

ChipperCreative.com / Revamp

Webite Revamp

Objective

The objective of this proposal is to revamp the website and overall brand identity around the concept of timeless design. This approach aims to create a sophisticated and enduring aesthetic that transcends fleeting trends, ensuring long-lasting appeal and relevance. By focusing on timeless design elements, we will enhance the user experience, improve brand perception, and strengthen emotional connections with the target audience. The revamp will include updating the visual design, optimizing functionality, and refining brand messaging to reflect a classic yet contemporary look and feel, positioning the brand as a distinguished leader in its industry and supporting sustainable business growth.

Current Situation

Currently, the brand is facing challenges in effectively communicating its identity and value proposition due to an outdated website and brand design. The existing website lacks a cohesive visual aesthetic and user-friendly navigation, which hinders user engagement and reduces conversion rates. Additionally, the brand's current messaging and design elements do not fully reflect its core values or resonate with the evolving preferences of the target audience. Given the competitive landscape and the need to stay relevant, a revamp is necessary to align the brand with contemporary market trends and customer expectations. By embracing a more timeless and sophisticated design approach, the brand can enhance its online presence, create a more impactful and memorable customer experience, and ultimately drive growth and strengthen its market position.

Website Audit

Better navigation for the users and mobile first website design

Major improvement on the sections like team and testimonial

Increase level of interactivity

Add brand voice to the website.

Blogs (in process)
Important for SEO

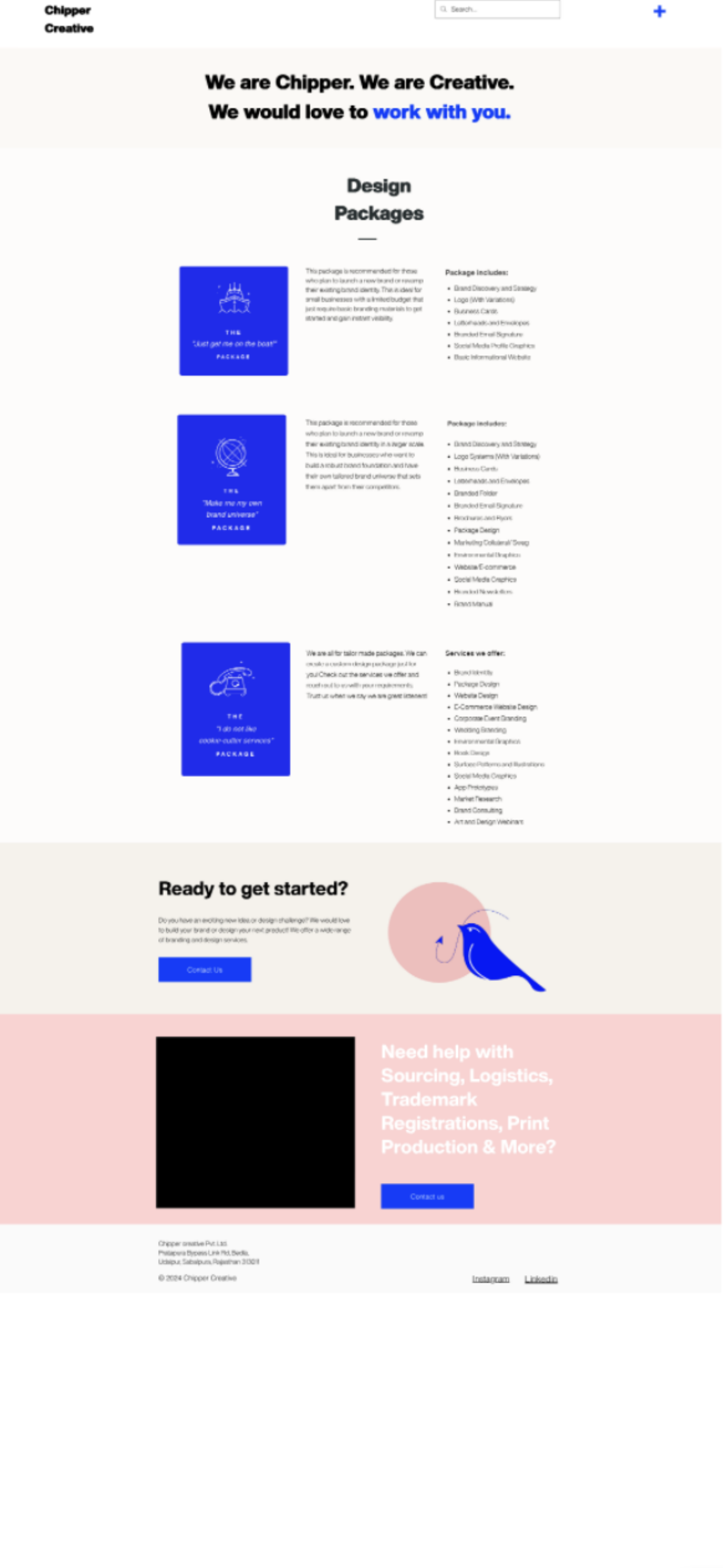
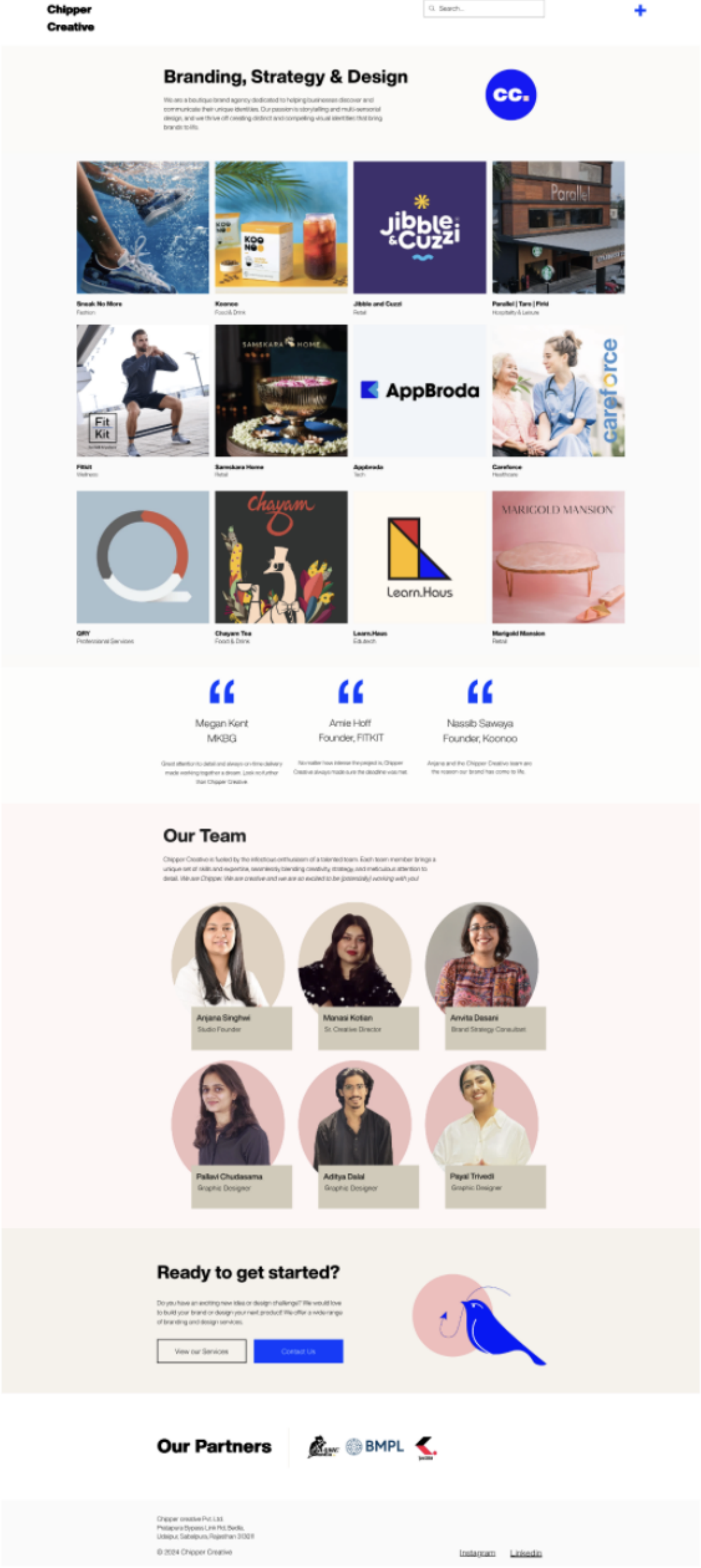
Use of mockups

Segregate projects according to service/domain

Introduce Studio and team specialism and offerings.

PAIN POINTS AND IMPROVEMENT AREAS

Currently, the brand is facing challenges in effectively communicating its identity and value proposition due to an outdated website and brand design. The existing website lacks a cohesive visual aesthetic and user-friendly navigation, which hinders user engagement and reduces conversion rates. Additionally, the brand's current messaging and design elements do not fully reflect its core values or resonate with the evolving preferences of the target audience.



Competitor analysis



www.malvah.co

Malvah Studio

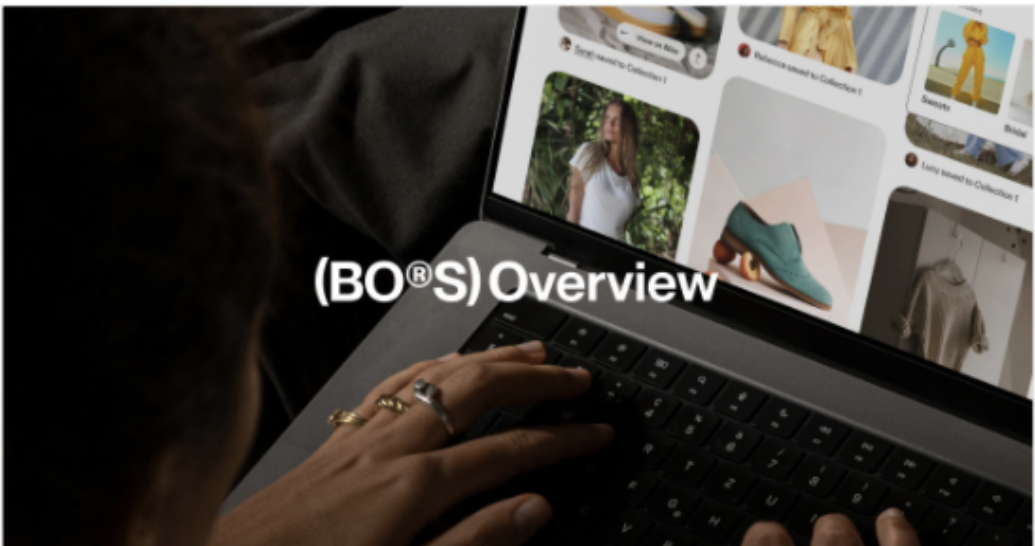
Just another design studio.



www.pentagram.com

Pentagram - The world's largest independent design consultancy

Pentagram is the world's largest independent design consultancy. The firm is owned and run by 24 partners, each of whom are leaders in their individual fields.



betteroff.studio

Better Off Studio I Add-to-cart creative™

Premium quality creative at lean rates for growing businesses. Packaged as subscriptions or bundled projects. It's brand services made easy and affordable.



kota.co.uk

Web Design Agency London & NYC | Creative Digital Agency

Discover KOTA, an award-winning Creative Digital Agency based in London & NYC. Experts in Web Design, Branding & Digital Marketing strategy.

www.lawlessstu...



The Art Department of the Streets

Lawless Studio is a leading UK-based street art studio, collaborating with brands globally to develop creative solutions that get artists paid. We specialise in murals, art exhibitions, installations, events and placemaking.

Competitor analysis

studiodumbar.com

Home

Studio Dumbar/DEPT® is an international design agency specialised in visual branding and online branding, located in Rotterdam.

www.roandcostudio.com

RoAndCo | Ro Agency and Branding

RoAndCo is a design-focused branding agency specializing full creative services from strategy, branding, website design and even packaging design. Our founder, Ro Adams is also well known for her magazine, Romance Journal.

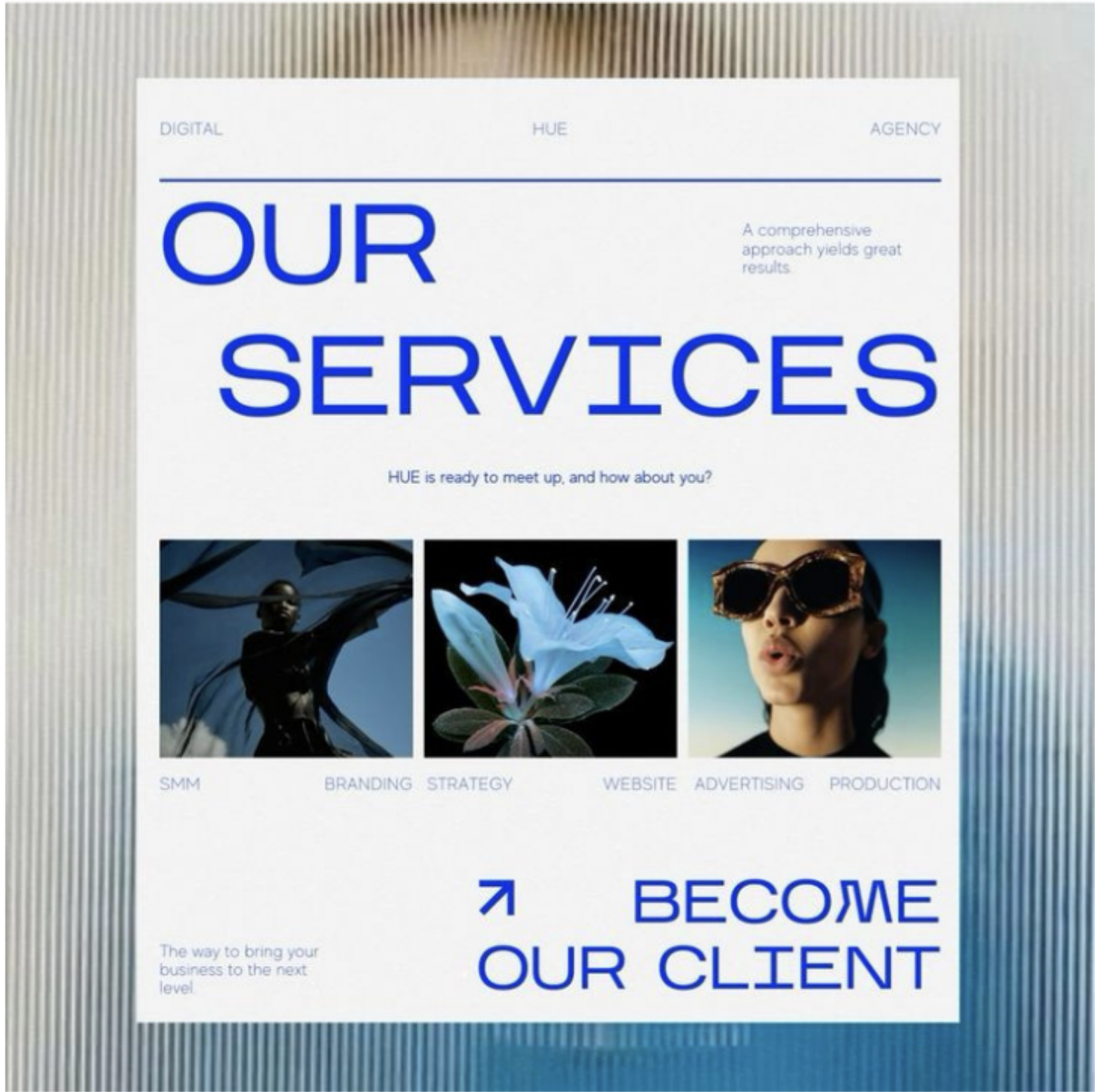
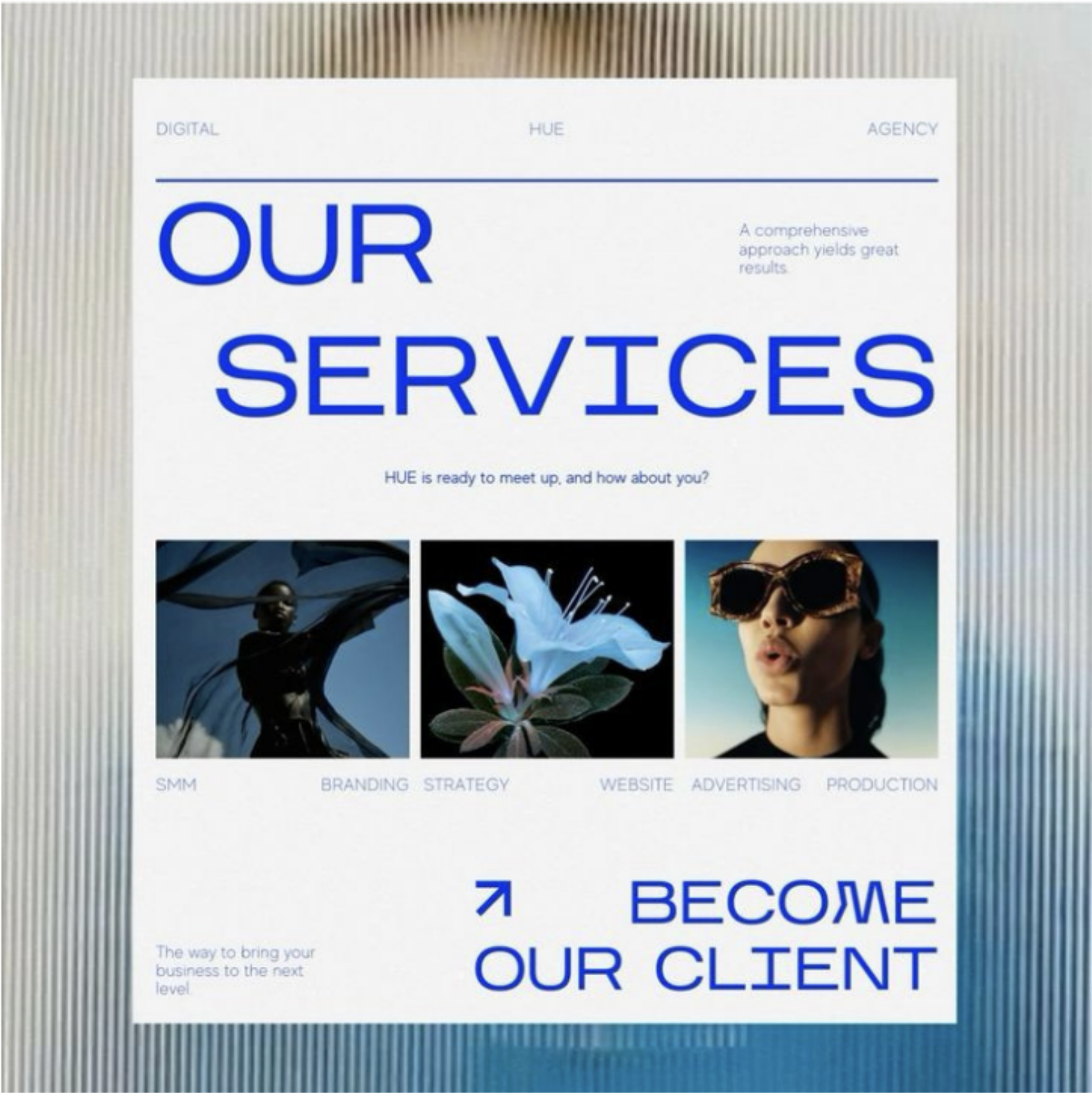
Projects for Tata Harper & kin-euphorics. Layout is subtle and to the point.

www.design.studio

Our Work | DesignStudio

DesignStudio creates brands and experiences that drive remarkable change. Check out our brand strategy and design work for the world's leading brands.

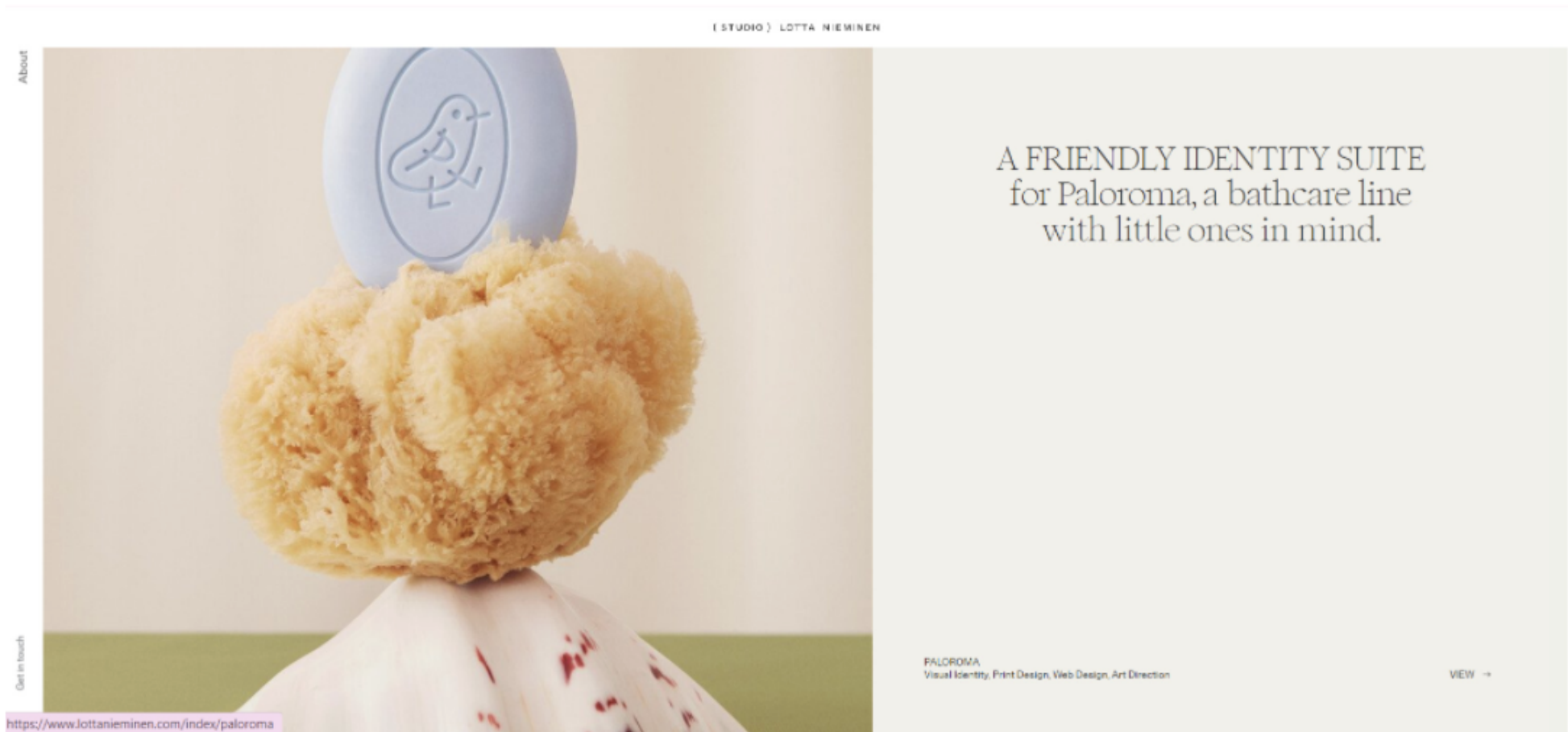
Website Revamp



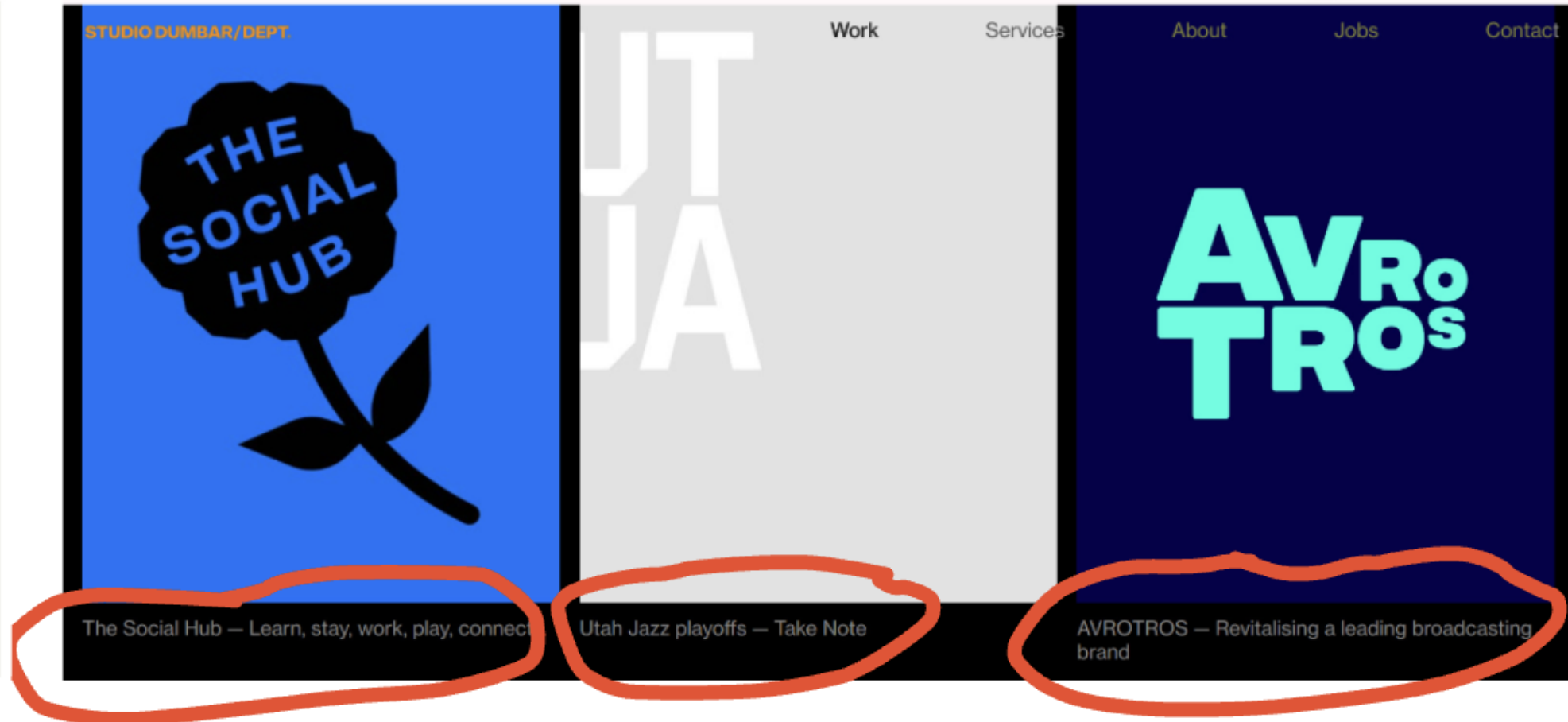
IDEAS FOR THE SUGGESTED IMPROVEMENT AREAS

Website Revamp

With the name of our work projects, we can add a 3-4 (max) gist, that also helps in building up SEO for CC.



<https://www.lottanieminen.com/>



SERVICES

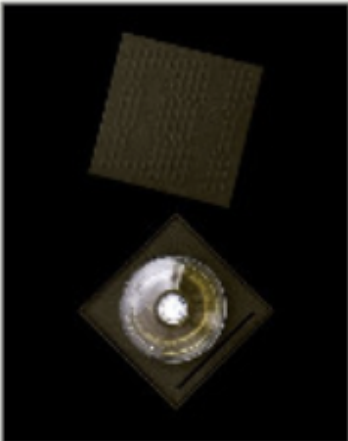


Brand Identities
Overarching visual identity design from research and positioning to brand guidelines and implementation.

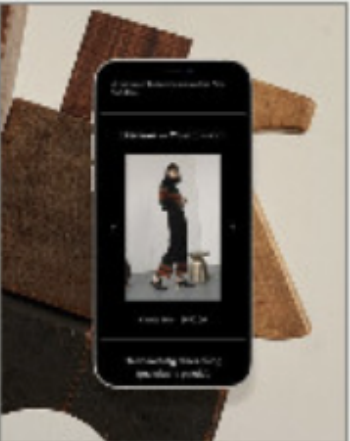


Art Direction
Visual concepts and on-set art direction for editorial photoshoots, e-com imagery, illustration and animation.

<https://www.lottanieminen.com/>



Print Design
Packaging, printed brand collateral, editorial and book design, signage, print campaigns, print production.



Digital Design
Website and e-commerce design, mobile design, social media design, newsletter design.



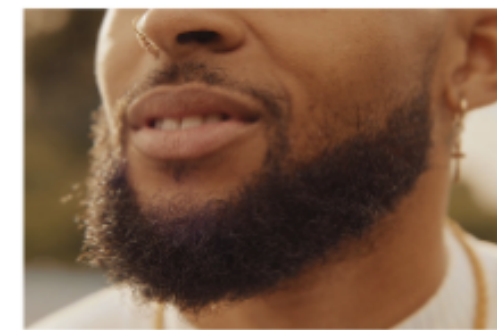
Product Design
Concept and design for physical products and custom packaging.



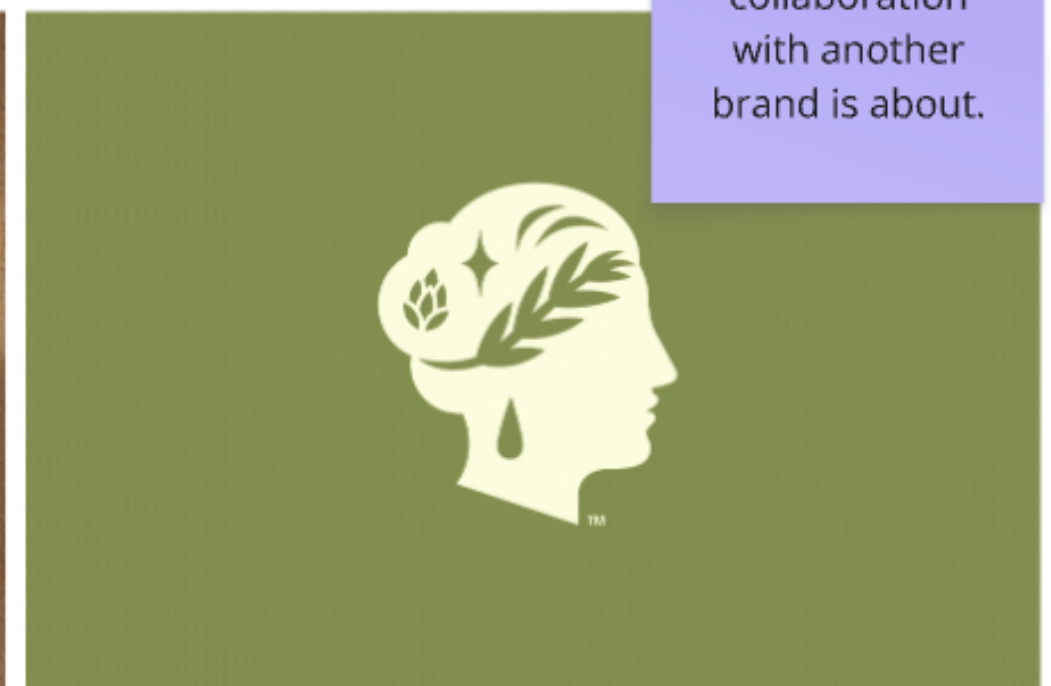
Illustration
Illustration and pattern design for identities, packaging and campaigns. See full portfolio.

Section - option 2

Mother Design



Mother Design & Ceria Branding a beverage revolution (Read more)



Good way to show what your collaboration with another brand is about.

<https://www.motherdesign.com/>

happy cog

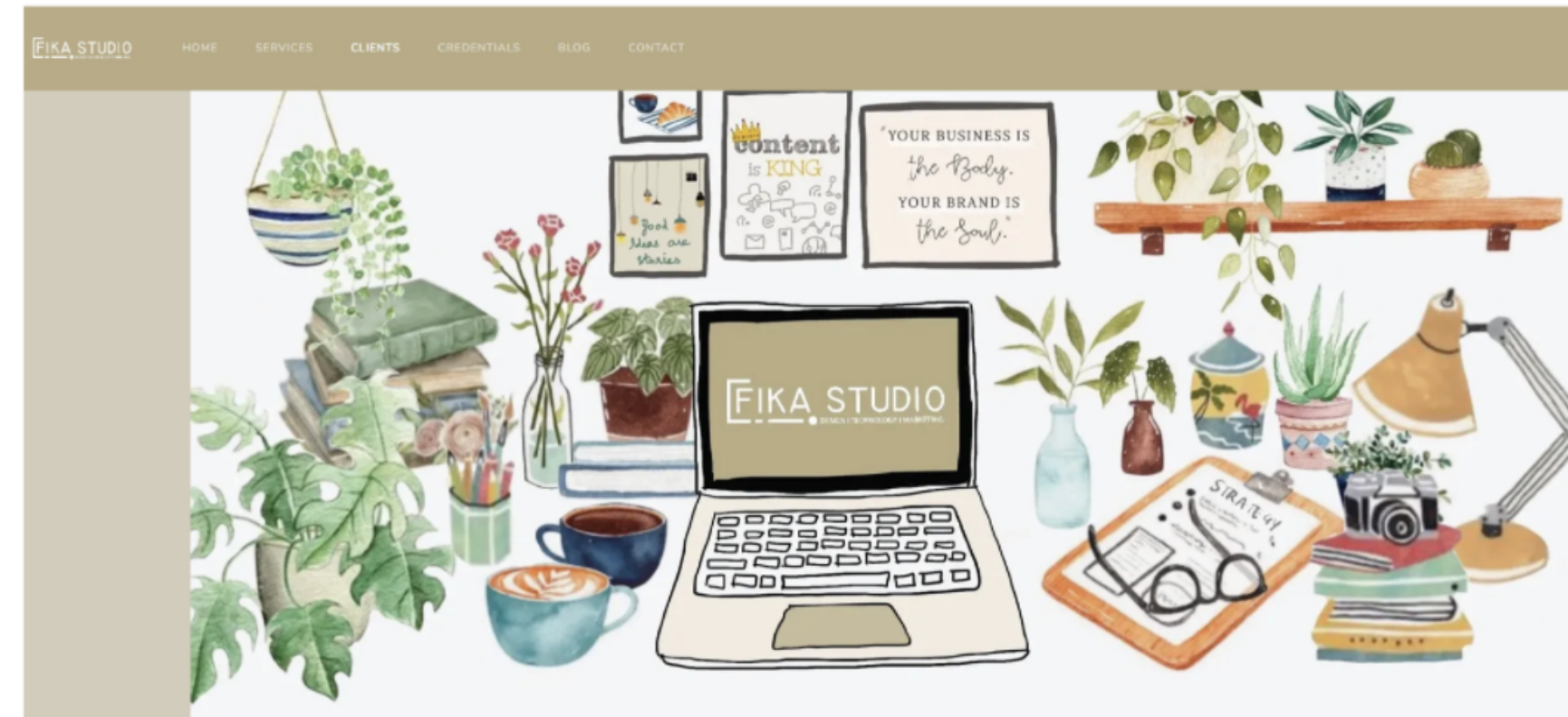


It's lovely to meet you.

GET ACQUAINTED

Ai Chat Bot Experience

<https://www.happycog.com/>



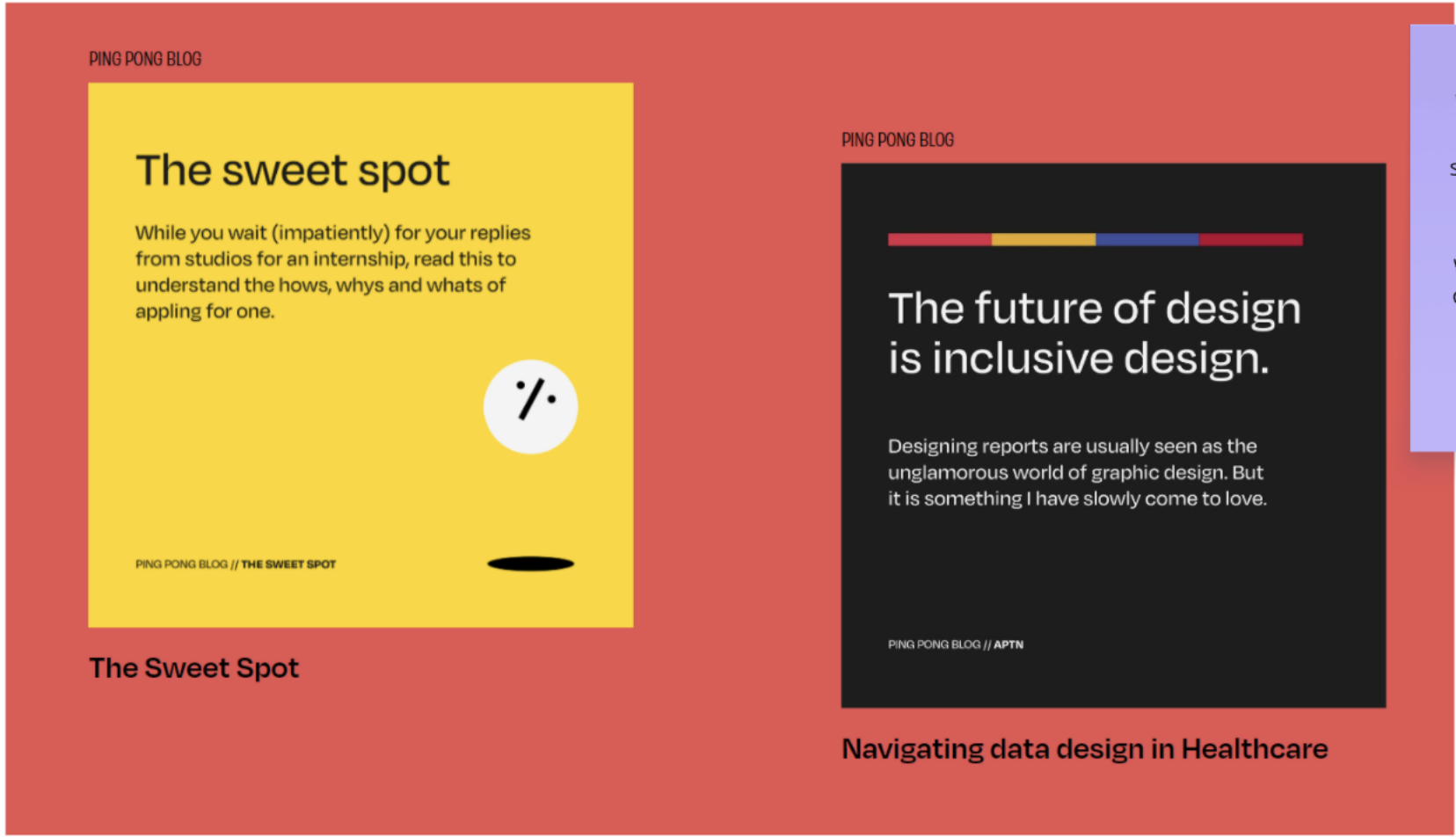
Company's culture also plays an impact on how we present ourselves to our clients.

Find us right next door to Rotterdam Centraal Station

Delftseplein 27N
3013 AA Rotterdam
The Netherlands

We are always happy to meet new people. Give us a call +31 10 448 22 22, email hello@studiodumbar.com or visit us.

+31 10 448 22 22
info@studiodumbar.com



We can think about an indirect way of presenting the sweet spot. Like without mentioning it 'sweet spot'

Could be a creative way of writing or through graphic play or something like a mix of both to make it interesting for Clients.

From global icons to trailblazing start-ups, we partner with ambitious leaders at pivotal inflection points.

We started Goodside to bring out *the best* in every brand and share it with the world

<https://www.goodside.studio/work>

Emphasize on quotes to show our achievements and capabilities.

Take a look around our 60 years of making things — the weird, the wild, the beef, the paint.

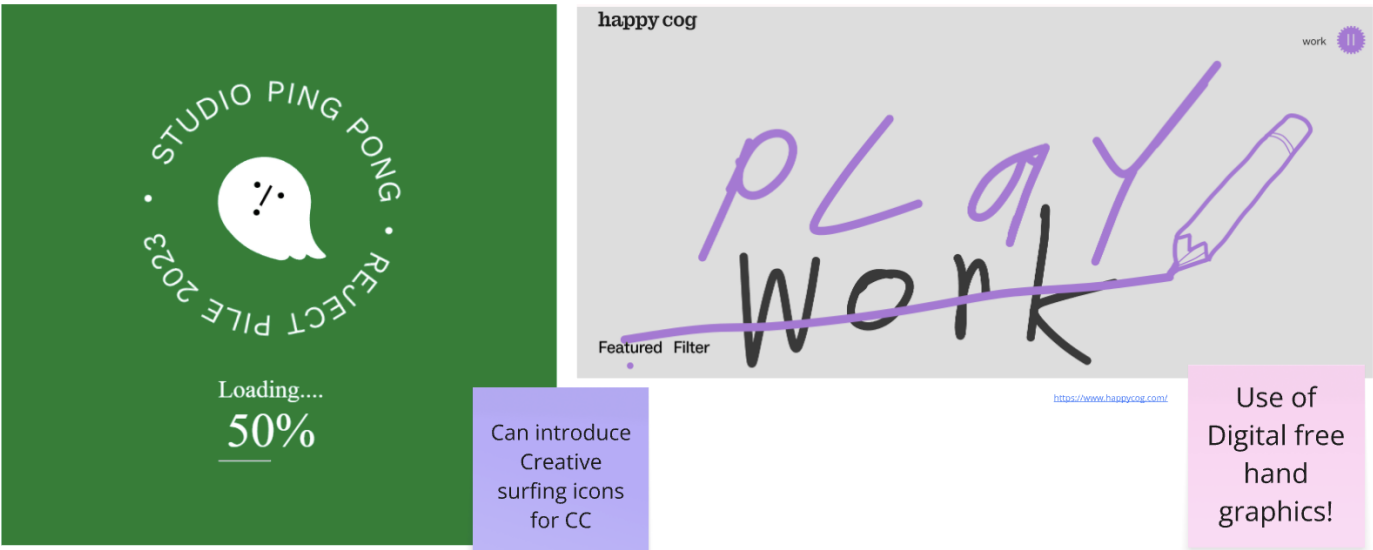
<https://www.wolffolins.com/archive>

When you dedicate your brand to having cultural impact, the benefits build over time.

What are our goals or what is our identity which can make us stand out!



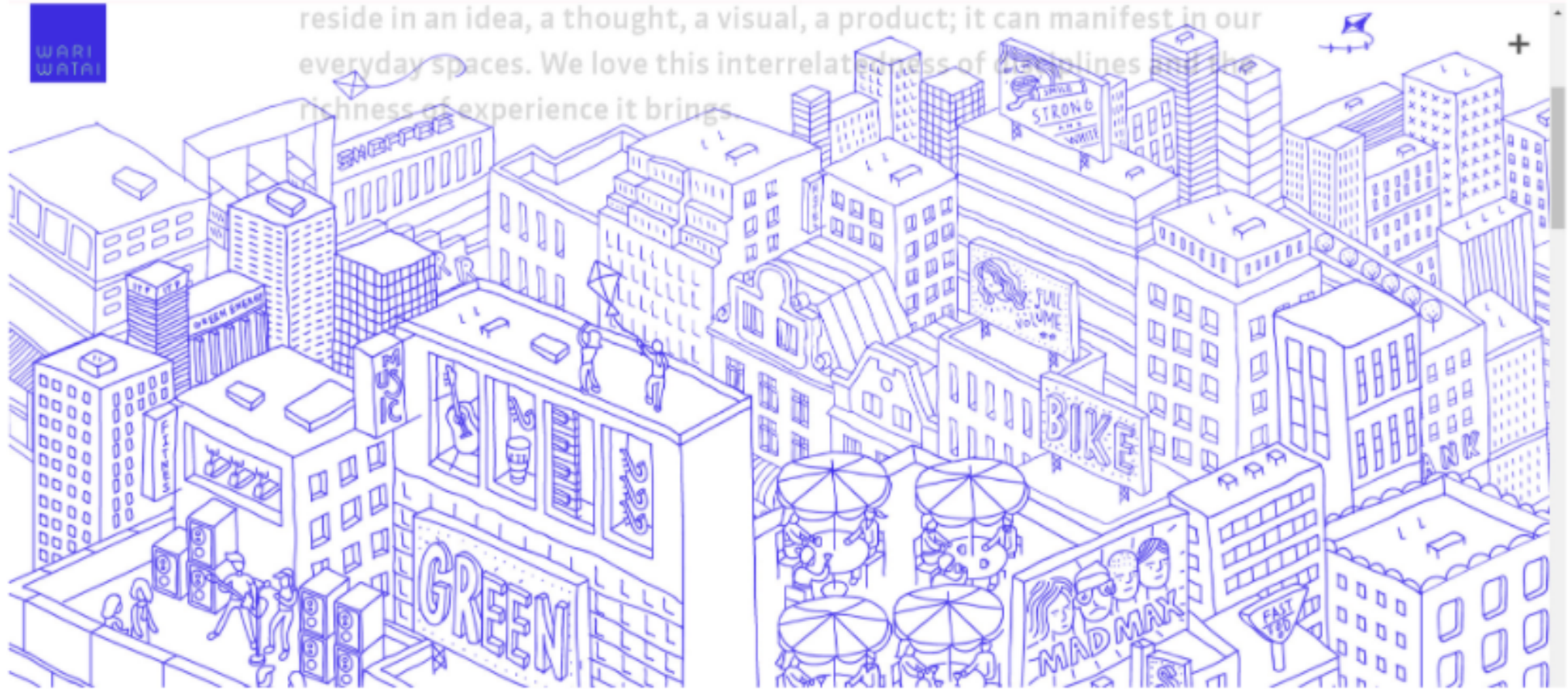
we can develop few elements that have it's meaning like we did for FBSPL. And use it overall as a brand language.



Can introduce Creative surfing icons for CC

Use of Digital free hand graphics!

Use of design elements or illustrations in minimal way.



Website Audit

Ultra minimal Branding



More design elements/improve on overall asset pack

Extended and quirky colour palette

More vibrant and eye catching design

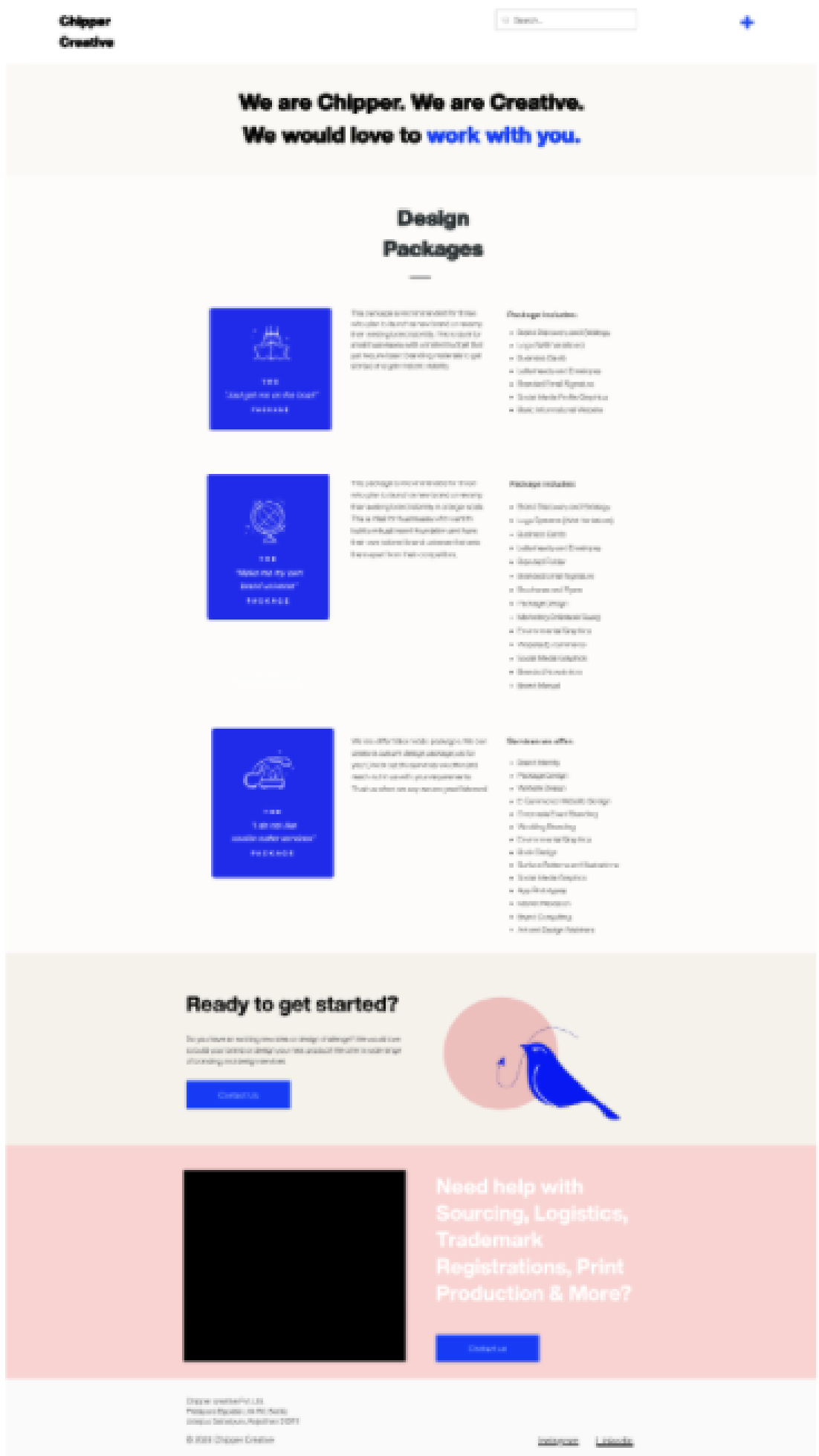
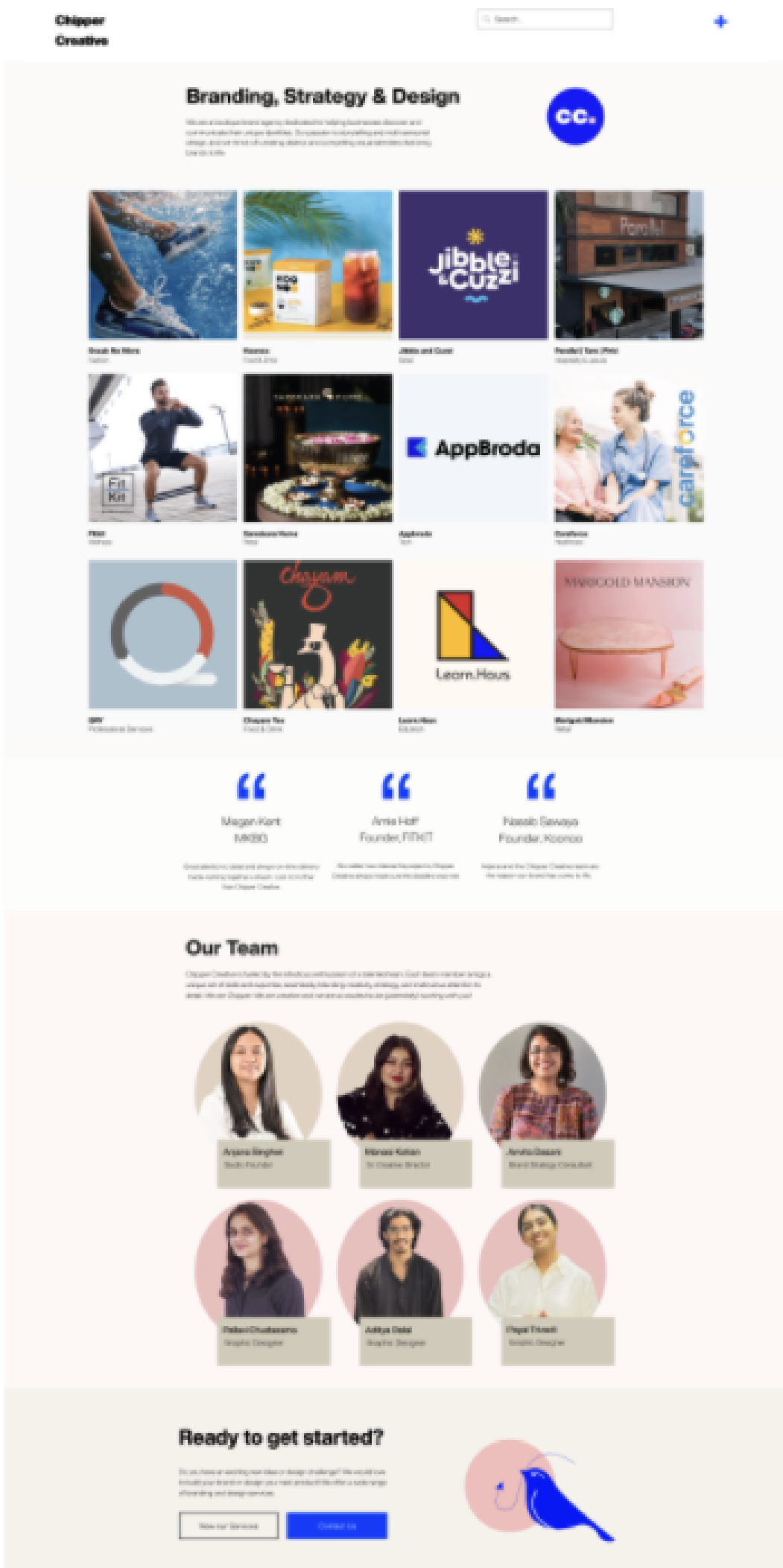
No social media presence at all

introduce more imagery in CC style

Setup extended style guide for chipper

Do we want to proceed with a mix of illustration and images?

Mission / vision/ values and incorporation in design





Branding, Strategy & Design

We are a boutique brand agency dedicated to helping businesses discover and communicate their unique identities. Our passion is storytelling and multi-sensorial design, and we thrive off creating distinct and compelling visual identities that bring brands to life.



Sneak No More
Fashion



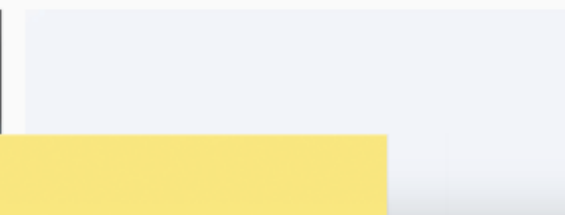
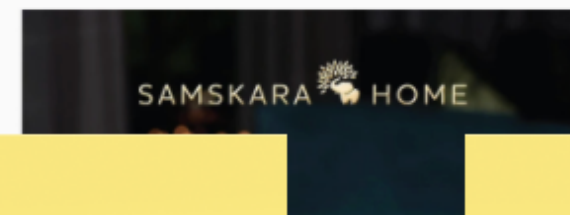
Koonoo
Food & Drink



Jibble and Cuzzi
Retail



Parallel | Taro | Firk
Hospitality & Leisure



Better navigation for the users and mobile first website design

Blogs (in process)
Important for SEO

Create and align social media presence to generate traffic onto website

Major improvement on the sections like team and testimonial

Detailed and to the point project showcase.

Segregate projects according to service/domain

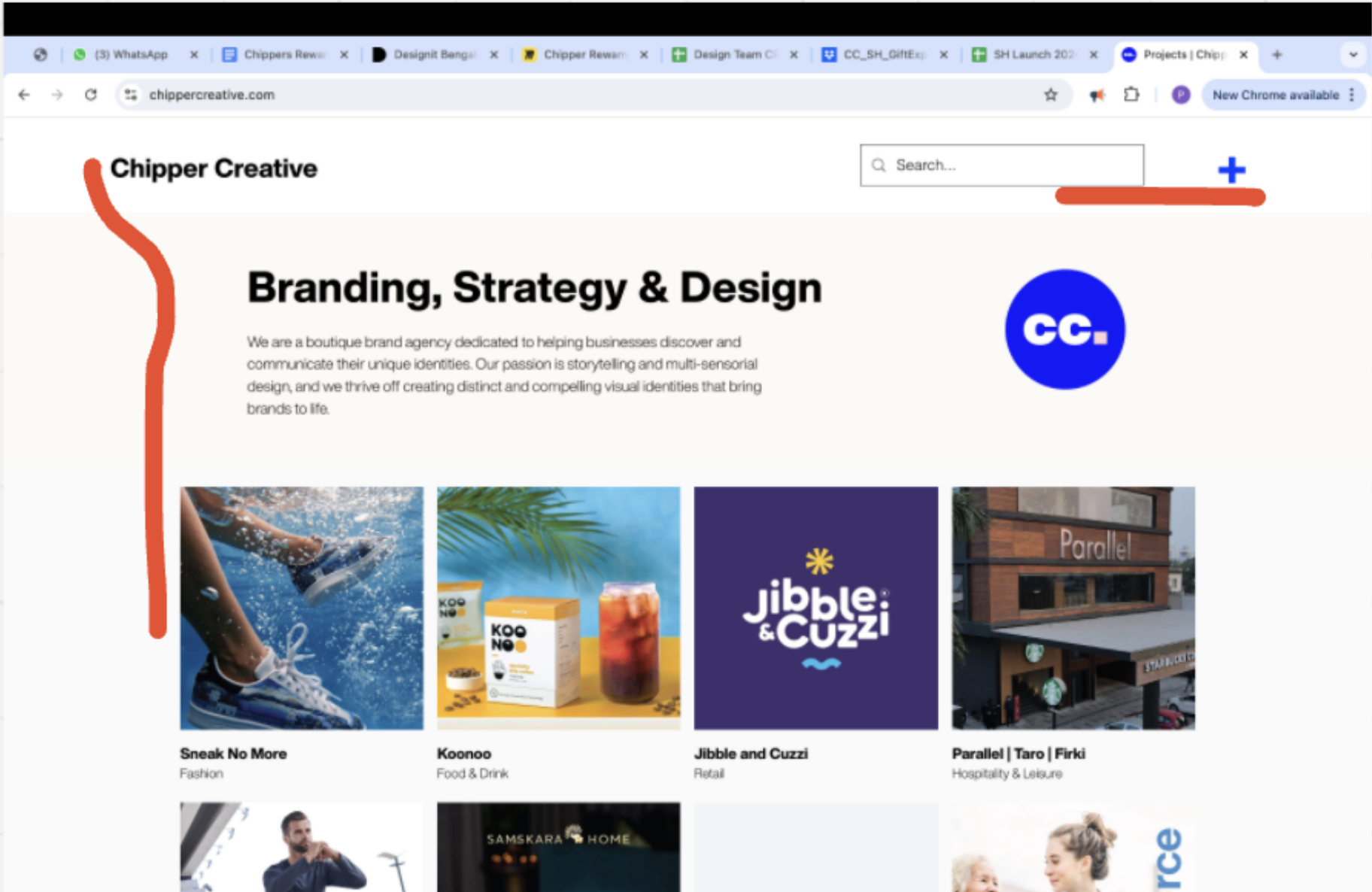
Add brand voice to the website.

Use of mockups

Create hypothetical projects for website helping the team grow.

Over all UI/UX improvement

Increase level of interactivity



Opening of the website can be improved, First look of the website, lacks breathing space, colors can be added for interest

Project thumbnails can be improved

Motion

Margins, Alignments, Column and grid can be systemised

Should we categories projects? On the basis of industry or type of projects?

More breathing space between the sections

Separate pages for diffrent information and better structure, All accesible from the home page

Play of colors

Project pages structure can be improved, margins columns

Shift in design trends// Considerations for cc

25 Top Web Design Trends 2025



Melissa Read
Last updated: Feb 6, 2025 • [Web Design](#) • 13 min read

COLOUR TRENDS

Shift from Saturated Hues: Designers are embracing softer, more soothing color palettes.

Nurturing Tones: A focus on calm, comforting shades over bold colors.

TYPOGRAPHY

Variable Fonts: Enhance styling flexibility while improving load times.

Serif Fonts Revival: Add warmth to digital headlines and CTAs.

Maximalist Typography: Oversized, layered text for bold visual impact.

High-Contrast Pairings: Mixing serif and sans-serif for dynamic contrast.

Playful Custom Typefaces: Unique, expressive fonts that add personality..

TEXT ONLY HERO IMAGES

ANTI DESIGN:

The Human touch

The perfect, polished look of websites is shifting to a more authentic, human feel in 2025.

These intentional imperfections strengthen user connections, demonstrating that websites don't need conventional perfection to engage users effectively.

DATA VISUALIZATION:

creates images out of your data that engage your reader and makes them want to learn more about your brand.

BIG BLOCKS AND CONTRAST AND ALSO WHITE SPACE

bold, block-based layouts paired with vibrant color contrasts

ANIMATIONS, SCROLLS, MICRO INTERACTIONS, DESIGN EASTER EGGS

Playful interactions through illustrations



CHIPPER REVAMP

The website is a refined, immersive experience that balances bold layouts, expressive typography, and strategic white space to create a visually striking yet breathable design. Key interactions—like the loading page and first scroll—are given dedicated space, while subtle micro-interactions and smooth transitions enhance the experience without overwhelming it. Inspired by an editorial-meets-digital approach, the site integrates interactive case studies, process insights, and evolving showcases. A nod to Udaipur’s artistic heritage further grounds the agency’s identity, making the website both visually compelling and strategically intentional.

Clean, Bold Layouts
A structured yet striking visual presence.

Breathing Space
Thoughtful use of white space to ensure clarity and avoid digital saturation.

Color Blocks
A restrained palette with bold color blocks balanced by ample white space.

Scale Play
Typography and imagery take center stage with impactful, large-scale elements.

Intentional Interactions
Exclusive space for key design interactions (loading page, first scroll, etc.). The rest of the site remains free from heavy animations but is elevated with micro-interactions, smooth transitions, and refined layouts.

Subtle Depth & Texture
Use layered elements (parallax in micro doses, soft shadows, and overlays) to create depth without overwhelming the simplicity.

Typography as a Design Element
Use expressive typography in key moments (e.g., oversized quotes, animated letter spacing on hover).

Deep Dives for Clients
Sections for process insights, case studies, brand books, and data-driven narratives.

Studio Culture & Location
Integrating the historical and artistic relevance of Udaipur into the brand story.

Studio Culture & Location
Experiment with textures that reference the agency’s artistic or cultural influences—maybe digital interpretations of Udaipur’s architecture or traditional motifs.



 www.wolffolins.com

Latest News

We create transformative brands that move organisations, people and the world forward.

<https://backbonebranding.com/>

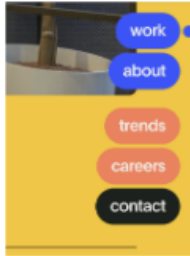


 dorstenlesser.com

social media agency for leading brands.

We're the global social media agency that elevates brands into social icons. Through a blend of creativity and strategy, we create lasting connections and fuel engagement.

colour palette replaces images after loading



 www.rga.com

Android Global Brand Redesign | R/GA Work

Android has 3.5BN active users, 12M developers and powers the Google ecosystem, but the brand itself was static, disconnected, corporate, increasingly invisible and losing share with GenZ.

COCOTA®

cocotastudio.com

full view /
Over view
options

Creative Europe - Cocota | Brand & Design Studio

Explore Cocota's branding and visual identity work for Creative Europe, an official funding program for the cultural industry

Clean, overview & in depth view options.



An overview at the end of the project layout / brand in action

 metadesign.com

ECARX

Powering the next generation of vehicle interactions, technology company ECARX is a global mobility tech provider, transforming vehicles across China and Europe with some of the most cutting-edge automotive computer systems. From AI to OS, they are push...

DB.DSGN™



Challenging the traditional grids and new window opening aspect for projects

 www.davidebaratta.com

Davide Baratta - Creative Director and Co-Founder at Unlearn Studio

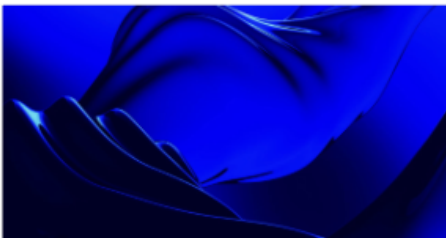
CO-FOUNDER - CREATIVE DIRECTOR
UNLEARN STUDIO



 pearlfisher.com

Pearlfisher - Design for Life

Creative Design & Branding Agency - Pearlfisher - Design for Life



 landor.com

Lander: World-leading brand specialists

We are Lander. World-leading brand specialists. We build brands designed to transform business, customer and employee experience.



 www.happycog.com

Morphe

Cosmetics brand Morphe came to us in a moment of transition, hoping to evolve their retail site in stages as they prepared to launch a total reimagining...

Unique colour palette presentation on the project page



72&Sunny
Full bleed project tiles

<https://www.72andsunny.com/work>



project loading
interactivity

 sintesis.studio

Sin Tesis Studio | Our Work

We are dedicated to guiding our clients through their individual journeys. Our process is always human-centered, and playfulness is key.

★ solveig-template.webflow.io

Webflow HTML website template

Branding · Logo Design · Social Media Branding · Logo Design · Social Media Branding · Logo Design · Social Media Branding · Logo Design · Social Media Branding · Logo Design · Social Media Branding · Logo Design · Social Media Branding · Logo Design · ...

✦ folioncy-template.webflow.io

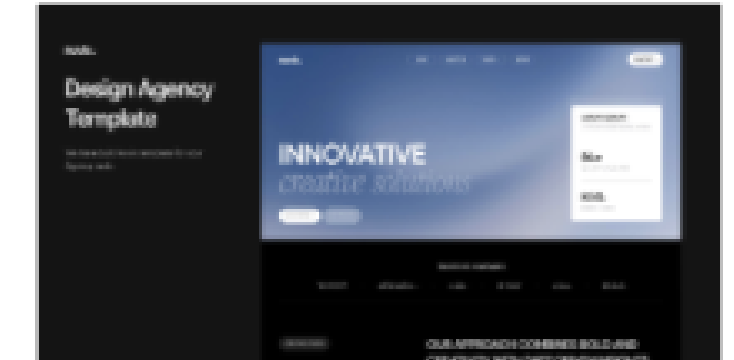
Folioncy - Webflow HTML Website Template

We are folioncy design and creative studio. We turn ideas into fresh, innovative designs that connect, inspire, and make a lasting impact.

L luminyn.webflow.io

Luminyn - Webflow Ecommerce Website Template

We are a creative agency committed to delivering innovative solutions, from concept to execution, ensuring your brand's success and growth.



➔ nuvix.webflow.io

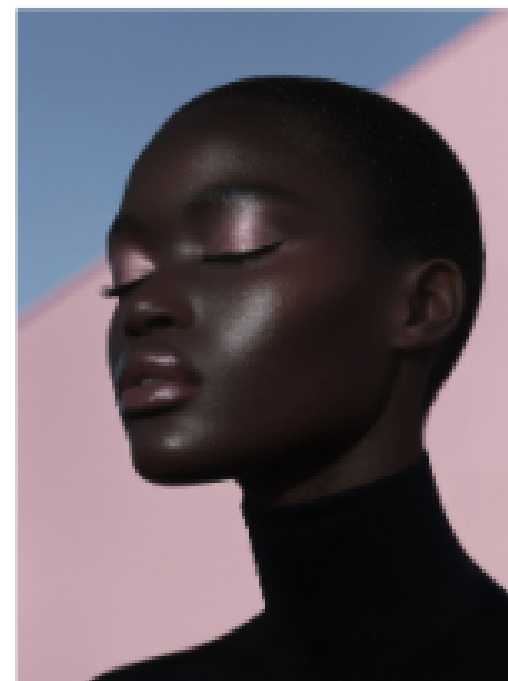
Home - Nuvix Webflow Ecommerce Website Template

Elevate your agency's online presence with the Nuvix Agency Website Template. Modern, responsive, and highly customizable, it's perfect for creative agencies, marketing firms, and digital studios to showcase their work and services professionally.

➔ mosaix-template.webflow.io

Mosaix - Webflow Ecommerce website template

Discover a modern template tailored for diverse marketing agency websites. Perfect for marketing, SEO, branding, and all creative ventures.



LS lucasostudio.webflow.io

Lucaso Studio - Webflow Ecommerce website template

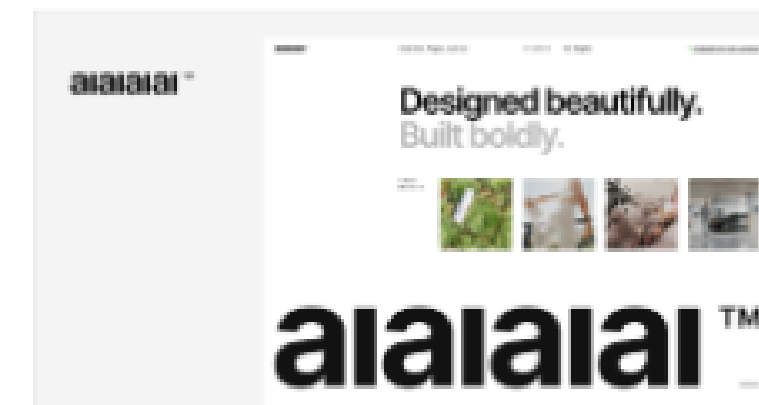
Lucaso studio is a sleek Webflow photography template designed for showcasing stunning portfolios, featuring dynamic galleries and responsive layouts.



OR orng-lab-agency.webflow.io

Home_v2 - Orng Lab Agency Webflow HTML website template

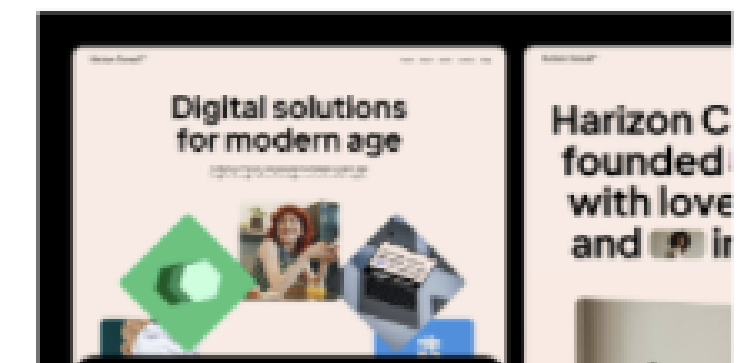
Orng Lab template is ideal for modern agencies and creative studios. With a sleek, editorial-style design, it provides a clean and professional layout to showcase projects, attract clients, and elevate your brand's online presence.



➔ aiaiaiai-template.webflow.io

Home A | aiaiaiai™ - Webflow Ecommerce website template

aiaiaiai™ is a premium multi-layout Webflow template designed for agencies and creators. Featuring sleek design, versatile and minimalistic layouts, it's the perfect choice for showcasing creativity and professionalism with ease.



➔ horizon-consult-template.webf...

Home A | Horizon Consult™ - Webflow Ecommerce website template

Horizon Consult is a sleek and modern Webflow template designed for consulting agencies, financial firms, and business advisors. With a professional layout, dynamic CMS integration, and smooth animations, it provides the perfect foundation for showcasing...

Custom
layout 1
(Wireframe)

Layout option -

creative copy
for story telling

identity
naming

Boutique agency with
5+ years of experience

elements
moving subtly
in the
background like
a video or gif

Services

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

Services card interactions reference. Can be a simple layout as well where all the services are listed as a Bento grid and on hover it displays colour pulse

WITH
TEAM

Latest work /
Featured projects

Simple full bleed list of 3-5 projects that slides horizontally on vertical scroll and stacks upon each other.



Simple horizontal scroll and highlighting the project on hover enlarging it

Team

Our founder

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

Simple team layout with hover interaction for name, position and about

Revealing people on scroll and eventually creating TEAM SECTION

some special kind of creative treatment to each members image

Can continue similar card layout for reviews where the background is static and individual cards move.

Testimonials

Blogs

Our founder
Graham moved from a
publishing job to
help our owners
find a way to sell their
books online.

Our founder

Our founder

Our four
 native girths in
 authentic cord
 bring your horse
 back home all

Our four
 national magazines
 are available
 online at www.fox.com
 (available in U.S.)

Our four
We've grown
with you and
are now your
best friend.

Impressed by the professionalism and attention-to-detail.

Informative Client Experience

A seamless experience from start to finish. Highly recommend!

— Sarah J.

reliable and
trustworthy. Made my
life so much easier!

Landing Interactivity

Landing screen interaction for more user engagement

Multisensory branding?
How to showcase this

Thinking
outside the
box- copy,
typography,
interaction?

Thinking
outside the box
playful- copy,
typography,
interaction?

Creative strategy that
moves business forward.

Audio input interaction. Maybe logo can rotate low, medium and high speed on base input from audio

logo 3d variant
scroll or movable
with audio and
visual
interaction.

some audio
interactivity

<https://avseoul.net/particleEqualizer/>

Copy of extension

LogoHomeAboutContact

Creative strategy that moves brands forward.

Boutique agency with 5+ years of experience

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

View projects

Services

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

01. Branding

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

02. Nomenclature

03. Creative Strategy

04. UI/UX Design

Projects

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

BrandingPhotographyTEXT

BrandingPhotographyTEXT

Branding

BrandingPhotographyTEXT

Discover More

12
Years of experience

60+
Projects completed

0
Award winner

98%
Satisfied clients

14+
Industries served

8M+
Fundraised for clients

Important stats

You convey the idea, and we deliver a refined interface.

View More

60
Projects completed

16k+
Award winner

10k+
Happy Customers

78
Awards & Mentions

PROFESSIONAL SERVICE.

23

36

50

37

dropdown for services/ about agency

Can switch the sizing of thumbnails making it more dynamic

Logo: golio/FYLLA

We are a digital agency from Lisbon.

FEATURED WORK

DIGITAL DESIGNER PART DIRECTOR

Recent Projects

Can have simple text for project names and on hover it displays on the above section

16%

The founder

CARD FLIP

reveal team members information on hover

Our Team

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

Anjana Singhwi
Founder, CEO

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

John Doe

Testimonials

What our clients say!

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

Blogs /News

Our founder

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

Our founder

We're passionate about the authentic sushi experience. Step into our cozy spot and you'll see how we're all about celebrating the craft of sushi-making.

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Our founder

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What people say

Fin.