

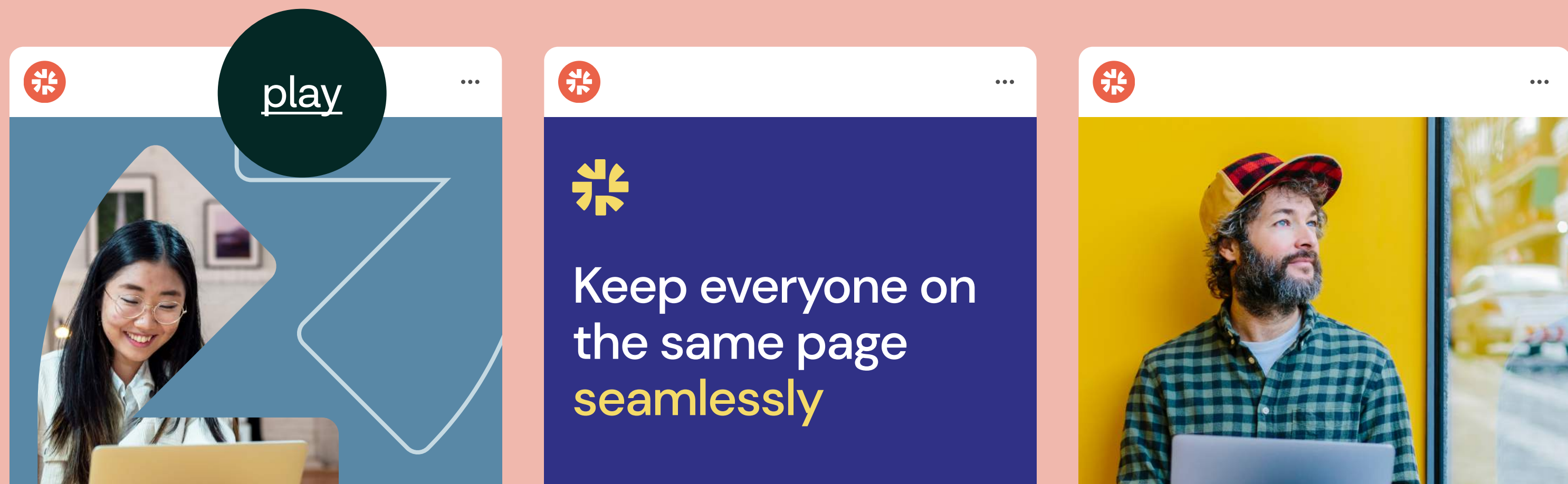
BB Agency — branding deck

We craft holistic, people-friendly digital experiences. We act as strategic partners for fast-growing tech companies in need of a scalable website with modular CMS, a product design system, and a future-proof brand identity.

Our clients are the companies and startups who make the world go round — they treat diseases, move parcels, insure cars, process payments, create jobs, send emails and publish news. Vast and complex businesses like these need digital experiences that are just as people-friendly as they are robust and scalable.

Through challenging core assumptions, we shape the products and services that improve the lives of thousands every single day.

We translate research into solutions, crafting thoughtful and unified brands, apps, websites, interfaces and systems.



BB Agency was founded in 2012 on Island Krk, Croatia. Today we are a fully remote digital agency with more than thirty members and collaborators working together from United Kingdom, France, Netherlands, Czechia, Bulgaria, Ukraine, Croatia, Lithuania, Philippines, Portugal and Russia, to provide a valuable global perspective on our work.

We pride ourselves on our ability to challenge core assumptions, unpick legacy behaviors, streamline complex processes, and shape the products and services that improve the lives of thousands every single day.

We’ve been privileged to work with startups, SME’s, corporations, and fortune 500 companies that have a combined valuation of ~\$250B. Including corporations like Progressive, BNP Paribas, Otsuka Pharmaceutical, Deloitte, and SME’s like ShipBob, Wibbitz, Assembly Payments, Rainmaking, Sendlane, Crisp and Teachable.

30+

Researchers, strategists, designers, and developers working together to create people-friendly experiences.

200+

Digital products we’ve helped shape, optimize, and launch since 2012.

10

Countries represented in our agency, offering a valuable global perspective on our work.

Approach

Approach

We uncover insights and shape brands through a process of exploration and investigation.

We design to simplify. We are fostering a human-centric ideology to achieve lasting solutions.

Backed by modern technologies. We build products that improve functionality, stay reliable, and evolve with time.

Like the world around us and the businesses we work with, our design practice is always striving to improve.



To make what is digital more human.

Living in a digital age, people's experiences can sometimes feel quite disconnected. That is why our work values the human connection and always has users as the focal point.



Branding

- Findings and opportunities
- Brand strategy
- Identity development
- Digital and print collateral
- Brand guidelines

Digital experiences

- Marketing websites
- Digital products
- Mobile apps
- Design systems
- Interactions and animations
- Illustrations and iconography

Discovery

- Competitive benchmarking
- Customer research and data analysis
- Stakeholder and user interviews
- User flows and customer journey
- Information architecture
- Wireframes and testing

Engineering

- Front-end development
- Website development
- Product development
- CMS implementation
- Quality assurance

Who do we work with?

We work primarily with technology SMEs, corporations, and funded startups who develop products in the SaaS, finance, banking, property, healthcare, transport, and communication sectors.

We're proud to say our clients come to us from all around the world.

We mainly work with companies from these countries:

North America - the United States, East, and West coast;

Western and Central Europe - France, UK, and Ireland, Germany, Belgium;

Northern Europe - Denmark, Sweden, Norway;

Australia - Sydney, Melbourne;

United Arab Emirates - Abu Dhabi, Dubai;

We like to collaborate closely with clients, and see the best results when working directly with CEOs, Heads of Marketing, CMOs, and VPs of Marketing, Product or Technology.

We make especially great partners for companies who are growing fast and need a scalable design system, modular CMS and a future-proof brand identity that they can manage internally as their user base grows.

~\$250B — combined valuation of companies we've partnered with.

12 — SaaS products successfully launched in the previous 24 months.

40-200 — average company size we partner with.

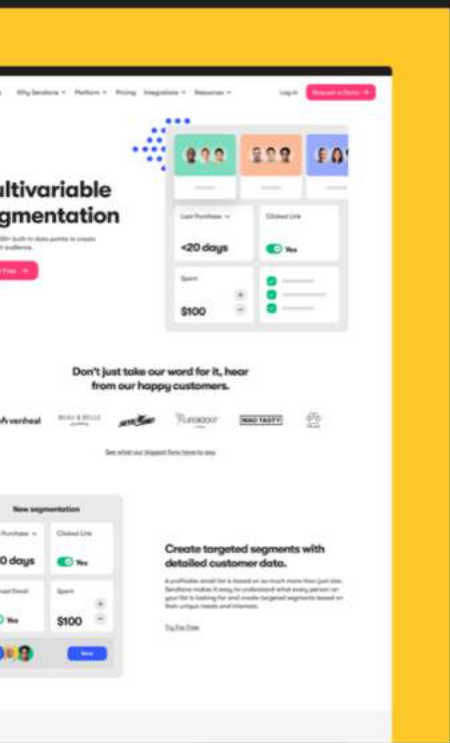
\$30M — average funding our clients have before starting the partnership with us.

4 - 6 weeks — average waiting time until project kickoff.

\$80K - \$160K+ — average engagement size for 3 to 5 months of work.

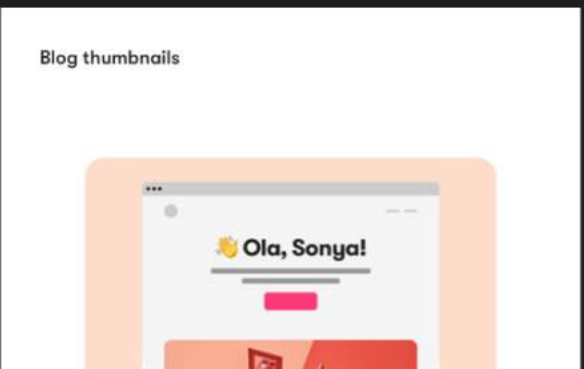
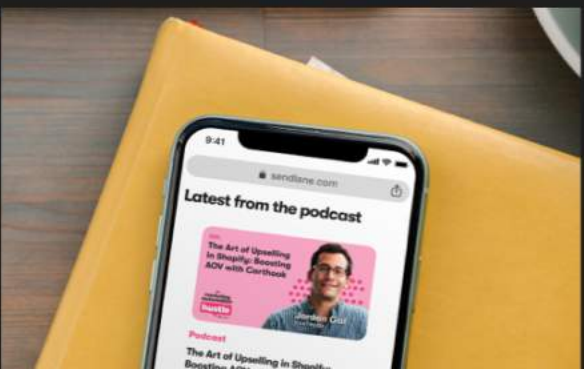
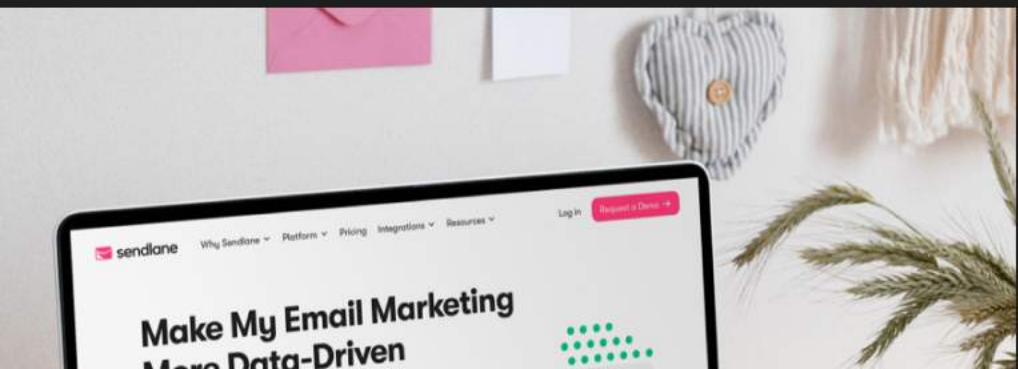
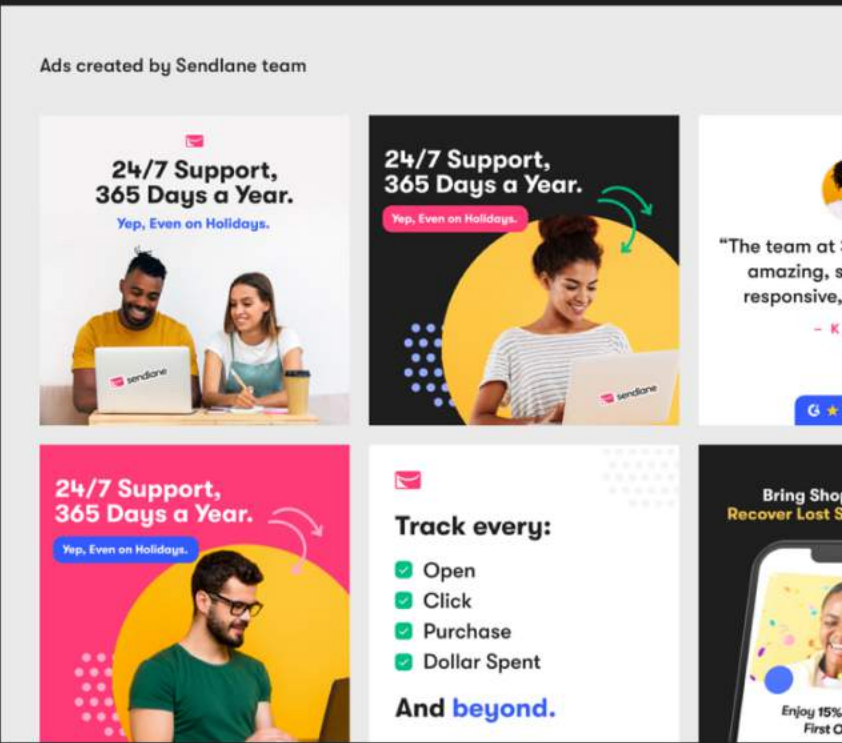
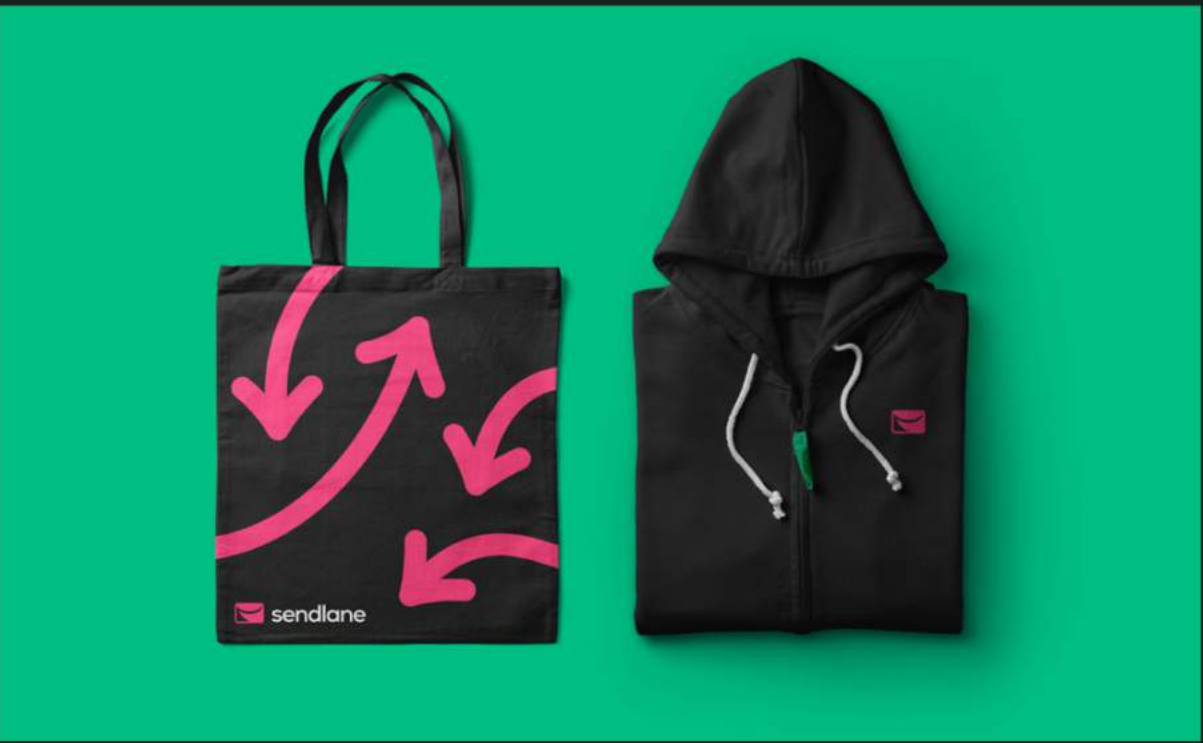
Branding work

Revitalising the website, product, and brand for a premier automated marketing platform.



Sendlane —

Revitalising the website and brand for a premier automated marketing platform.



Core value illustrations



We are a team



Channel positivity



Be passionate



Sendlane

Sendlane is a behavior based email marketing automation tool for eCommerce stores.

Headquarters

San Diego, US

Industry

SaaS, Email marketing

Company Size

51 — 200 employees

Funding

\$24.5M

Services we provided

- Visual identity
- UX research
- Website design
- Design system
- CMS integration
- Product design

The client

Sendlane is an email marketing platform based in San Diego. Founded in 2013, the company has grown to a team of more than 50 people and helps a wide range of ecommerce businesses to get more from their email marketing efforts.

The problem

As with most b2b cloud software tools, email marketing has become very crowded space. Sendlane had been working hard to deeply understand their customers and created a platform that is uniquely suited to both them and the demands of the ever-growing ecommerce space. But whilst their product was hitting all the right notes with their avid users, CEO Jimmy Kim and his marketing team felt that their own brand and website was vastly underselling their powerful offer — so BB Agency came onboard to help.

The solution

We completed a full rebrand for Sendlane, supported by a brand new website with an optimised user experience and CMS integration.

In addition, we've worked closely with their product team to create a scalable and consistent design system. The system encompasses all the modules, components, spacing, color, and typography guidelines.

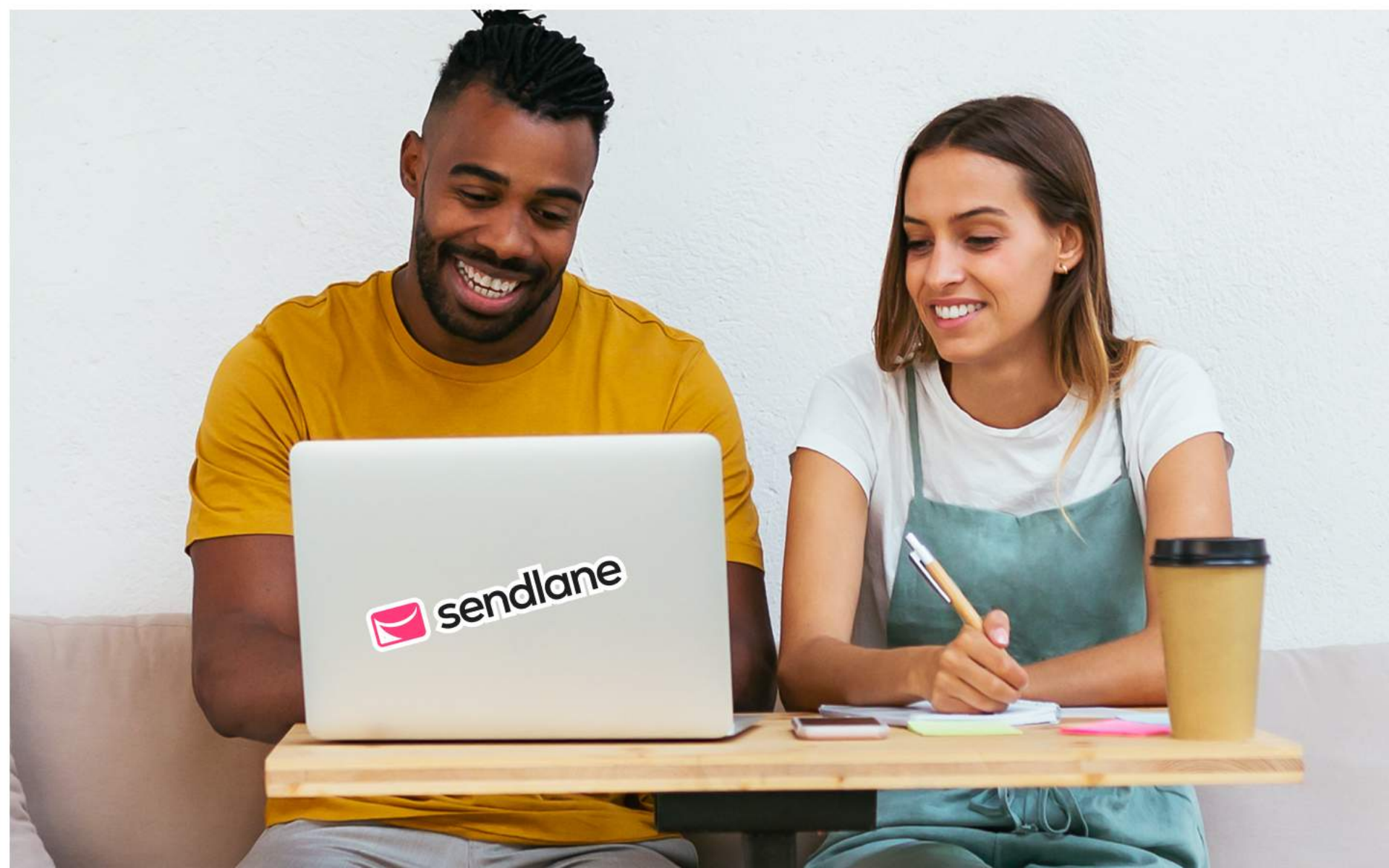


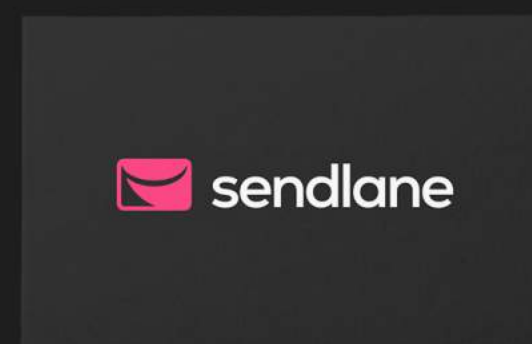
**Turn online
shoppers
into loyal,
lifetime
customers.**



Sendlane helps you generate more revenue, increase retention,
and automate personalized experiences for your customers.

10620 Treena Street 250
San Diego, CA 92131, US





Hi Jenna!

We've all been through it.

Something comes up with a product or service and you have questions or need help ASAP, so you try to get in touch with customer support.

But that "Live Support" link you click doesn't connect you to anyone. The chat bot has you jumping through hoops just to get to a real person. And that email form you filled out takes a week or more just to get a response.

Meanwhile you're getting frustrated, your issue isn't resolved and your productivity just came to a halt. Two thumbs way down.

At Sendlane, our team is available 24/7 and 365 days per year. Yep, even on Holidays.

And to make you smile even more, we have a 30 second average wait to get in touch with a real live human. No joke.

Mariesa Portmann
Director of Customer Success

10620 Treena Street 250
San Diego, CA 92131, US

sendlane.com

info@sendlane.com
@sendlane

20%

Bounce rate drop on the homepage just 30 days after the launch.

\$20M

Raised in Series A, 8 months after launching the new website.

[View Case Study](#)

The Result

Within 30 days after the launch, Sendlane experienced an uptick in everything from trial conversions to demo sign-ups, compared to the old website.

We continue to work closely with Sendlane on growing and optimizing their website and are proud to be a part of their journey towards a \$1B valuation.

We have a fantastic relationship with the team behind Sendlane. We've helped them re-brand, design, and launch their two sub-products called Commerce Roundtable and eCommerce Academy.

“... They’re very experienced and know what they’re doing as designers. If you listen to them, they will help elevate your brand and achieve your goals.”

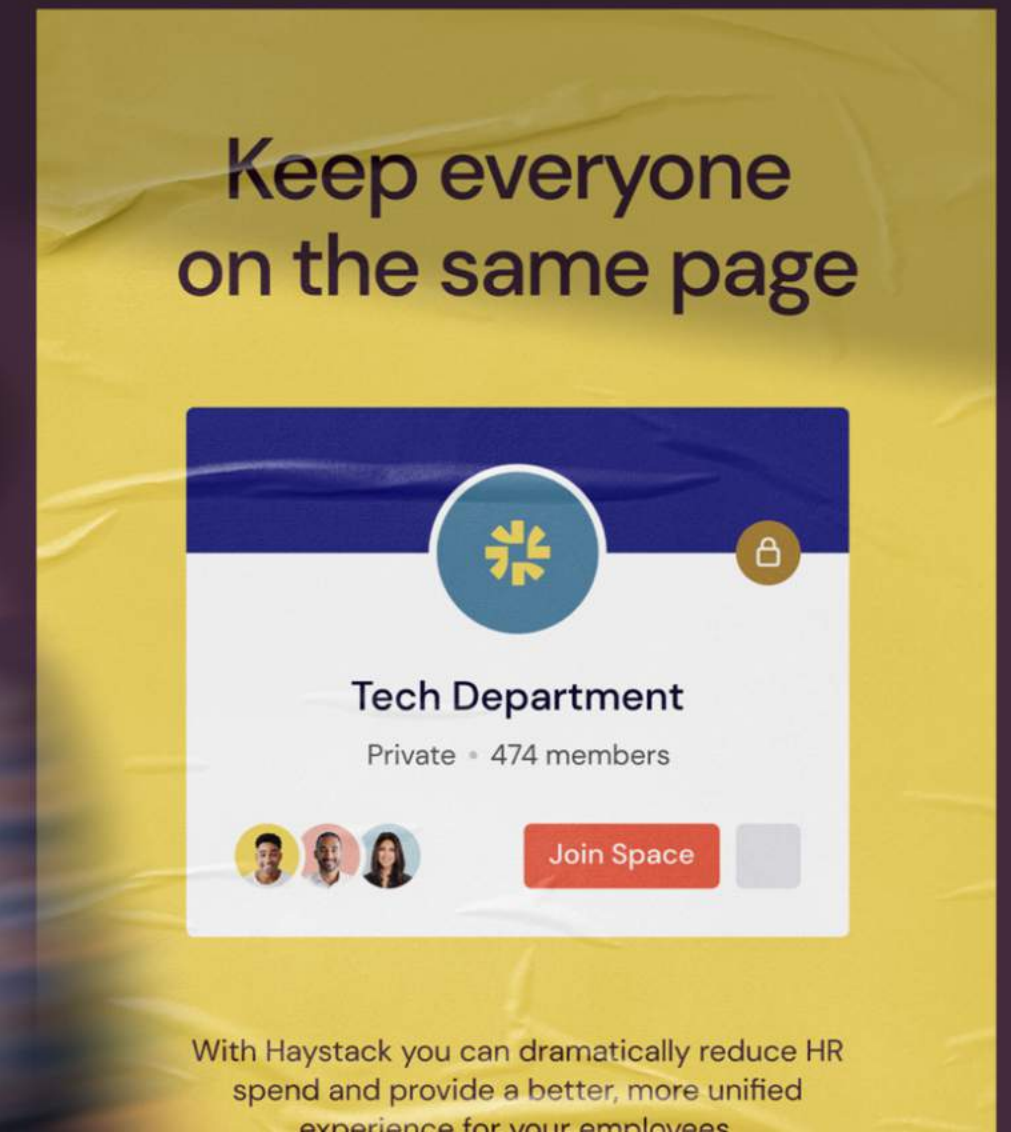


Jimmy Kim

— CEO at Sendlane

Haystack —

Supporting Haystack's mission to make big companies feel smaller with a new brand, website, and CMS.



Haystack

Haystack is a thoughtfully designed collaboration hub that is on a mission to make big companies feel small.

Headquarters

Los Angeles, US

Industry

SaaS

Company size

11 — 50 employees

Funding

\$8.2m

Services we provided

- Market research
- Identity development
- Website design
- Front-end development
- CMS integration

Case Study Coming Soon

The client

Haystack is a collaboration platform that keeps organizations connected by providing a centralized hub for knowledge, communication, and people. Through Haystack, organizations can streamline internal communication, accelerate productivity, improve alignment, and empower their workforce. Founded in Los Angeles, Haystack is a team of curious and creative explorers on a mission to make big companies feel smaller.

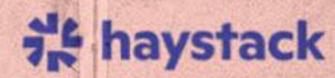
The challenge

Haystack needed a consistent brand, design language, and a CMS-backed website to scale them into Series A and beyond. Their website lacked depth and striking visuals, so they wanted to amplify their brand visibility and showcase their product in an easily digestible way.

Working with companies with a strong design culture is always challenging, and the Haystack team set the bar pretty high with their work on the product. However, with so many shared values and a similar mission focused on bringing people together, it was an easy decision for BB Agency to jump on the opportunity to work with Haystack.

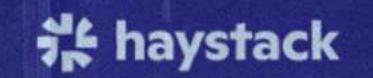
The solution

We researched, strategized, and designed the new Haystack visual identity, supported by a brand new website with a design system and Webflow integration.



We are making
intranets
cool again

Connect at haystackteam.com



Products
that make
big companies
feel smaller

Connect at haystackteam.com



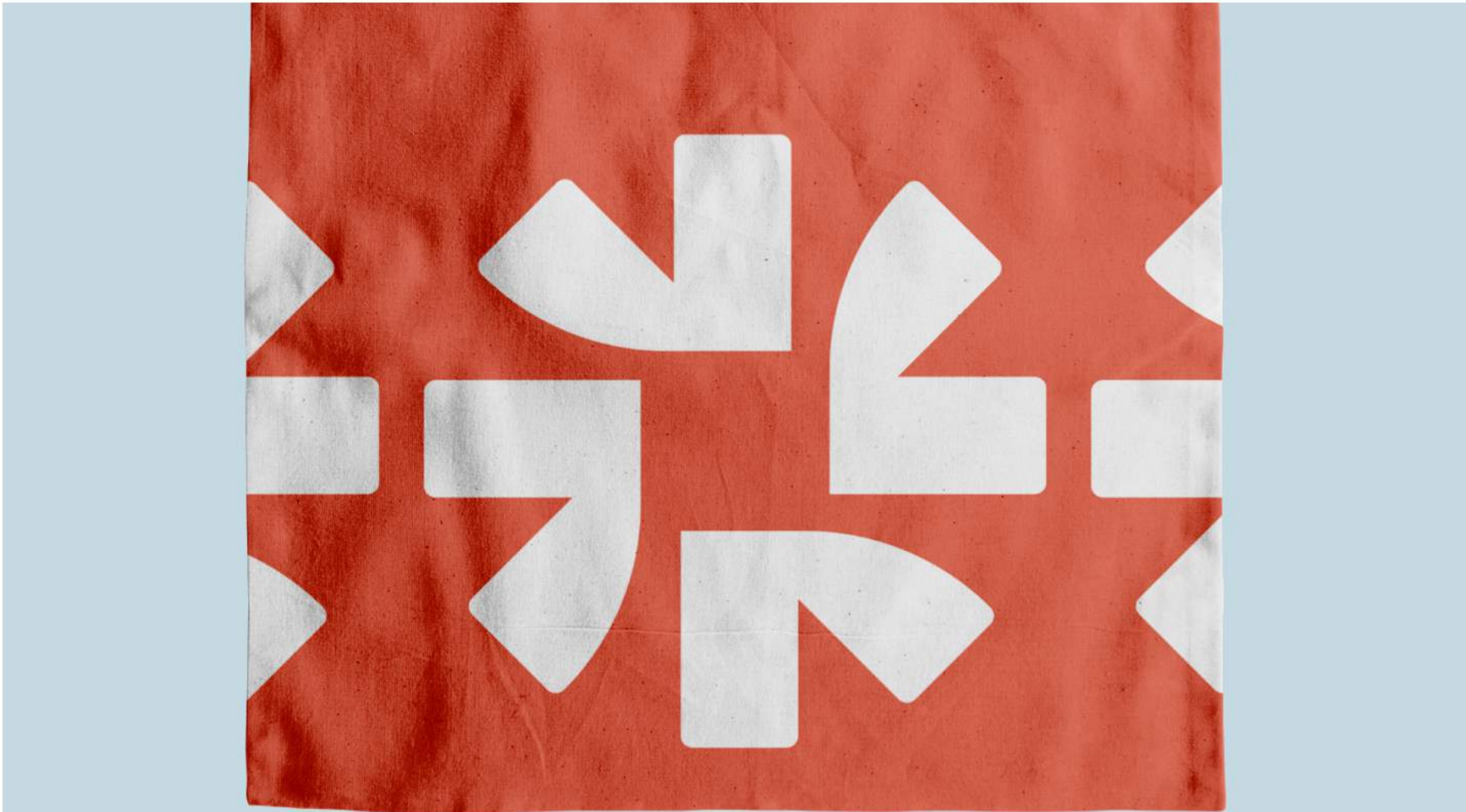
See what Haystack can do
for your organization



Communication

With Haystack, organizations can break down silos and streamline internal communication. Create, publish, and measure across multiple platforms – all from one place.

- ✓ Mark as must read
- ✓ Employee newsletter
- ✓ Detailed analytics and insights
- ✓ Integrate with Slack, Teams, and Google Calendar





Haystack gives
employees
context and
understanding to
**work together
effectively.**

www.haystackteams.com

Cameron Lindsay

Co-founder

202-555-912
cameron@haystackteam.com
haystackteam.com



Brand Guidelines Haystack

01 Logo
02 Color Palette
03 Typography
04 Patterns
05 Applications

01

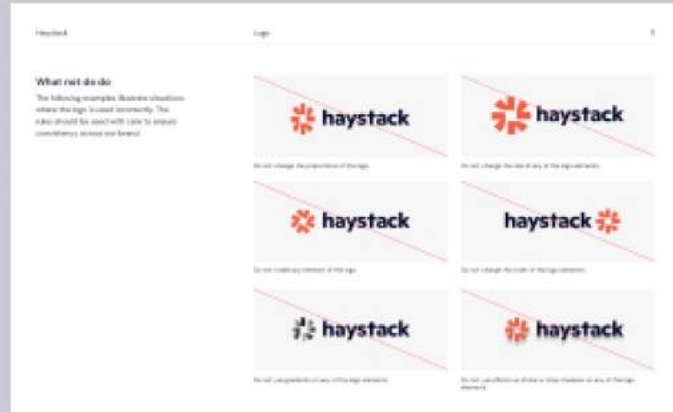


Logo construction

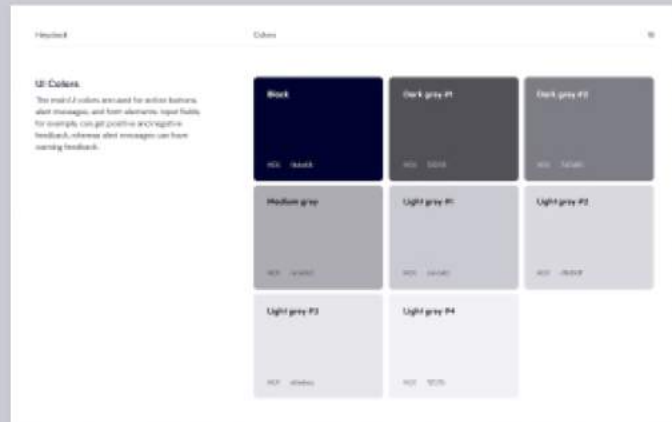
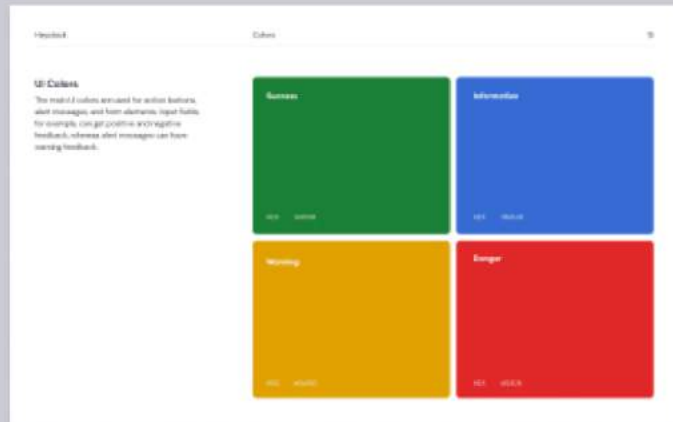
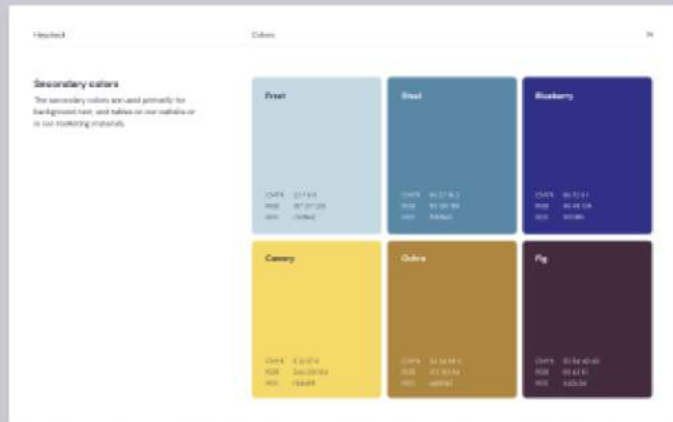
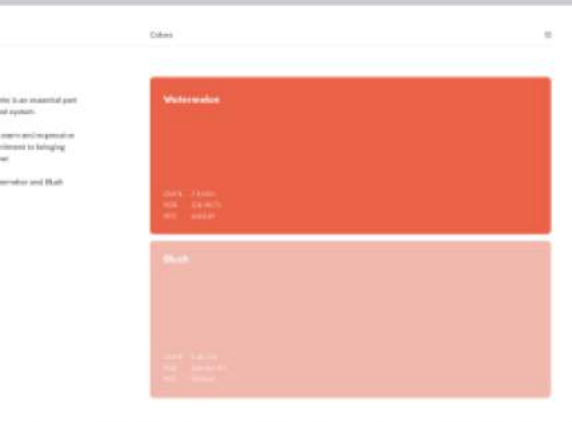
Logo

The horizontal height of the logo is determined by the size of the symbol. The width is usually 100% of the symbol's height.

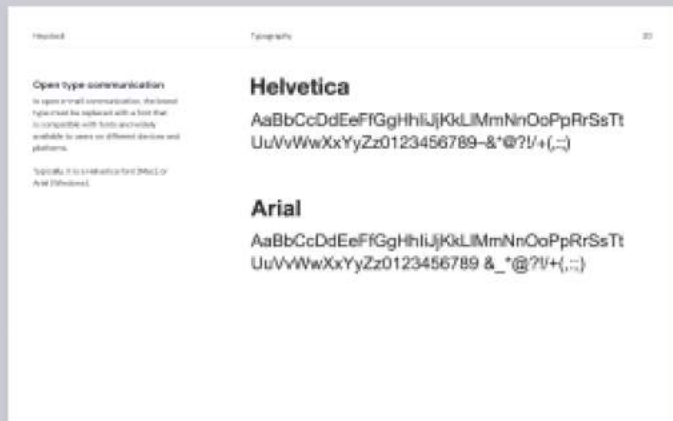
The space ratio and distance between the logo and the text are defined by the following guidelines:



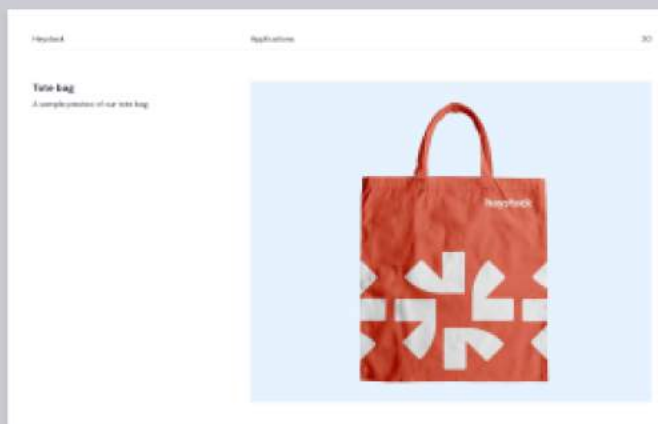
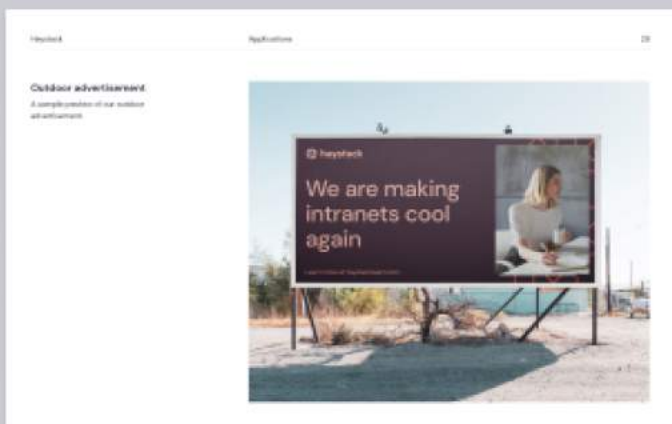
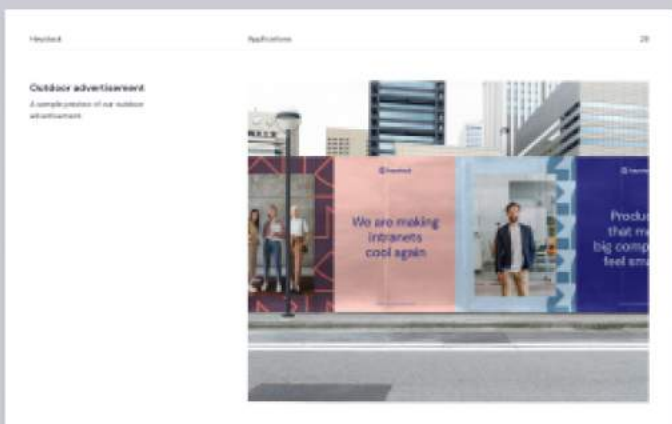
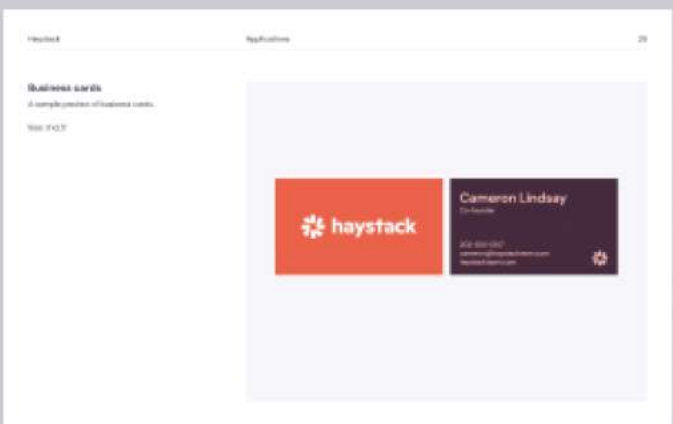
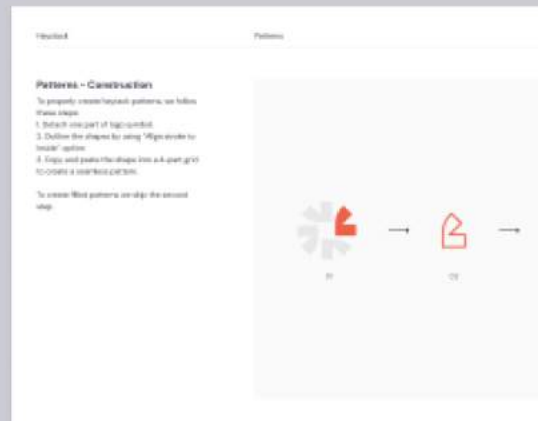
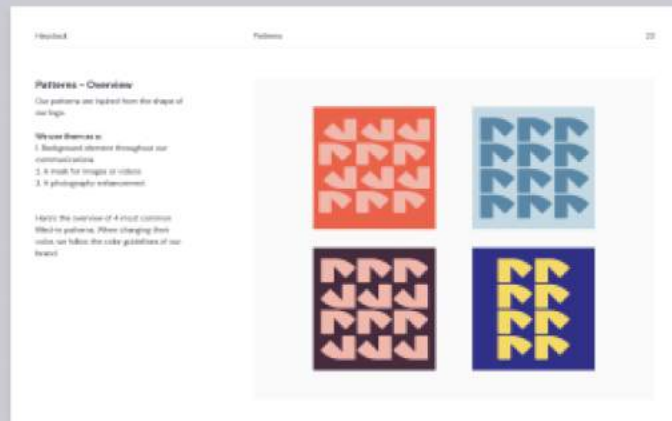
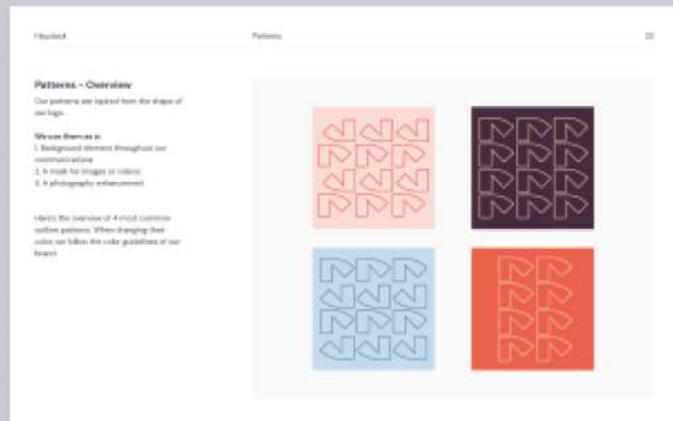
02



03



04



ShipBob —

From startup to grown up:
building a scalable brand
for ShipBob.



Shipbob

ShipBob is tech-enabled 3PL that offers simple, fast and affordable fulfillment for thousands of brands with an international fulfillment network across the US, Canada and Europe.

Headquarters

Chicago, IL,
USA

Industry

Shipping, transportation, logistics

Company Size

501 — 1,000 employees

Funding

~\$330.5M, out of which \$268M was post our partnership

Services we provided

- Visual identity
- Website design
- Design system
- CMS integration

The client

ShipBob is a logistics provider that supports e-commerce businesses with access to their network of fulfilment centers and tools to maintain control over inventory, orders, and shipments. ShipBob was founded in 2014 and is one of the fastest-growing tech companies in the US, with more than 650 employees and hundreds of thousands of square metres of warehouse space across the country.

The problem

ShipBob’s existing brand was selling them short. Having secured \$62.5m in total funding, the time was right to rebrand and to better communicate ShipBob’s personality and story.

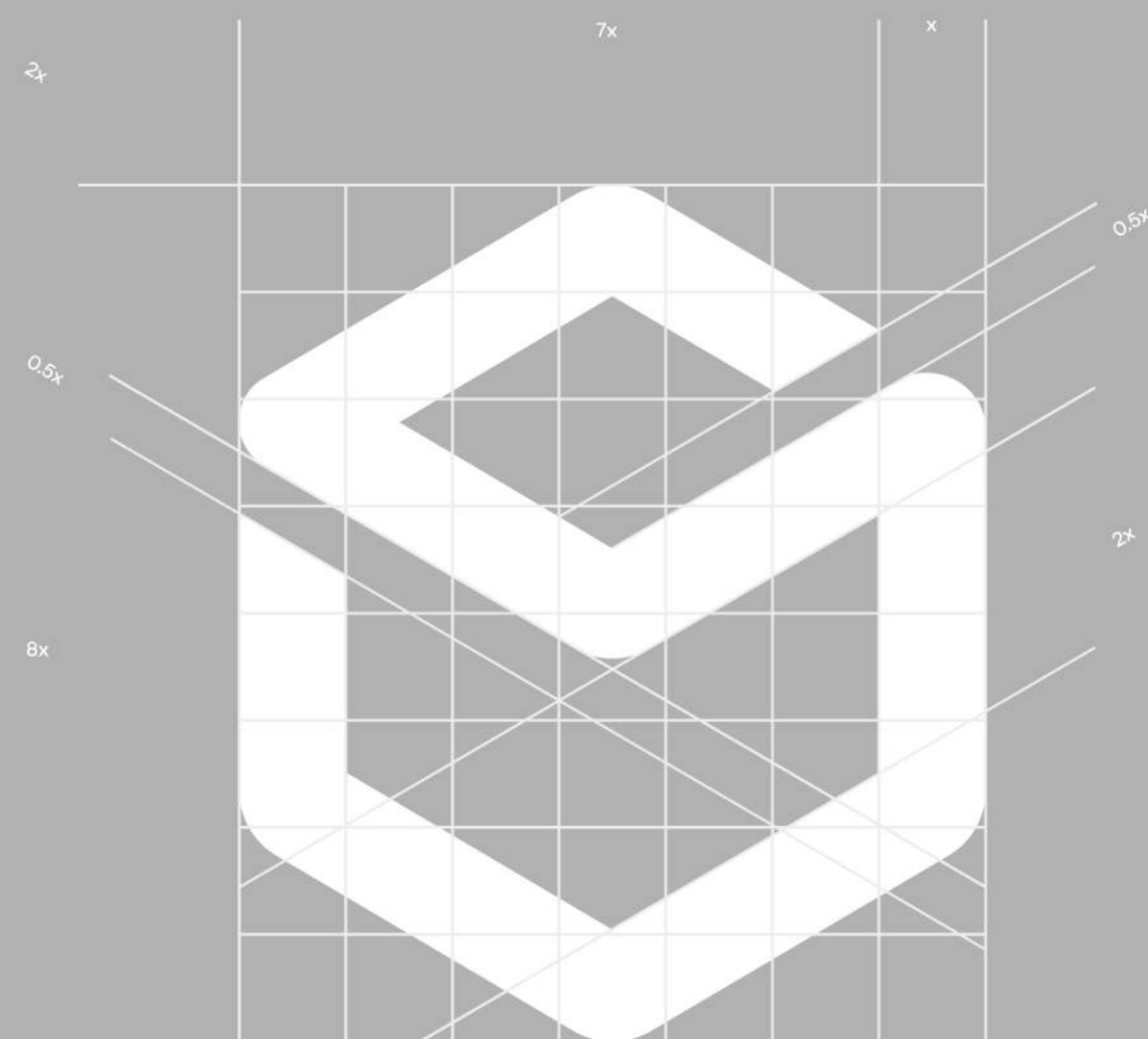
They wanted to bring to the fore their sense of warmth, emotion and the real connection to their customers that you don’t typically see in the logistics category. Functionally, they needed to create a more cohesive experience across their website, increase conversions and create more flexibility for their internal teams.

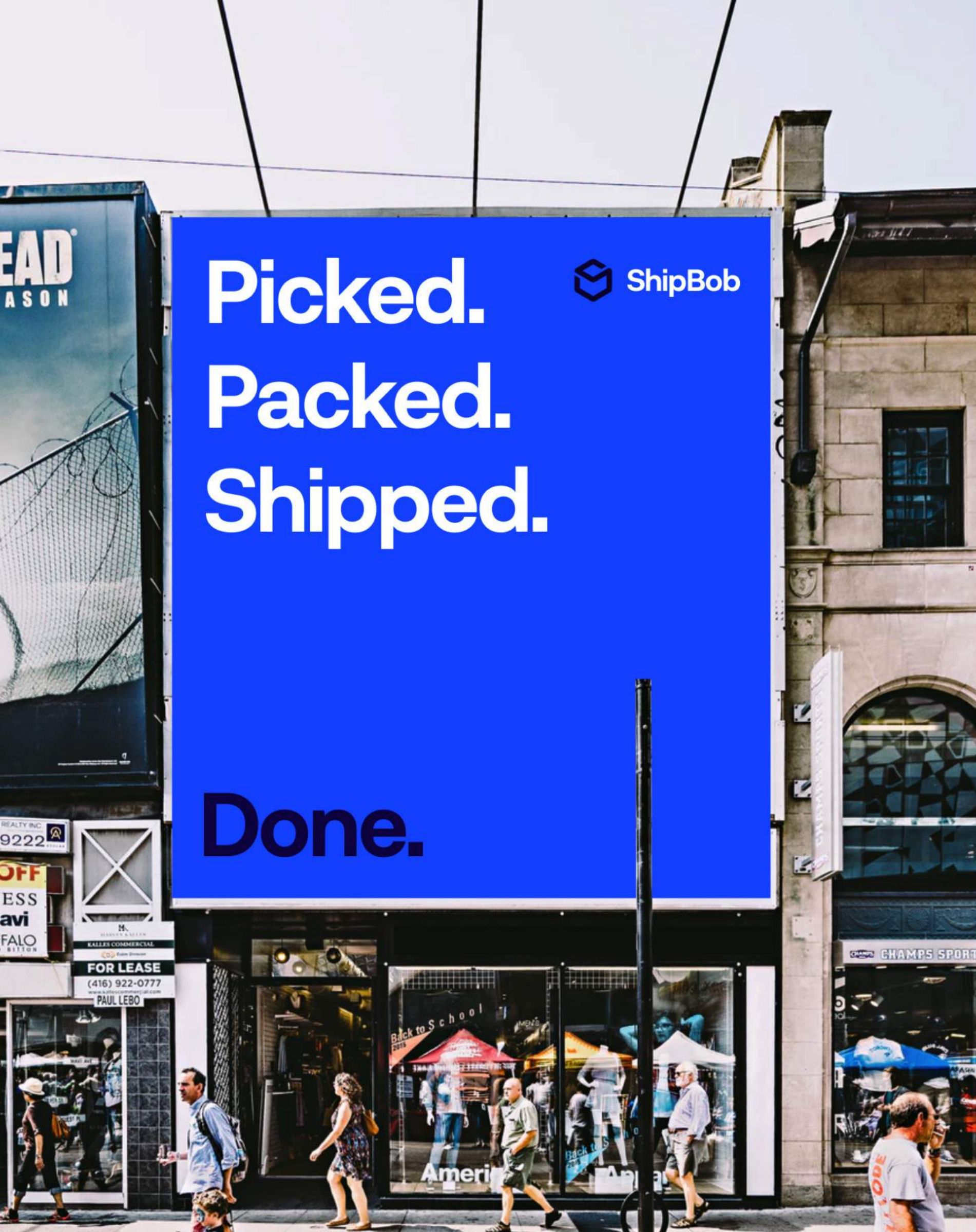
The solution

We refreshed ShipBob’s brand with an updated logo, color scheme and UI design. We also designed and built a flexible new website and an easy-to-use CMS platform.



ShipBob





Get Started

- ✓ International shipping.
- ✓ Ecommerce platform integration.
- ✓ Branded packaging.



"To say that switching to ShipBob has been life-changing is an understatement."

Anastasia Allison,
founder @Kula Cloth

No. 99 out of Inc. 5000
Most successful companies in
America

Top 3PL Provider
Multichannel Merchant's Top
3PL provider

No. 99 out of Inc. 5000
Most successful companies in
America

Top 3PL Provider
Multichannel Merchant's Top
3PL provider

HOW IT WORKS

How ShipBob goes from your online store to your customer's door

ShipBob empowers you to run your ecommerce business with fulfillment centers near your customers and the tools to maintain control over **inventory, orders, and shipments.**

Get Started



4

Use Cases



3.1

Typeface

Our Brand
Typeface is

Regular 72 pt

Solid 72 pt

Neurial
Grotesk

ShipBob brand typeface is Neurial Grotesk.

Neurial Grotesk should be used for all of the communication assets of the brand from printed materials to digital presence.

2.2

Secondary colors

Cloud

Ash

Canary


Carrot

The secondary ShipBob color palette is built from a selection of four colors: Cloud, Ash, Canary, and Carrot.

The secondary colour palette should be applied for additional visual identity elements such as buttons, backgrounds, infographics or illustrations.

1.1

Logo



ShipBob logo consists of two core elements: the logomark and the logotype. While the logo looks best when both of the elements are present, they can be used separately as well.

3.1

Typeface

Regular 123467890

Medium 12345678

Bold 1234567890


There are three weights of Neurial Grotesk that should be used across the identity: Regular and Medium and Bold.

2

Colors


2.4

Secondary colourway



ShipBob

Visual Identity
Guidelines



2.1

Primary colors

Cobalt

Sky

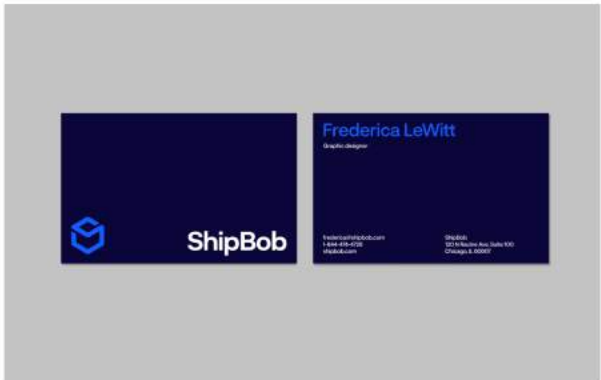
Denim

ShipBob's primary color palette is built on a selection of blue shades.

Primary brand palette consists of three colors: Cobalt, Sky and Denim. These colors should be used more extensively.

4

Use Cases



4

Use Cases



4

Use Cases



30+ warehouses



27%

Lift in conversion rate within 28 days of launching the new website.

\$268M

Raised in Series D and E, after working with BB Agency.

[View Case Study](#)

The Result

After six months of collaborative work, we launched the new ShipBob visual identity, and the flexible new website that was custom-built into the WordPress CMS. The team at ShipBob saw immediate effects as the conversion rate went up by 27% within four weeks of launching.

“The positive feedback from our customers and prospective customers on the website was instantaneous. It was great for our team internally and the BB Agency to receive such glowing reviews, but it was the data on conversion rates that I focused on. We actually saw a 27% lift in conversion rates blended across all traffic sources.”



Casey Armstrong

— CMO at ShipBob

Justuno —

Helping Justuno, the lead capture platform, convert more customers with a new brand strategy and website.



Justuno

Justuno provides a suite of on-site conversion tools designed to increase leads and revenue for thousands of businesses worldwide.

Headquarters

San Francisco, US

Industry

SaaS

Company size

51 — 100 employees

Funding

Not venture backed

Services we provided

- Market research
- Customer research
- Identity development
- Website design
- Design system
- Front-end development
- CMS integration

Case Study Coming Soon

The client

Justuno is an omnichannel platform that enables digital marketers to engage website visitors, increase conversions and gain customer insights with advanced targeting and robust analytics by building and tracking on-site promotions and campaigns.

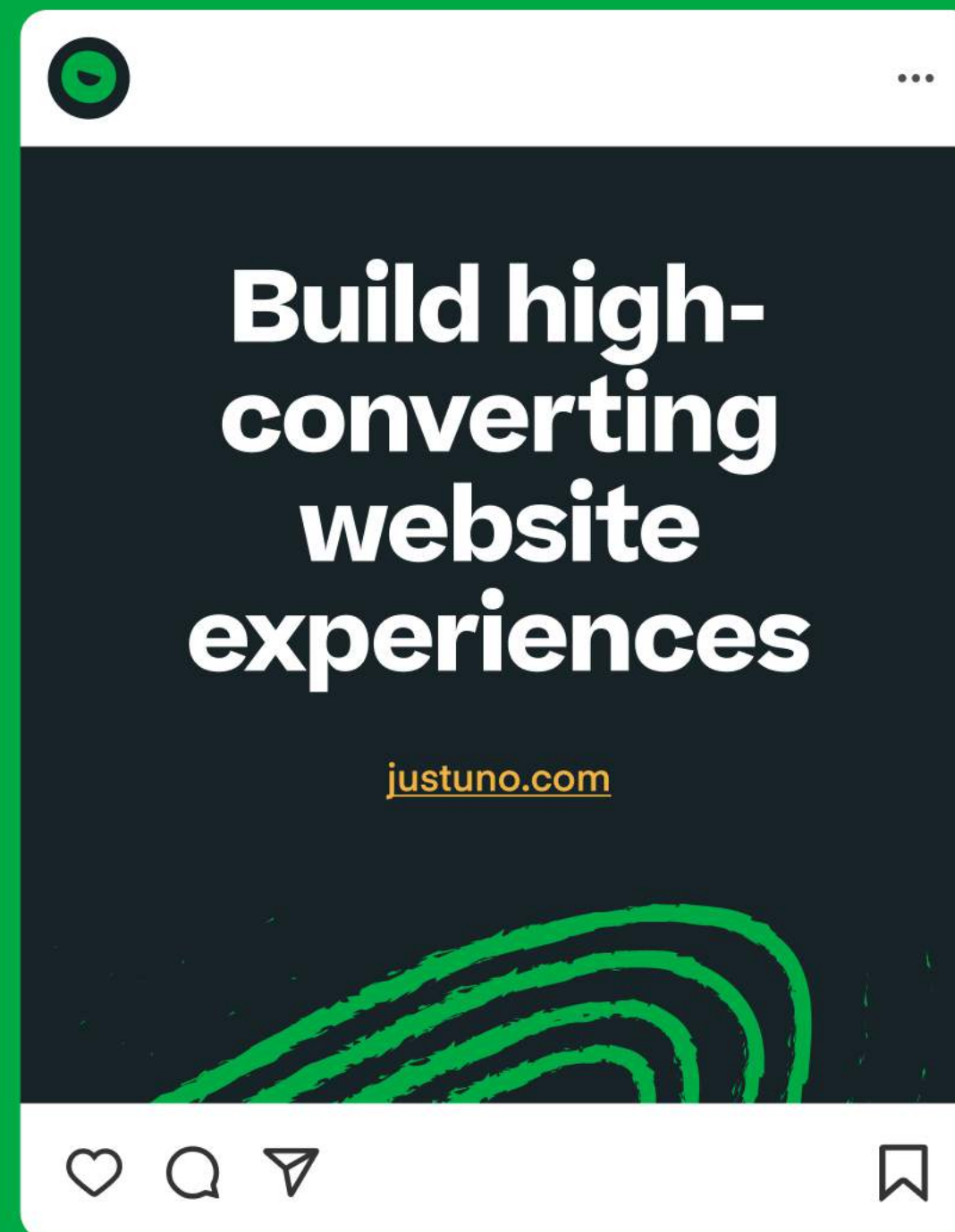
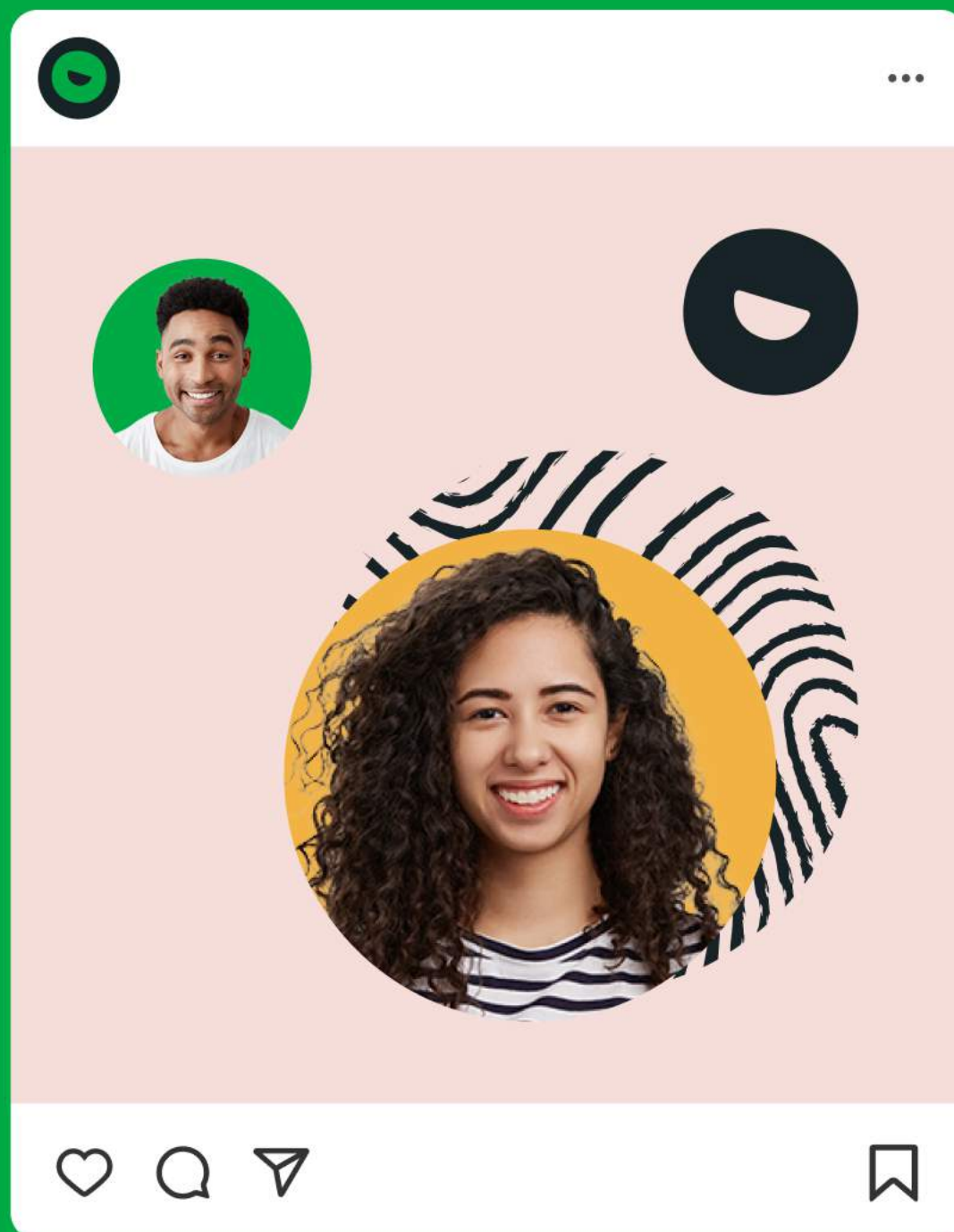
With offices in San Francisco and Austin, Justuno is on a mission to provide robust marketing solutions to help convert clicks into customers.

The challenge

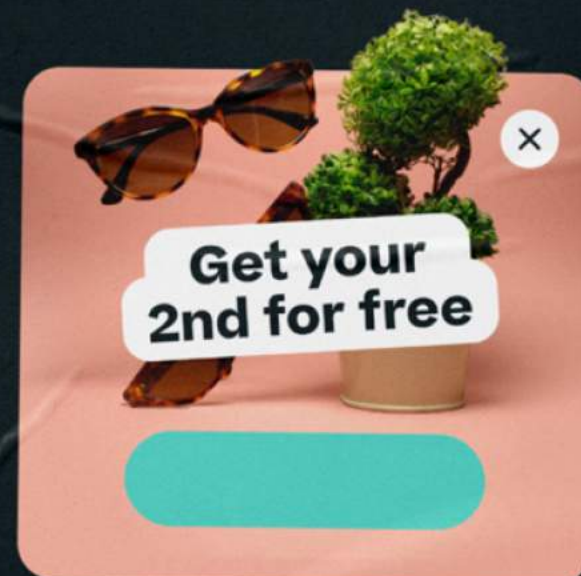
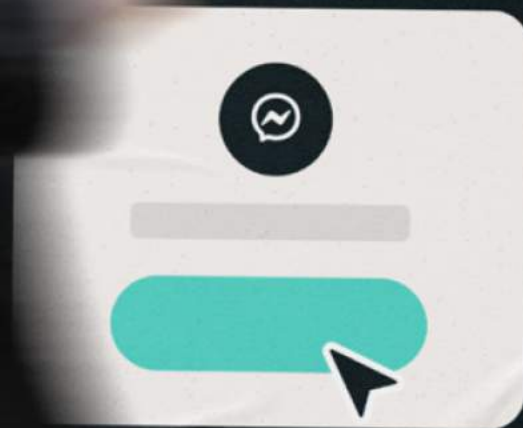
Justuno was in dire need of some brand re-focus, visual consistency, and improved user experience. Our goal was to upgrade the overall look and feel of the website with a focus on more enterprise customers, bring back some creativity and quirkiness to the brand, provide visual consistency, improve core web vitals, emphasize value attribution, and build fast, easy-to-use CMS for their marketing team.

The solution

After extensive market research and data analysis, we've defined actionable opportunities to re-focus Justuno towards a more upscale market. We pushed for an identity that is uniquely Justuno, allowing their marketing team to feel more creative and expressive in the process. We've built the new website using WordPress as the primary CMS for its simplicity, modularity, and potential for fast expansion.



**Pop-ups
and so
much more**



Justuno

**Upgrade Your
Marketing**

Justuno Learn more at Justuno.com



**Upgrade your
marketing
with audience
insights**

Justuno



Pop-ups - and so much more

Convert more website traffic into customers with personalized onsite messaging at every touchpoint.

Your email address

Try for Free →

or [Schedule a Demo](#) with one of our CRO experts

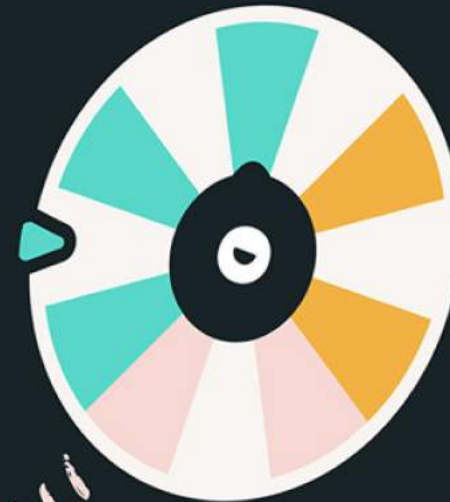
Other people also bought



sign up for texts

Tap to opt into SMS





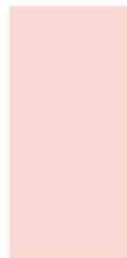
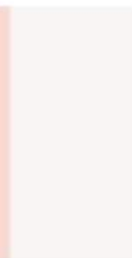
Spend \$29 more for a free gift! 🎁

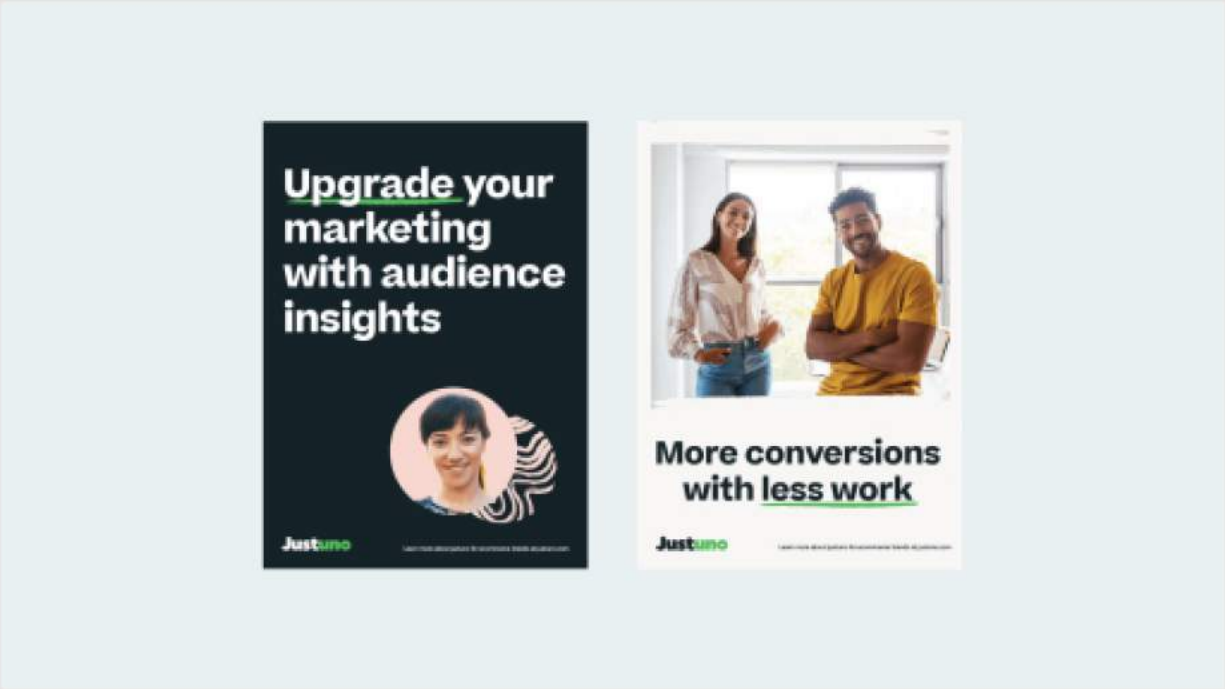
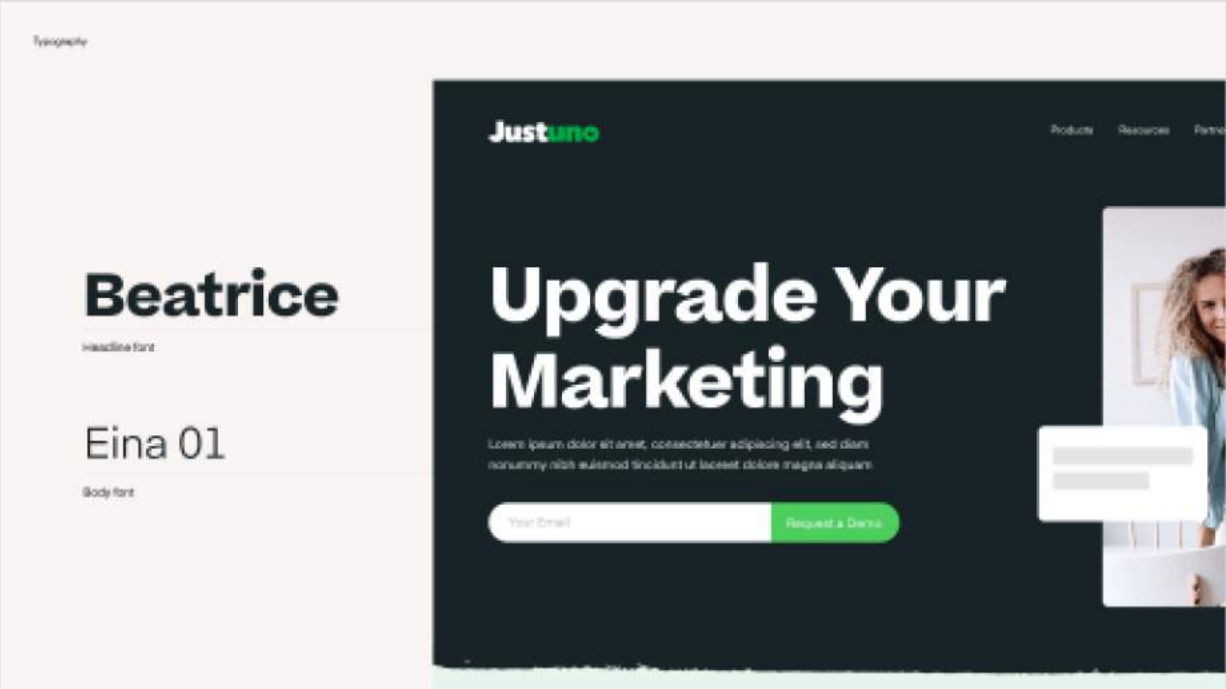


7 : 57 : 36

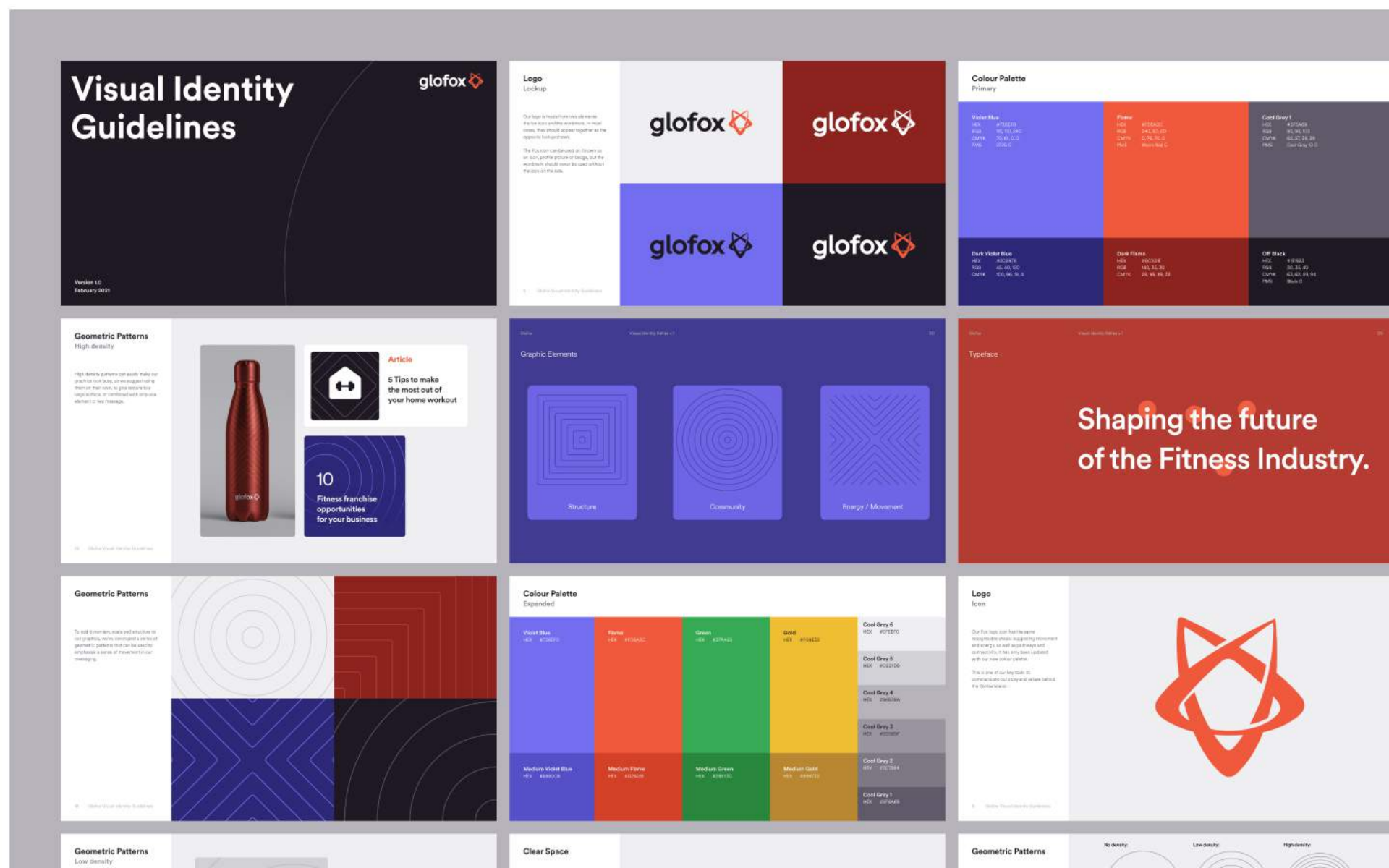
Brand Identity Overview

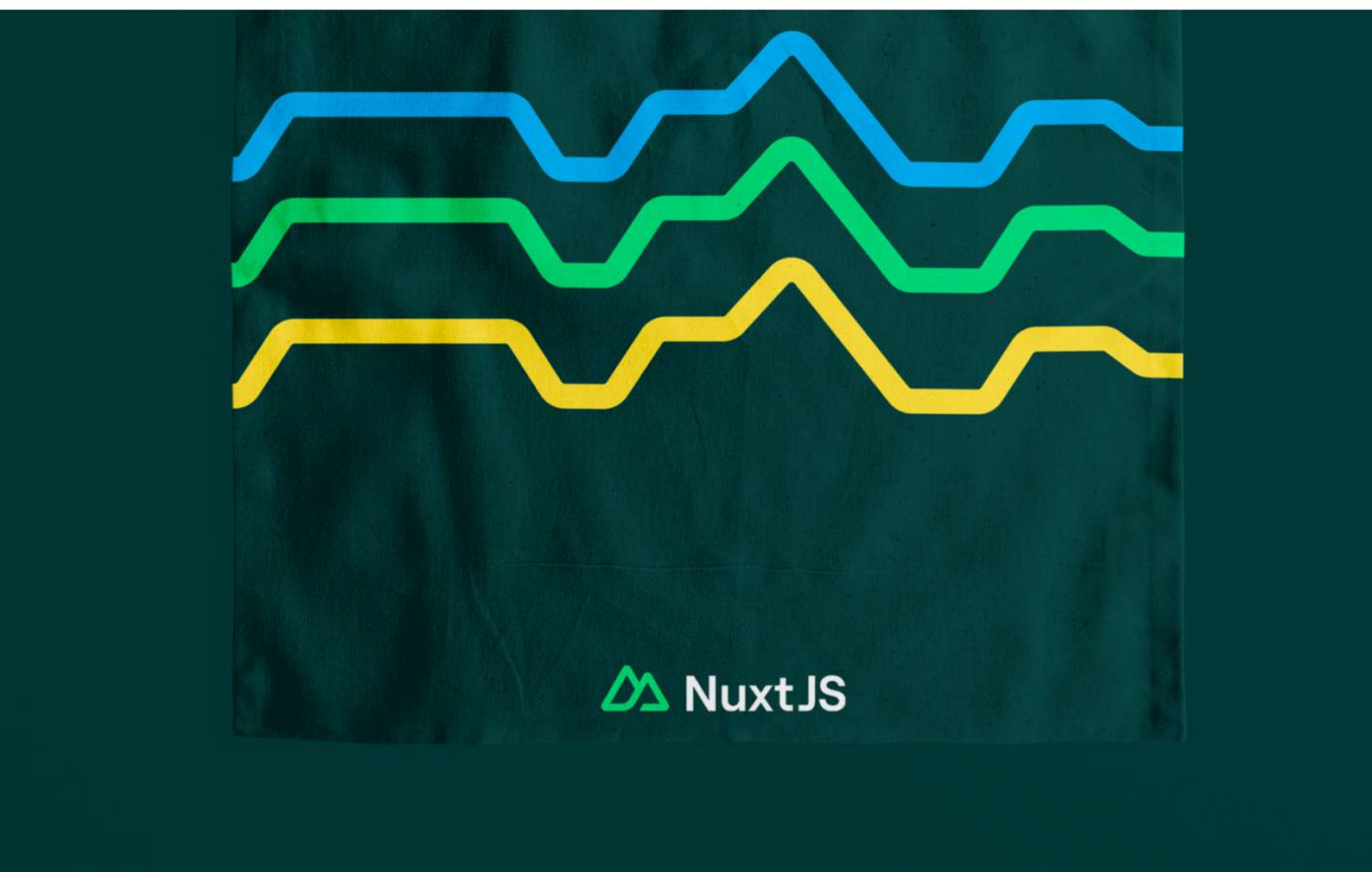
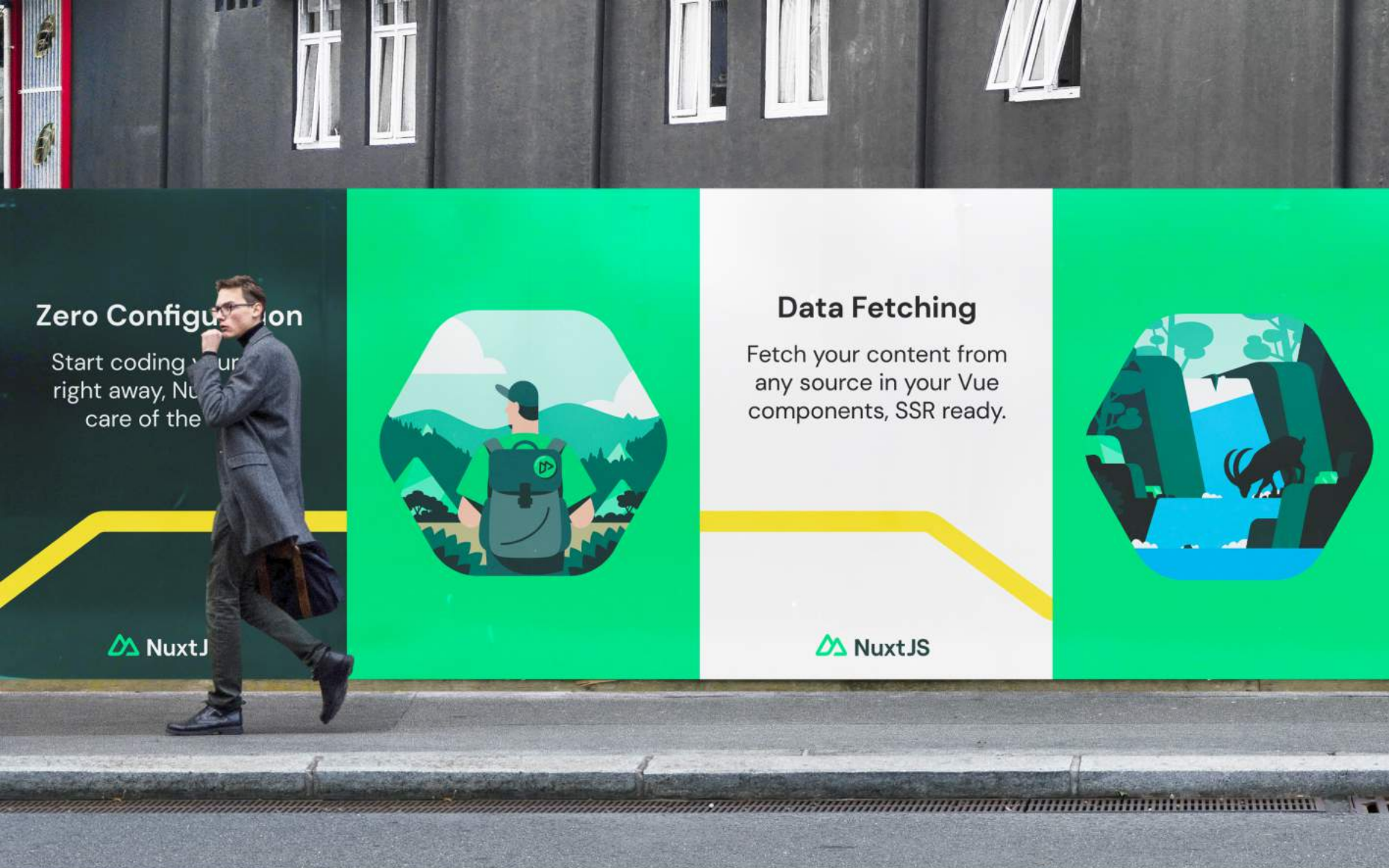
JUSTUNO
18TH JUNE 2021

Primary color	Secondary colors	Tertiary colors
	  	 
Justuno Green HEX: 00a055 CMYK: 95/10/90/0 RGB: 0/160/89	Teal HEX: 5080c9 CMYK: 61/15/10/0 RGB: 80/128/201 Honey HEX: f2c94a CMYK: 5/35/65/1 RGB: 242/201/74	Coal HEX: 1e2e37 CMYK: 80/32/53/54 RGB: 30/46/55 Peony HEX: f8b2b2 CMYK: 5/41/10/0 RGB: 248/176/176 Sand HEX: f5f5f5 CMYK: 3/3/3/0 RGB: 245/245/245



Selection of branding projects





Make
cloud
budgets
simple.



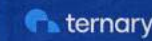
Google



Maximize
every dollar
you spend
in the cloud.



Turn data
into insight





hub



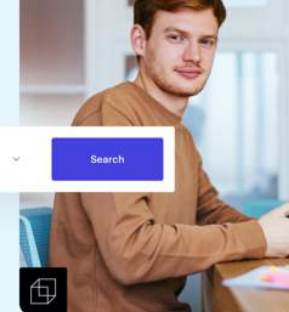
Find the most exciting startup jobs

Job title or keyword Copenhagen, Denmark Search

Made by Rainmaking, and powered by Disqus.Bark



Chris from SpaceID

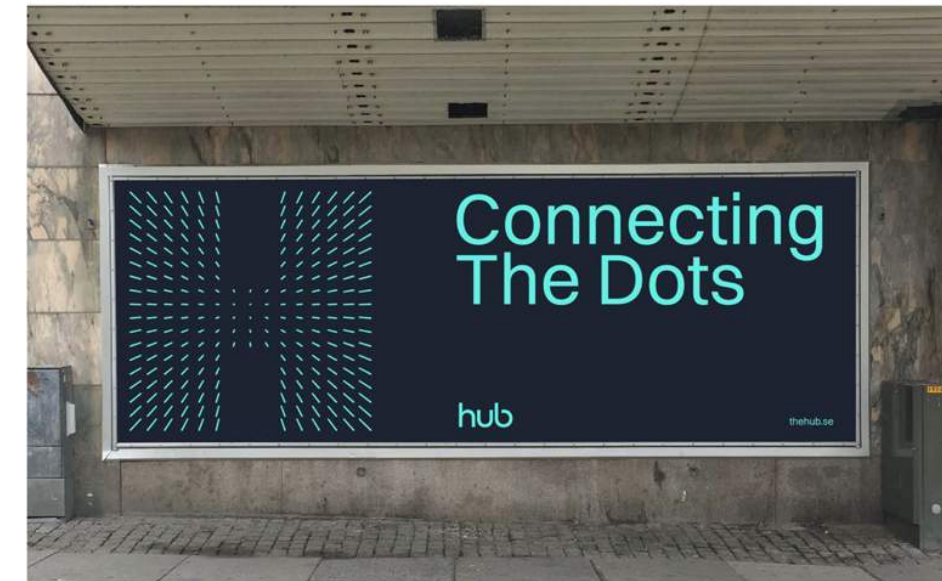


The Hub —

A new visual language for the most innovative Scandinavian startup incubator.



hub



hub

Maria Pedersen

hub

Colors



Hub
Volka
grote
desig
times

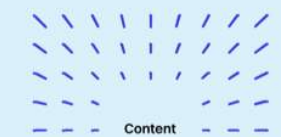
Volkart font fa



Find a job you'll love

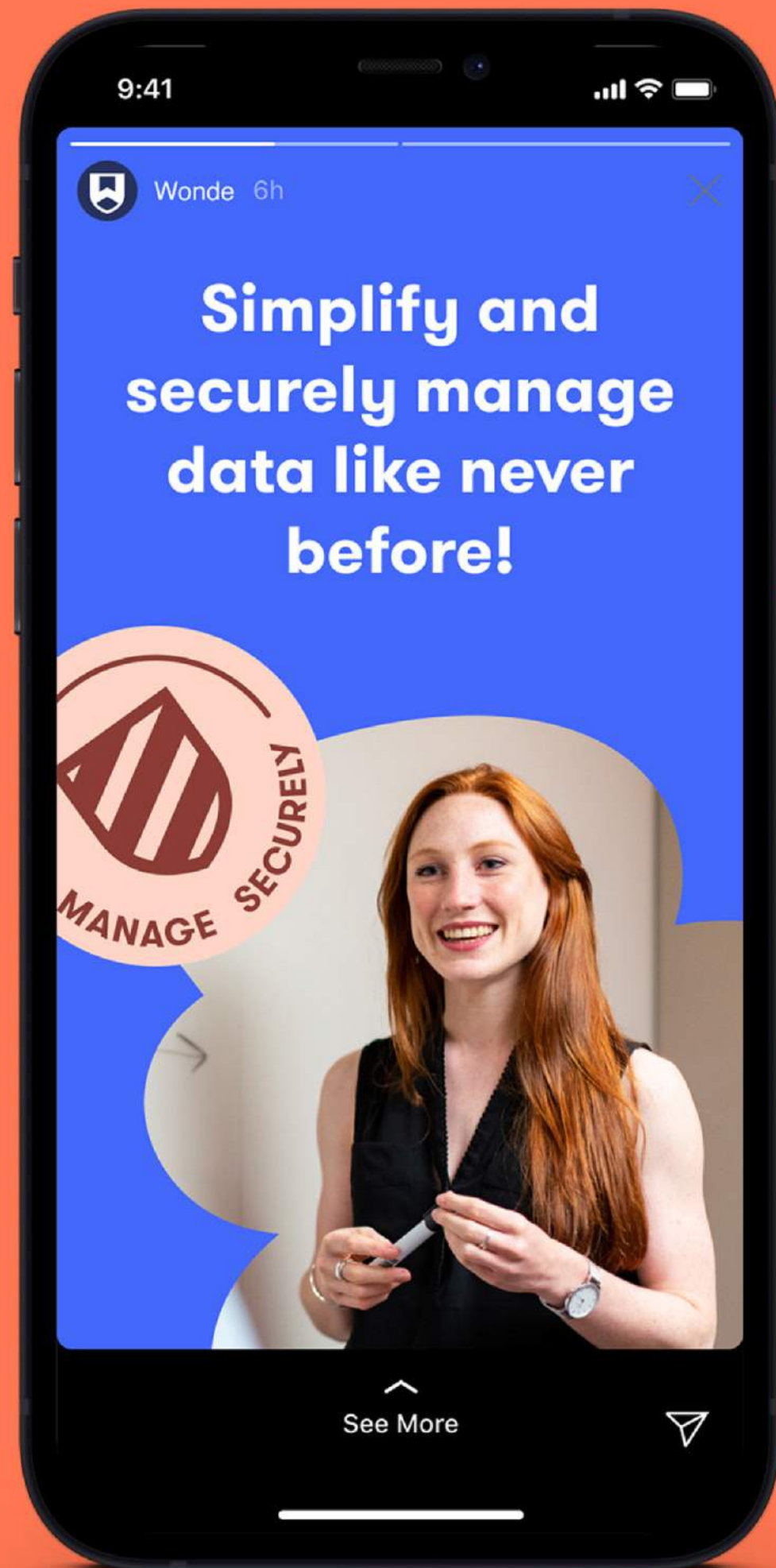
Pier 4, Rainmaking studios, Copenhagen

hub



Content

Content



The results
we deliver

90%

Satisfaction rate during user tests and focus groups for **Progressive Insurance** agent quoting app.

106%

Increase in conversion rate on the new **Wibbitz** website comparing 3 months before and after launch.

4.2m

Project views we gathered across our social networks for showcasing **The Hub's** new brand and platform.

13%

For the Black Friday launch of the **Teachable Discover** marketplace, first-time purchases grew from 1.7% to 13%.

\$29m

Raised by **Made Renovation** since we started working with them while they were an early-stage startup.

\$268m

ShipBob raised in total after launching the new brand and website.

51%

Additional increase in conversion rate 6 months after launch, due to continuous optimizations on **Wibbitz** website.

10m

Registered users are enjoying the **Iconosquare** web app and its new responsive design system.

\$20m

Sendlane raised in Series A, just 8 months after launching the new brand and website.

How we deliver results?

Global perspective

We have members and collaborators working together from the United Kingdom, France, Netherlands, Czechia, Bulgaria, Ukraine, Lithuania, Philippines, Russia, and Croatia, providing a valuable global perspective on our work.

Research-based

We conduct quantitative and qualitative research to uncover key insights, define user flows, optimize customer acquisition, and educate our design process.

Collaborative effort

It's a collaborative effort that requires focus from both sides. To ensure the best results, we expect clients to dedicate a point person or a small team to be actively involved with the project.

We're niche

We work primarily with SMEs, corporations, and funded startups who develop products in the SaaS, finance, banking, property, healthcare, transport, and communication sectors.

Holistic approach

Our research and discovery process educates how we define brand strategies, customer experiences, and structure CMS environments.

We'll challenge everything

We're research-based, which sometimes means challenging the underlying assumptions behind a product, website, or brand.

Dedicated teams

We have small and focused teams dedicated to each project. Throughout the project, you will have a single point of contact to guide you through the project lifecycle.

Weekly sessions

You can expect to have a constant line of communication with your dedicated team and weekly calls to review progress and updates.

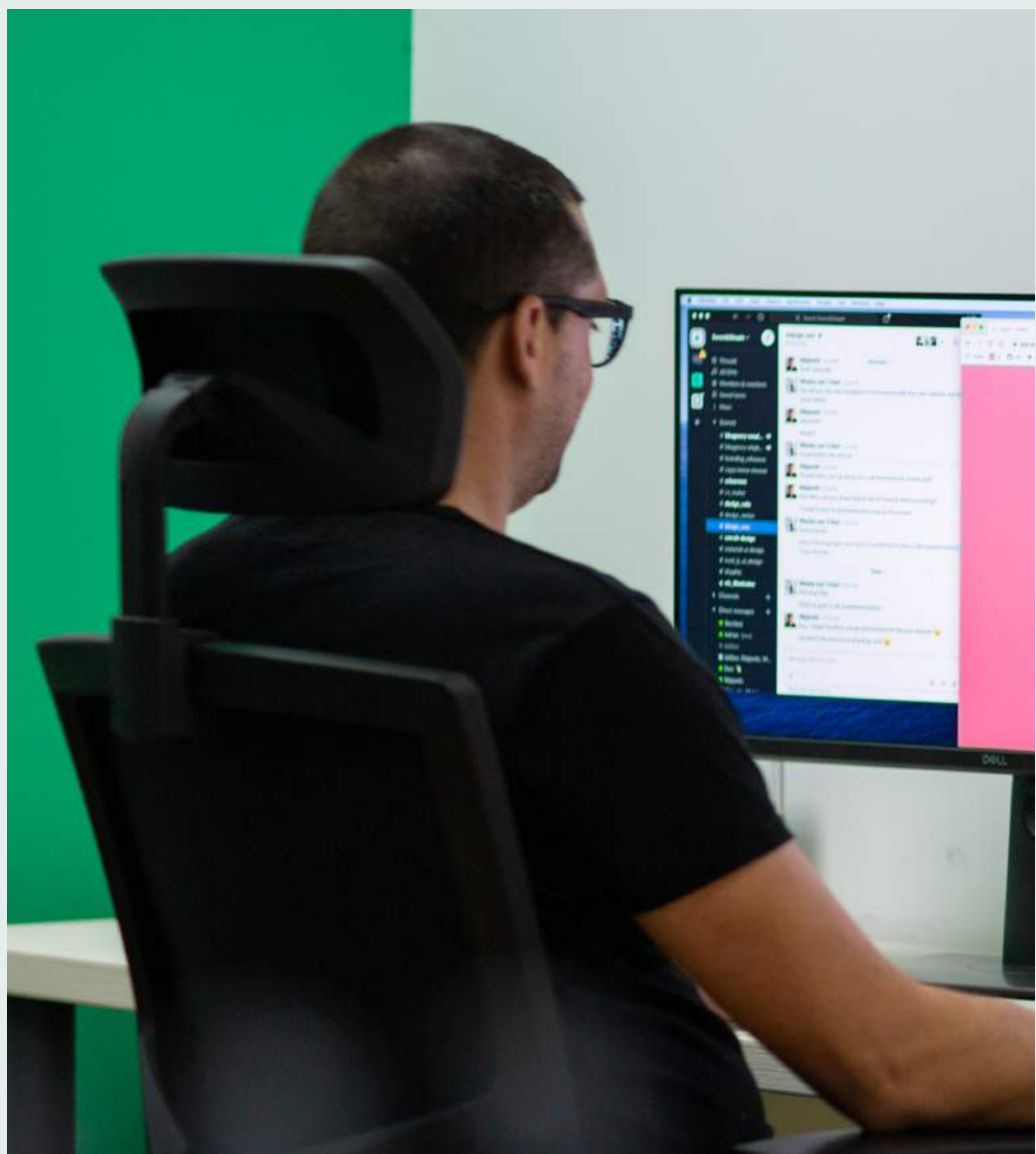
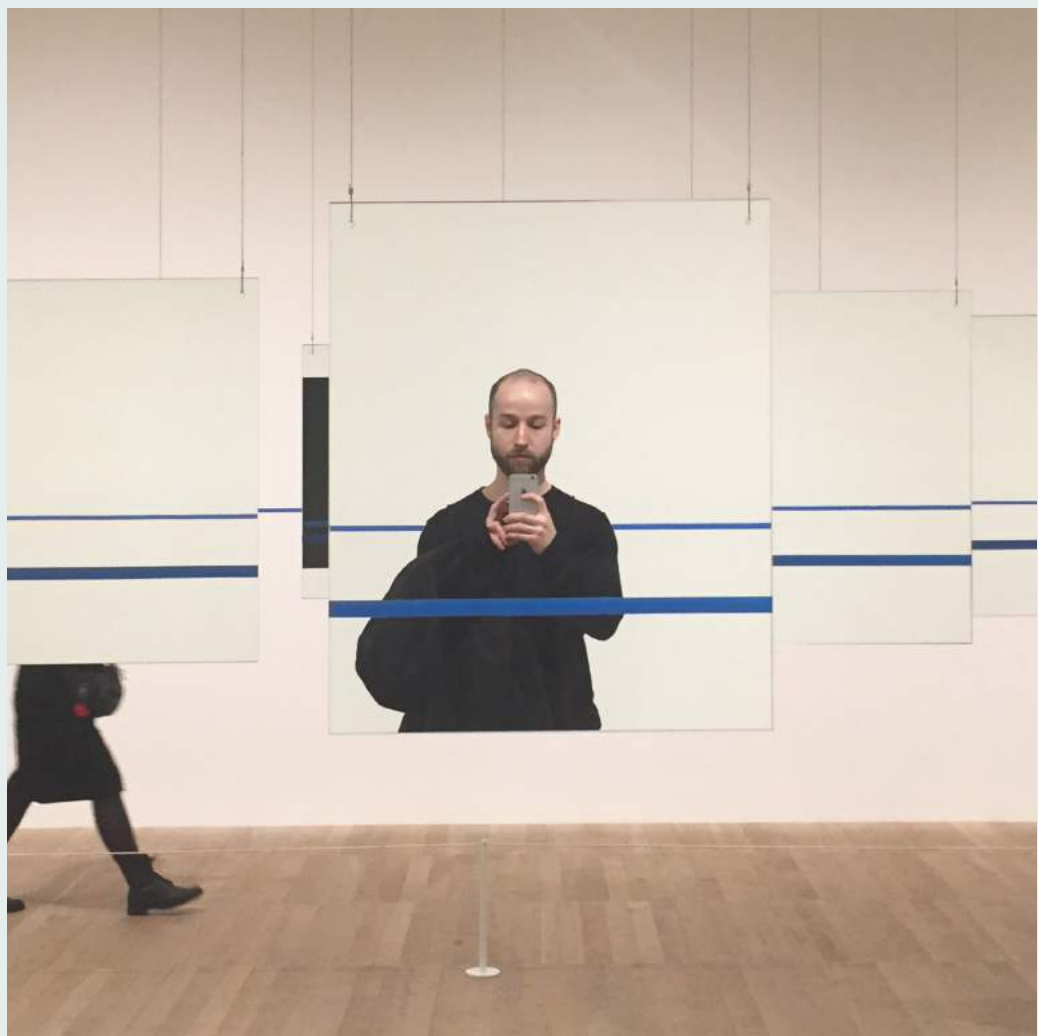
Well defined client fit

With a niche set of services, we have a great understanding of where, how, and with whom we provide the best results.

Agency

We've got Vicente, Tomislav, Anna, Adrian, Wesley, Filip, Zrinka, Marino, Donny, Ivan, Lucas, Matej, Stephan, Dalibor, Galya, Ana, Alex, Nikola, Vincentas, Ana, Giannis, Sasha, Sarka, Julia and Michaela to challenge core assumptions, unpick legacy behaviours, streamline complex processes, and shape the brands of tomorrow.

With human-centric design at the core of our principles, we depend on the varied perspectives and life experiences of our team to help us build products for the many.



Challenge core assumptions

This idea remains the starting point for everything we do. We unlock new solutions by challenging both our client's — and our own — assumptions about a product, an audience, and what is possible. This idea was born out of the very foundation of our agency.

Many assumed we could not run a successful digital agency from a Croatian Island — we continue to challenge this particular assumption every single day.

Focus and determination

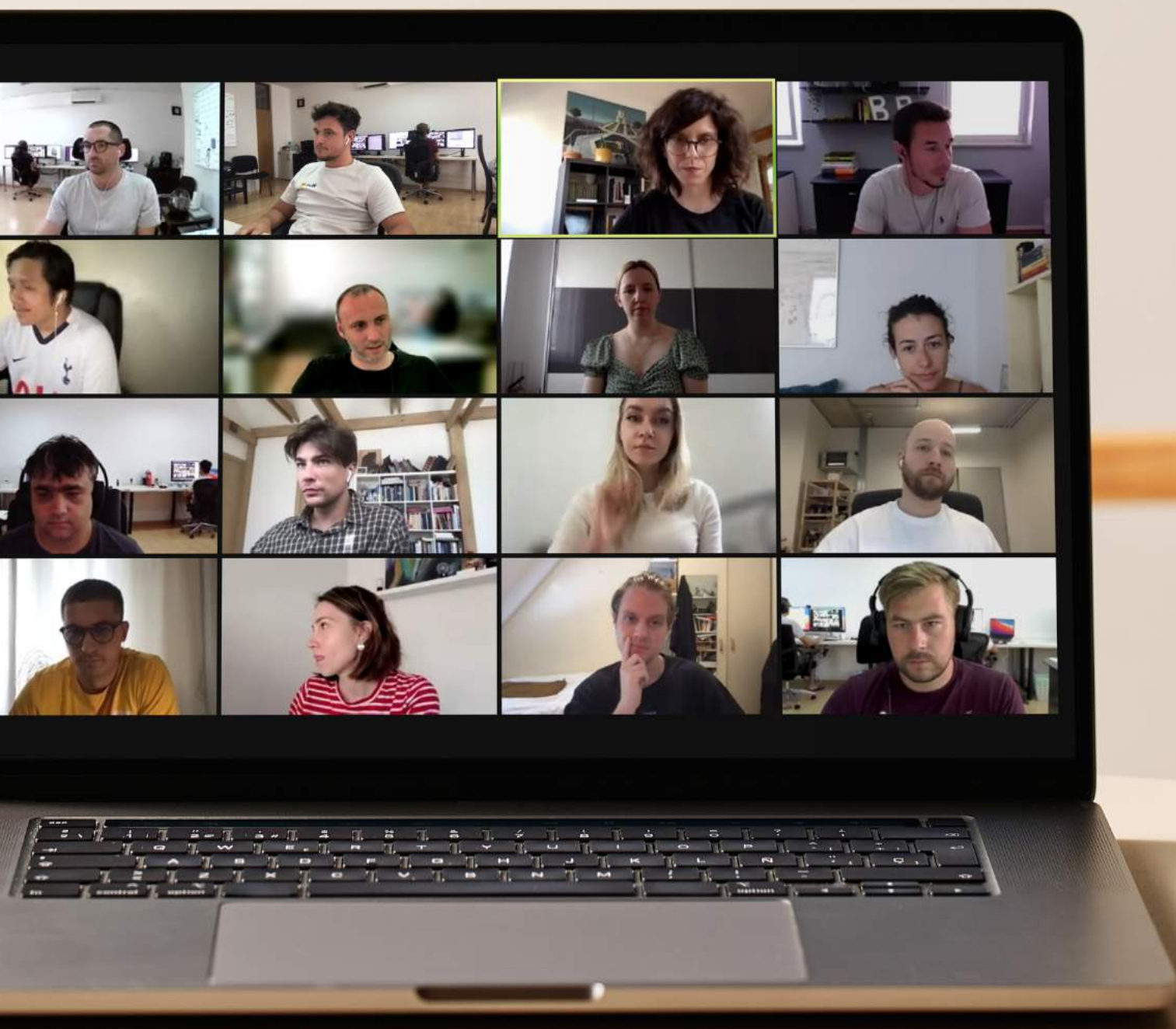
We carefully consider every project we take on, because when we commit, we always bring 110%. If we see a way to make something smarter, faster, better, we'll always push for it (even when it makes our job that bit harder!). We're driven by a desire to build great experiences shaped by data, and sometimes that means going above and beyond the brief.

Learning through doing

We approach every problem with an open mind, and sometimes finding the best solutions means taking the road less travelled. We're not afraid to experiment, to try new things or make mistakes along the way. Learning through doing keeps us sharp.

Listen smart

We take an open-door approach to communication, with both our clients and each other. Everyone's feedback is valuable, and we're never too busy to hear it. Listening smart is not just hearing, it's taking the time to truly understand, without ego, and be willing and ready to adapt.



Maintaining a culture across the globe

Working remotely

For us, remote work is fundamental to our business model and our way of life. We have globally scattered teams collaborating across time zones while maintaining a physical central office on the Island of Krk, Croatia. This works for us because we take the time to build long-term relationships, only working with people that align with our core values and company culture.

Communication

Communication is integral to running a successful remote creative team. We've found that transparency, clear expectations, and constant communication are the pillars of successful teamwork. We've integrated daily stand-ups, weekly 1-on-1s, multiple checkpoint meetings, and culture meetings where we discuss our day-to-day lives, weekend plans, projects, and improvements to our work processes.

Selected clients



We have a 5+ years ongoing partnership with Progressive to help build a quote management system for agents and homeowners.



Working closely with the design team at ThoughtSpot, the big data analytics platform, to research, inform and reinvigorate the product experience.



We've helped Sendlane, the marketing automation tool with a refreshed branding, user interface, product, website, and CMS development.



We launched Deloitte's in-house product named Semoss to help simplify big data management.



We had an extensive partnership with Otsuka Pharmaceutical's innovation department to test and publish multiple healthcare apps.



To help BNP Paribas manage their largest clients with more than 150,000 employees, we created concepts and visuals for customer communication solutions in partnership with Sugar CRM.



We've helped ShipBob, the \$1B valued shipping logistics provider, with a refreshed branding, website, and CMS development.



A partnership where we work closely with Teachable to redesign and reengineer the Teachable experience from top to bottom.

Services and rates

Services and rates

You can find the list of our average rates for each type of service.

We have a MEF (minimum engagement fee) in place, which means all projects start at \$50,000. Over the years, we’ve discovered this is the minimum figure that allows us to provide all our clients with a consistently high standard of work across multiple services.

We can onboard smaller projects if it makes sense from a business perspective; however, this is not a standard practice.

Our average engagement is usually around \$80,000 - \$160,000 for 3 to 5 months of work. It is typically a combination of services, including visual identity, UX research, UI design, CMS development.

We offer our clients several dynamic billing structures, including fixed project fees, hourly rates, monthly and yearly retainers for research, design, and development services.

Service	Average rate
Visual identity	\$15 - 50k
Brand guidelines	\$5 - 15k
Digital or print collateral	\$10 - 25k
Animation	\$5 - 10k
Illustrations & Iconography	\$5 - 20k
User Experience Research (1 month sprint)	\$10 - 20k
User Interface Design (1 month sprint)	\$15 - 30k
CMS Development (Wordpress or Webflow)	\$40 - 100k
Hourly	\$120/hour - blended rate



For additional inquiries,
please contact us at
info@bb.agency

Or just visit www.bb.agency

Thank you.

Through challenging core assumptions,
we shape the products and services
that improve the lives of thousands
every single day.

Balkan Bros.

© BB Agency. All rights reserved.

Owned by Sweet&Simple d.o.o. company registered in Croatia.

Šetalište Sv. Bernardina 6D, 51500 Krk, Croatia

VAT ID: HR33017897061