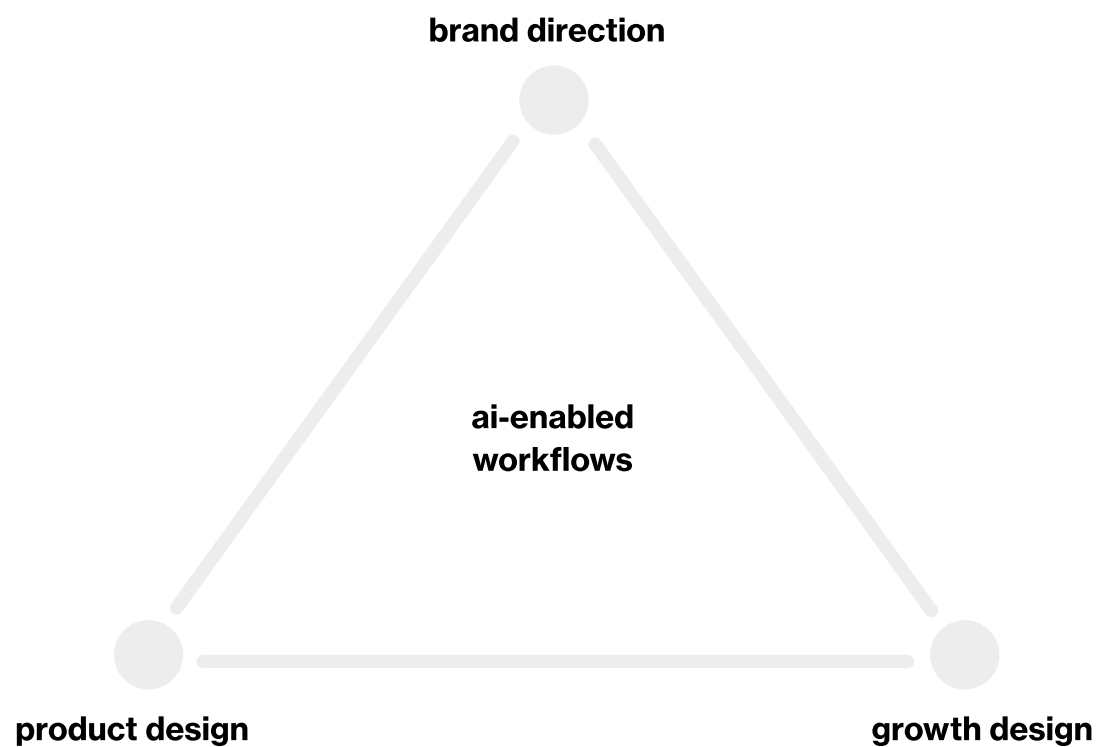


oddly familiar studio manifesto

we are a creative systems studio connecting brand direction, growth and product design with ai-enabled workflows. we help technology companies carry a clear creative point of view through the tools, assets and experiences their teams use every day.



brand belongs throughout the company

brand direction should inform an onboarding flow as deliberately as a campaign. Voice, imagery, interaction and interface decisions all shape how a company is experienced.

a design system should carry that direction into reusable foundations and components, with enough guidance for people to make good decisions in new situations.

distinct products can have their own character while sharing a coherent relationship to the company behind them.

the tools shape the practice

the tools we choose influence what we notice, explore and make. we design creative workflows with the same care we give the work itself.

we begin with the work people need to accomplish. we identify where creative judgment matters, where structure helps and where automation can remove repetitive effort.

the value of a workflow is visible in the quality of its output and the team's ability to use it. generating more options is useful only when people can select, refine and deliver the right ones.

creative judgment stays with people

taste grows through observation, cultural curiosity and making. ai expands the possibilities; designers decide what belongs, what matters and when to take an unexpected direction.

one brand across connected work

we connect brand direction, growth and product design through shared foundations and ai-enabled workflows. from prototypes and funnels to imagery and video, each part should be easier to create, review and maintain.

systems should carry a point of view

a brand lives through everyday decisions: a product flow, an email, an image, a campaign. we translate creative direction into shared components, assets and tools that help teams express it consistently—with room to interpret and evolve.

define how distinct product identities relate to the parent brand, how the system evolves and who approves changes.

growth design

build repeatable workflows for rapidly creating and iterating static ads and social content, helping teams test more creative variations with less production effort.

create modular email design systems that make new campaigns, content changes and test variations quicker to assemble.

build in-house ad research tools around your campaign data and creative library, helping teams identify patterns and develop ideas for the next round of testing.

product flows and prototypes

help product teams move from a brief to initial flows and reviewable figma prototypes using their approved design system.

use ai to explore flows and assist assembly with approved components. designers review usability, accessibility and brand fit before implementation.

image and video production

define the visual language through lighting, colour, composition, casting, environments and texture. extend it into movement, pacing and sound.

build repeatable ai production processes with curated references, generation guidance, selection criteria and finishing steps. preserve room for art direction as the work develops.

asset organization and reuse

give approved work a searchable home. separate references, experiments, review candidates, masters and channel exports so people understand what they can use.

retain useful context: product, purpose, version, approval, owner, source files and usage permissions. make successful work possible to find and recreate.

ai-enabled workflows across teams

connect brand guidance, design components and approved assets to the tools each team uses. make handoffs, decisions and exceptions visible.

build repeatable processes for brand, growth and product teams, with clear human review, documentation and ownership.

build capability that stays

we help brand, growth and product teams build a shared creative capability. we establish the direction, implement useful workflows and leave people equipped to use and maintain them.

build from the designer's perspective

we start with how people actually create. we build tools around exploration, iteration and collaboration, keeping outputs editable and creative decisions visible.

choose a focused implementation with a clear owner and outcome. connect teams through practical projects that build on a shared brand foundation.

make room for original work

faster production should create more space for experimentation, critique and refinement. we build workflows that help teams explore further, question familiar answers and develop work with character.

make the relationship between brand direction, growth experiments and product patterns clear, so teams know what to update when the direction changes.

automate with clear boundaries

automate repeatable steps first. introduce agents where interpreting a brief or coordinating permitted actions improves a brand, growth or product workflow.

define what a system may do, when it must ask for review and how a person can recover from failure. human approval remains explicit where quality or consequences require it.

measure the whole task

include briefing, review, correction and maintenance when assessing efficiency. a fast first draft means little if the team spends longer repairing it.

measure adoption and production effort alongside quality. for growth and product work, agree which customer outcomes to test and avoid assuming causation.

build toward shared agentic infrastructure

reuse the foundations that prove useful across teams and projects. develop tools around demonstrated needs, with customer-specific creative work clearly scoped.

treat customer assets and information with care. preserve ownership, permissions and the ability to export the work.

we connect brand direction, growth and product design through systems that help teams create with a shared point of view.