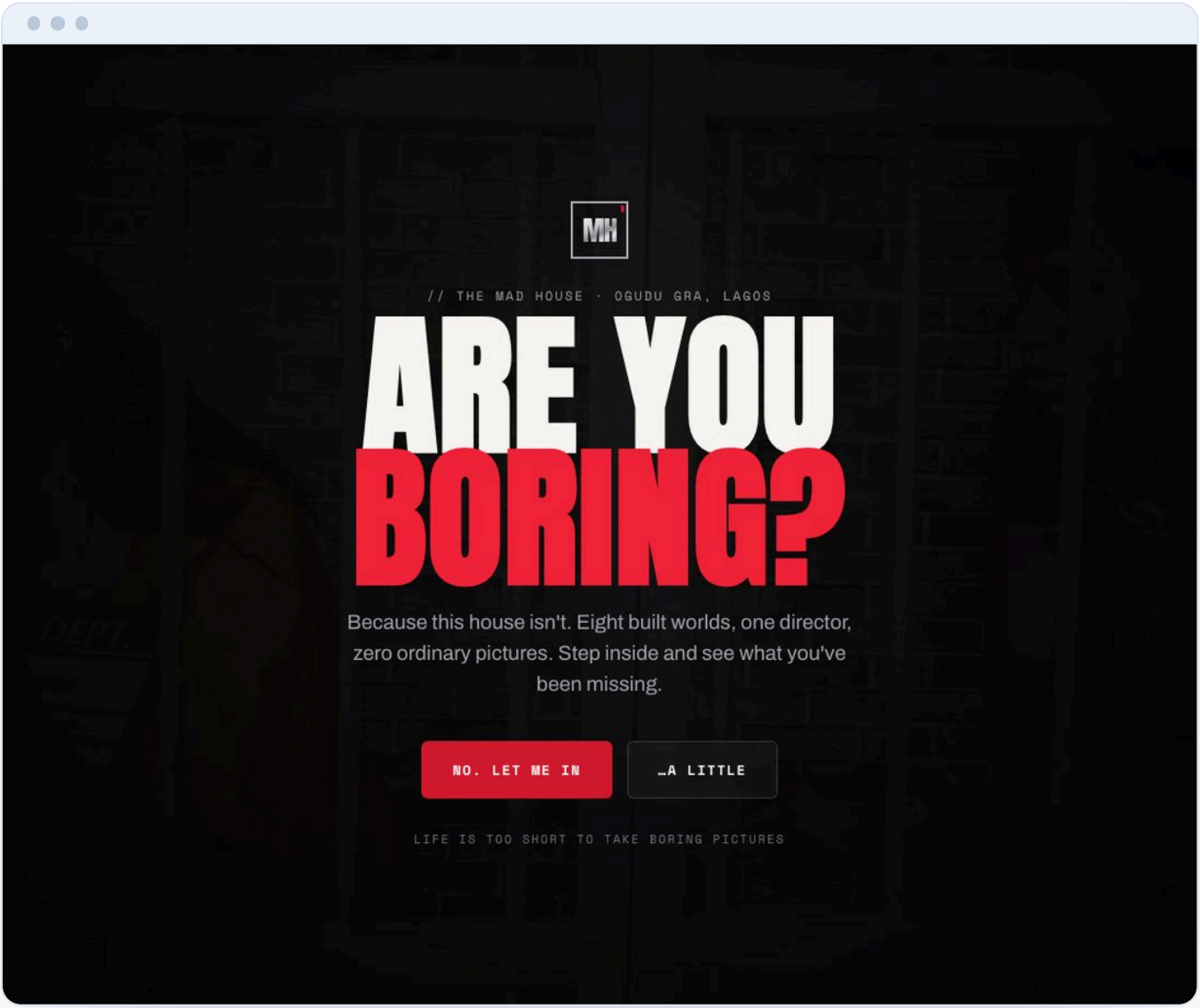
CASE STUDY

The Mad House

A brand as loud as the studio

CLIENT	SECTOR	LOCATION	STATUS
The Mad House	Creative content studio	Ogudu GRA, Lagos	DELIVERED



01 The client

The Mad House is a Lagos studio of fully-built themed sets — a jail cell, a Sonic-style game level, a neon dungeon, a coral bathtub, a yellow circle room, a white cyclorama — bookable by the hour. Its founder's thesis doubles as the brand line: *"Life is too short to take boring pictures."*

02 The challenge

Most studio websites are beige. The Mad House needed the opposite — a brand loud enough to match the sets — without becoming unusable chaos. The trick: engineered restraint that *reads* as wildness.

03 What we did

Monochrome, plus one red spark. The system is deliberately black-and-silver so the sets themselves supply the colour: each set owns one vivid accent (jail orange, Sonic blue, neon pink) that its card and imagery carry. The brand's only constant colour is a single red used like a signature.

Poster typography. Anton in ALL CAPS for headlines that behave like posters, a workhorse grotesque for UI, and a mono face for `//`-prefixed kickers and metadata. Loud where it should shout, quiet where it must work.

Rules that keep the madness usable. Dark UI by default with a light scope for print flyers; emoji welcome on social, banned in the product; set photography as the hero motif; neon-glow hovers with motion that still respects reduced-motion preferences. Set cards carry a 4px accent edge in their set's colour — the design system literally colour-codes the inventory.

Two website iterations — v1 shipped, v2 evolved it — plus a catalogued library of set photography cropped and cleaned from the studio's Instagram.

04 Results

- ✓ A complete design system that turns a bold personality into repeatable rules
- ✓ A visual identity where every set markets itself in its own colour
- ✓ Website delivered and iterated (v1 → v2)