CAPABILITY

Capability

14 brands, one design-system methodology

OFFERING

3edia's repeatable process for turning any brand into a complete, enforceable design system

STATUS

14 SYSTEMS DELIVERED ACROSS RESTAURANTS, LOGISTICS, LAW, LUXURY RETAIL, SKINCARE, ENERGY, DEVELOPMENT CONSULTING AND CREATIVE STUDIOS

01 The thesis

Most agencies deliver a logo and a PDF. We deliver an *operating system for the brand*: documented voice rules, design tokens, component libraries and usage guidelines precise enough that any designer, developer or AI tool produces on-brand work without supervision.

02 The methodology

Every system ships the same disciplined structure:

- **Content fundamentals:** voice, tone, casing rules, person, vocabulary, and explicit ban lists (what the brand *never* says)
- **Visual foundations:** palette with semantic tokens, a three-tier type system, spacing grid, motion rules, component states
- **Signature devices:** the two or three ownable visual moves that make the brand recognizable at a glance
- **Working assets:** CSS tokens, UI components, templates, and an indexed manifest

03 The range

The same method flexes across radically different personalities:

- **JBV Logistics** · Maritime freight · Bronze and navy, industrial type, truck/ship/plane motif
- **The Bath Atelier** · Luxury fixtures · Porcelain and champagne gold, one italic word per headline
- **The Mad House** · Creative studio · Monochrome with one red spark; each studio set owns a colour
- **WACID** · Development consulting · Governance navy, mono-set data, verbs-first voice
- **Rimma's Naturals** · Handcrafted skincare · Botanical accents drawn from the soaps themselves
- **Battery Joint** · Alternative energy · Petrol teal, proof-point-led copy ("700+ homes")
- **KenVic** · Luxury retail
- **Aralewà, GidanMasa, NourishShea, CAO Contractors, Mo's Law Office, Ulot Consulting and Flo's Grill** · Retail, food, construction, legal and consulting · Each with its own documented voice and tokens

04 Why it matters to you

- **Consistency at speed:** new pages, campaigns and documents inherit the rules instead of reinventing them
- **Team-proof:** the system survives staff changes, agency handoffs and AI-assisted production
- **A brand that compounds:** every deliverable strengthens recognition instead of diluting it