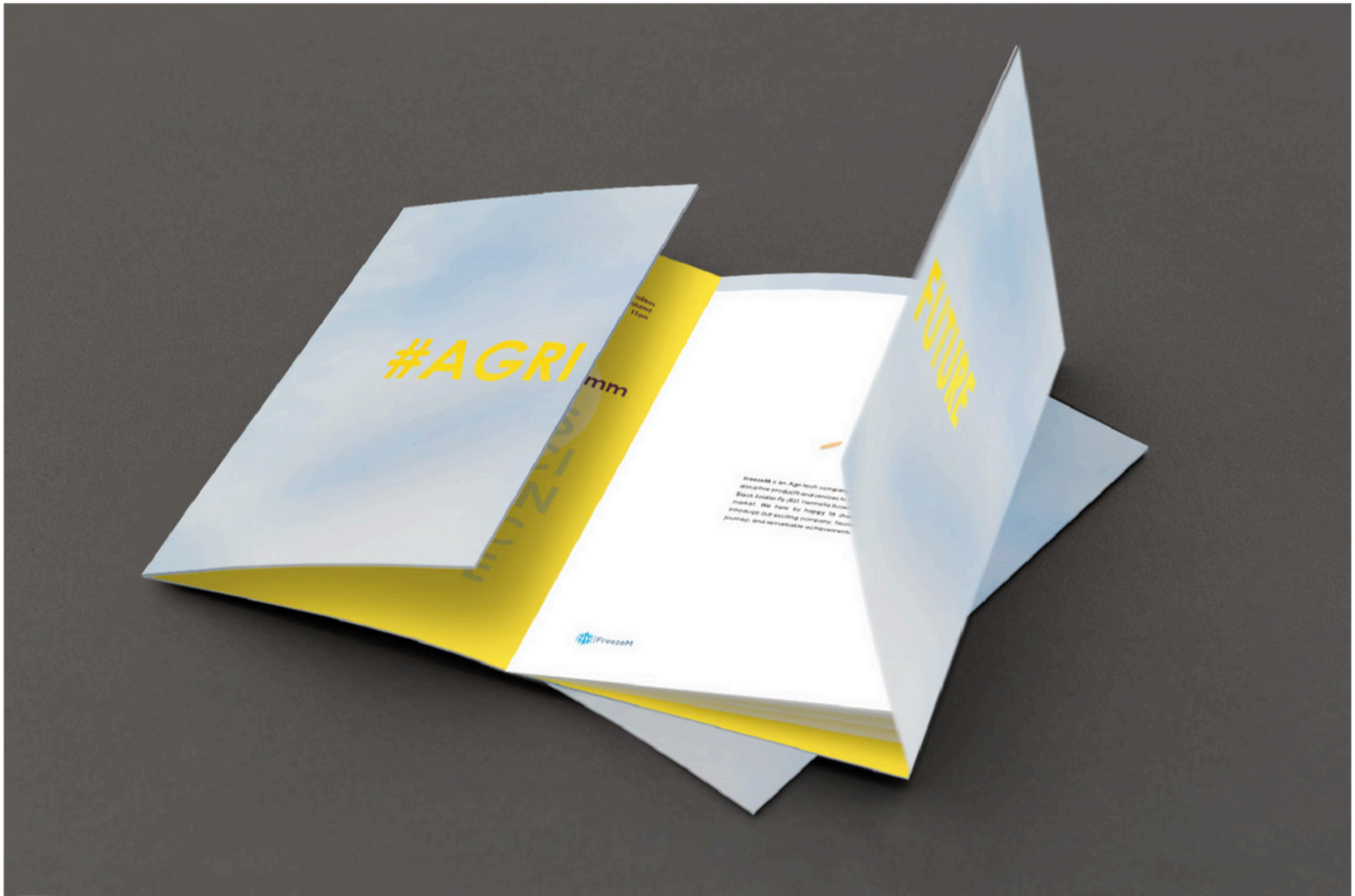
Art Direction Brand
Strategy Pitch Deck
Design Pitch Deck
Copywriting

Client:

MONOPHASES
HAPPYGOGOOD

Location:

Israel /EU 2022





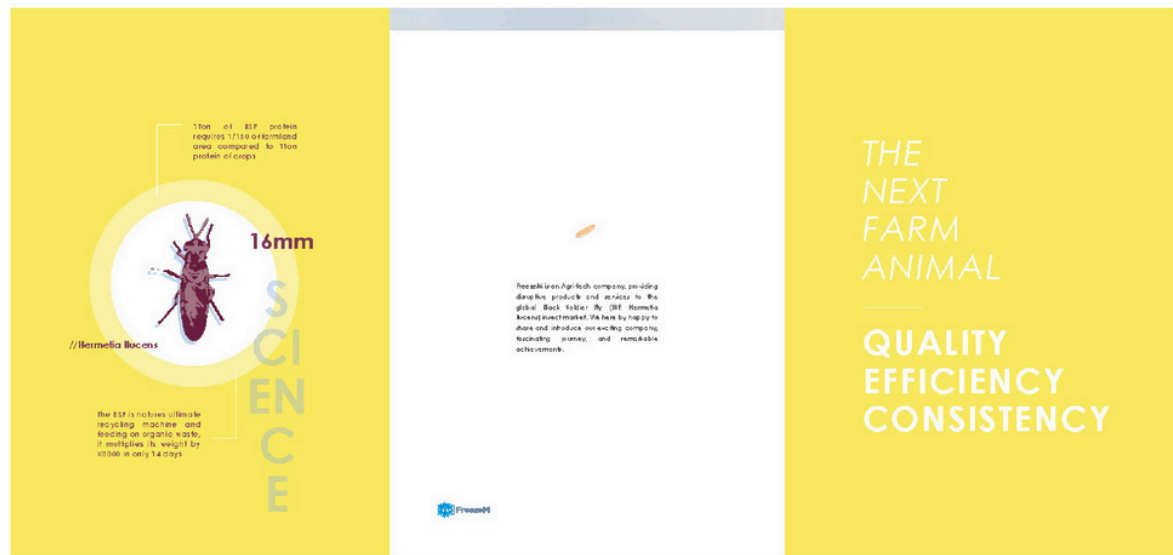
Designing the Future

As brands like FreezeM present solutions to tackle the urgent needs of the planet, impact investors seek to generate financial returns while also creating a positive social or environmental impact.

The FreezeM investor brochure had to highlight market opportunities and disruptive potential while engaging an audience with a finite scientific knowledge about insect farming and the black soldier fly.

The need to bring an audience on the journey unites all brands on their vital road to becoming truly sustainable, or regenerative. Building trust is the foundation for investors and customers alike to embrace change and adapt behaviour.

The brochure design concept presents science as the brand's competitive edge. Layout elements, including the folded hardcover and overlaying transparent pages, recreate the scientific journey of discovery.



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Reesol is an AgriTech company providing disruptive products and services to the global Black Soldier Fly (BSF) (Hermetia illucens) insect market. The company was founded in 2017 by two Israeli scientists, and today, we have a team of 100+ employees across Israel and over 100,000 customers worldwide. We are proud to be a leading provider of BSF products and services, and we are committed to providing the highest quality products and services to our customers.



Reesol's founding team: Dr. Idan Almagor (CEO), Dr. Yoav Pollak (VP R&D), Dr. Yael Gluck (COO).

Final look

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Three pages overlap:
the first page is transparent with yellow lettering,
the second would be semi-transparent matte paper
and the third will be regular paper.

The overlapping elements build
on the audience's curiosity to create
an experience of scientific discovery.



Final look



Design for Purpose

At Shimeji Creatives we carefully balanced brand values, audience needs and business demands for FreezeM.

The design strategy session with the founding team launched a collaboration that would mature the brand's vision and visual narrative.

The visual brand narrative had to speak to the startup's level of innovation and science, as well as its impact on a sustainable future for planet Earth.

The brochure featured hidden layers to reveal new meaning and enhance the audience's understanding. Every new layer adds a level of impact as the brand's scientific breakthrough is revealed.

Our brand narrative presented the perspective of a brand that was adapting scientific innovation and technology to solve urgent needs.

As a creative agency
for purpose-driven brands,
we support brands aligned in values
with innovative design concepts

Launching your design project starts with a conversation

Education & Learning

Education brings Opportunity

Under the maxim “Chi si forma, non si ferma”, approximately translated to “those who continue learning won’t stop” the poster campaign targeted a comprehensive audience of women in the Emilia Romagna region aiming to inspire them to take action in personal development.

Our poster campaign for Digital Women does more than convey information.

Every action in female education is a step towards change.

Large scale poster campaigns reach audiences beyond their digital skills and access. Every campaign at its core needs to meet the people where they are.

Our campaign narratives are built on words and visuals that encourage action and inspire change.

Date:
Art Direction & Illustration
Educational Design & Narrative
Print Campaign

Client:
Digital Women

Location:
Italy
2021

DIGITAL WOMEN

corsi gratuiti per donne





Campaign for Change

The European Social Fund helps millions of Europeans improve their lives by learning new skills and finding better jobs.

The ESF is the European Union's foremost tool for often promoting social inclusion, working in partnership with educational organisations and the public sector, as is the case for Digital Women.



At Shimeji Creatives, we work with brand and organisations to develop and deliver campaigns from concept to launch.

The power of education

Women in Italy are historically not adequately represented in the workforce, having one of the lowest rates of employment within the European Union. Furthermore, in 2020 312,000 women lost their jobs compared to 132,000 men, making educational initiatives like Digital Women ever more relevant.

The professional courses strive for a qualified insertion, reintegration and permanence in the labour market, while supporting participants in their paths of labour mobility.

The educational programmes are directed at women who want to acquire digital skills to strengthen their professional profile.



As a creative agency for purpose-driven brands, we support brands aligned in values with innovative design concepts

Launching your design project starts with a conversation

Tradition Reimagined

Creative Direction and Identity Design for Award-winning Jewellery Brand

Winner of the prestigious Andrea Palladio Award at VicenzaOro – considered the Oscar of Jewellery – Bonoli has redefined the language of contemporary jewelry through material experimentation, pioneering technologies, and future-forward aesthetics. With creative direction top of mind, the visual system was designed to translate seamlessly across all touchpoints – from digital experiences to packaging, signage, and beyond. His work balances technical mastery with visionary thinking, placing innovation and emotion at the center of every creation.

The branding blends fine-line typography and spacious layouts with hand-drawn sketches and luxurious textures, reflecting both craftsmanship and creative exploration. This approach was shaped by in-depth research and a precise art direction that ensured every element conveyed intentionality and refinement. From the concept to execution, the identity system respects the legacy of the brand while confidently pushing it into new, expressive territories

This visual identity is more than a design system - it is a narrative framework honoring his legacy of innovation and sets the stage for new dialogues in design, craftsmanship, and the future of luxury.

Date:
Brand Research
Brand Design
Brand Strategy
Art Direction

Client:
Award-Winning Jewellery Brand

Location:
ITALY
2015

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B

MASSIMILIANO BONOLI

Copyright © 2014 Bonoli S.r.l. - IT03300390402

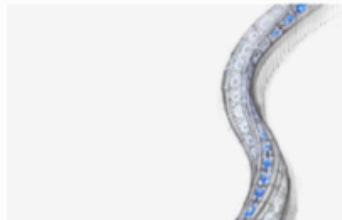
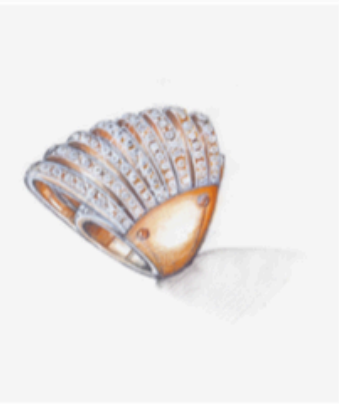


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MASSIMILIANO BONOLI

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MASSIMILIANO BONOLI



A rich visual language

At the heart of the brand lies the monogram—MB—a refined and architectural logomark representing Massimiliano Bonoli's initials.

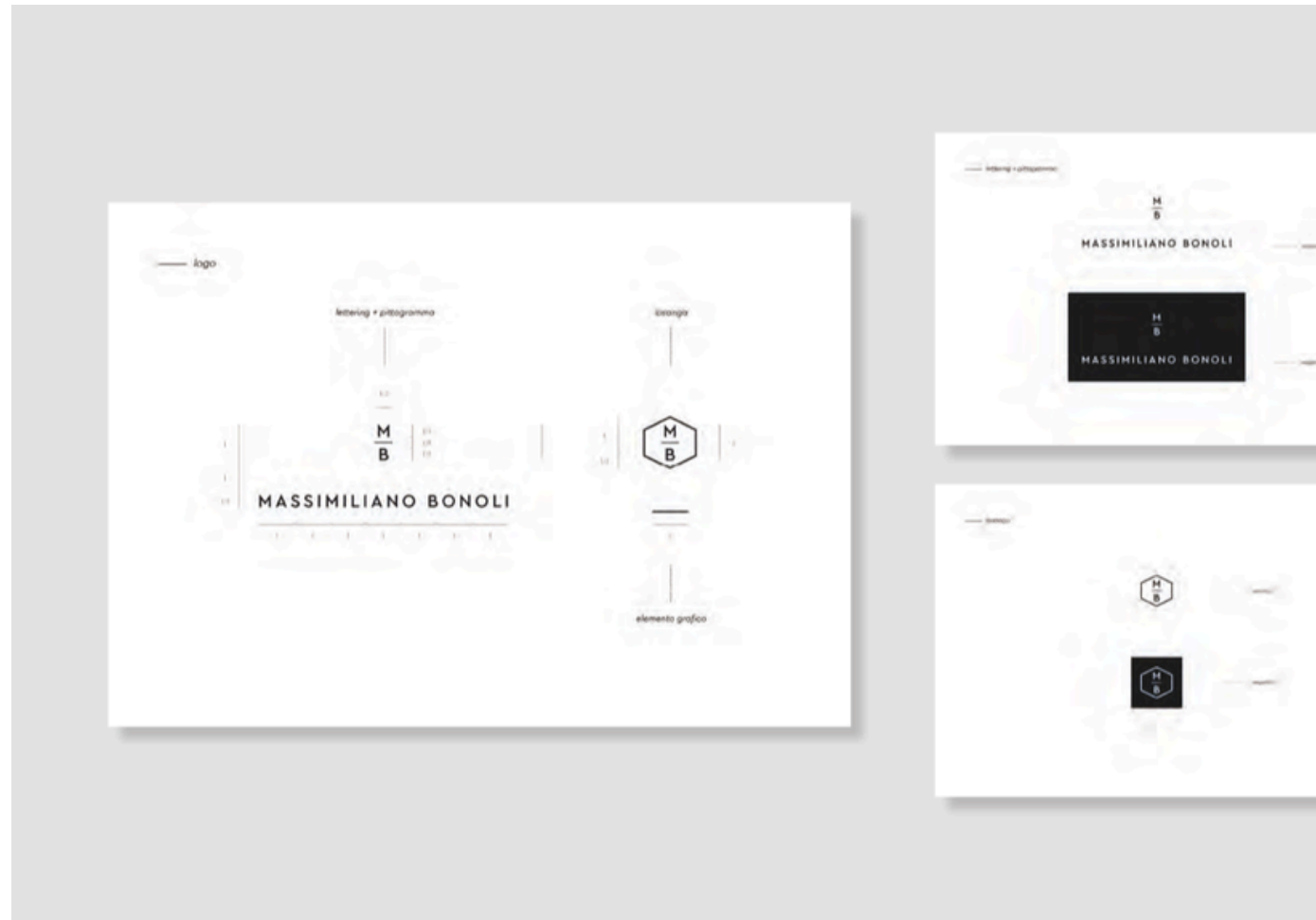
This symbol serves as a contemporary stamp of precision and excellence, capturing the artisanal yet forward-thinking spirit of the brand. Complementing the monogram, a typographic system of clean, sans-serif fonts is paired with generous white space, highlighting the artistry and individuality of each jewelry piece.

Abstract sketches and 3D renderings are used to emphasize concept development and the hands-on nature of Bonoli's creative process. Jewel-focused photography, shot in high contrast and softened light, evokes purity, precision, and emotional resonance. These elements come together in an aesthetic that is both intimate and elevated.

Sensory depth

The stationery suite reflects the brand's refined elegance and architectural precision. Each element—from business cards to letterheads and envelopes—features a careful balance of negative space, fine-line typography, and the iconic MB monogram.

Printed on tactile, high-quality paper with subtle embossing and rich textures, the materials evoke a sense of quiet luxury and timeless sophistication. The restrained color palette and minimalist layout ensure clarity while conveying the artisanal and innovative spirit at the heart of Massimiliano Bonoli's design philosophy.





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MASSIMILIANO BONOLI

From concept to execution, we
design intentional, future-facing
brands rooted in meaning, elegance,
and bold creative direction.

Your new brand identity starts here.

The Oddy Adventure

From Concept to Impact: Building an Inclusive Brand

A US-based female founder and long-term advocate in the Intellectual and Developmental Disabilities (IDD) space approached us to develop a strategic brand for her tech startup. The goal was to create a one-stop platform for IDD families to access resources, support, and essential services.

Given the complexities of the IDD landscape, the platform needed a thoughtful branding and marketing strategy to effectively reach and engage diverse stakeholders. These include not only IDD families but also organizations and service providers offering vital resources. The solution required a comprehensive, adaptable approach to foster meaningful connections, streamline access to information, and empower the IDD community.

At Shimeji Creatives, we help visionary founders like Oddy's female founder bring radical new ideas to life - building brands that connect, empower, and create lasting change where it matters most.

Service:

Brand Strategy
Brand Naming
Art Direction
Brand Copywriting & Tone of Voice
Growth Strategy

Client:

The Inclusive Group

Location:

USA
2024

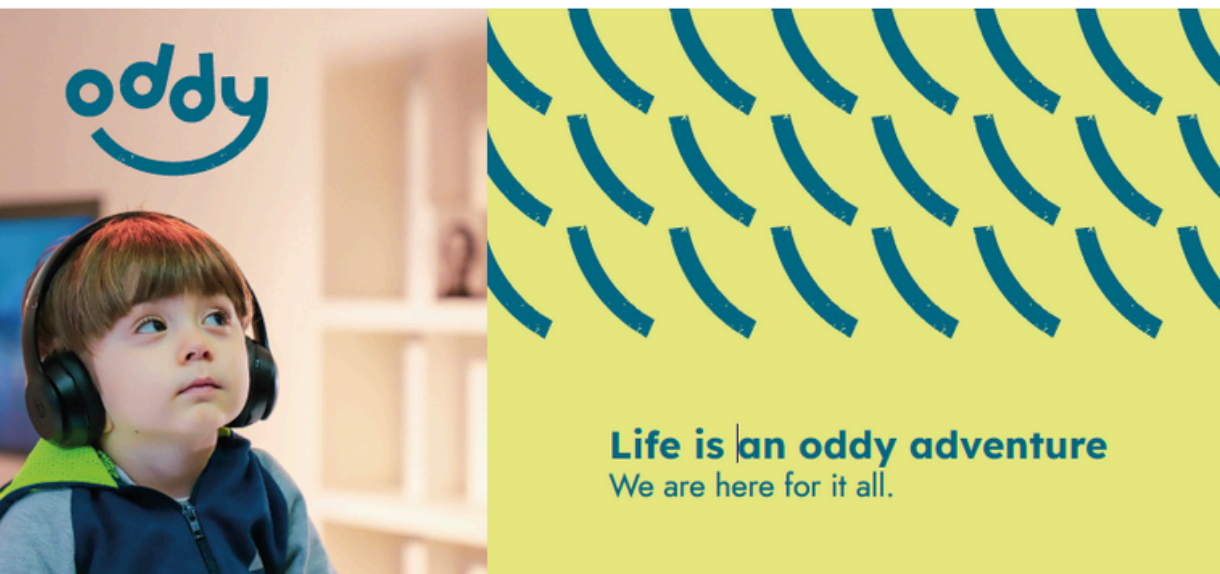


About ODDY

Oddy is the platform for individuals with developmental differences and their families built by people like you.

Oddy's mission stems from the real-world frustrations and lived experiences of founder, Jill, as a mother navigating disability services for her neurodivergent son. The platform was born out of Jill's realization that underserved communities deserve user-centric solutions driven by cutting-edge technologies and human-centered design principles.

Oddy rejects viewing disabilities as burdens and instead operates from the core belief that designing for society's most vulnerable raises the standard of living for everyone.



The Power Behind the Name – ODDY

The name **ODDY** was intentionally crafted to be playful, inclusive, and memorable. It reclaims and redefines the word “odd” by blending mathematical precision with cultural meaning—**celebrating uniqueness** rather than marginalising it.

At its core, ODDY is **a fusion of “odd” and “happy,”** transforming the perception of being different into something joyful and empowering. The name also subtly highlights its mission through the inclusion of “DD”—a direct nod to Developmental Disabilities—creating an instant connection with the community it serves. The double D creates visual symmetry, making the logo both eye-catching and balanced, serving as a focal point that reinforces the brand’s inclusivity and accessibility.

Beyond a name, ODDY becomes an action—“Let’s ODDY”—turning engagement into a verb that reflects empowerment, connection, and proactive support. It is more than a brand; it is a movement designed to uplift every individual on their own unique journey

The ODDY Platform:

**A space where being different is celebrated,
and every voice matters.**



The IDD need for access to services

The global market for intellectual and developmental disability services is expected to expand significantly, growing from \$40 billion in 2023 to \$75 billion by 2032 at a steady annual rate. This growth is driven by the rising demand for residential care, clinical services, and employment programs designed to support individuals with developmental challenges.

More providers are shifting toward models that emphasize community integration and technology-driven solutions, creating new opportunities for innovation. This trend aligns with ODDY's mission to build an accessible digital platform that simplifies access to essential services and strengthens connections within the community.

Families navigating IDD services often struggle with a fragmented and difficult-to-access system.

With one in six children in the U.S. diagnosed with a developmental disability, according to the CDC, the need for accessible, coordinated support systems has never been greater.





At Oddy, we communicate with openness, respecting and embracing diverse perspectives. We prioritize the needs of the IDD community to ensure our messages are accessible, kind, and considerate.

**Kind
Inclusive
Optimistic
Fair
Open
Strong**

Accessibility in Branding & Communication

At the heart of Oddy's brand strategy is a commitment to accessibility, not just in the platform's features but in every aspect of its communication. Clear information allows all users, regardless of ability or background, to engage with the platform.

Simple, jargon-free language, short and scannable sentences, and a direct, active voice foster clarity and accountability. Visual elements are designed with accessibility in mind, incorporating high-contrast colors and easy-to-read fonts. Every detail reflects Oddy's mission to create an inclusive space where finding support and resources is straightforward for everyone.

Brand Strategy – A Compassionate Partner

Tone of Voice Highlights:

- Conversational, supportive, and uplifting.
- Speaks with clarity and empathy, avoiding jargon or complicated language.
- Focuses on potential & empowerment, not limitations.

Key Message:

"You don't have to navigate the system alone – Ask Oddy and find your way."



Understanding Behavior: Insights Behind ODDY's Brand Strategy

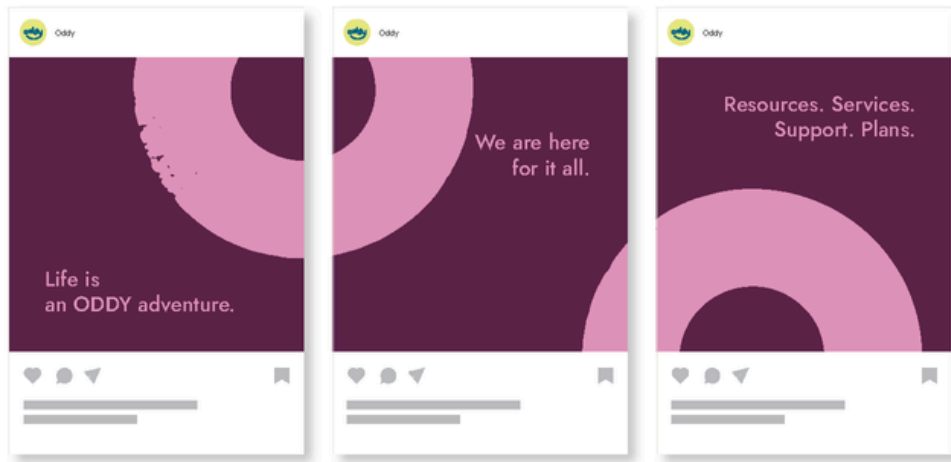
Creating a brand that truly resonates with the developmental disability community required more than design— it called for a deep understanding of how people think, feel, and engage.

We **immersed** ourselves in real conversations within Facebook groups and online communities, observing how families and carers interact with support systems. These insights guided the tone, language, and visual identity of the brand.

Using **identity priming**, we transformed the word "odd" from a label into a source of pride—ODDY became a symbol of belonging rather than difference.

We **tested the brand** directly with families to ensure it felt trusted and familiar. The result is a brand that does not speak for the community—it speaks with them.

Ultimately, our strategy combined behavioral science, real-world observation, and iterative testing to create a brand that doesn't just speak to the I/DD community - it speaks with them.



Building Trust Through Familiarity and Connection

Many families seeking developmental disability support feel disconnected from existing resources and skeptical of new platforms due to past bureaucratic challenges. ODDY built trust by aligning with user behavior, reducing barriers, and positioning itself as an accessible, community-driven resource.

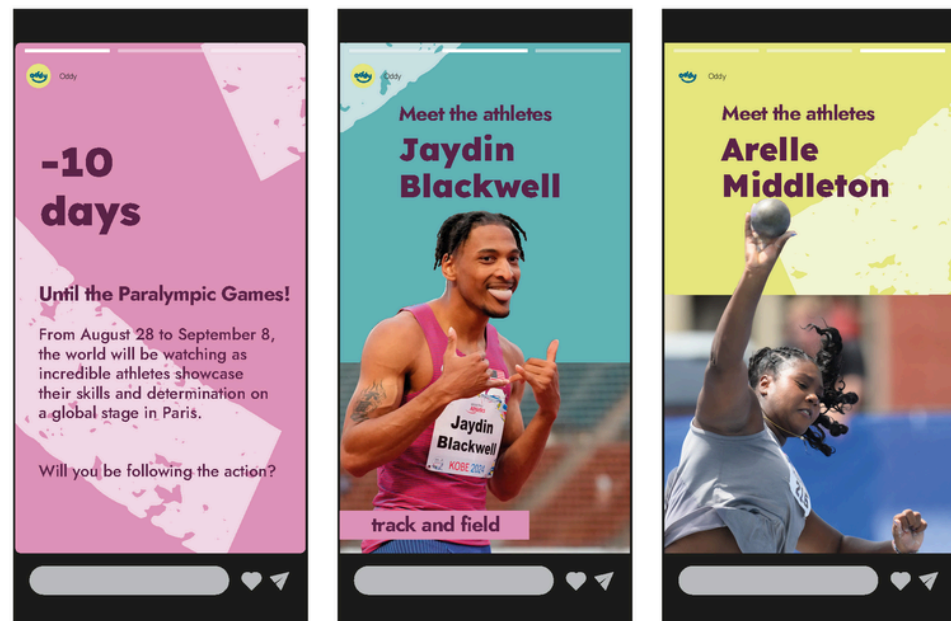
Recognizing Community Needs

Through in-depth social listening and focus groups, we identified key frustrations—families felt unheard and overwhelmed by complex, impersonal solutions. ODDY positioned itself as a community-driven platform built with their input.

Integrating into Existing Behavior

Families already relied on social media groups and peer recommendations for support. ODDY embedded itself into these channels, ensuring that engagement felt natural rather than requiring a behavior shift.

Inclusivity and Diversity in branding always start with a conversation.





Project Scope & Objectives: From Vision to Brand

When the founder approached us, the project had no name or identity – just a strong mission built over a decade of connecting families with support. The goal was to transform this hands-on work into a trusted digital platform.

The challenge was clear: we needed to create a name and brand that would resonate with the community, reflect empathy and understanding, and be inclusive of all stakeholders, families, service providers, organisations, and, most importantly, individuals with intellectual and developmental differences (IDD). The brand needed to embody accessibility, clarity, and a sense of wit for everyone it aimed to support.

At Shimeji Creatives, we don't just
build brands -we bring movements
to life. From idea to impact, we
design bold, inclusive identities
rooted in purpose

Your brand journey starts with a conversation.

Lack of Connection

Research, Strategy & Brand Positioning for Global Leader in Online Entertainment

Twenty years is a lifetime for a brand on the internet. Brand experiences and technology in online entertainment have evolved from their humble origins in low definition, and very few of the early pioneers are still with us today.

When one of the original innovators in online entertainment approached us to support their rebranding with brand research and brand strategy, we worked with their in-house team to unearth the core of the brand and position it strategically for the next twenty years.

The goal of the rebrand was to highlight the positive perception of the brand with a unique and memorable brand identity that could bring together creators and audiences of the entertainment marketplace and connect with loyal older fans, a young core audience under 35, and future audiences.

A brand shouldn't stop at the logo. A powerful brand system illuminates every touchpoint of the user journey. When every element of a new brand is communicated clearly, the brand core is consistently revealed.

Date:
Brand Research
Brand Positioning
Brand Strategy

Client:
Global Leader in Online Entertainment

Location:
USA / CANADA
2022





Brand Values & Brand Core

When it comes to rebranding, there is no one-size-fits-all approach. We identified the brand's core values of: fun, open, inclusive, and authentic entertainment as a vital starting point. Confirmed by our qualitative and quantitative brand research, the values must be communicated with personality and impact.

Our brand strategy and brand audit report included the results of our extensive research and the qualitative and quantitative analysis of more than 3,000 brand stakeholders.

The document revealed strategic recommendations on how to build on the brand's heritage as the starting point for rebranding.

Brand Audit

Limited expression of the brand's visual identity and little knowledge of the brand story – present a challenge for building brand loyalty and brand trust.

Our proprietary brand audit considers every aspect of your existing brand – including your audience and stakeholders.

We leave no stone unturned to ensure a new direction stays true to your brand's core and values.

We identify your brand core and build brands considering all future applications of your brand system. From large billboards to small icons, every brand aspect matters.





How to Rebrand to Manage Change

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Shimeji Creatives identified the brand positioning, and brand tone of voice and revealed the creative direction for a newbrand and visual identity. Every aspect of the brand's presence and every conceptual visual thread must deliver on the brand's promise of quality entertainment and audience enjoyment.

Whether you are looking for a brand audit and brand research to support your rebrand or want us to take care of the entire rebranding process - we work collaboratively with founders, businesses and in-house teams on all aspects of rebranding.

At Shimeji Creatives we frequently
engage with brands at challenging
stages of their business journey

**Time for a Rebranding? At Shimeji Creatives, we recommend evaluating the risks of change
before launching a new direction**

High on Branding

Brand Name and Identity for CBD Brand

Shimeji Creatives was tasked by green-tech startup Monophases with creating a new brand name and identity for a direct to consumer CBD brand. Central to the new brand was the need to create an impact with purpose in an increasingly crowded space. Cannabis has evolved from illegality and counterculture to entering a growing wellness market.

Creating a brand name can be one of the most challenging aspects of developing a brand from scratch. At Shimeji Creatives, we have designed a proprietary brand naming workshop built on a collaborative approach and a concept first strategy.

**Happygogood was inspired by the feeling of happiness and carefree ease connected to cannabis.
The brand tone of voice conveys an enlightened sense of wellbeing.**

Date:
Brand Naming
Branding Art
Direction

Client:
MONOPHASES
HAPPYGOGOOD

Location:
Italy / Austria
2021





A modern and aspirational brand aesthetic

Gone are the light green 90s ganja leaves of the past. Today's brands, like happygogood, are part of a new aesthetic in cannabis branding.

The brand design concept focused on minimalistic and casual elegance with lively undertones.

The artistic direction presented strong colours and evocative wellness tones for logo and identity and extends those design nuances to the entire brand system, including product packaging and exhibition design.

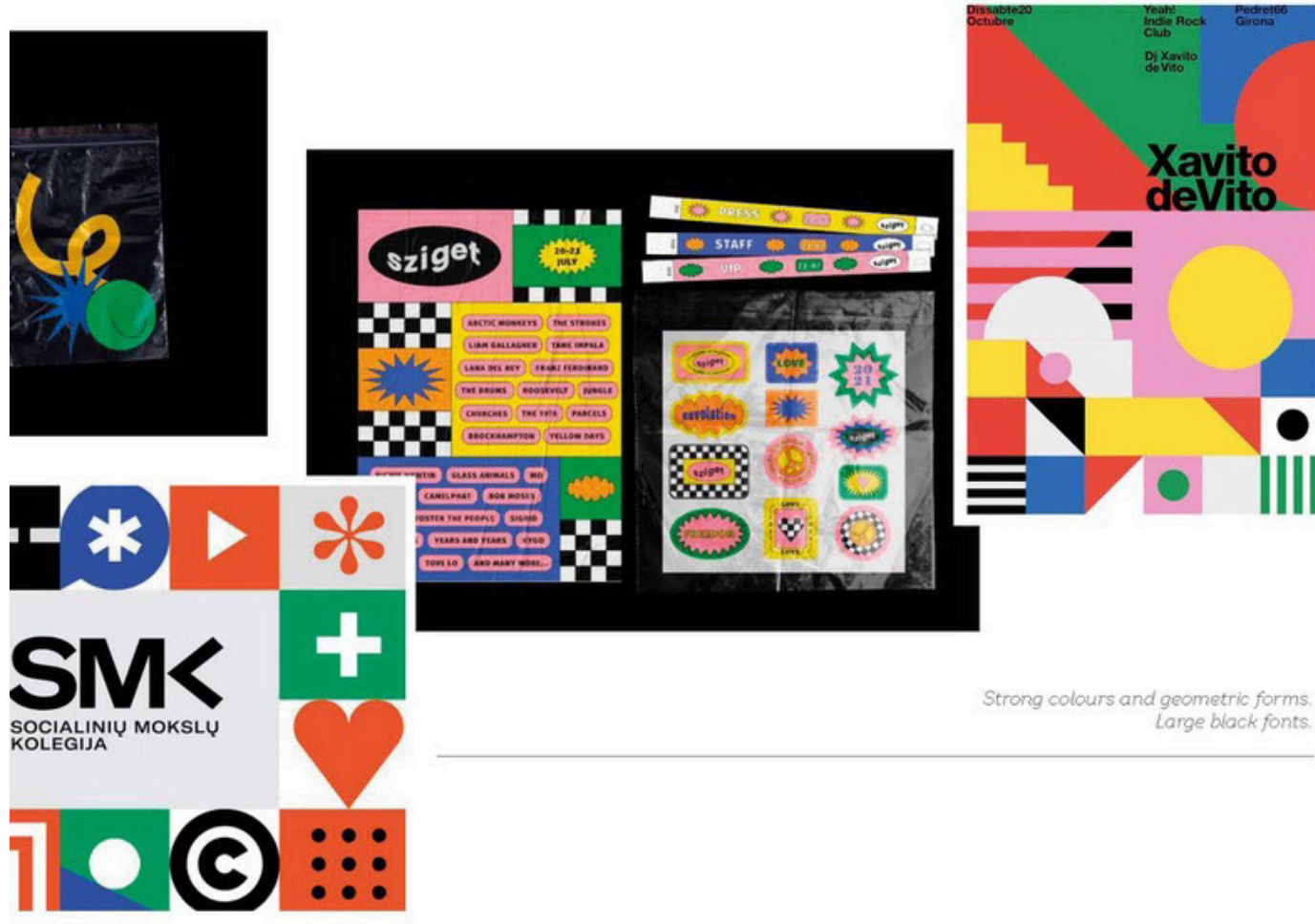
Our team created an experiential box concept for promotional purposes to be sent to the upmarket retailers and influencers.

Finding the balance

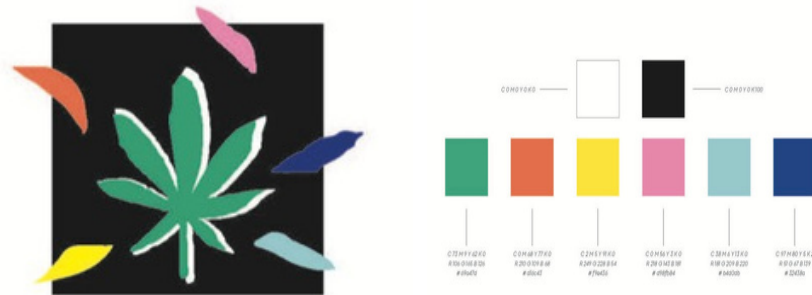
Our experienced team of multidisciplinary creatives will bring their cultural insights and extensive research to the workshop session to create a name that is truly unique and speaks to the founder's intentions.

The happygogood branding speaks to the quality narrative with a clean aesthetic on the edge of simplicity.

Every graphic element is placed with care and a minimalist approach guides the design process.



Strong colours and geometric forms.
Large black fonts.



Branding for the Circular Economy

At Shimeji Creatives, we advise businesses and brands on sustainable options for all aspects of the brand system. From low-impact printing to sustainable packaging, we help brands lower their ecological footprint every step of the way.

The project deliverables included all elements of branding required for a direct-to-consumer brand – from visual identity to brand packaging, the visual direction for the brand website, exhibition design, and a gift box concept. High-quality products need attention to detail, precision, craft, and skill – and a brand delivering the visual impact of a quality narrative.

Hemp is circular in nature and every happygogood product is sustainably sourced and free of pesticides and toxic chemicals.

evocative and upbeat
an exemplary brand name
builds a bridge
between founders and customers

Developing a brand name and brand system always start with a conversation

Can you learn Entrepreneurship?

Online Course Design

Registered UK charity Urban MBA commissioned Shimeji Creatives to design and develop their award-winning entrepreneurship programme as an internationally available online course.

Shimeji Creatives created a comprehensive online learning experience by adapting the proprietary and trademarked Urban MBA blended learning style that mixes pop culture and storytelling as well as life skills and vocational skills.

Whether you would like to design an online course around a classroom training programme like Urban MBA or are interested in creating an educational experience built around your expertise or for brand promotion, our proprietary methodology ensures successful outcomes.

Committed to delivering impact and outcomes, we make effective use of the online course medium in all its formats to keep audiences engaged.

Service:

Brand Research
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The Journey Starts Here

In the UK alone close to 700,000 young people, which is about 10% of the population between the age of 16 to 24, are currently not in education, employment or training (NEET).

The vision of Urban MBA is to create a world where no young person is lost or left aside. It is no surprise that the current educational environment leaves many young people disengaged.

As we navigate the challenge of transferring a proven classroom experience into an online course, the goal was to go beyond simply moving the classroom experience online and instead create an engaging 360 online learning programme for Urban MBA.

Educational Design

We have worked closely with Urban MBA founder Kofi Oppong and the team to create an online course programme with the potential to impact youth globally while engaging audiences of all ages.

Urban MBA's unique learning style built around the awareness of an 8-second filter has kickstarted the careers of an exemplary group of entrepreneurs and young adults in employment.

We often develop ad-hoc training material from online workbooks to digital quizzes and more as we develop the online user personas, tone of voice and narrative strategy.



ALUMNI SPOTLIGHT

Victoria O.
class of 2014

CEO of
SUNMO

Contestant on
GORDON RAMSAY'S
**FUTURE
FOOD
STARS**

URBAN MBA
The University for Street Entrepreneurs



Video Course Narrative

The project plan set the initial framework needed to achieve the online course whilst also attempting to allow for flexibility so that the programme could respond to the needs of its students as they provide feedback during beta testing.

The creative process is a dialogue where every aspect is carefully thought out. Working closely with the Urban MBA team and its alumni, we build on the possibilities of the digital age and honed in on the detailed aspects of the course narrative. As we mix storytelling and technology, it elevates the online learning experience.

From the creative video direction to the engagement and learning assessment strategy, at Shimeji Creatives we craft holistic online courses with their target audience in mind.

At Shimeji Creatives,
we combine experience and creative skills
to design online training courses
that serve your prospective learners
and lead them on the road to success.



WWW.SHIMEJICREATIVES.COM