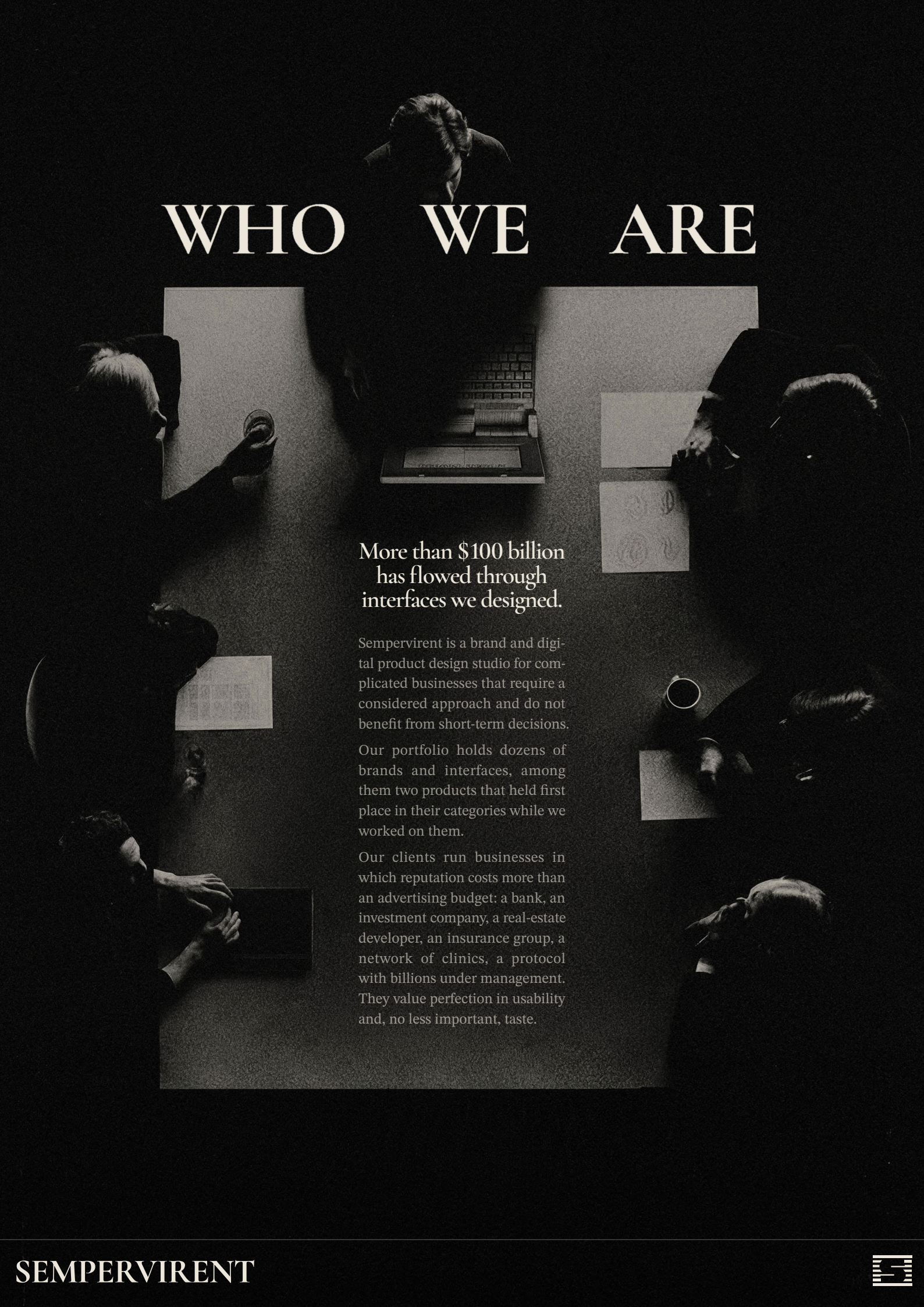




SEMPERVIRENT

Branding and Product Design Studio



WHO WE ARE

More than \$100 billion
has flowed through
interfaces we designed.

Sempervirent is a brand and digital product design studio for complicated businesses that require a considered approach and do not benefit from short-term decisions.

Our portfolio holds dozens of brands and interfaces, among them two products that held first place in their categories while we worked on them.

Our clients run businesses in which reputation costs more than an advertising budget: a bank, an investment company, a real-estate developer, an insurance group, a network of clinics, a protocol with billions under management. They value perfection in usability and, no less important, taste.

SCENARIOS

Six scenarios follow. Each names the position a company occupies, and the work that carries it out of it. What the work leaves behind is a visual language.



I. SCENARIO

Brand built from the ground up.

The situation: The company holds a licence, capital, a team and a product. What it does not hold is a public face.

The cost of waiting: The market judges by the only sign it has been given, which is the way you look, and until a face is made for you the absence of one speaks in your place.

What we do: We build the brand entire, from the position it takes in the market to the first screen of its website, and carry it to the state in which it keeps its composure before a regulator, a partner and a client.

The scope: Market research and positioning, naming, logotype and visual identity, tone of voice, brand design system, brand book, website, social media design and templates for publication.

From practice: Some twenty web applications within a single financial ecosystem, each with its own function and its own brand: vaults, exchange, governance, analytics.

II. SCENARIO

Complex products, clear interfaces.

The situation: Within your interface a person commits money of their own: a banking application, a trading terminal, an investor portal, a platform for the management of assets.

The cost of waiting: Here a shortage of clarity becomes money lost and a call to support, and the habit of discomfort carries the client to whoever made the thing plainer.

What we do: We take the scenarios apart down to their last state and assemble an environment in which a difficult action is performed without haste.

The scope: UX research and scenarios, information architecture, interactive prototypes, interface design, design system and component library, motion, preparation of files and handover to development.

From practice: The interfaces of a yield management protocol which at its height held some seven billion dollars under management. In that same period a single one of its tokens cost more than a single bitcoin.

III. SCENARIO

Branding scaled to the business.

The situation: The business has grown. The image has stayed where it was, and it pulls you downward in every conversation about price.

The cost of waiting: An image left behind works as a discount you grant without noticing that you grant it.

What we do: We settle the position anew and rewrite the whole system of signs to the scale the company has already reached.

The scope: An audit of the brand and of its perception, positioning and strategy, naming, logotype and visual identity, tone of voice, brand design system, brand book and guidelines, the remaking of the website and of the presentation materials.

From practice: Work on the largest liquid staking protocol on Ethereum, in a period when the funds under its management were counted in tens of billions of dollars.

IV. SCENARIO

One system across all brand assets.

The situation: The brand is established and lives unevenly. The website, the presentations, the social accounts and the office look as though they had been made in different decades by different hands.

The cost of waiting: Every discrepancy costs a fraction of trust, and to restore that fraction costs more than to level the system once.

What we do: We bring every carrier of the brand into one system and leave the company an instrument by which it holds the standard itself.

The scope: An inventory of brand carriers, brand design system, brand book and guidelines, templates for presentations and documents, social media design and templates for publication, the design of events and of spaces, merchandise, product design system and component library.

From practice: A single design system running through an ecosystem of five products and an analytics section, assembled in the same months as the products themselves.

Check our
portfolio



be.net/sempervirent

V. SCENARIO

Materials made to raise capital.

The situation: The company goes out to a round and prepares an investor presentation, a data room and a website for investors.

The cost of waiting: An investor sees dozens of presentations in a month and sets the careless ones aside at once, for carelessness in a document reads as carelessness in management.

What we do: We assemble the whole set, from the structure of the argument to the last table, and bring it to one voice.

The scope: Message strategy, investor presentation, website and landing page for investors, templates for documents and for the data room, infographics and data visualisation, motion for the demonstration of the product.

From practice: The financial platform for which the studio designs the product line raised more than two hundred million dollars before its public launch.

Write us
a letter



welcome.to@sempervirent.studio

VI. SCENARIO

Brand reframed for a new audience.

The situation: The company moves towards a client of another kind: from retail to institutional, from a local market to an international one.

The cost of waiting: A new audience reads signs faster than it listens to arguments, and the former language of the brand closes the door before the conversation opens.

What we do: We set the brand and the product to the new audience while keeping the capital of the former name.

The scope: Audience research, the refinement of positioning, adaptation of the visual identity and of the tone of voice, localisation, landing pages and campaign pages, scenarios and interfaces for the new kind of user, the design of industry events, merchandise.

From practice: Five products of one platform in eight months, from retail staking to an instrument for the raising of institutional capital with put options. Spot trading, lending, futures.



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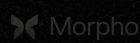
ON ARTIFICIAL INTELLIGENCE

WE USE NEURAL NETWORKS DAILY, WHEREVER THEY SAVE TIME, BUT WE SINCERELY DESPISE AI SLOP, WE DO NOT HAND OVER CREATIVITY, IDEAS, RESPONSIBILITY OR JUDGEMENT TO A MACHINE. EVERYTHING SIGNED WITH THE NAME OF THE STUDIO HAS PASSED THROUGH THE HANDS OF SOMEONE ABLE TO ACCOUNT FOR EVERY DECISION IN IT.

 CONTACT US VIA WEBSITE
SEMPERVIRENT.STUDIO 

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We worked with:



VII. SCENARIO

Video advertising, end to end.

The situation: The product has to be shown in motion: a launch, a campaign, a difficult mechanism explained inside a minute. Generated video is everywhere, and one piece of it looks much like another.

The cost of waiting: A film indistinguishable from a thousand others spends budget and attention at once, and the second purchase of that same attention costs more.

What we do: We carry the film entire, from the idea and the script to the edit and the final master. Generation supplies the raw material, and the work begins after it: frame by frame correction, compositing, animation, colour, sound. On that part rests the whole difference between a finished film and the output of a model.

The scope: Creative idea and script, storyboard, the visual language of the film, generation and selection of material, frame by frame correction and compositing, animation and motion, editing, sound and music, colour grading, titles and subtitles, adaptation to platforms and formats.

From practice: The studio built video marketing for a yield management protocol among the first in the industry, at a time when video from neural networks had only just appeared and looked it. Every frame was finished by hand, in professional editing and compositing suites, and the films read as production. They drew hundreds of thousands of views apiece, a high figure for that field. Our own work is open to view: studio instagram.

See our
works on
Instagram



VIII. SCENARIO

Digital activation to engage

The situation: The site or the application has its audience, and what it needs is for that audience to use the product more often and for longer.

The cost of waiting: A product remembered less often loses its share of the user's habit, and that share costs more once it has to be won back.

What we do: We invent the mechanic that raises activity inside the product and carry it into production ourselves. Concept, design, code, launch.

The scope: Activation concept, game mechanic and rules, the path a user takes through it, design of the campaign page and the interface, illustration and motion, markup and front end, integration with the product, launch and support.

From practice: For a cross-chain aggregator the studio proposed the activation itself: a game mechanic built on collectible items laid over the ordinary operations of the platform. Concept, design, markup and code were made inside the studio, from the first idea to production. The result exceeded the client's plan three-fold.

