

OFF+BRAND.

CAPABILITIES



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ABOUT US

WORK

/ BITGET

/ SENTITRAC

/ MANTRA

/ WEBFLOW

CONTACT

OFF+BRAND.

03 ABOUT US



OFF+BRAND IS THE SUM OF HONEST TALENT, METHOD AND (WHAT LOOKS LIKE) MAGIC THAT WORKS TOGETHER TO FUEL YOUR AMBITIONS.

INDEPENDENT + HUNGRY

Independence means we own the trajectory of our thinking and our doing. We're a Scottish-born studio, rooted in Glasgow and London but we won't settle there. Our awareness of where we came from keeps us hungry for where we're going. It draws us towards those who present interesting stories and meaningful ambitions to shape what comes next.

GROUNDED + ADAPTABLE

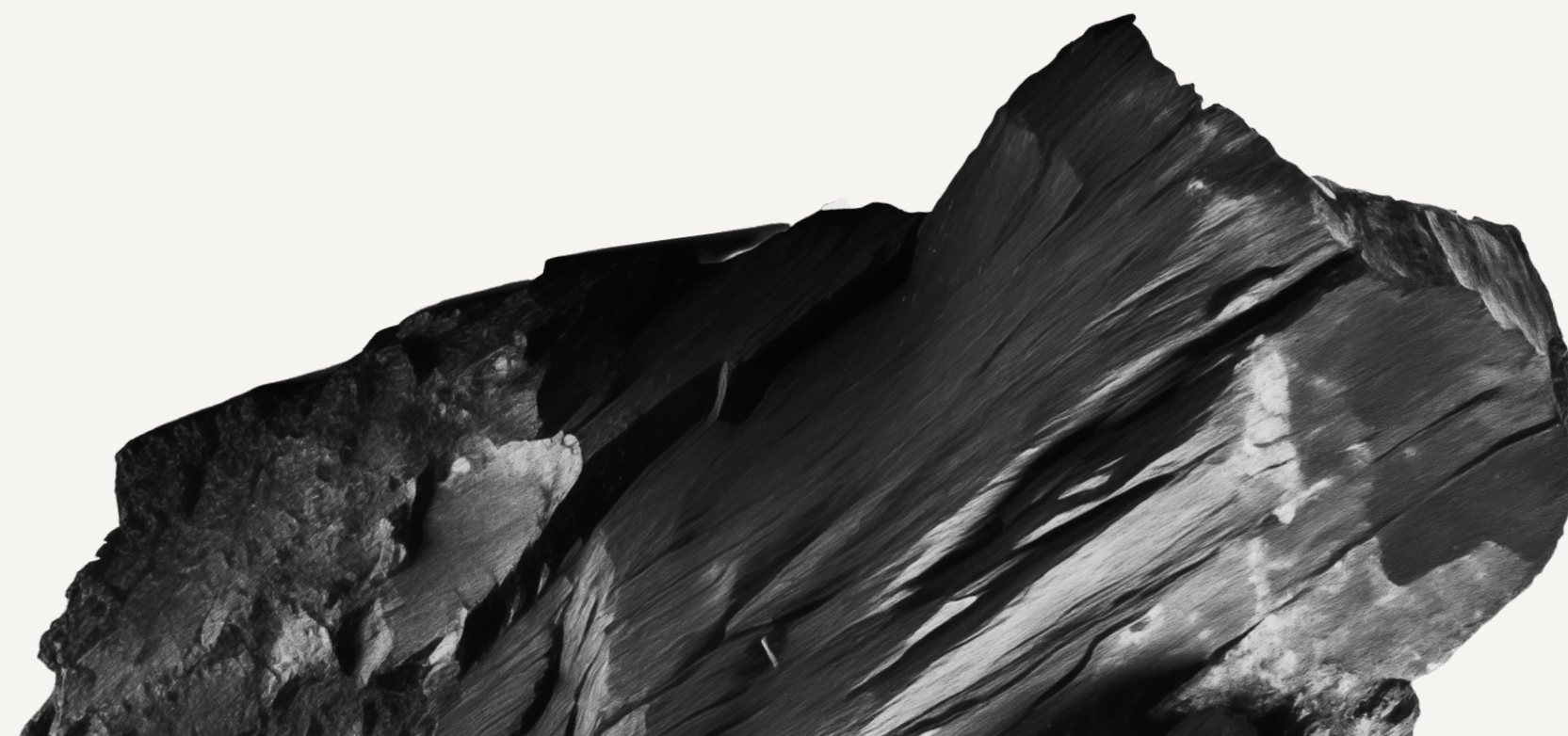
Never dormant. Always developing. We expand our skills from a bedrock of solid fundamentals, all in pursuit of one thing. Originality. Treating every client like a valued member of our team, we lean into every unique insight and experience we can get. Because it's this added thinking that goes into every project, every experiment, adding up to creating new. Delivering well.

DIFFERENT + TOGETHER

We believe the magic is found in our team building methods. Seeking the best talent, both fresh and seasoned, to build different together. Every project requires a shared ownership. Where the combined strength, care and effort of our people, our ideas and client collaboration results in a refinery for otherworldly experiences and strong brands.

LASER + FOCUSED

Our pursuit creating success by design is something we will not compromise on. This laser focus guides us to selecting clients and people with shared chemistry, varied thinking and clearly defined partnerships. We select works that energize, challenge and push us to make our best work every day.



STRATEGY

Brand Strategy

Product Management

Business Analysis

Product Roadmapping

Ecosystem Strategy

Consumer Research & Testing

Content Strategy

Optimization Strategy

Technology Strategy

DESIGN

Brand Design

Prototyping

Creative Direction

Website Design

3D Design

Experience Design

Interaction Design

Motion Design

Copywriting

DEVELOPMENT + TECHNOLOGY

WebGL / Three.js

Front End Development

Back End Development

Mobile App Development

API & CMS Development

Technical Architecture

Platform Development

E-Commerce / Shopify / Headless Solutions

Augmented & Mixed Reality

MOTION

2D Animation

3D Animation

Motion Design

Motion Identity

Visual Design

Experience Design

Interaction Design

Video editing and post-production

Prototyping

A CREATIVE STUDIO WITH A SKILL SET
MADE TO MULTIPLY (VISUALLY, OF COURSE) THE BEST
OF WHAT YOU HAVE TO OFFER

(WHAT WE OFFER)

STRAIGHT TALK

TEAM PLAY

INFECTIOUS ENERGY

MAX TECH

LEADING CREATIVES

SOUND METHODS

SCALABLE SYSTEMS BUILT IN

=

=

=

=

=

=

=

(WHAT YOU GET)

EFFICIENT DELIVERY

COLLECTIVE INNOVATION

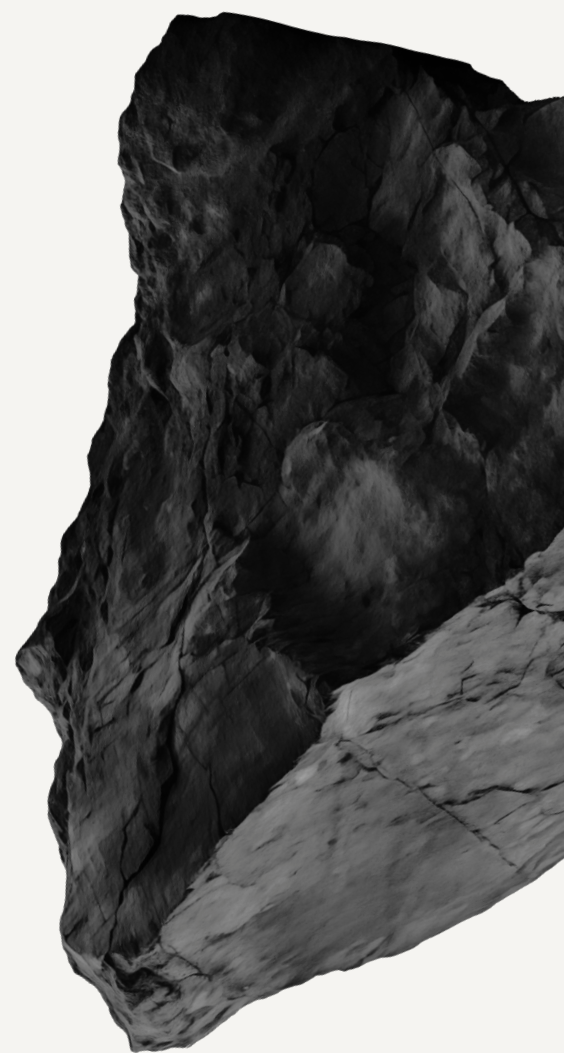
FUN TIMES & GOOD WORK

CONVERT WITH EMOTION

INDELIBLE IMPACT

PERFORMANT PRODUCTS

SECURE INVESTORS



OFF+BRAND.



04 WORK



SKILLS USED

DESIGN
MOTION
DEVELOPMENT
WEBGL
3D

THE BRIEF

POWER UP THE WEBFLOW.COM HOMEPAGE TO CELEBRATE THE LAUNCH OF A BREAKTHROUGH REBRAND + NEW DESIGNER UI

THE APPROACH

We invested time in the early phases to understand in simple terms the most impactful elements of the designer, then selected the 10+ ideas to take forward and develop into visuals. Once we settled on the core ideas we wanted to convey, we brought the designer to life in 3D and developed UI and homepage designs for three fictional sites to interact with. To bring deeper immersion, we created a 3d asset for each homepage design to show the power of Webflow's designer.

THE RESULTS

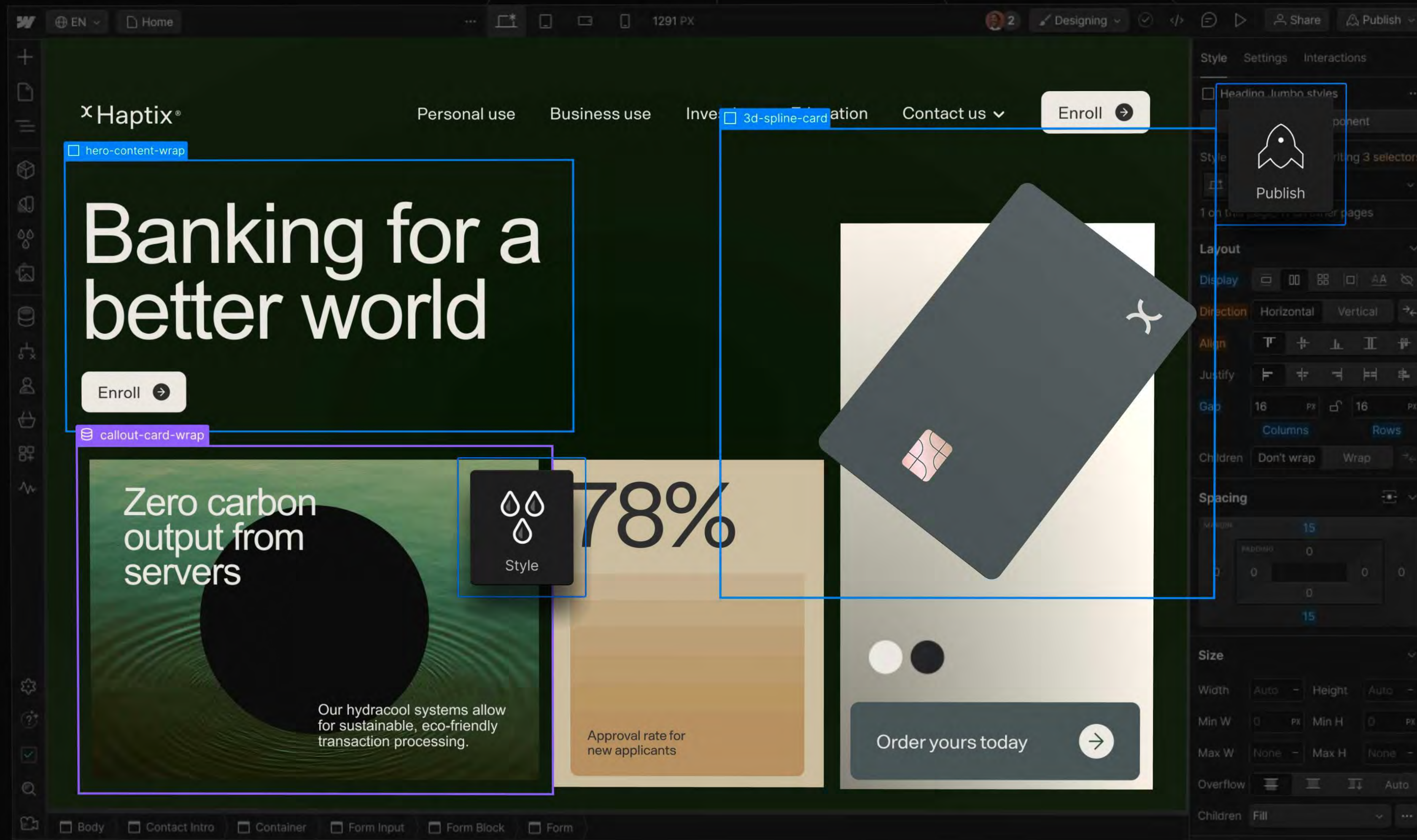
The delivered website not only performs over twice as fast but also boasts a lighter file size load. As we gather analytics and conversion data, we're seeing a noticeable uptick in interest, improved rankings, increased social media engagement and a surge in positive sentiment attached to the brand. Webflow's redesigned homepage and breakthrough UI have not only enhanced the user experience but have also positioned the brand as a leader in the design and web development industry.

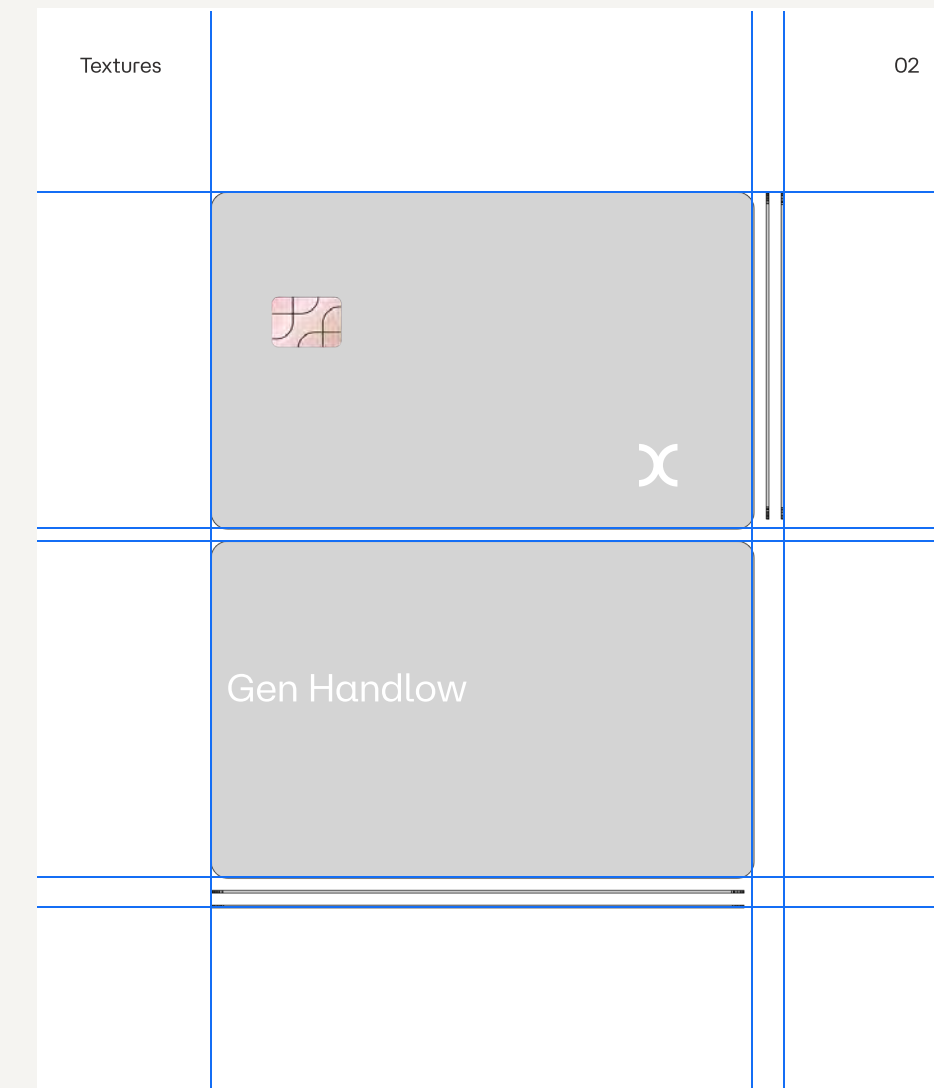
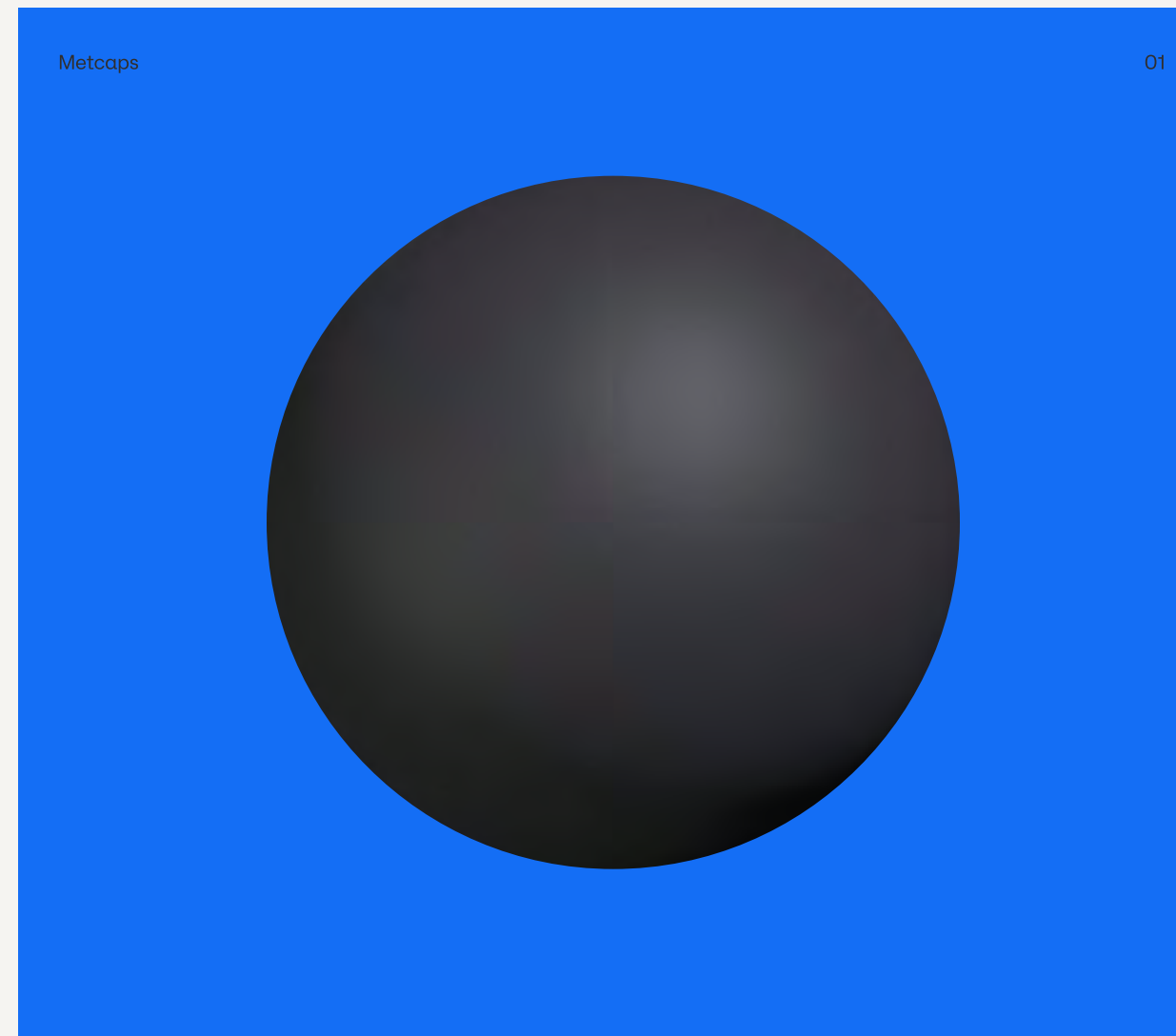
The remarkable improvement in speed and efficiency highlights Webflow's dedication to delivering flawless user experience and an unmistakably pro product.

After a successful launch (and an eventful after party) at Webflow's annual conference in London, we were thrilled to be invited to host a show and tell session with Webflow's team of creatives, developers and contributors.

We thoroughly enjoyed sharing our detailed insights and methods used to build such an immersive and performant experience for the world's best website building platform.

WEBFLOW





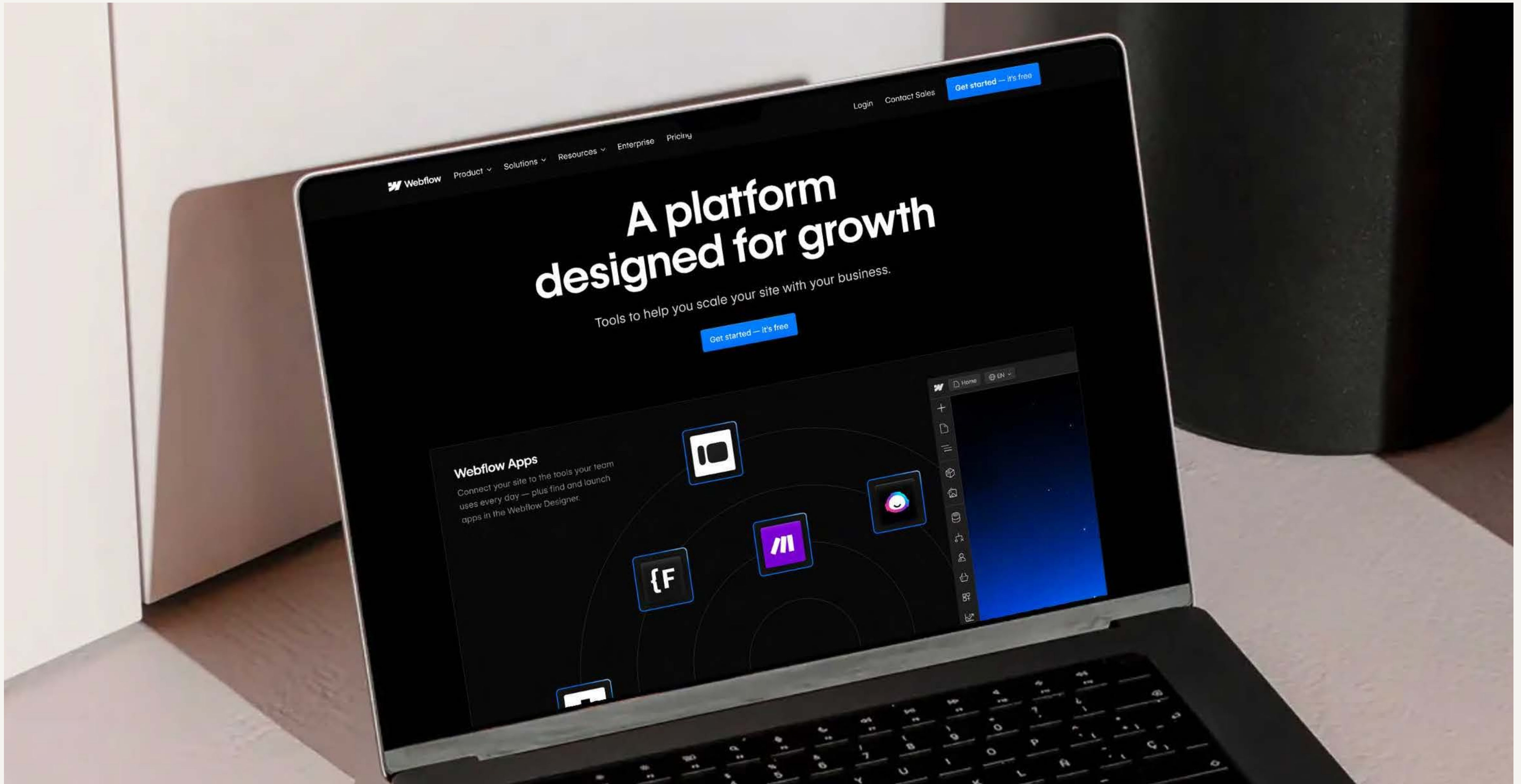
1 Met caps were used to give the card model its understated reflective qualities.

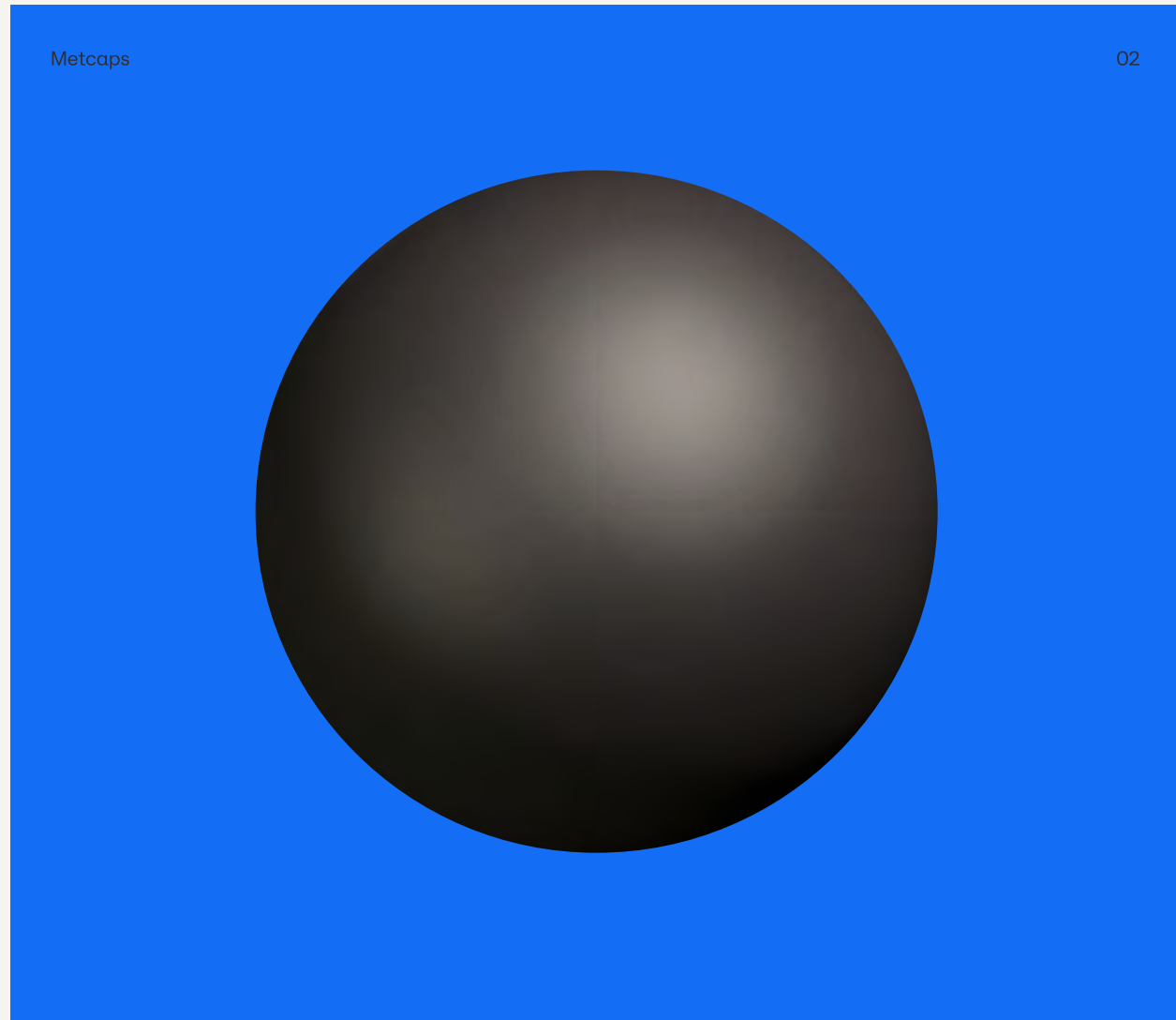
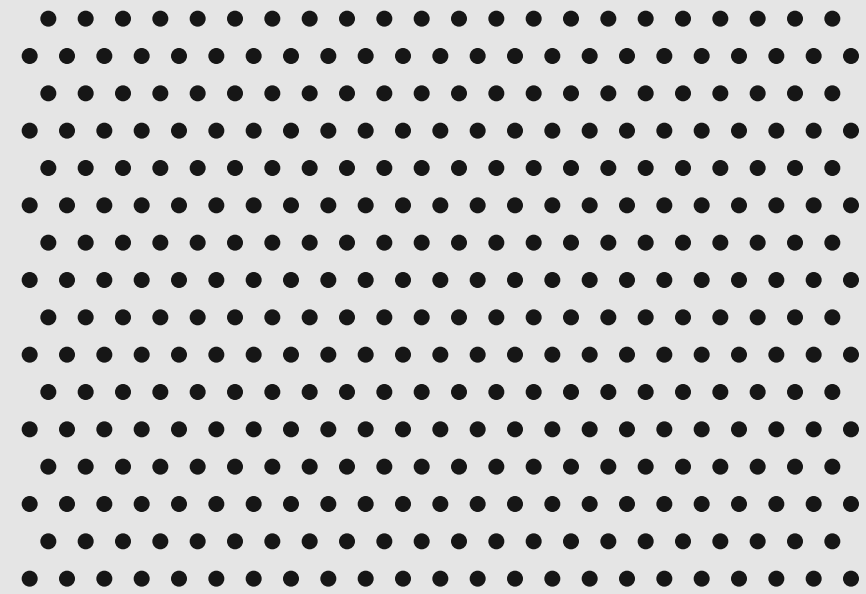
2 The use of the met caps enabled us to use minimal textures. Improving the performance and efficiency of the model.

2 After exploring a number of colour iterations we settled on silver and slate. We selected this dark slate version for the primary colour to match, rather than compete with the interactive buttons



Colour iterations

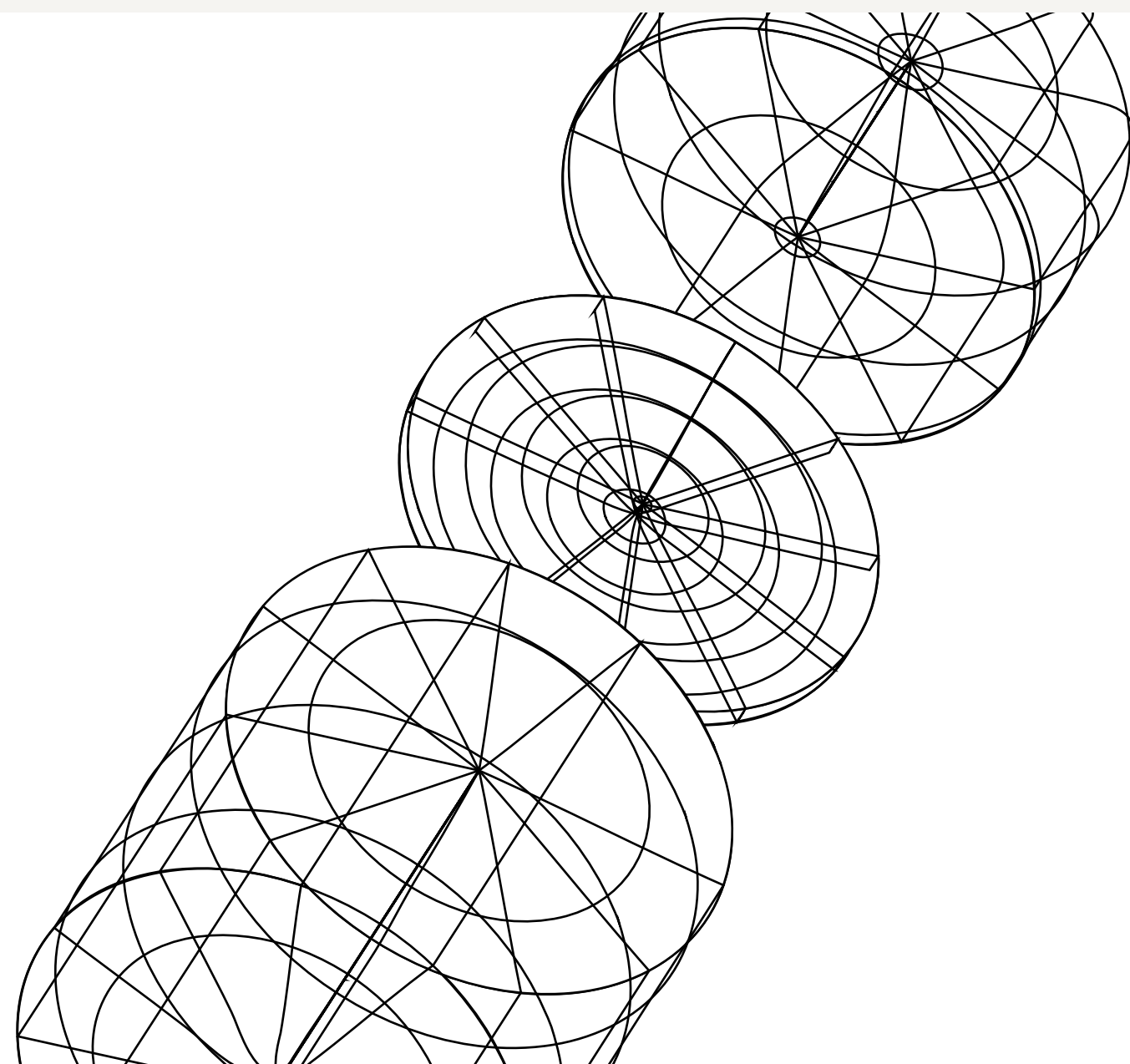


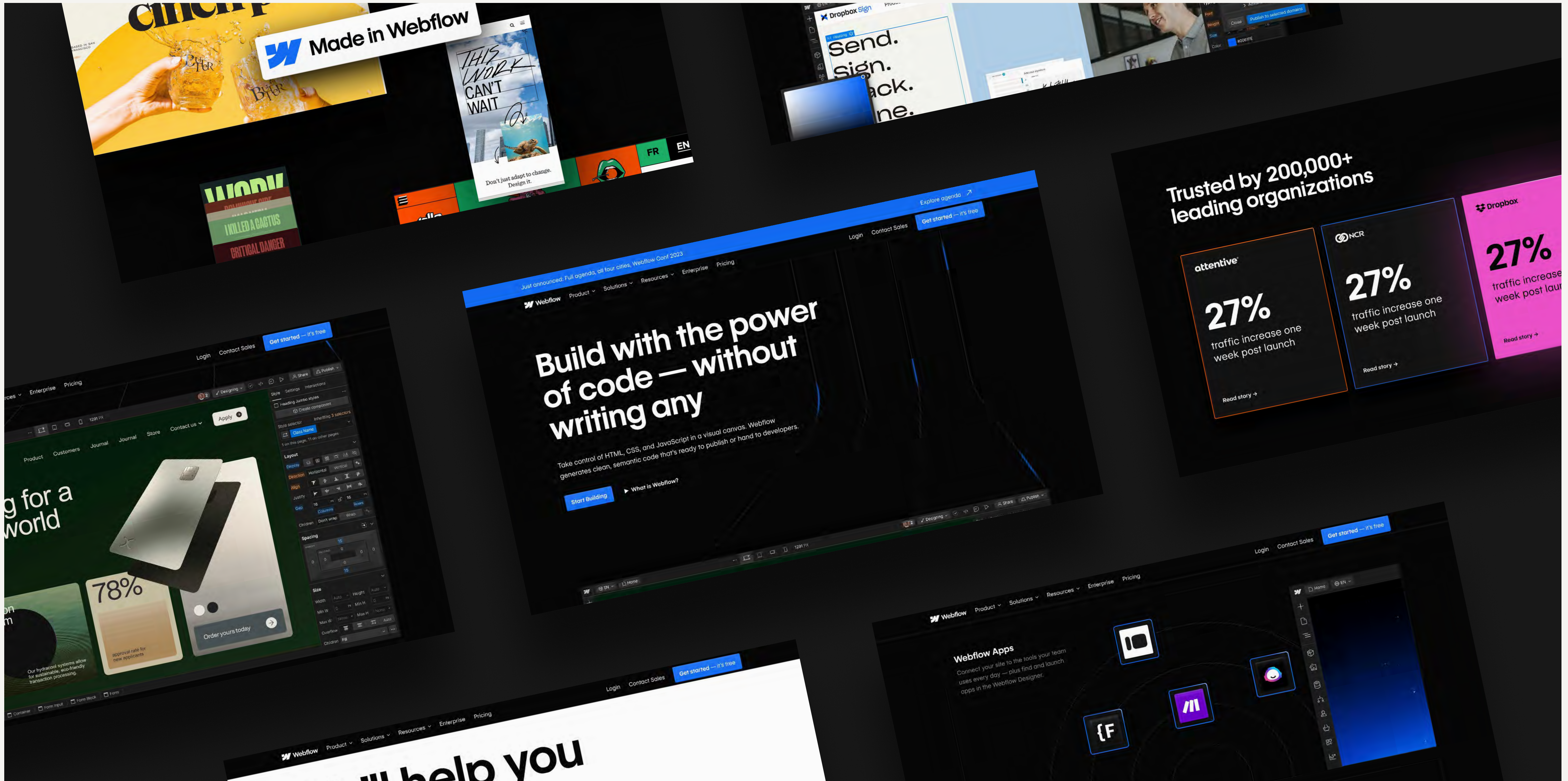


1 Creating a grid of tiled dots meant we could achieve a realistic result, whilst keeping the model performative.

2 The same met caps were used to give the air purifier model its understated reflective qualities.

3 Keeping the polygon count to our model within a 6k threshold was important to retain a performant experience.





BEFORE

15.0 MB transferred 396 requests 35.7 MB resources DOMContentLoaded: 1.52 s Load: 5.68 s

1,030 ms Total blocking time



Performance



Accessibility



Best Practices



SEO

1.0 s First Contentful Paint

1.0 s Largest Contentful Paint

2.3 s Speed Index

0.028 Cumulative Layout Shift

AFTER

3.9 MB transferred 226 requests 35.7 MB resources DOMContentLoaded: 919 ms Load: 1.71 s

10 ms Total blocking time



Performance



Accessibility



Best Practices



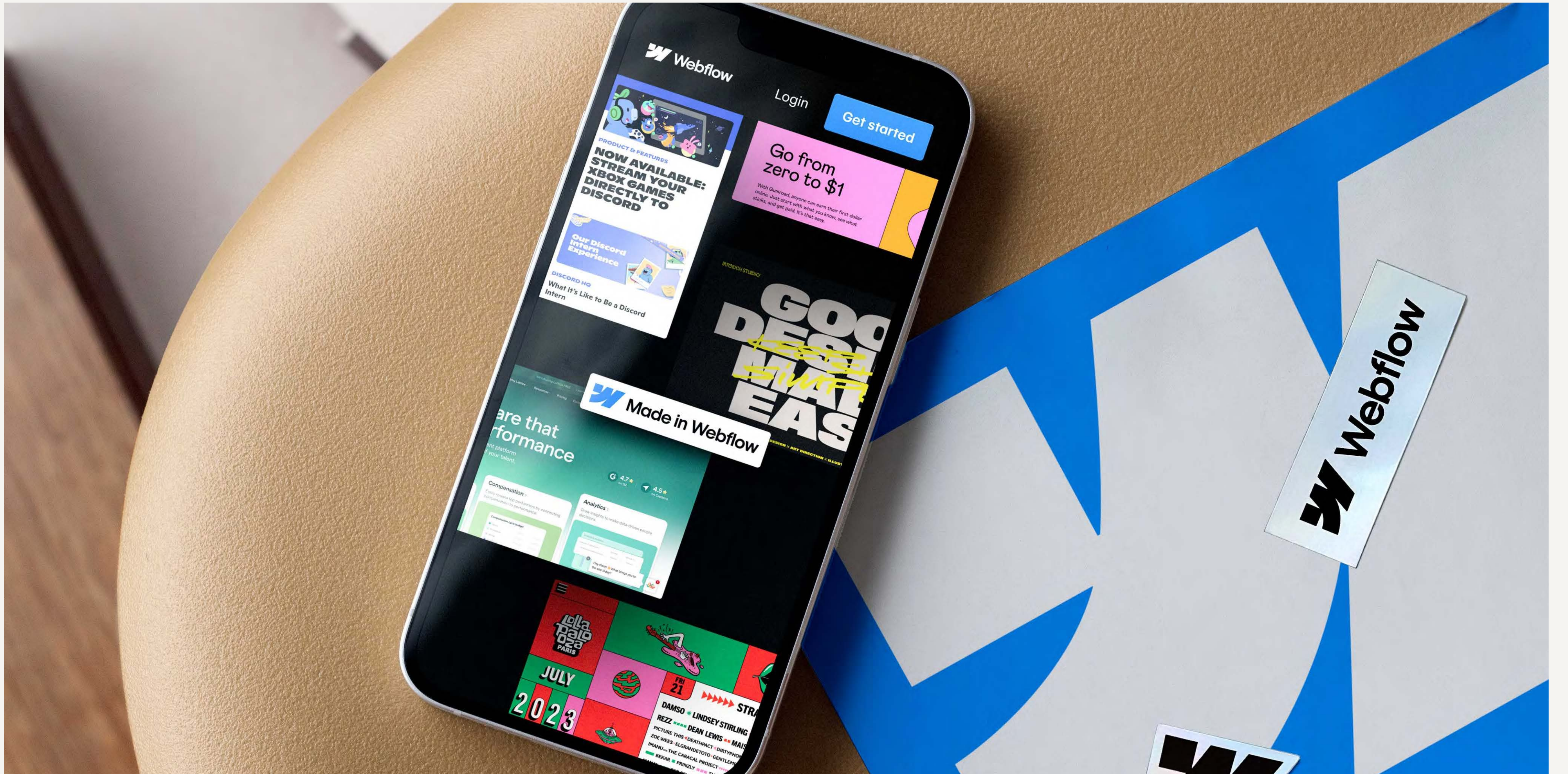
SEO

1.0 s First Contentful Paint

1.0 s Largest Contentful Paint

1.6 s Speed Index

0.004 Cumulative Layout Shift



TESTIMONIAL

OFF+BRAND. WAS AN INCREDIBLE TEAM TO PARTNER WITH. THEY COMBINED PHENOMENAL PROJECT MANAGEMENT WITH WORLD CLASS CREATIVE SKILLS. THEY FELT LIKE A TRUE EXTENSION OF OUR TEAM AND I COULD NOT RECOMMEND THEM HIGHLY ENOUGH. (SHANE MURPHY-REUTER, CMO AT WEBFLOW)



LINKS

[WEBFLOW.COM](https://webflow.com)



SKILLS USED

STRATEGY
BRAND
DESIGN
MOTION
DEVELOPMENT
3D

THE BRIEF

RE-INVISION A BRAND TO BETTER EMBODY THE VALUES AND SPIRIT OF MANTRA'S NEW OMNIVERSE

THE APPROACH

From our earliest interactions with the people at Mantra, we realised the key to their rebrand wasn't about starting from scratch, but about fully realising and evolving from the depth of meaning and personality behind the founders and the name.

When we work on a brand, the key focus is going through it together. So the first step was to create a steering group that we could collaborate from the beginning to launch day and beyond.

This steering group, consisted of decision makers, key investors and valued members of Mantra's vibrant and active community, which resulted strong buy-in from multiple layers of the ecosystem. Throughout the process, we hosted interactive workshops, remotely and in person at our London location, whilst streaming to others in Hong Kong and beyond.

THE RESULTS

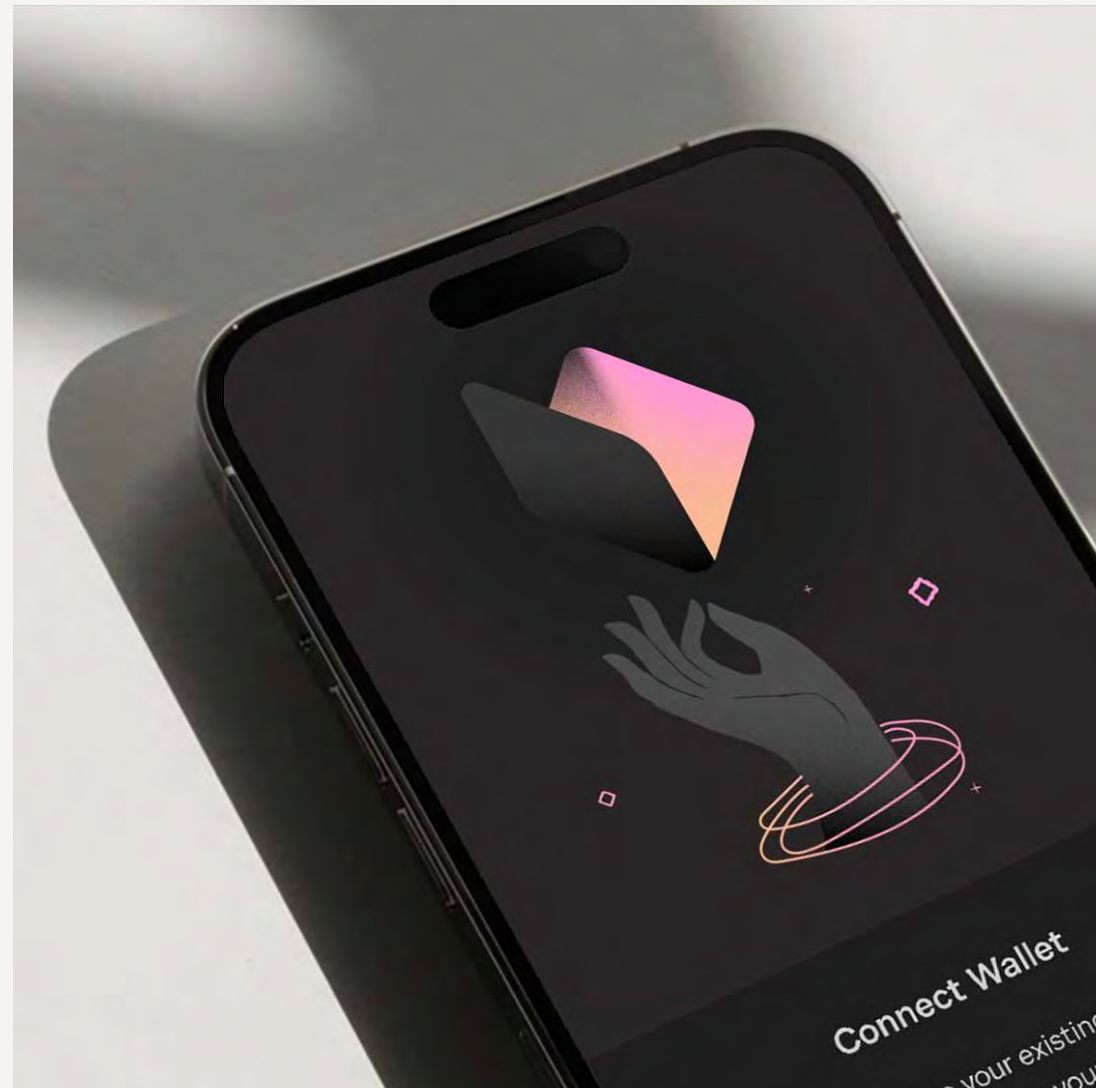
Our many creative and strategic sessions added together to form a fully-fledged brand book, complete with values, visual and verbal tone framework and brand architecture. The brand book encapsulates the Mantra spirit, that carries purpose and alignment through every interaction point.

Alongside the brand book we built an [online brand toolkit](#) to ensure Mantra's visual identity and brand guide stay consistent, current and agile for a fast moving industry landscape. Mantra now stands equipped with a revitalised identity, ready to engage both potential users in their updated offering.

We then had the pleasure of building a [website](#) to encapsulate the new brand and continue to impact the future of finance, the Mantra way. Finally, we continued to work with key brand ambassadors across the organisation and community to ensure the rebrand was adopted throughout all avenues of their organisation as they learned to adopt and bring their new found voice to the world.

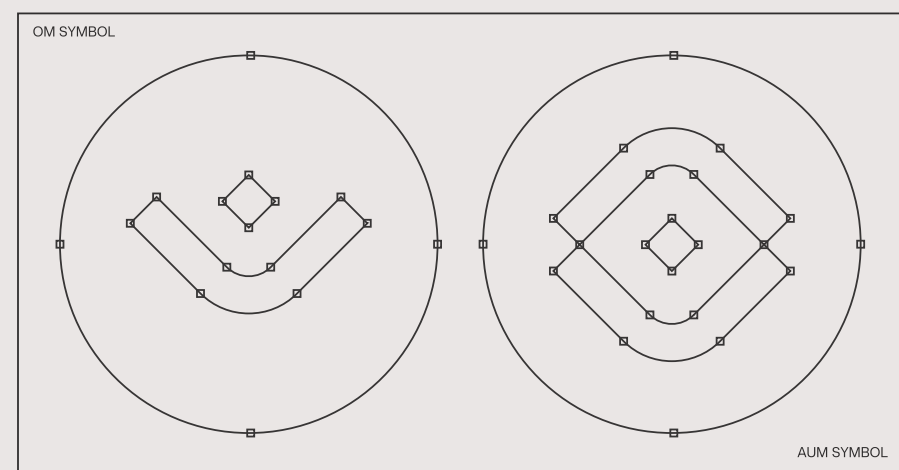
MANTRA





Inspired by the OM symbol, the 'M' contains two graphical devices we call the 'self' dot and the 'crescent' V.


The native token for MANTRA Chain. Derived from the OM symbol this sits perfectly with our family of icons and logos.



Inspired by the OM symbol, the 'M' contains two graphical devices we call the 'self' dot and the 'crescent' V. The result is a blend of original eastern symbolism with western design and relate to a global market.

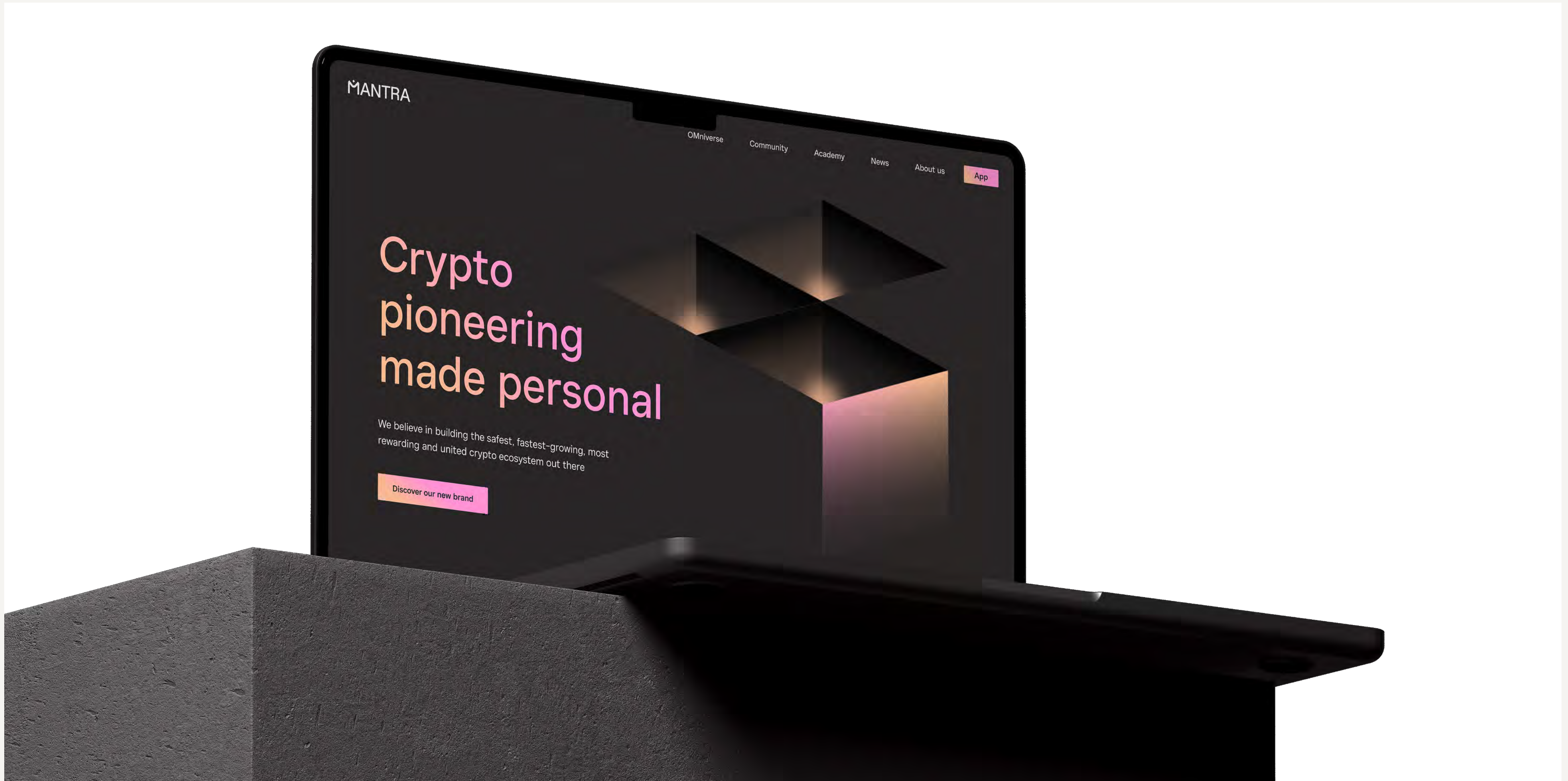




	MAN—	Mind
	—TRA	Vehicle

MANTRA is an ancient chant practiced to invest in one's own self, while inviting others to take hold of and do the same. It's an asset to be owned by one and all. We believe this is the perfect metaphor for what we do at MANTRA.





MANTRA

Same spirit,

www.mantraomniverse.com



MANTRA

new look.

www.mantraomniverse.com



Brand book

Article B1



FT Sterling Medium

For headers and primary messaging

Article A1

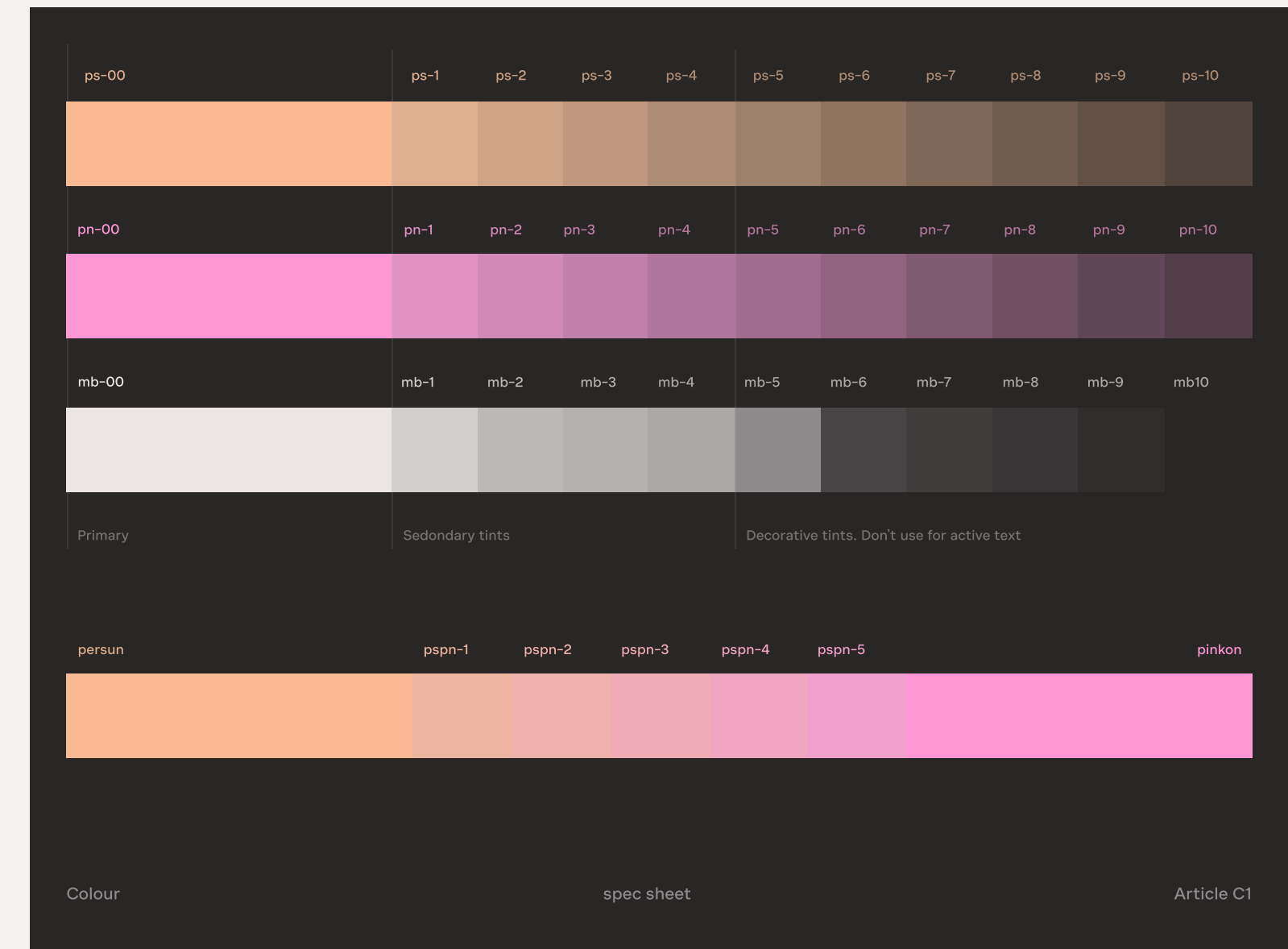
AaBbCcDdEe

FT Sterling Regular

For headers and primary messaging

Article A2

AaBbCcDdEe



ps-00

ps-1

ps-2

ps-3

ps-4

ps-5

ps-6

ps-7

ps-8

ps-9

ps-10

pn-00

pn-1

pn-2

pn-3

pn-4

pn-5

pn-6

pn-7

pn-8

pn-9

pn-10

mb-00

mb-1

mb-2

mb-3

mb-4

mb-5

mb-6

mb-7

mb-8

mb-9

mb-10

Primary

Secondary tints

Decorative tints. Don't use for active text

persun

pspn-1

pspn-2

pspn-3

pspn-4

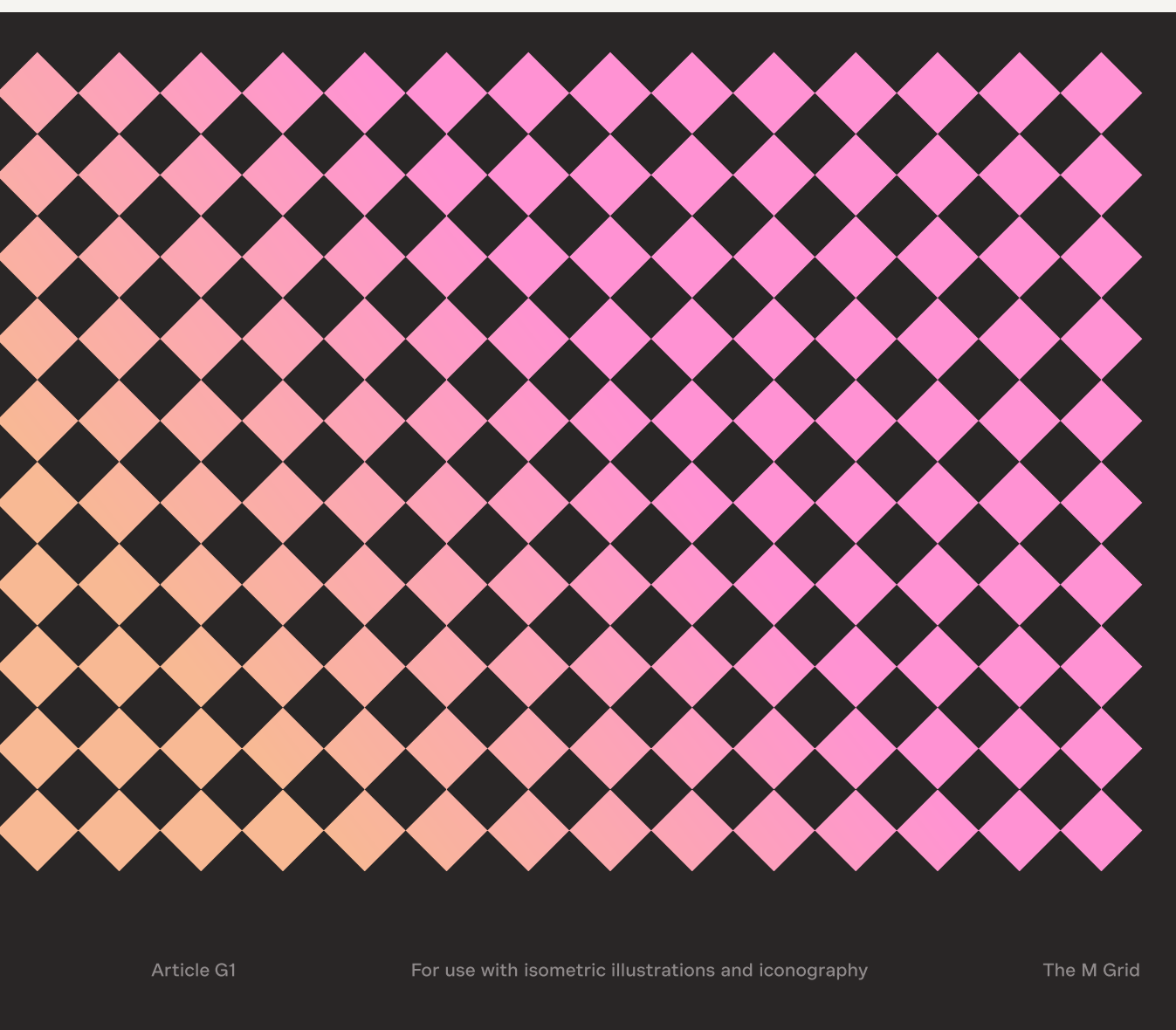
pspn-5

pinkon

Colour

spec sheet

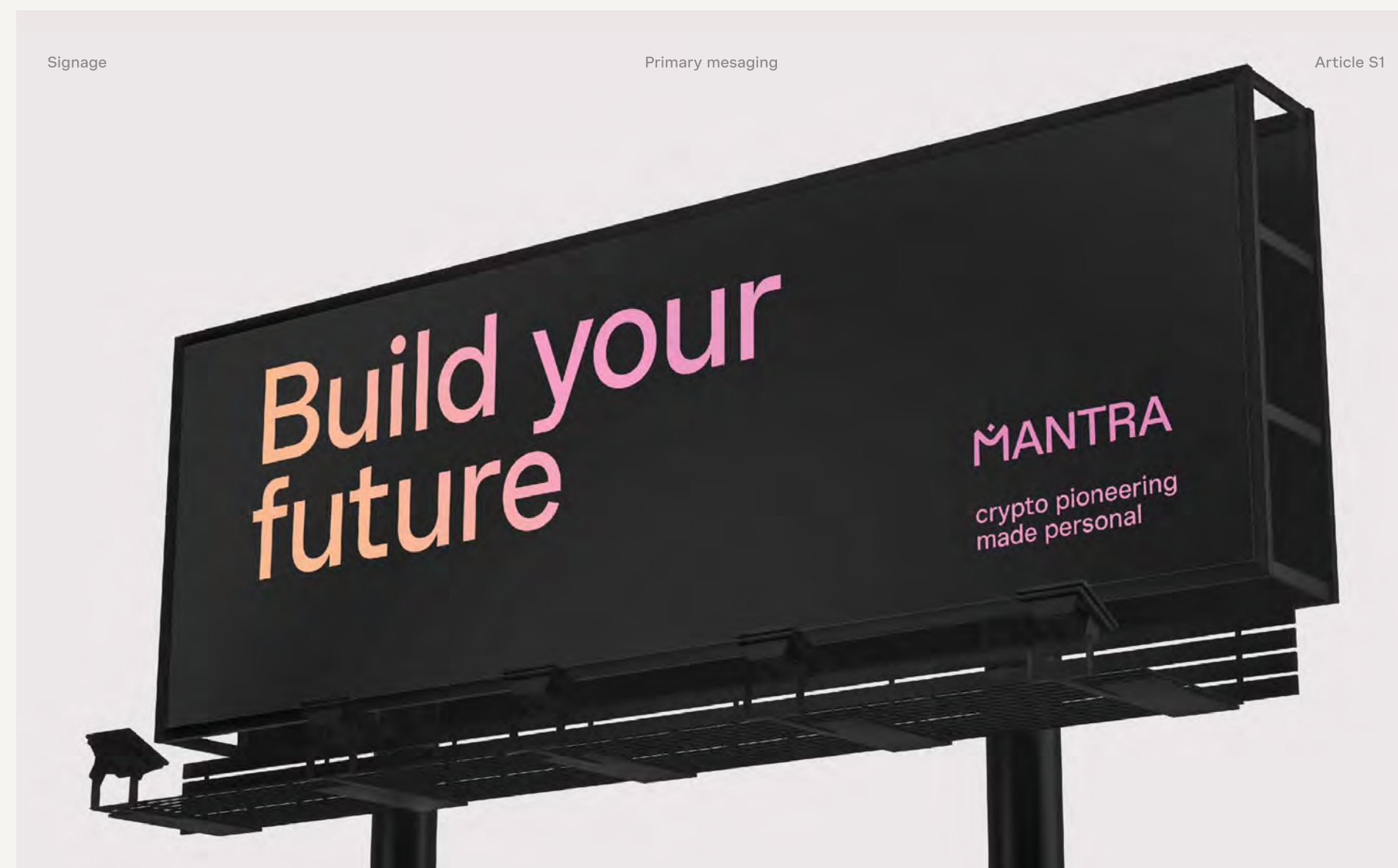
Article C1



Article G1

For use with isometric illustrations and iconography

The M Grid



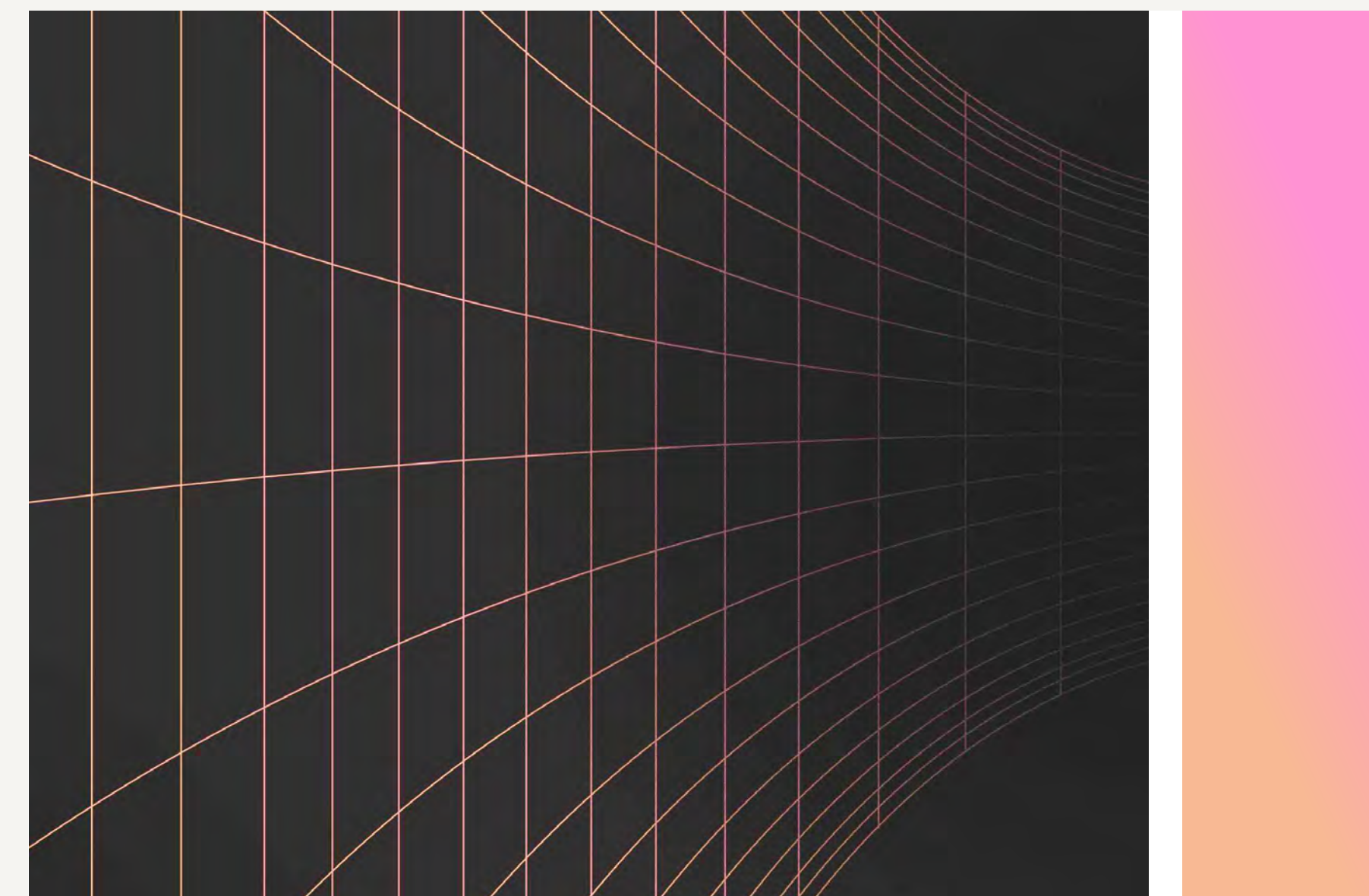
Signage

Primary messaging

Article S1

Build your future

MANTRA
crypto pioneering
made personal



NOTATION

WORKING WITH THE OFFBRAND TEAM ACROSS NEW WEBSITE DESIGNS AND BRANDING/REBRANDINGS HAS ALLOWED OUR VISIONS AND DESIGN DIRECTIONS TO TAKE FORM AND BECOME REALITY. THE PROCESS FROM BEGINNING TO END CAME NATURALLY AND WE COULDN'T BE MORE HAPPY WITH THE END RESULTS FROM EACH PROJECT WE'VE WORKED ALONGSIDE THEM, WITH US DISCOVERING NEW INSIGHTS INTO OUR BRANDS AND MISSIONS ALONG THE WAY.

(WILL CORKIN, FOUNDER AT MANTRA)



LINKS

[MANTRAOMNIVERSE.COM](https://mantraomniverse.com)
[ONLINE BRAND TOOLKIT](#)





SKILLS USED

BRAND
DESIGN
MOTION
WEBGL
3D

THE BRIEF

BROADEN THE APPEAL OF NEW TRADING TECH IN A TRADITIONAL FINANCE WORLD

THE APPROACH

Bitget are a global exchange, with clients across almost all geographies. In order to speak with a clear voice to all Bitget users and potential users, we brought together a varied steering group of company stakeholders and employees to help us deliver a brand that worked for everyone. Something bold, unique and able to scale as Bitget grows.

They'd recently built their partnership with Lionel Messi, but we were keen to create something that allowed them to speak to all markets and partner with any influencers they needed.

Our approach involved an initial deep dive into the nuances of the finance market, and the tech market in general.

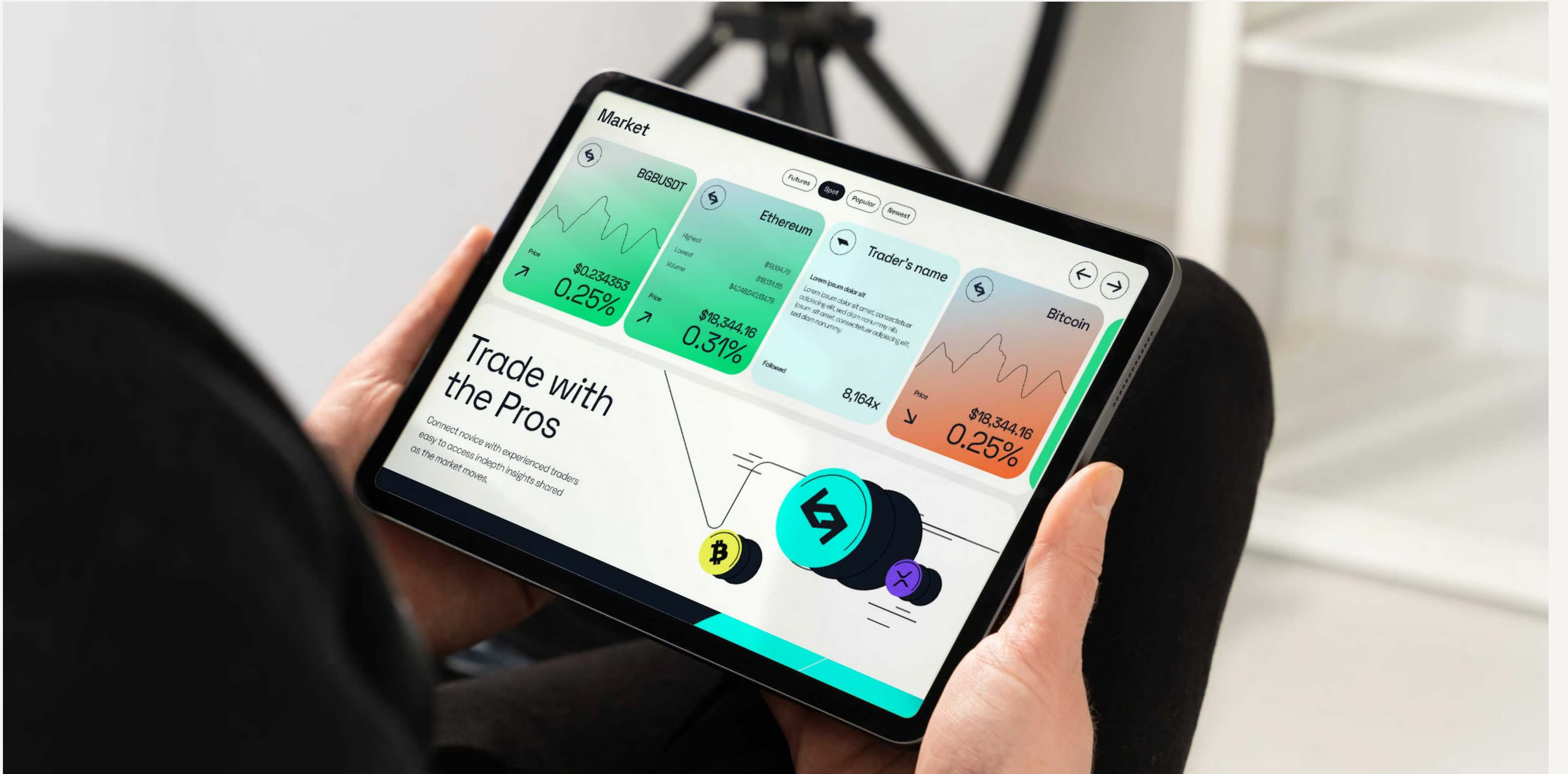
The goal was to create a strategy that would not only align with the company's goals but also resonate with a diverse and expanding audience.

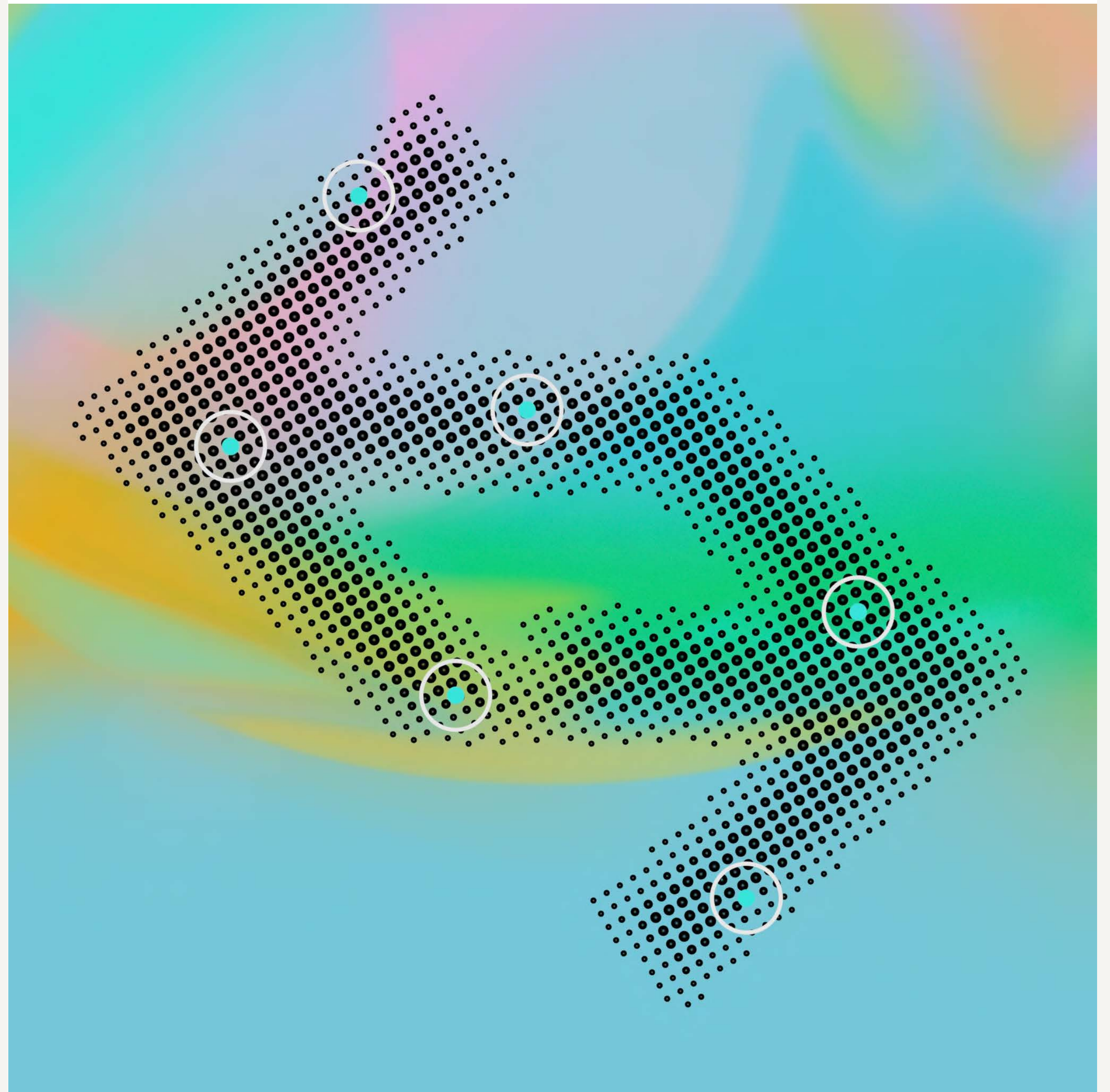
THE RESULTS

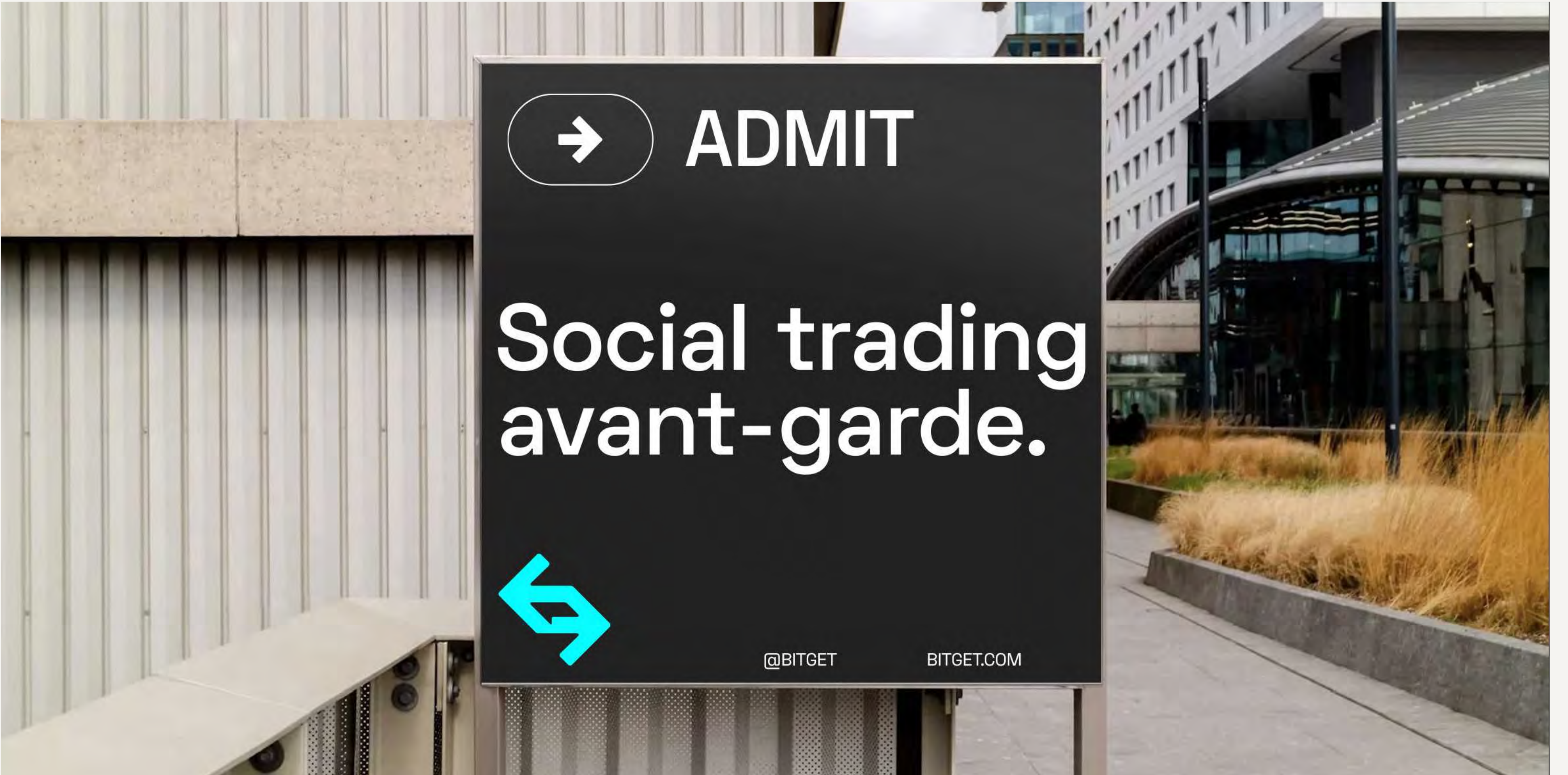
The internet has spoken and it loved the new look.

Our strategic approach ensured the brand appeals to a wide audience now while being adaptable for future trends. This transformation signifies Bitget's commitment to innovation and its ambition to stand out in the competitive financial landscape.

BITGET







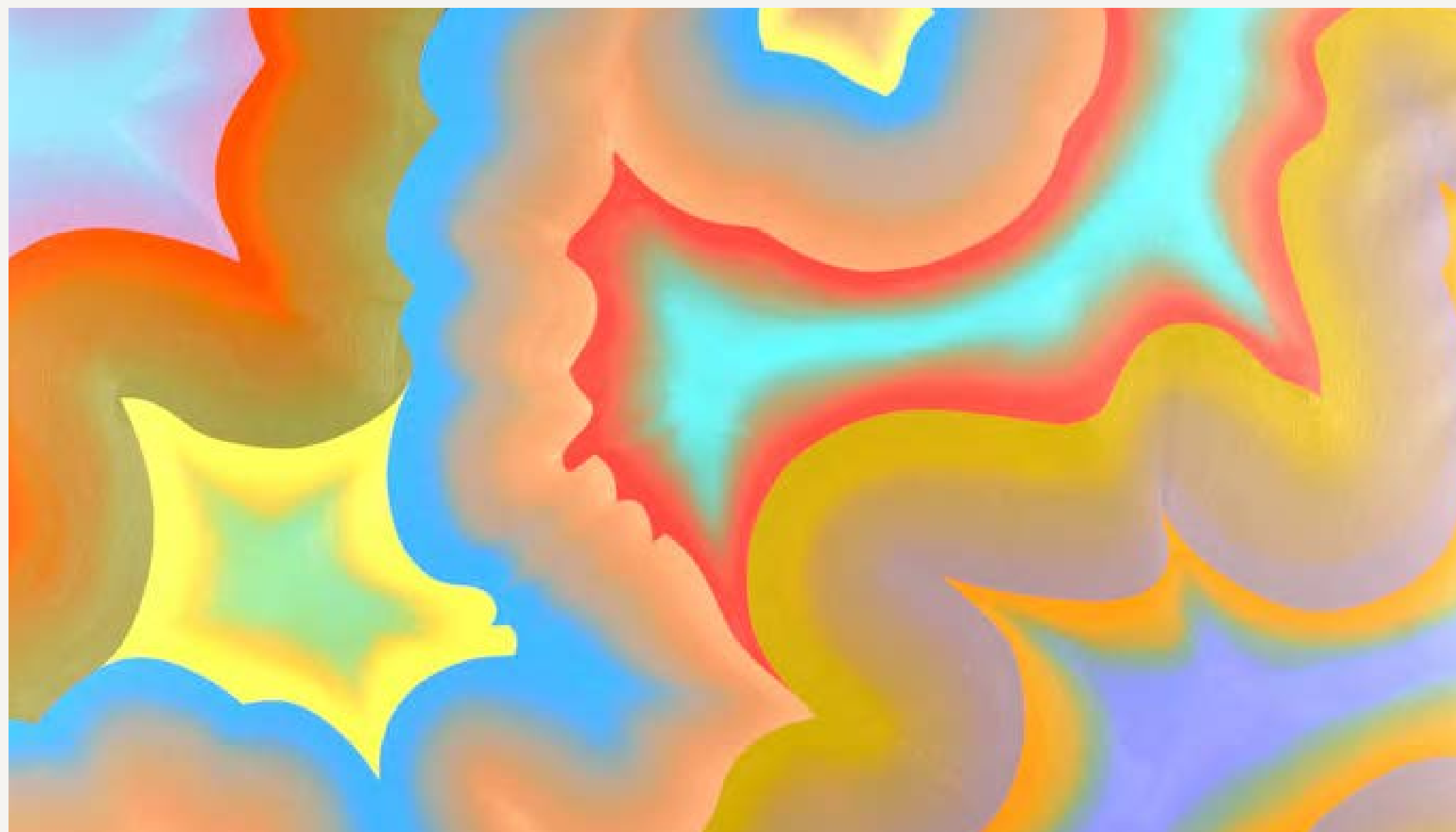
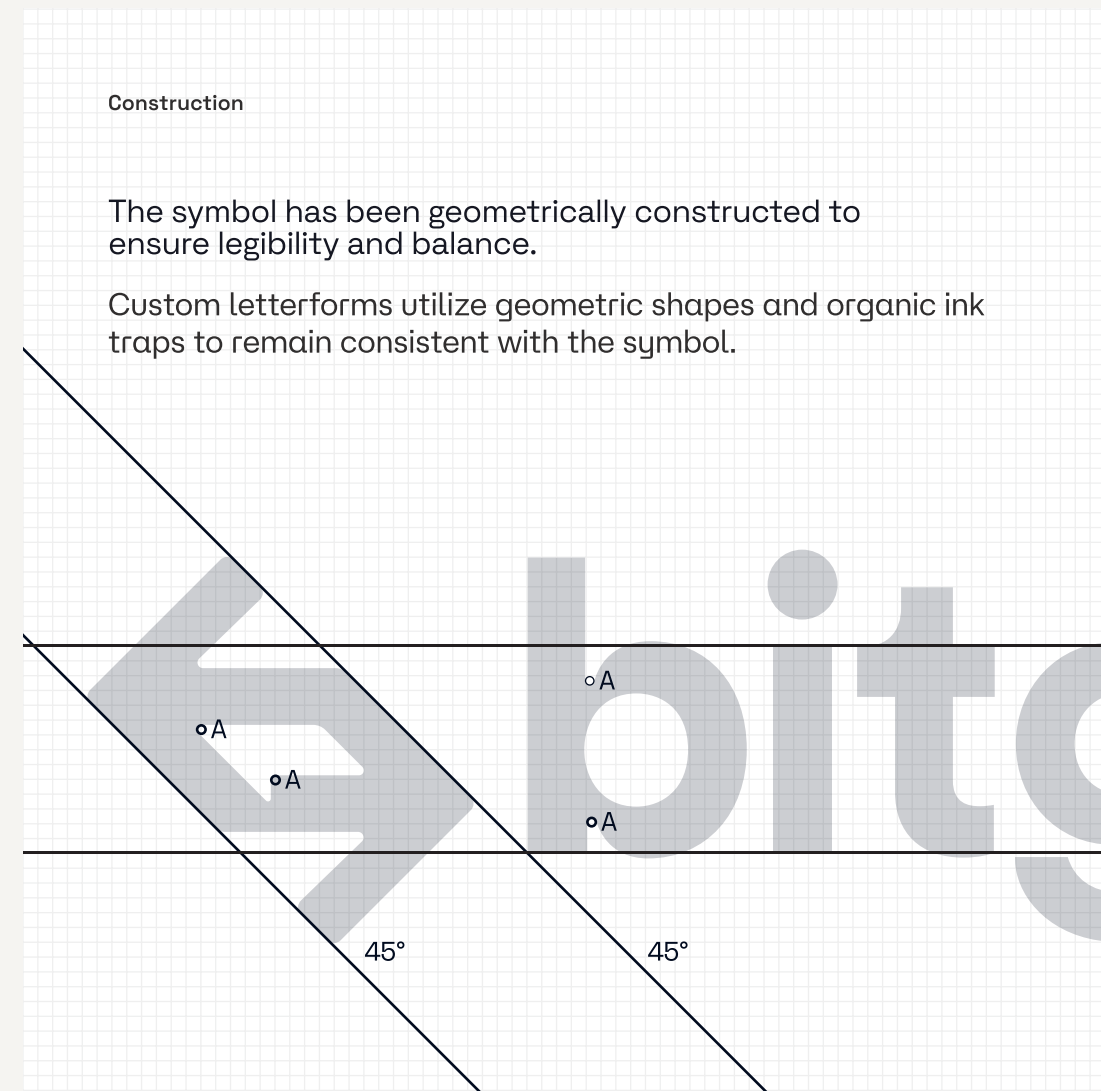
ADMIT

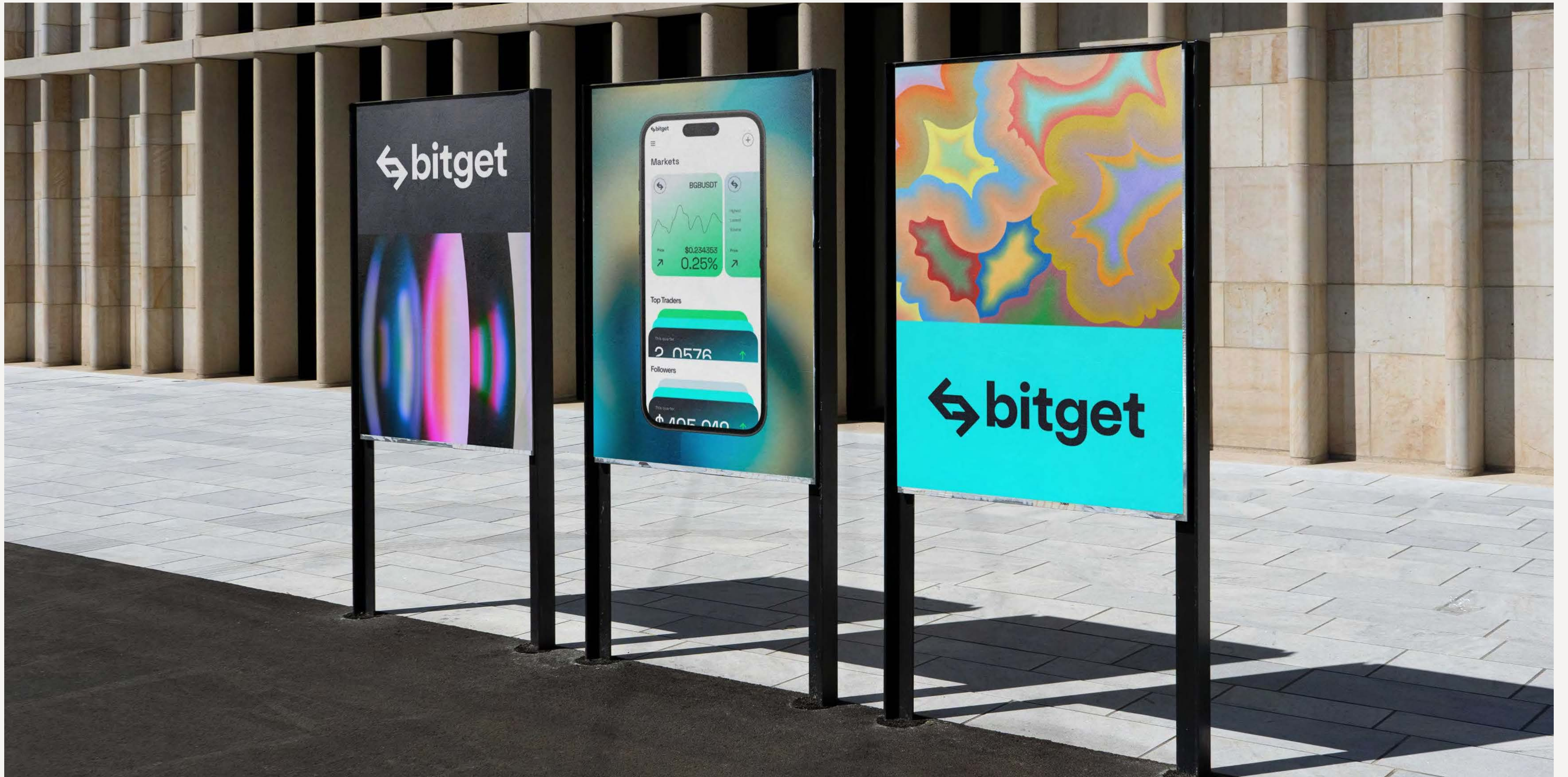
Social trading
avant-garde.



@BITGET

BITGET.COM





 **bitget**

Trade with the pros.

www.bitget.com

bitget

Typography

Space Grotesk variable ⁴⁰⁰

AaBbCcDdEe
0123456789



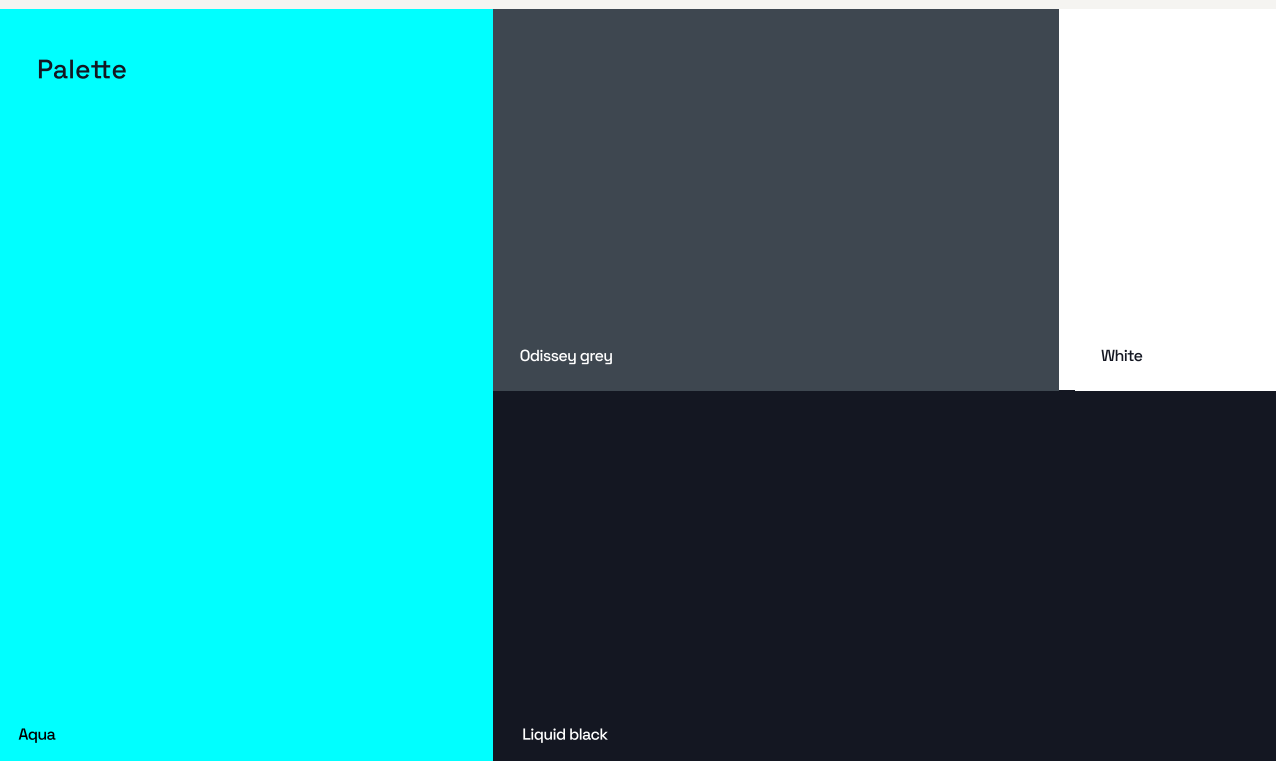
Mobile App



Visual elements



Palette

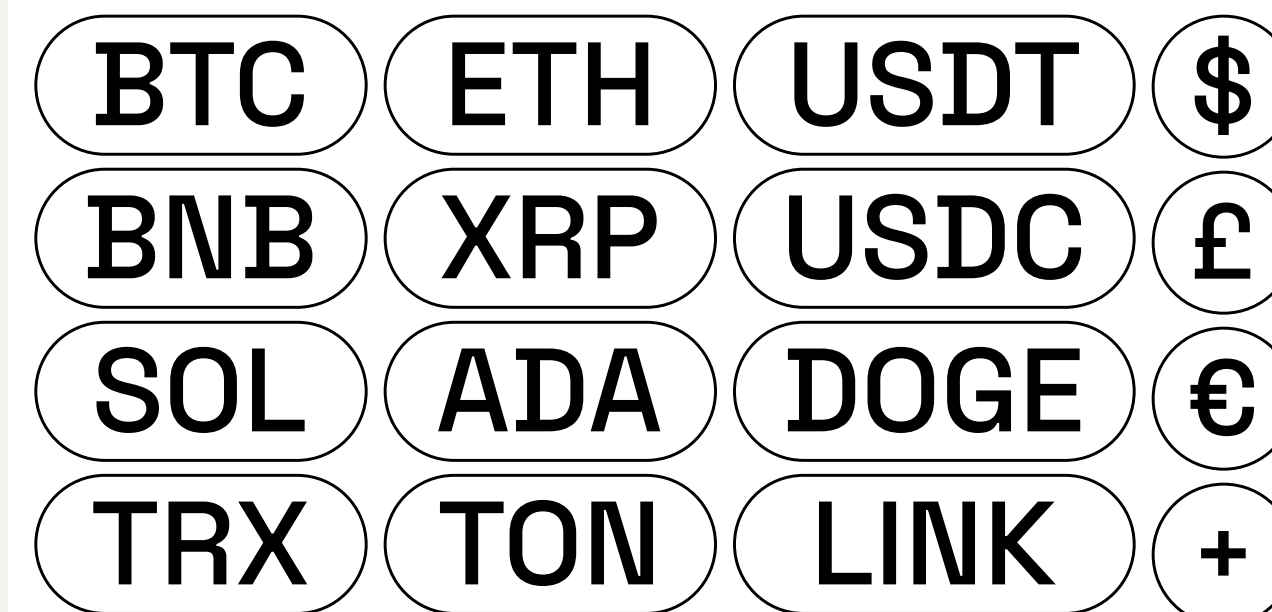


Space Grotesk variable ⁴⁰⁰

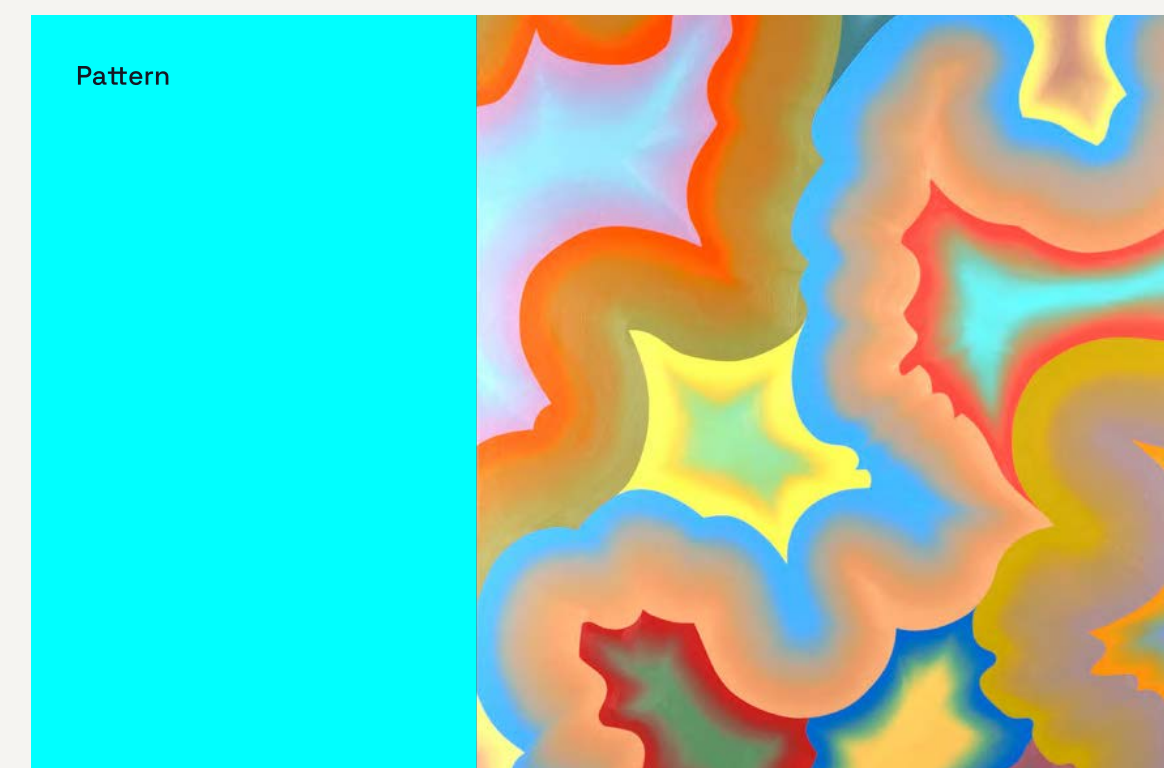
AaBbCcDdEe
0123456789

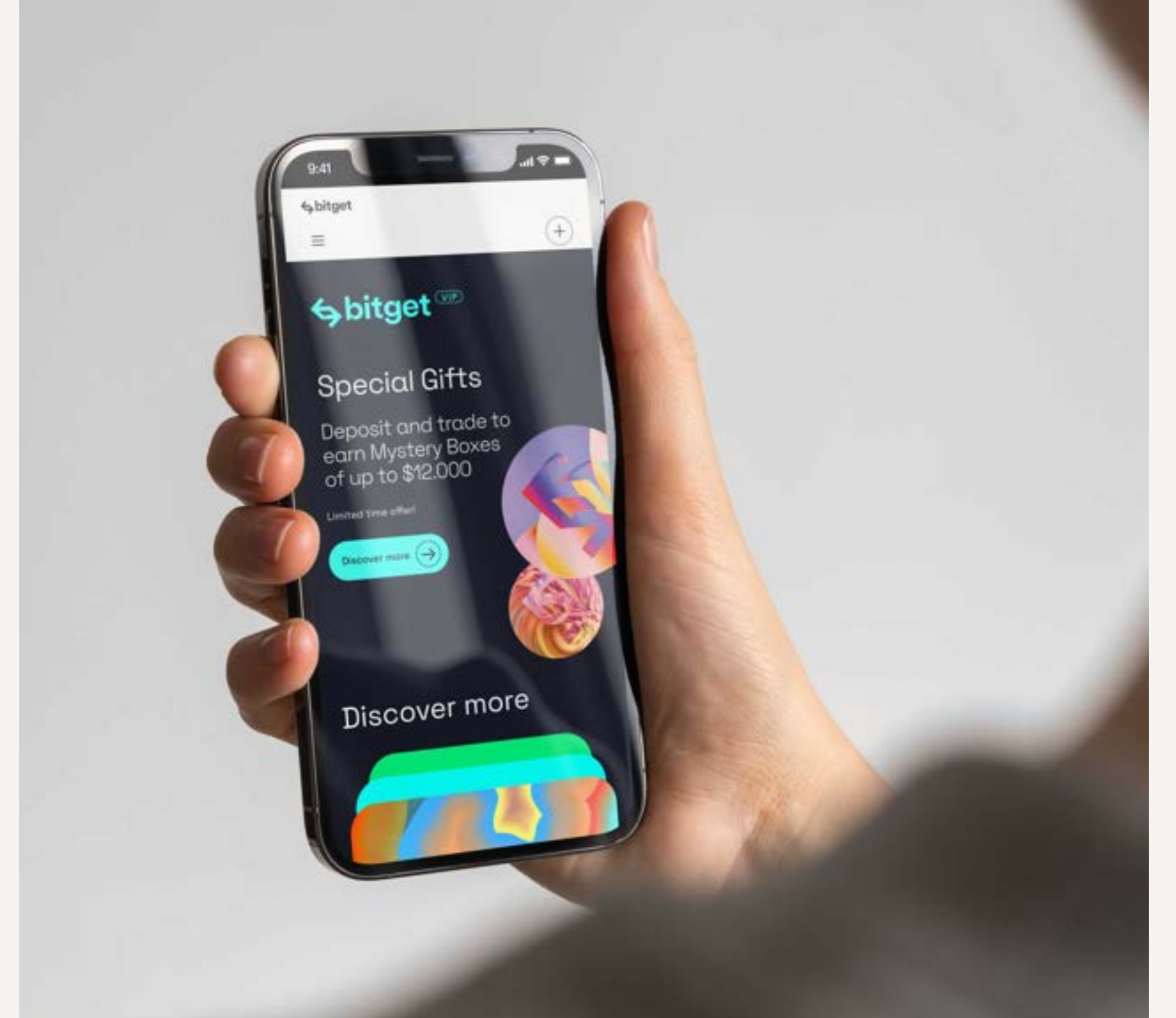


Buttons



Pattern





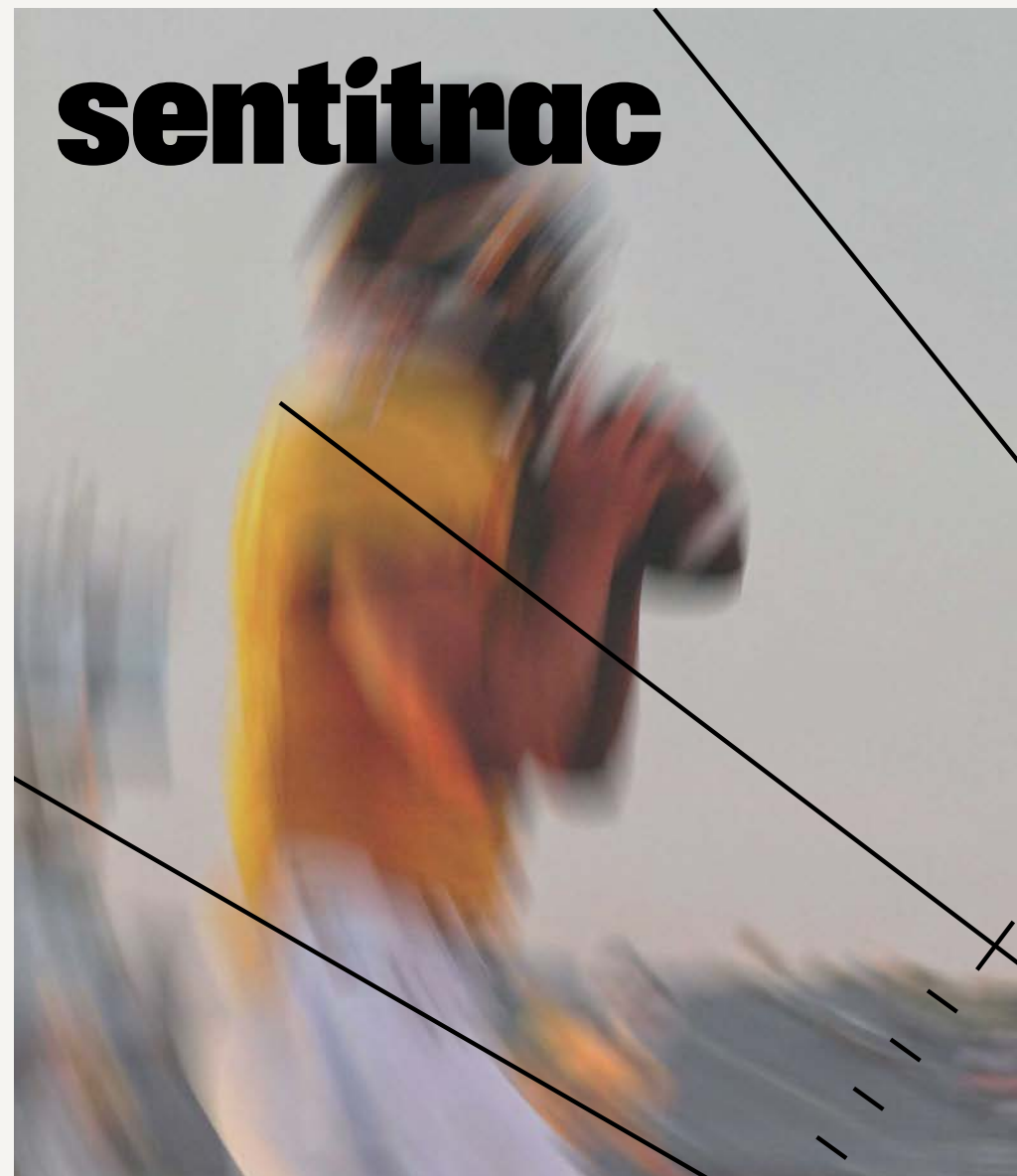
NOTATION

THIS EXPLORATION WAS KEY TO
ENABLE BITGET TO UNDERSTAND
AND MOVE FORWARD WITH THE
BRAND.

LINKS

[BRAND GUIDELINES](#)





SKILLS USED

BRAND
DESIGN
MOTION
DEVELOPMENT

THE BRIEF

DELIVER A BRAND FOR
AMERICA'S MOST ACCURATE
SPORTS PREDICTOR THAT
LEVERAGES THE POWER OF AI
+ WISDOM OF THE CROWD

THE APPROACH

We embraced a collaborative journey with the client on this one. We workshopped extensively to understand the team's software product, which utilises AI to create sentiment analysis/predictive analysis for sports players.

The team already had a functional analysis system, but they needed support with:

- The brand
- The application front end
- The marketing site

It was a great product already, but the Sentitrac team were not getting their message across, and the new users would struggle to even understand what problem they were solving.

The tech behind the application is groundbreaking, but again, users without PhDs struggled to understand the analysis it created - so we needed to take a bottom-up approach to create something understandable and digestible.

THE RESULTS

The rebrand, website design and application redesign were a huge success.

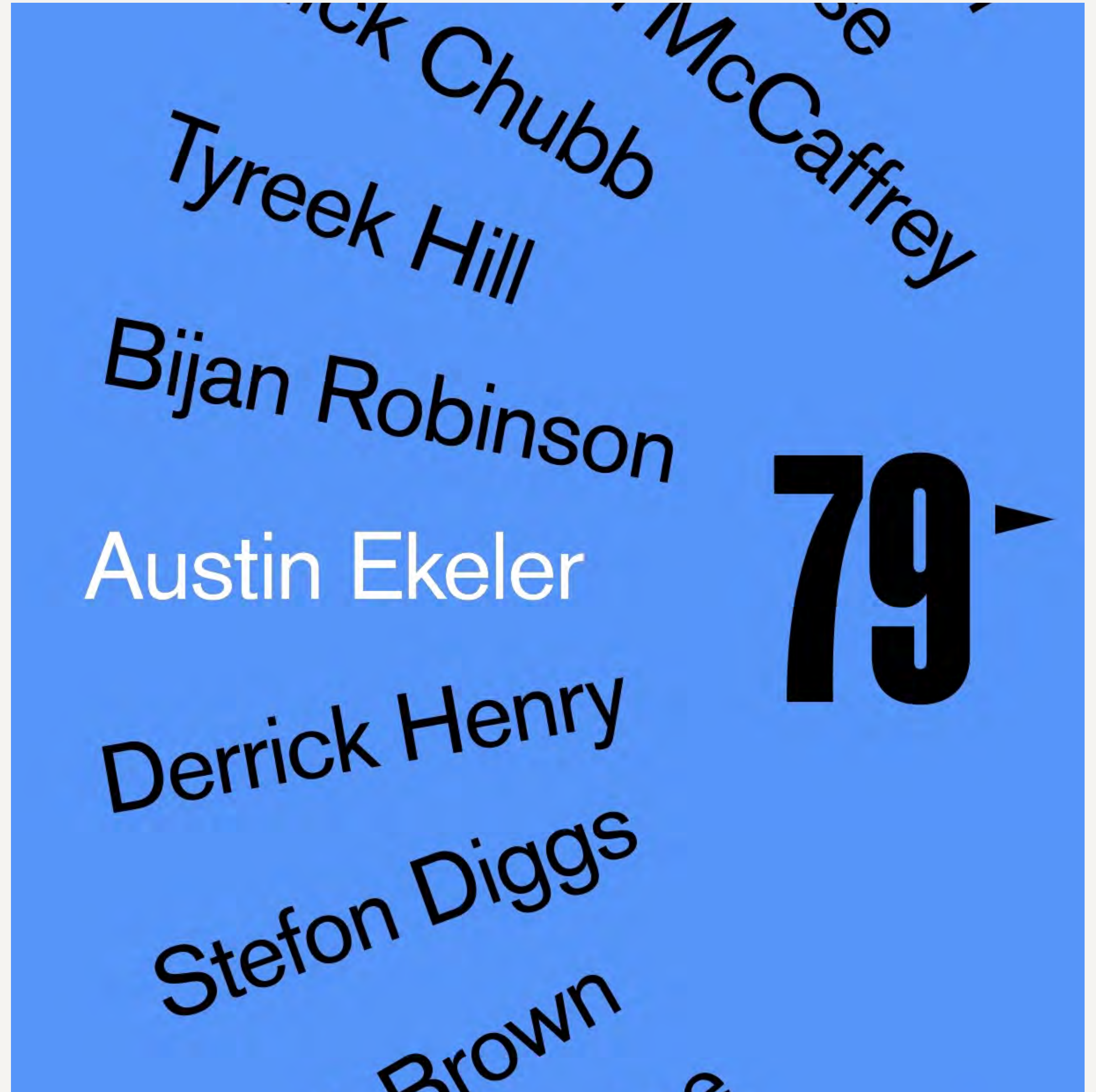
Together with their in-house application and marketing teams, we went live with the new website, application reskin and social media campaigns in November 2024 and our continuous monitoring reveals a >30% surge in impressions, and an exponential increase in application sign-ups.

The brand identity is bold and memorable, and new users instantly understand the value proposition of Sentitrac, and why and how they should use it .

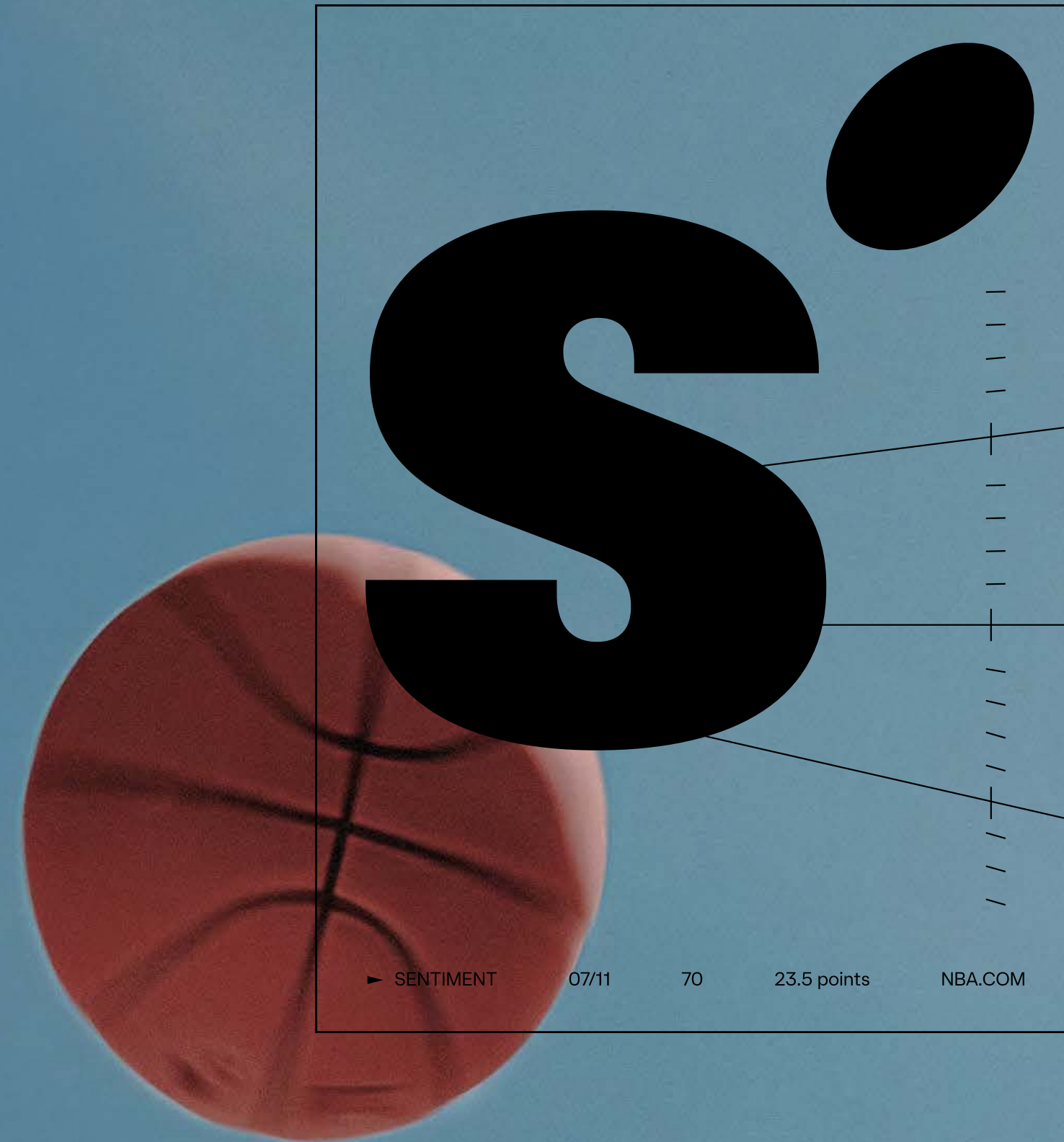
Beyond the immediate impact, this rebrand strategically positions the client for their next round of investment.

SENTITRAC











sentitrac



New England Patriots
Mac Jones #10

78

sentitrac





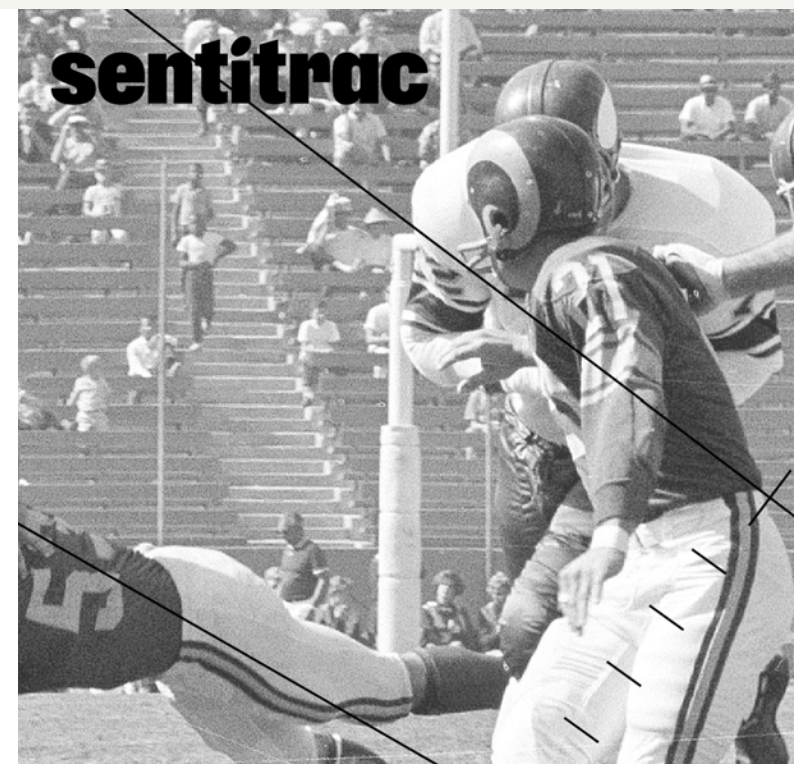
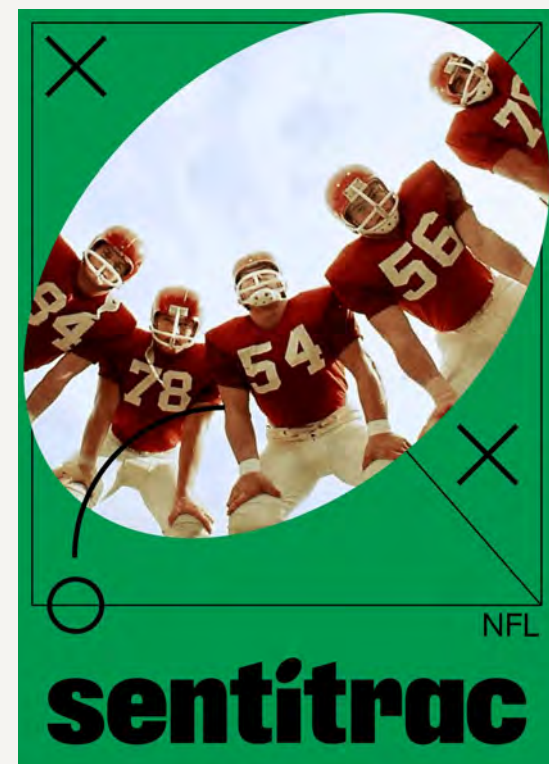
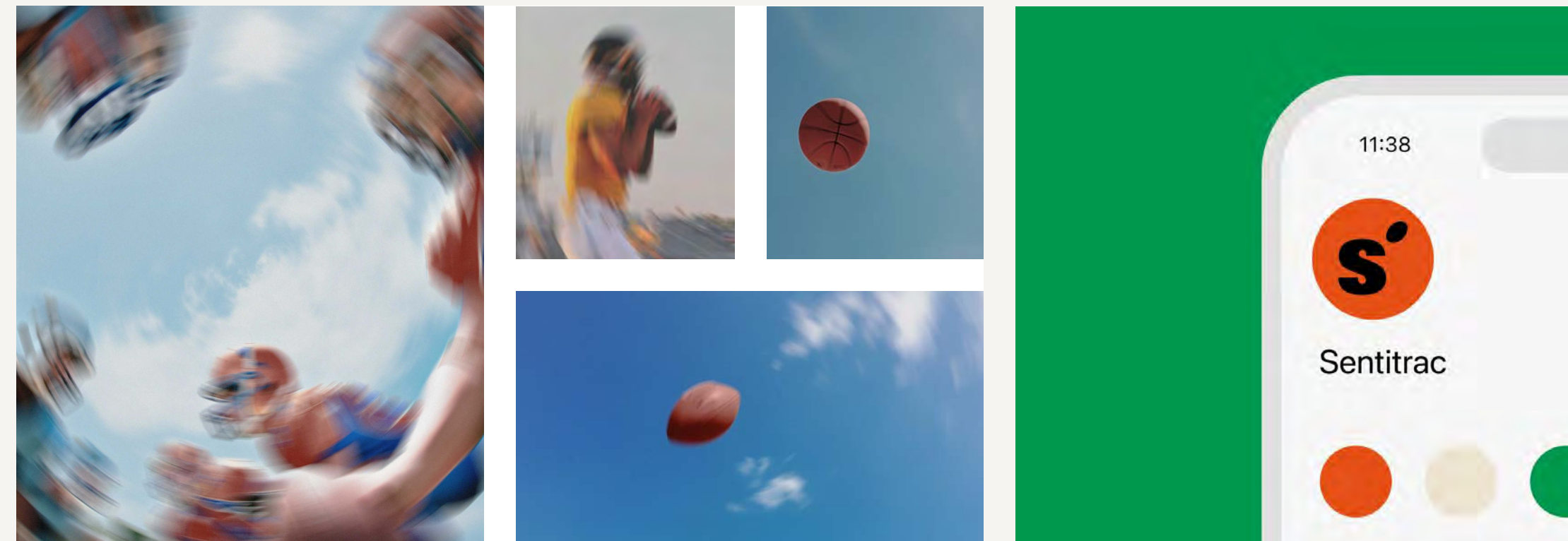
Akzidenz-Grotesk Pro

Regular

AaBbCcDdEeFf

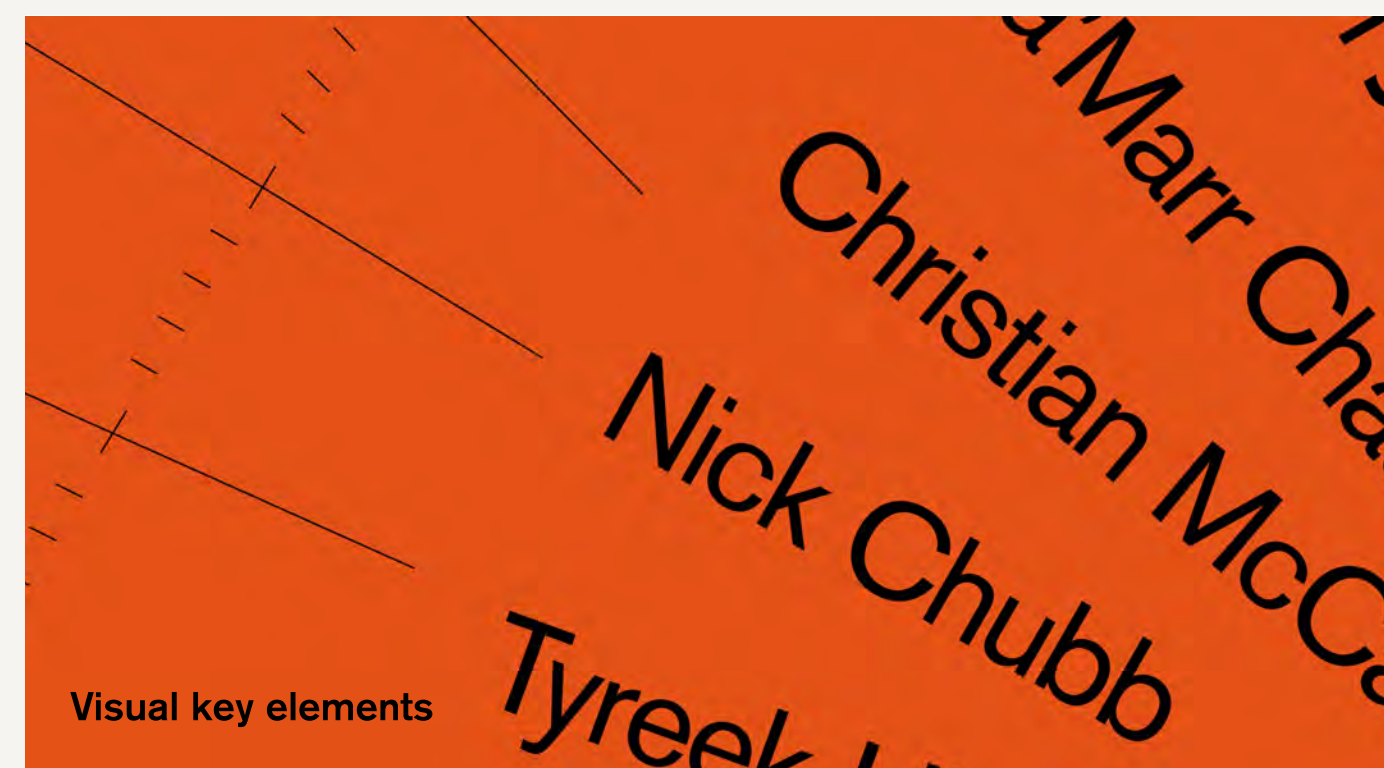
Medium

AaBbCcDdEeFf



AaBbCcDdEeFf

AaBbCcDdEeFf



Palette

Orange R228 G82 B24 C5 M82 Y100 K0 #E45218 Pantone 166 C	Field Green R0 G151 B81 C85 M15 Y93 K2 #009751 Pantone 347 C	Markings White R247 G238 B221 C7 M8 Y17 K0 #F7EEDD Pantone 7527 C	Black #000000
First Down Yellow R227 G185 B32 C12 M85 Y100 K0 #E3B920 Pantone 7406 C	Bright Green R87 G207 B115 C68 M0 Y76 K0 #25CF73 Pantone 7479 C	Blue R87 G148 B247 C62 M38 Y0 K0 #5794F7 Pantone 279 C	Purple R151 G71 B255 C61 M73 Y0 K0 #9747FF Pantone 285 C



NOTATION

NOW, WE HAVE BEAUTIFULLY
ANIMATED DATA PRESENTATIONS
FOR EACH PLAYER'S PROJECTIONS
AND SENTIMENT. OFF+BRAND.,
REALLY JUST GOT IT.

(BENJAMIN HENDRICKS, FOUNDER AT SENTITRAC)

LINKS

[SENTITRAC.COM](https://www.sentitrac.com)



This is a small selection of our work. Let us know if there's anything else you would like to chat or see more work - particularly any live, immersive pieces we've built. We'd be happy to give you a demo and talk through our processes.

HOW ABOUT
WE DO A THING
OR TWO, [Get in touch →](#)
TO+GETHER.