

Outside

An impact- driven design & technology studio

Contact:
hello@outside.studio



Outside is an impact-driven design & technology studio born in Nepal, creating globally.

Our mission is to build ethical, sustainable, and fulfilling communities by supporting organizations driving positive change and re-investing a portion of our profits into community initiatives.

While we're proud to be headquartered in Nepal, we're a truly global agency with key team members in the U.S., U.K., and Europe who collaborate on projects without borders.

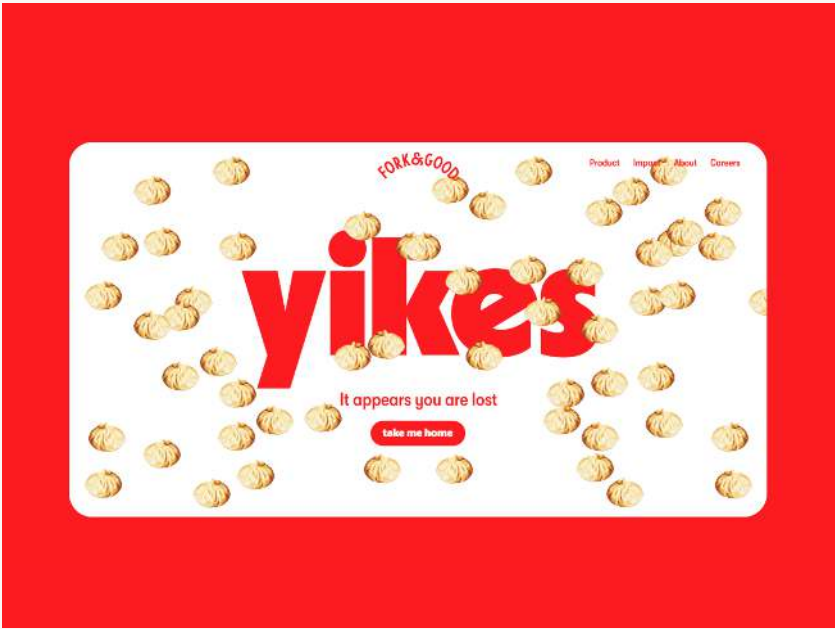


D1

Overview

Services

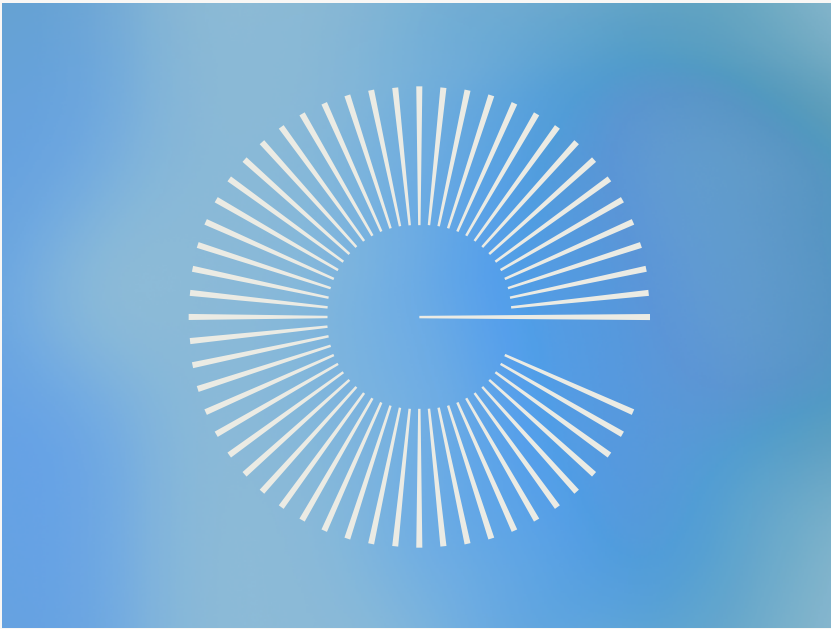
Site



Key services include:

- Strategy
- MVP definition
- UX design
- UI design
- Design systems
- Front-end development
- Back-end development
- CMS
- QA
- Analytics
- Storytelling
- Copywriting

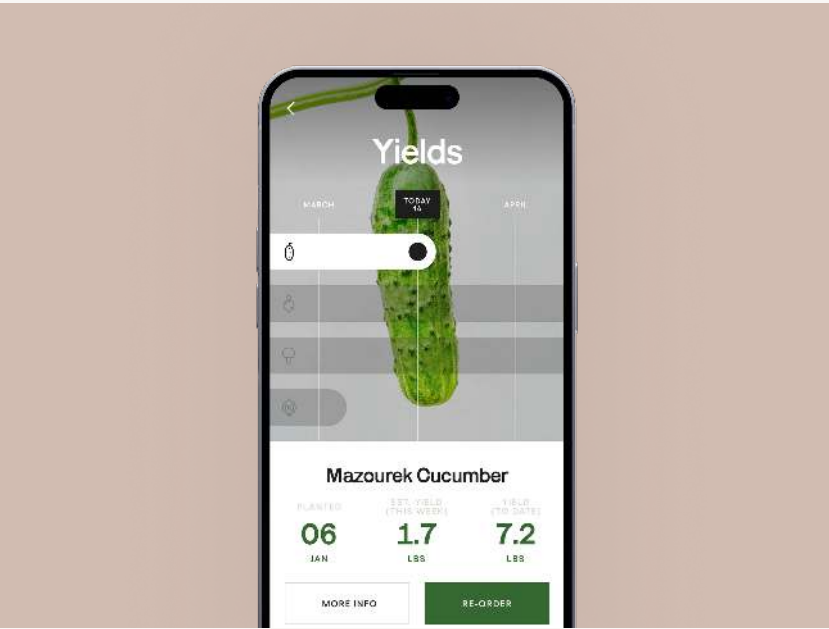
Brand



Key services include:

- Brand strategy
- Tone of voice
- Visual identity
- Storytelling
- Copywriting
- Motion design
- Social
- Collateral

App



Key services include:

- Strategy
- MVP definition
- UX design
- UI design
- Design systems
- App-store asset creation
- Front-end dev
- Back-end dev
- QA
- Analytics
- Storytelling
- Copywriting

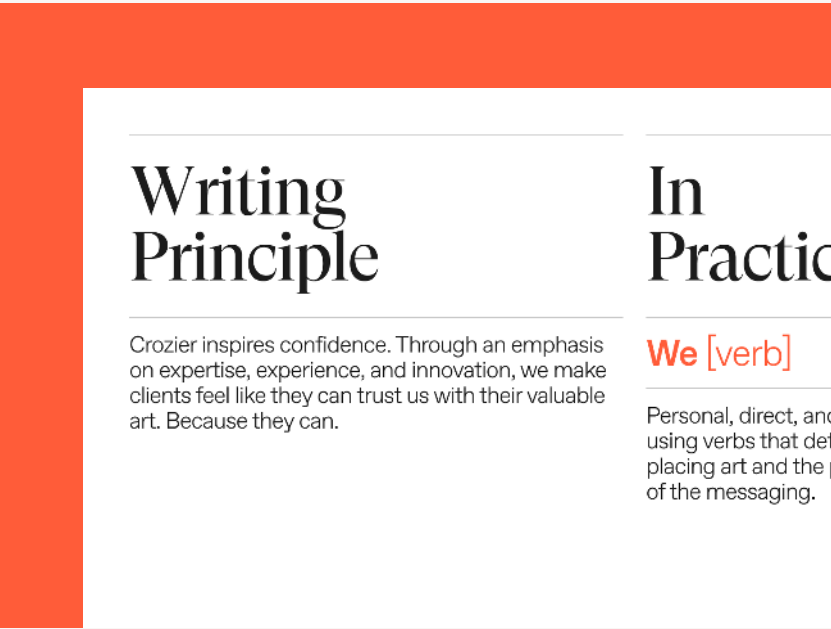
Collateral



Key services include:

- Packaging
- Signage
- Stationary
- Merchandise
- Editorial
- Print

Copy



Key services include:

- Tone of voice
- Messaging
- Copywriting
- Storytelling

Projects

Outside has collaborated with a diverse range of global clients. We've worked with businesses reducing waste in the fashion industry, innovating to create sustainable food systems, providing healthy school meals for children, reducing the footprint of growing meat consumption, promoting eco-tourism, and spreading menstrual & sexual health information to women in Arab countries, to name just a few of our clients' impactful missions.

	 RUBICON			
				

45+

People at Outside

150+

Projects

5

Continents

95%

Nonprofits & small businesses

Agency Partnerships


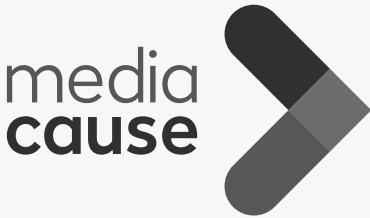
Other agencies that share our values and vision are our collaborators, not our competitors. We frequently partner with agencies that don't have a service we offer or could use extra help to complete a project.

Client-facing

Client-facing collaborations mean we're communicating directly with the client alongside another agency. This allows Outside to take on some of the account and project management responsibilities.

White-label partners

In white-label collaborations, we stay behind the scenes and let our partner communicate directly with the client. A single point of contact with the end-client allows our partner to simplify their workflow and earn a margin on our services by setting their own pricing.

Ruca	Mother
	

Values



Intentional

We approach every project with an open mind, without imposing a signature aesthetic, rote solution, or over-inflated budget. Our goal is to understand your organization to its core, delivering a solution that captures your ethos, fits in your budget, and meets your timeline.

Tech-skeptical

We know technology is a powerful tool when wielded appropriately. We also know that the best solution is sometimes not a technological solution at all—some challenges can be better solved with business strategy or people power.

Conscientious

We consider the broader context of every project, offering solutions focused on sustainability, accessibility, and equity.

Sincere

For end-users, sincerity means no misleading interfaces, no unnecessary data extraction, and language that reveals, rather than conceals. For clients, it means we communicate transparently on process, sometimes pushing back or offering new ideas.

Evocative

Budget-friendly & value-oriented does not mean bare & utilitarian. We design platforms & products that people want to use and we're proud to stand behind, because they function well and look superb.

Post-growth

One of our brand pillars, this value also extends to the way we work. Our solutions address genuine user needs, not a capitalistic desire to grow exponentially.

Investing in Kathmandu



Two of Outside's three founders are from Kathmandu, Nepal. We're excited to be creating from this part of the world, which is experiencing a surge in entrepreneurial activity, especially in tech and design.

It's clear that now is the time to make a positive impact by investing head-first in the city's potential, contributing a portion of our profits to local initiatives, supporting local talent in the tech industry, challenging stigmas about outsourcing, and offering an alternative template for success—one that prioritizes people over profit.

Impact Initiatives

Part of Outside's mission is to invest in Kathmandu and in the success and well-being of our team. Here are some ways we've done that:

All-Women Hackathon

We've joined the Shequal Foundation's all-women hackathon in 2023 and are proud to have a continuing relationship with the non-profit.



WordCamp

We sponsored and took part in WordCamp Kathmandu, in 2022, where we shared our learnings about WordPress and built relationships with ambitious developers in Nepal.



Local Business Initiative

In 2022, we held an internal workshop to discuss the impact of independent businesses in Kathmandu. Team members then received 10,000 rupees each to spend how they saw fit.



WE United Project

Outside joined forces with the organization, which uses dynamic sports to help women and girls develop leadership and team-building skills, to host a four-week futsal training program for women in the office.



D2

Case Studies

Mauj

A sexual & reproductive wellness brand created by and for Arab women. Its founders aim to de-stigmatize conversations around women’s bodies in the Arab world by creating a safe, shame-free place for women to explore and learn.

STRATEGY

USER EXPERIENCE

DESIGN

DEVELOPMENT

New topic: Painful periods [Read now](#)



Body Cycle Sex Self More



The sexual & reproductive wellness platform for—and by—Arab women

Welcome to Mauj, where learning about and discovering our bodies is a celebratory, shame-free experience.

[Our Story](#)

Must read



• Sex

How Do I Know I'm a Virgin?



• Cycle

Why you've been using the word "vagina"

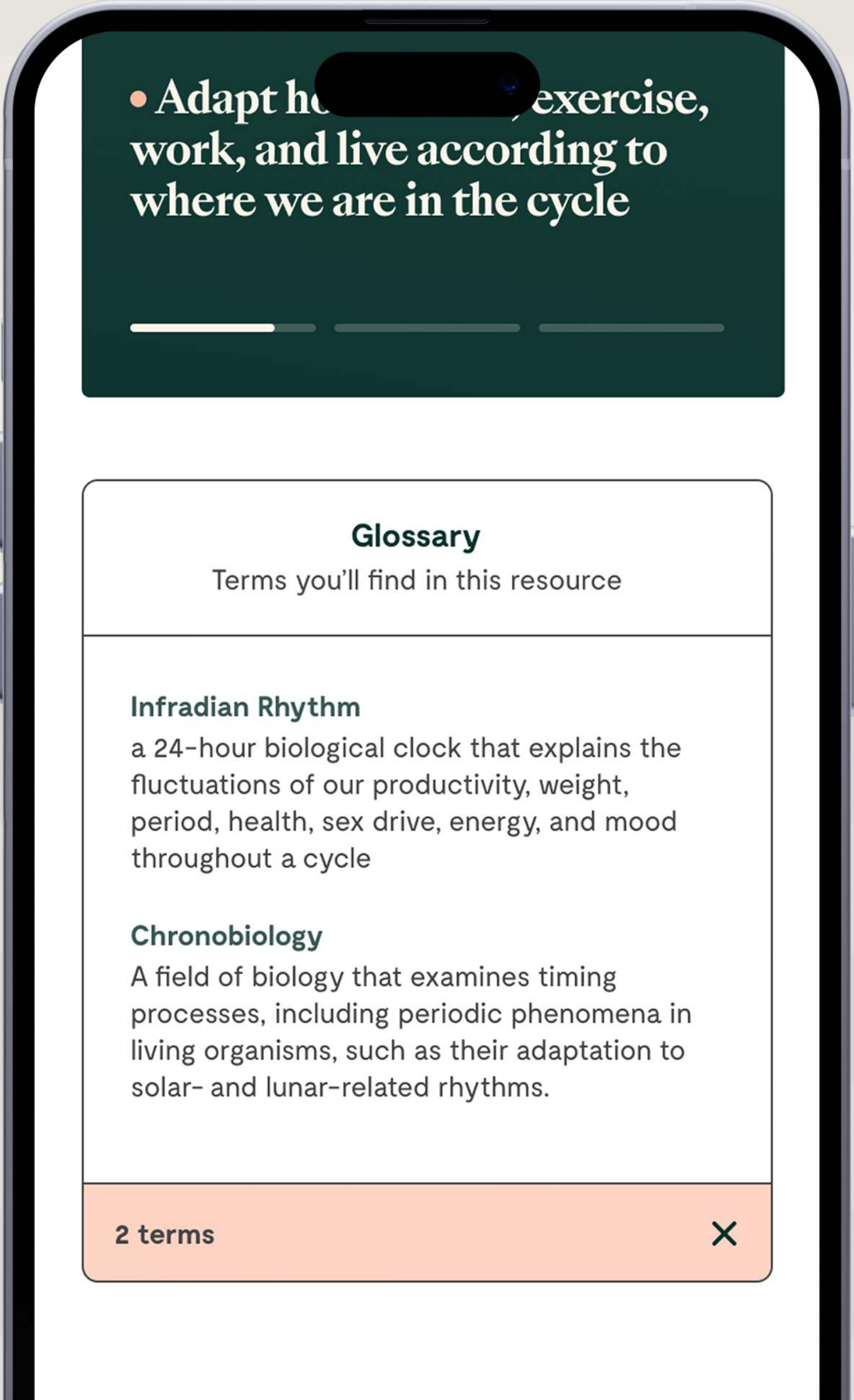
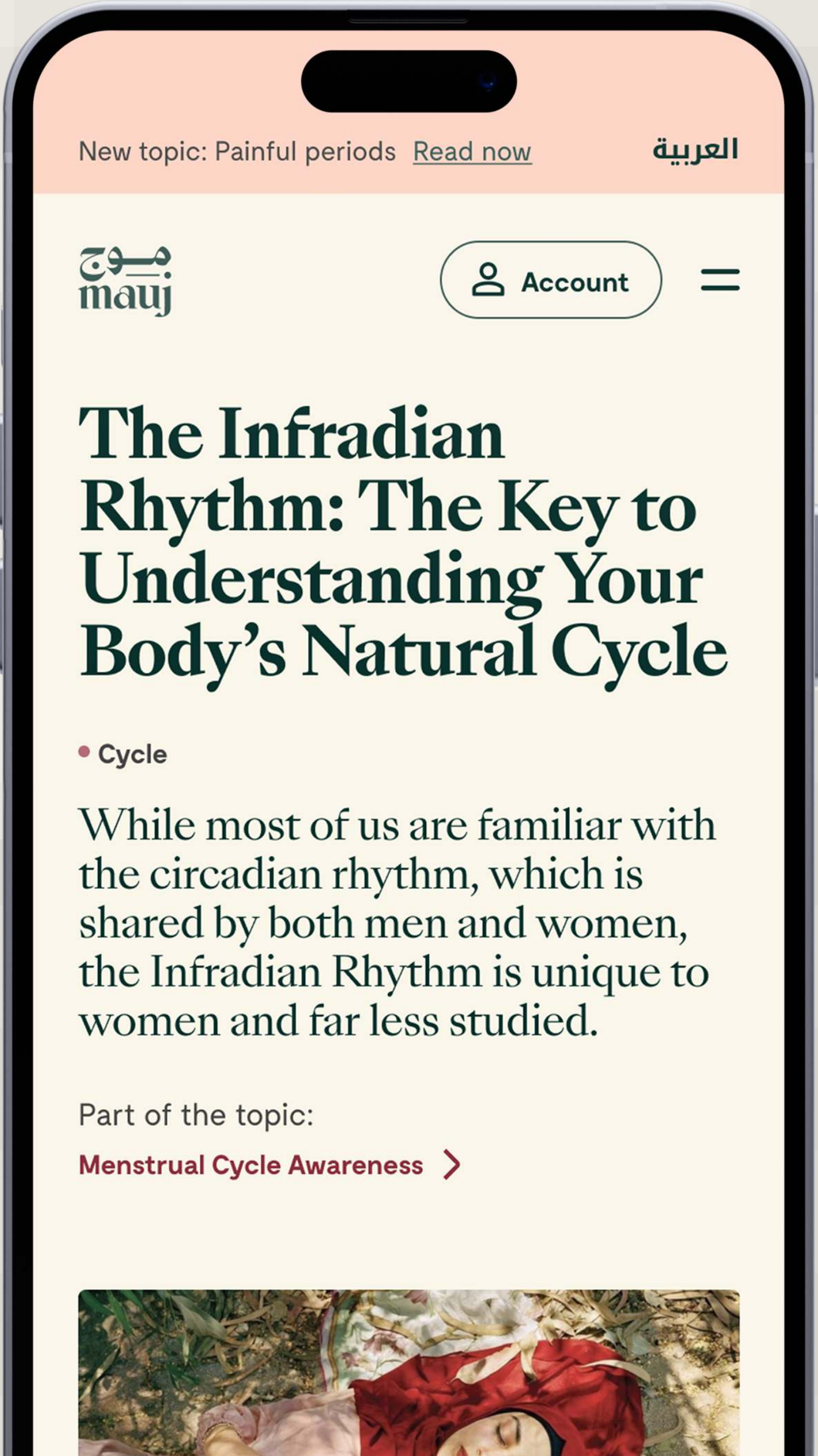


• Self

A brief history of the female orgasm

Mauj’s large audience includes women who are exploring new information and those who want answers to specific questions; women who are new to the topic of self-pleasure and those who are ready to shop for a device; women who are monolingual and bilingual. Many women come looking for a community, while some require a more discrete browsing experience. Our goal was to cater to the diverse spectrum of women accessing the platform.

LIVE SITE ↗




There are different routes into the content on Mauj’s site—through a topic, through search, through a specific question, or just by poking around. If Mauj is a woman’s first inroad to self-discovery, then its content should be thorough, careful, and considered without being overwhelming. We designed the site to feature a variety of categories & topics, plus the option to create an account to save content and customize the homepage.



Sex

Deepen your understanding of sex, intimacy, and pleasure.

3 topics | 11 resources



Self

Discover just how natural your sexuality and sensuality are.

5 topics | 17 resources



Cycle

Tune into your menstrual cycle and learn about your unique rhythms.


2 topics | 9 resources



Body

Get to know your body through a better understanding of your anatomy.

3 topics | 13 resources



Your First Time


• Sex

Your first sexual experience is a milestone to be cherished. Whenever it happens in your life, it can feel like a big step, and that's because it is. Educate yourself about what...

12 resources

New topic: Painful periods [Read now](#)


العربية

Body Cycle Sex Self More

Account

Welcome back

Continue your wellness journey.




Exploring Self Pleasure

Journey

Embark on a journey of self-exploration and empowerment through self-pleasure techniques, resources, and insights.


12 resources

[Change journey](#)




• Self

Defining Self-Pleasure




• Self

The Female Orgasm: From How It Happens to What It Feels Like




• Self

5 Ways Self-Pleasure Can Benefit Your Health and Relationships




• Self

Debunking the Most Common (And Harmful) Myths About Self-Pleasure



• Self

3 Beginner-Friendly Self-Pleasure Moves to Try



• Self

3 Ways to Deepen Intimacy with Your Body


Saved

4

Saved resources

See all >

Try this




Your First Time

• Sex

Educate yourself about what actually happens, how to prepare, and how to talk to your partner about your feelings.

12 resources

Jump back in

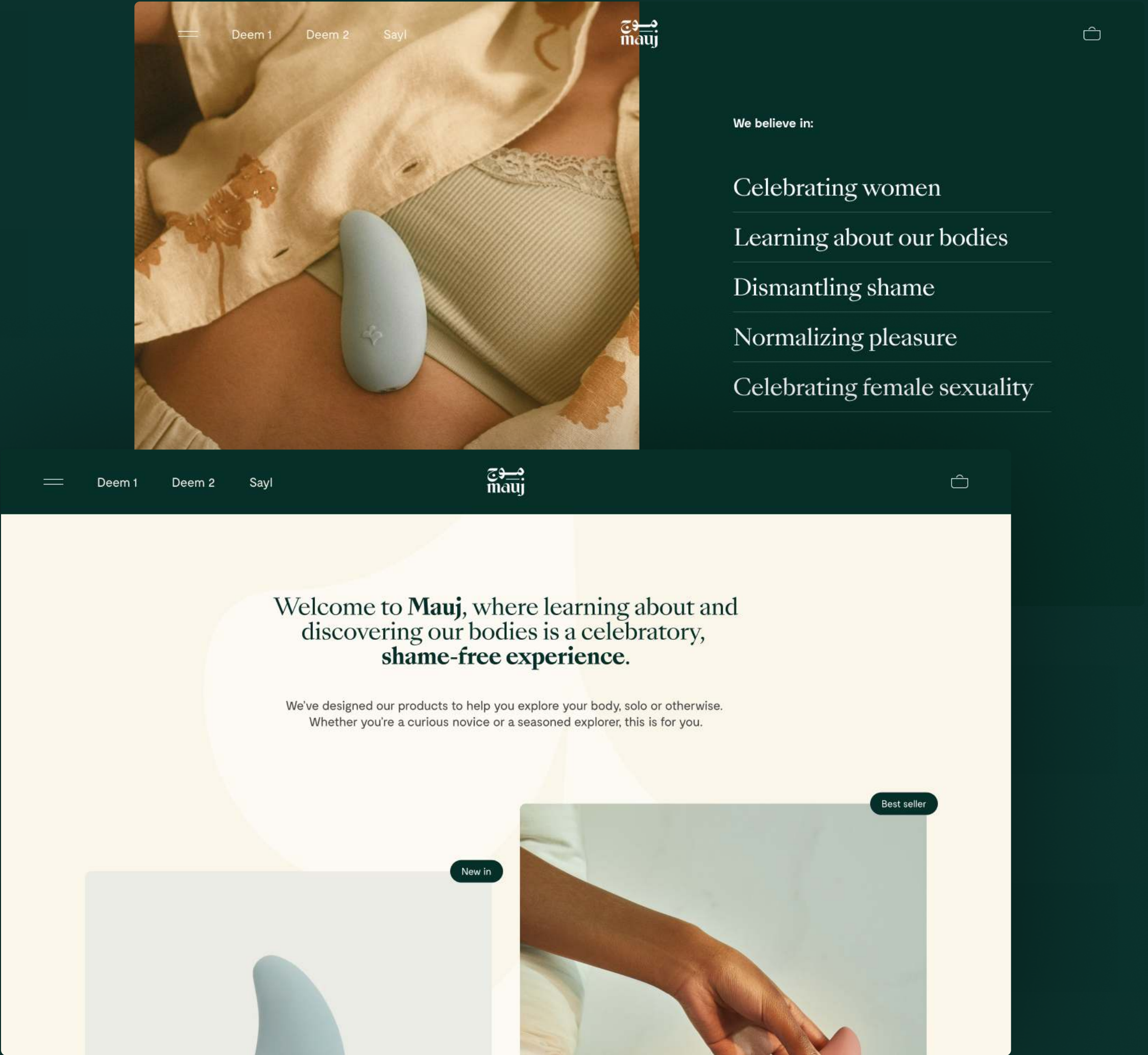
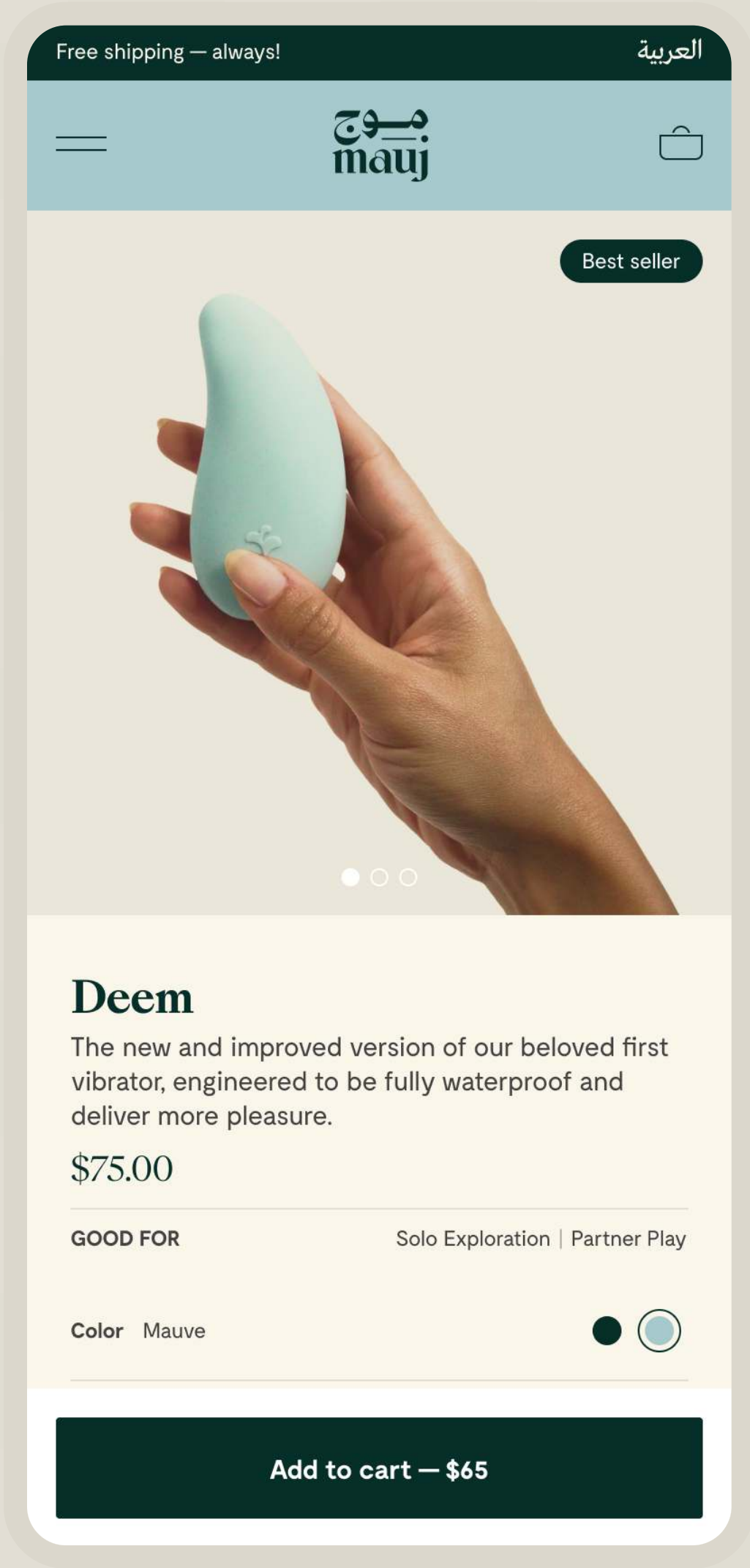


• Self

Why you've been using the word “vagina” wrong

Mauj sells its own vibrators and an aloe-based lubricant, and the proceeds fund the resources, stories, and informational material it shares. But Mauj visitors don't have to shop to learn. We created the flexible, expandable Shopify site to live on its own.

LIVE SITE ↗



Fork & Good

In collaboration with the design agency Mother, we developed a playful, animated website to tell the story & science behind the lab-grown meat company Fork & Good.

- SITE DESIGN
- DEVELOPMENT



To sustainably feed more than 9 billion people by 2050, we need to produce 50 percent more food and decrease carbon emissions by two-thirds. Compared to industrial agriculture, Fork & Good's production process uses 15 times less water & 70 percent less land, without the need for antibiotics.

LIVE SITE ↗

FORK & GOOD

[Product](#) [Impact](#) [About](#) [Careers](#)

Our product...

has similar nutrition to
conventional pork



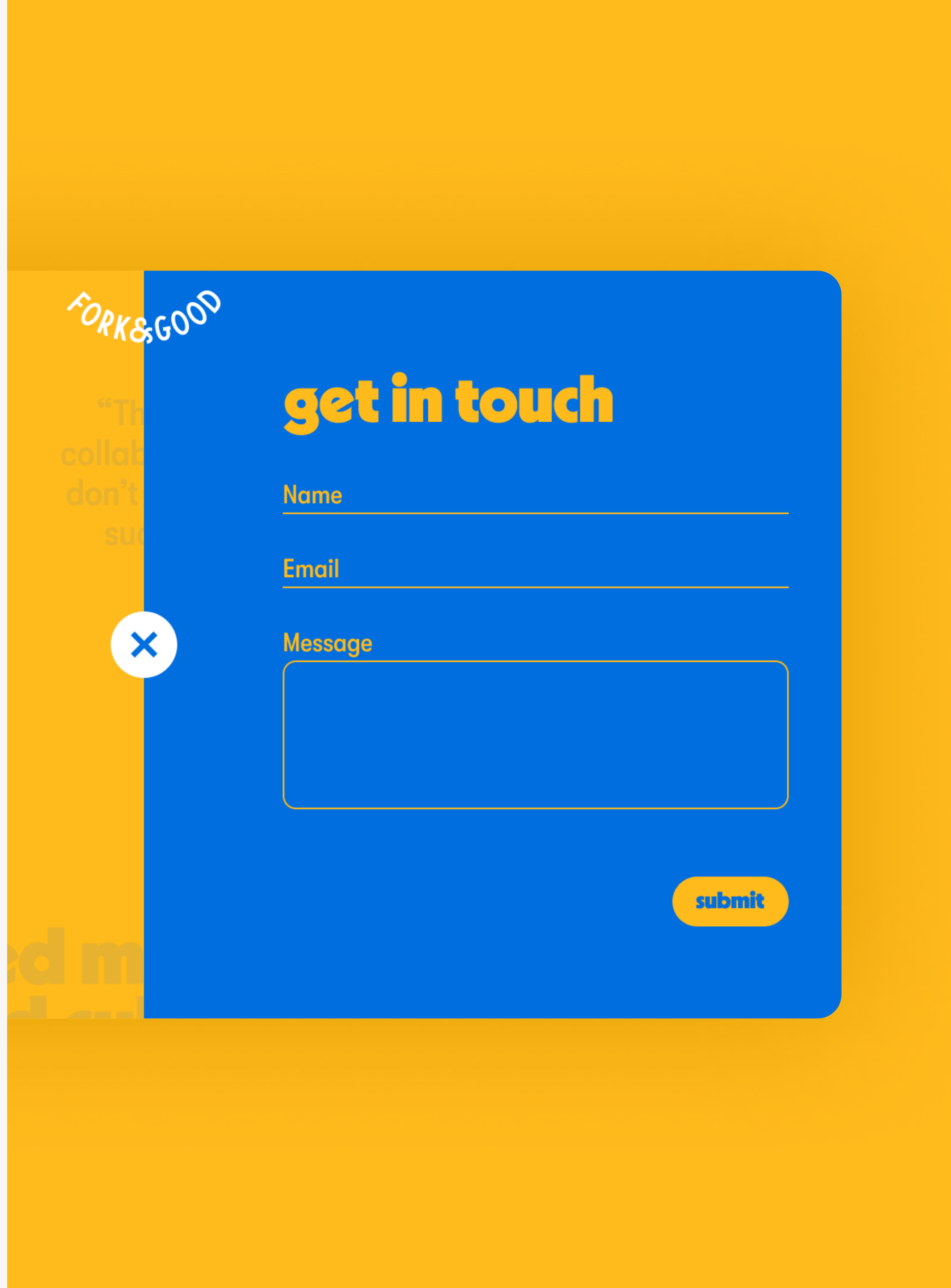
1

2

3



The Fork & Good logo is an expressive cartoon fork that bounces, laughs, and licks its lips. To walk users through the possibly unfamiliar concept of lab-grown meat, we used animation and transitions that make the experience interactive and approachable.



Mother created a playful brand using bold primary colors and a quirky font. We translated that look & feel into an equally stand-out digital experience, using a different color combination on each page, a color-changing navigation bar, and a 404 page full of raining dumplings.



For Days

For Days is a closed-loop fashion brand that significantly reduces the water usage, carbon emissions, and waste associated with clothing manufacturing.

1 Buy 2 Swap 3 Earn How it works

STRATEGY

USER EXPERIENCE

DESIGN

The brand incentivizes sustainable shopping habits. Customers can buy clothing made from repurposed materials and return the clothes in exchange for store credit. The returned material is then recycled into new garments.



Several options for trading in clothing, including the option to “swap” items, made the For Days’ shopping experience atypical. We created a custom, flexible check-out process with a clear interface that makes it simple for users to use and earn credits and swap clothing.

× Close

Bag 2

Total\$50


Enter Discount Code

Apply

Enter Gift Card

Apply

Continue to checkout




Baby Tee

Size: Small

Color: Black

— 1 +

Remove



Logo Sweat

Size: Small

Color: Black

— 1 +

Remove

↻ \$32 Swap Value

× Close

Bag 2

Total\$50

Bag

edit

\$50

Credit\$16


Select any of your closet items and send back to us within 7 days for credit towards this purchase, or, use your credit.

Credit\$40

+ All


+ Custom

×



7 days to return

+



× Close

Bag 2

Total\$34

Bag

edit

\$50

Credit

edit

\$16

Shipping

edit

Free

Payment

Mastercard

XXXX XXXX XXXX 3920

Place Order


FOR DAYS

Order Confirmation

Thank you! Please check your email for order confirmation.

You completed 1 Swap, please return your item within 7 days. If your item is not sent back to us within 7 days, your original payment method will be charged.

Print returns label



7 days to return

String Vest

↻ \$16 Swap Value

Total

Bag Total

21

The brand is inspired by breezy, simple LA style and by its relationship to vintage and thrift shopping. The clothing is repurposed, so nothing about the photography or art direction could be over-polished. We opted for an authentic, clean, and uncomplicated look & feel.

FOR DAYS

WomenMenMore

SearchAccountBag 3

For healthier days—Try our locally made, not-for-profit masks

Organic. Closed Loop. Endless.
Change your tees, change your life.

Shop Women →

Shop Men →

1 Buy2 Swap3 Earn

How It Works →

1 Buy2 S

Latest Arrivals

Shop All →

New

FOR DAYS

3

Slouchy Crew LS

\$42.00

\$16 Swap Value

XS

S

M

L

XL

1

Add to Bag

Fit

Fabric

Styling

Dropped shoulder, wider shape with an intentionally loose fit. The neckline is not tight.

22

Langhe

An autonomous, backyard greenhouse that supports a more flavorful and sustainable food supply chain.

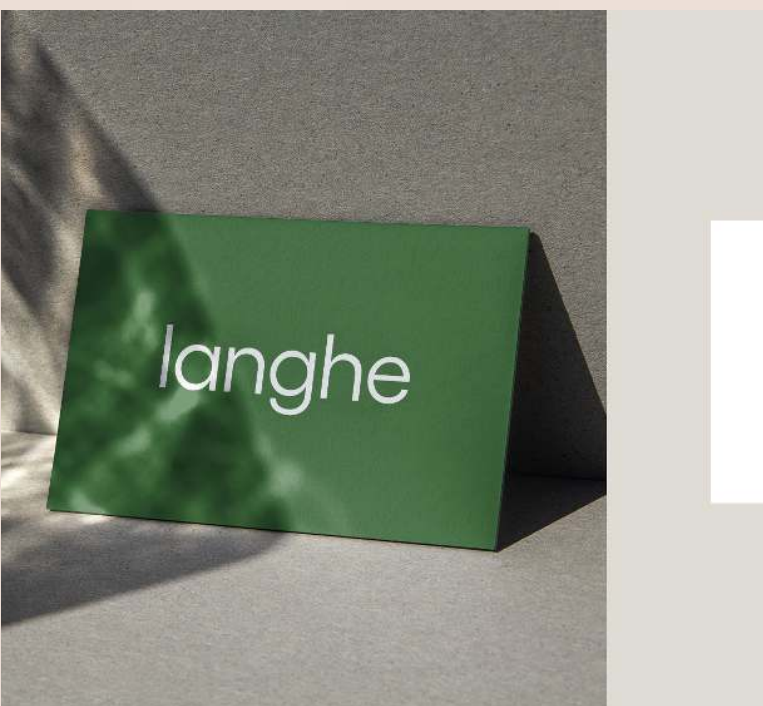
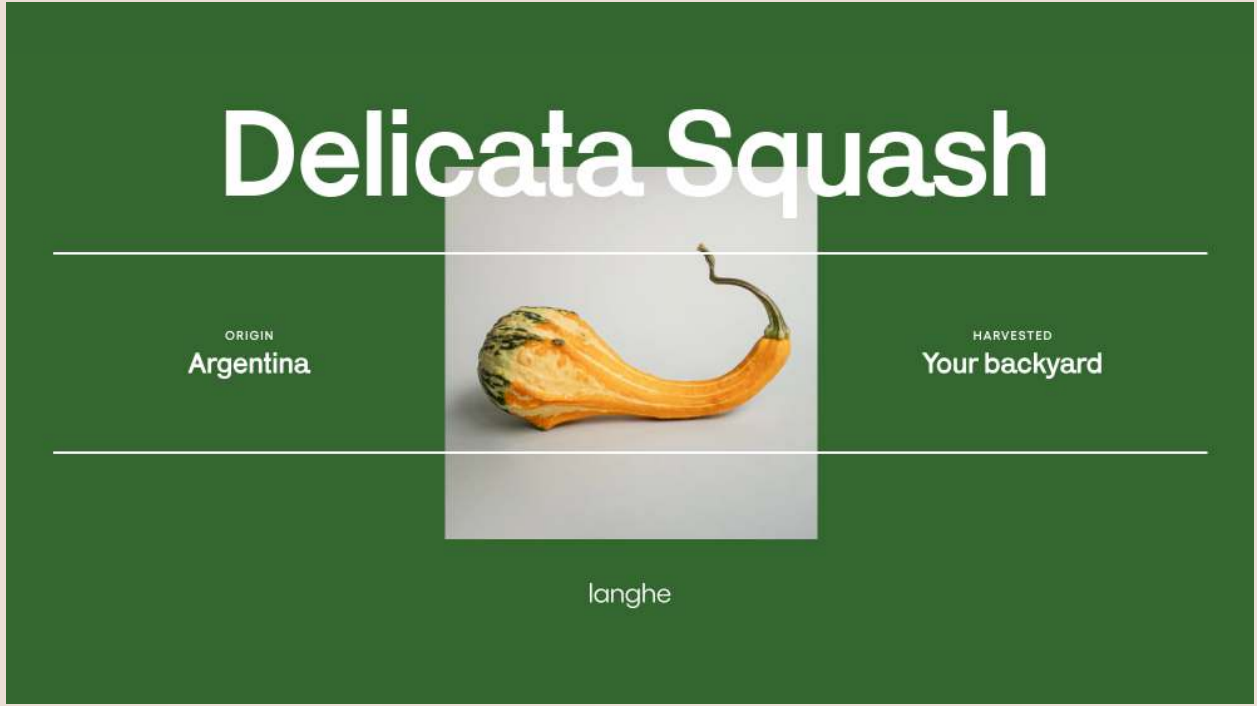
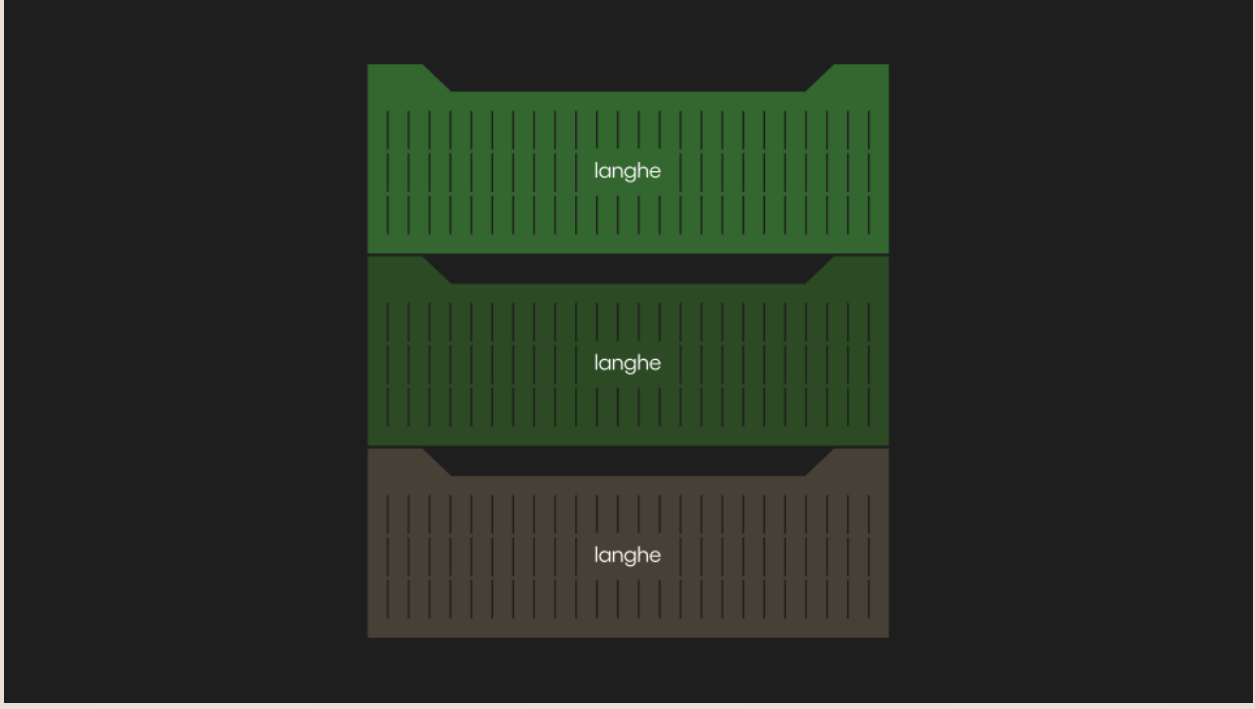
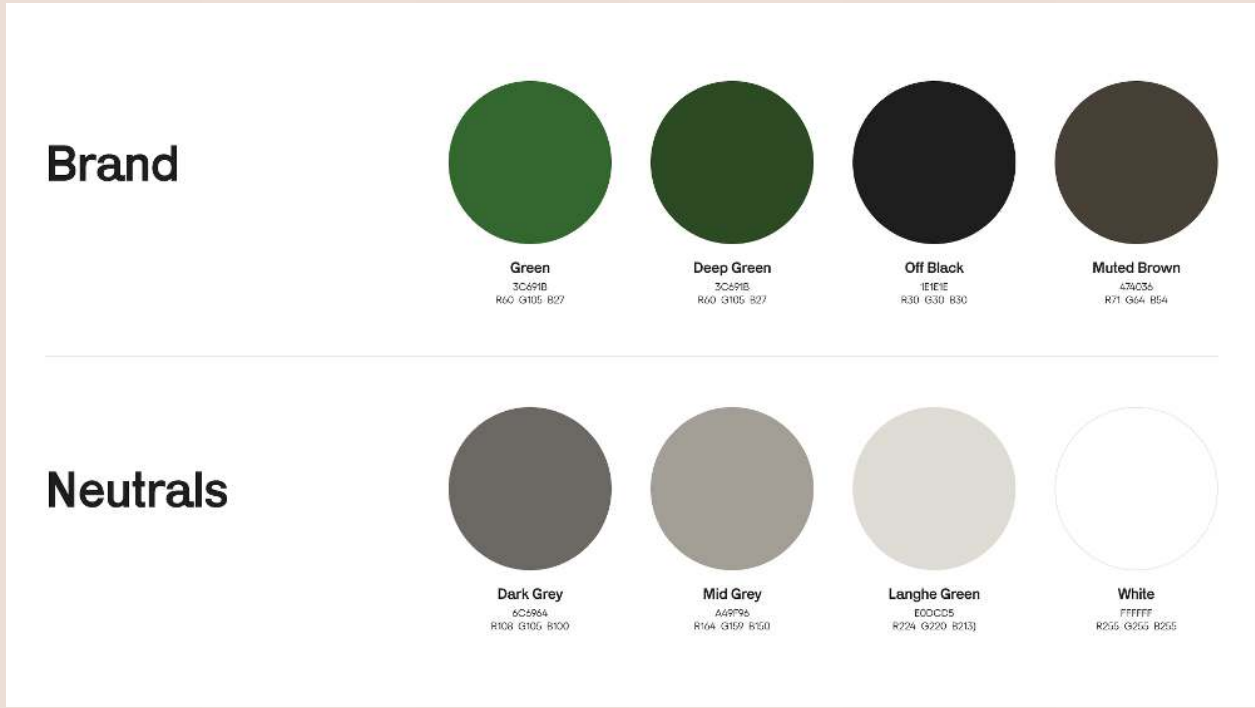


BRAND IDENTITY

INVESTOR DECK

APP VISION DESIGN

Traditional wooden food crates inspired Langhe’s visual identity. Much like the greenhouse concept itself, we set out to modernize and simplify a utilitarian object.



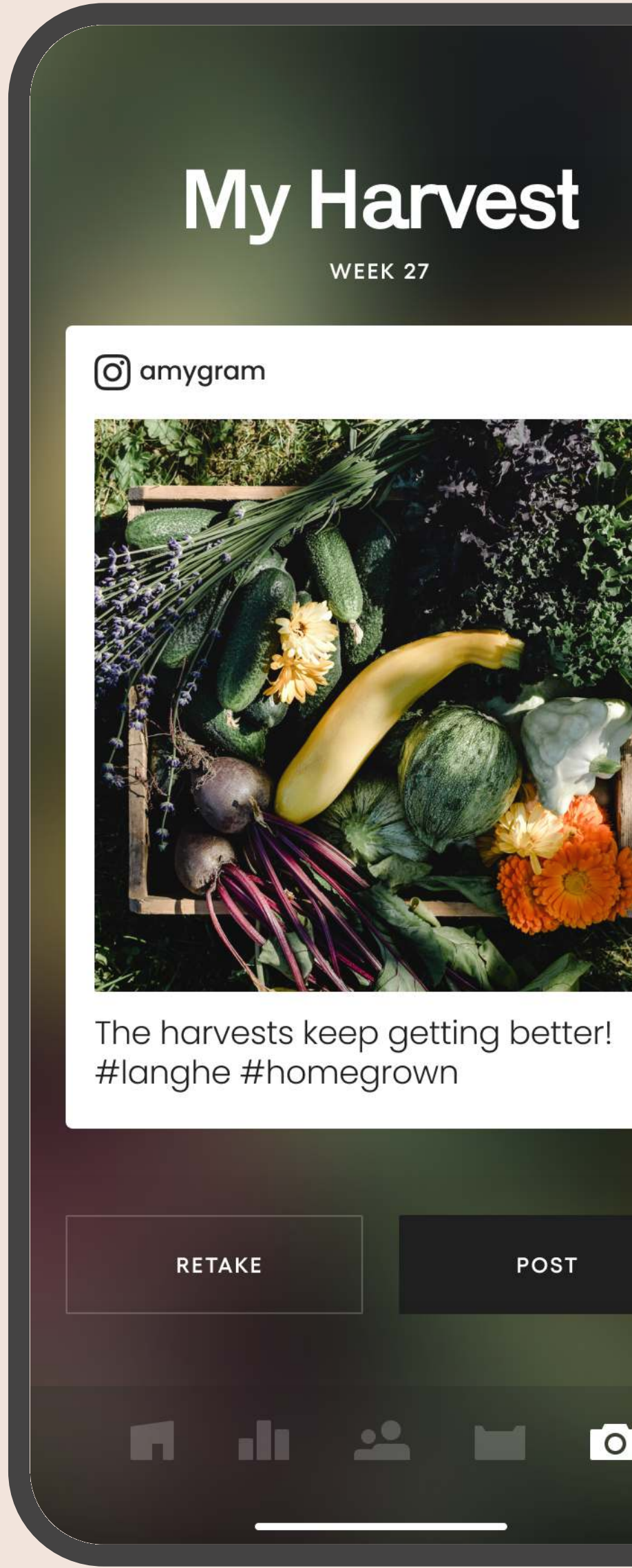
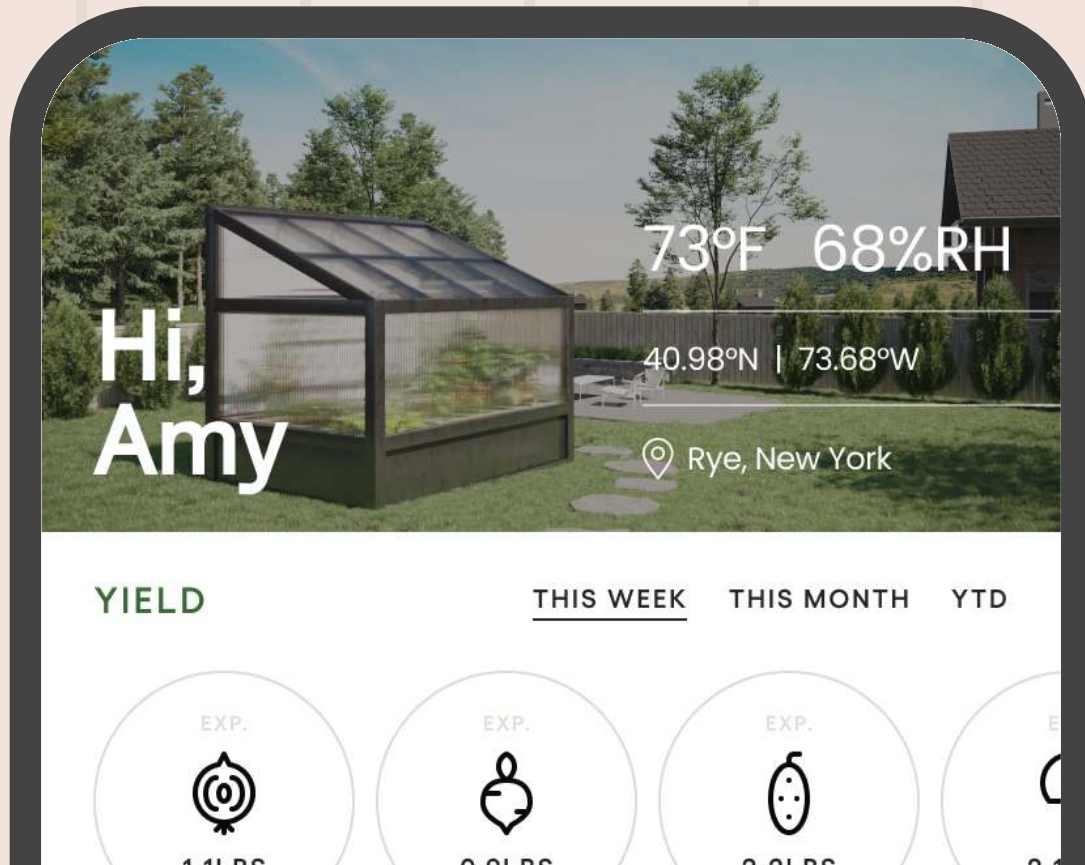
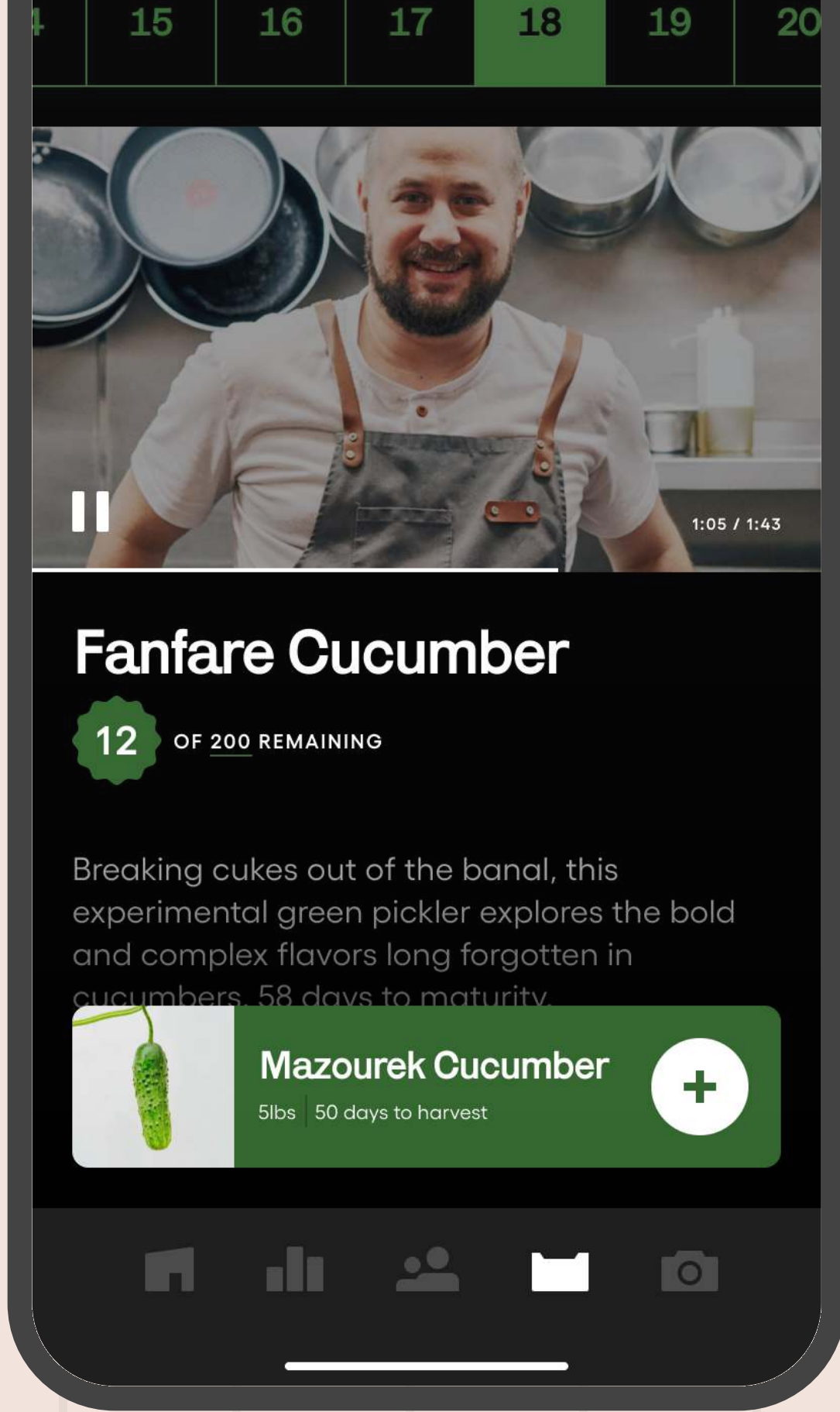
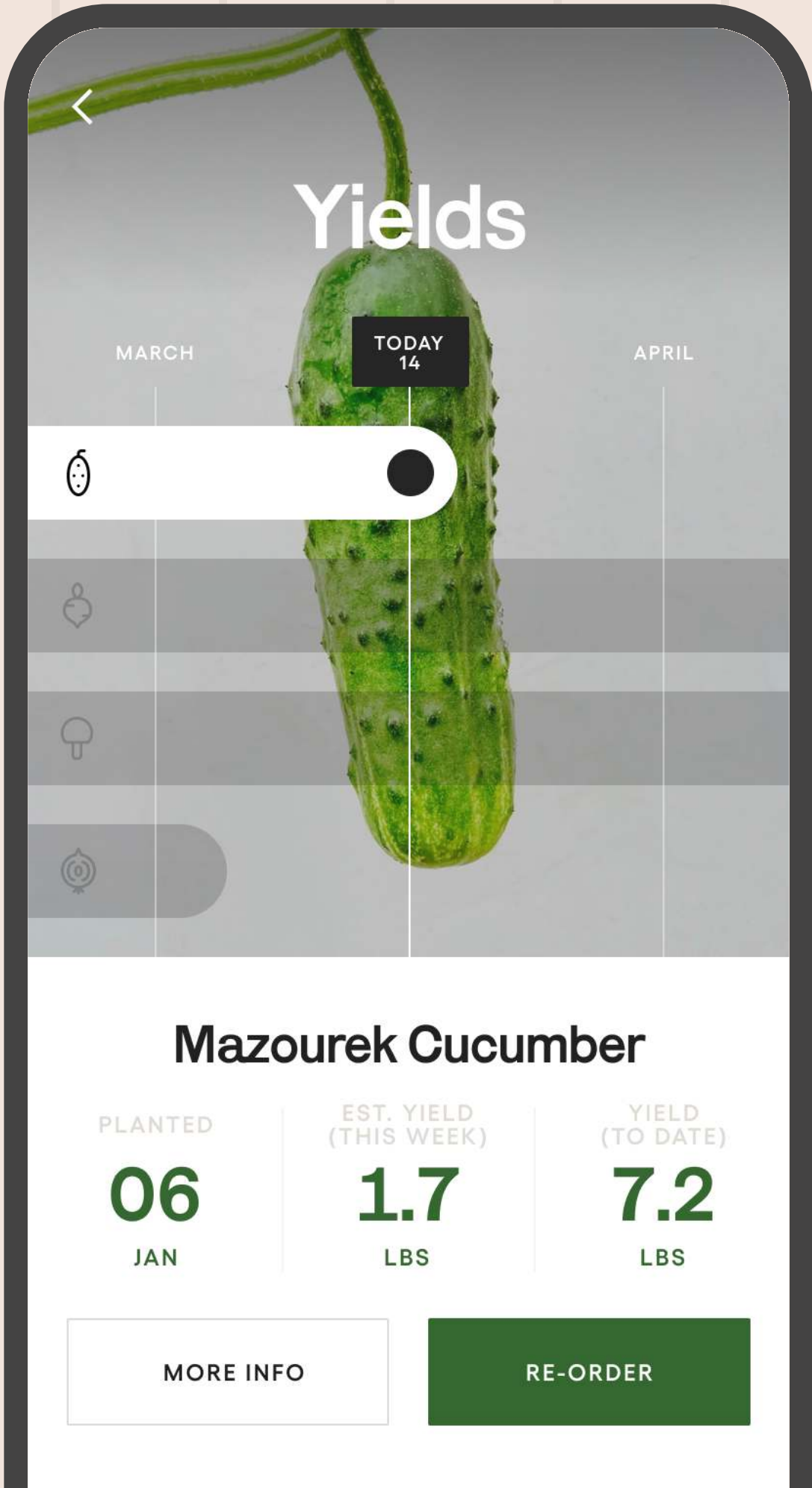
We developed a clean and contemporary visual language to appeal to an affluent and tech-savvy audience. We kept foodies front of mind for the brand expression, showcasing the array of vegetable varieties that can be grown in a Langhe greenhouse. The bag shown here includes the names of various types of cucumber.



Alim Manji

alim@langhe.com
767 293 0349
langhe.com

We were also tasked with imagining how the app experience could come to life. Features that focused on building a following and digitizing the greenhouse experience included produce growth-tracking, “seed drops,” e-commerce opportunities, family leaderboards, and social sharing.



13%

Growth in the last 7 days

3.2

Days left to plant your Violetta
Artichoke seeds



LANGHE



GREENHAUS



langhe



Violetta



Langhe
Greenhaus



Langhe

While the overall brand tone came together during strategic phases of the project, we created multiple visual expressions to ensure the essence of the brand came across with precision.

Gen E

Generation Environment is a micro-philanthropy app focused on the planet. Its frictionless design makes it easy to support environmental action: Every time a Gen E user makes a transaction, the app automatically sends a percentage of their purchase to a vetted environmental nonprofit.



STRATEGY

USER EXPERIENCE

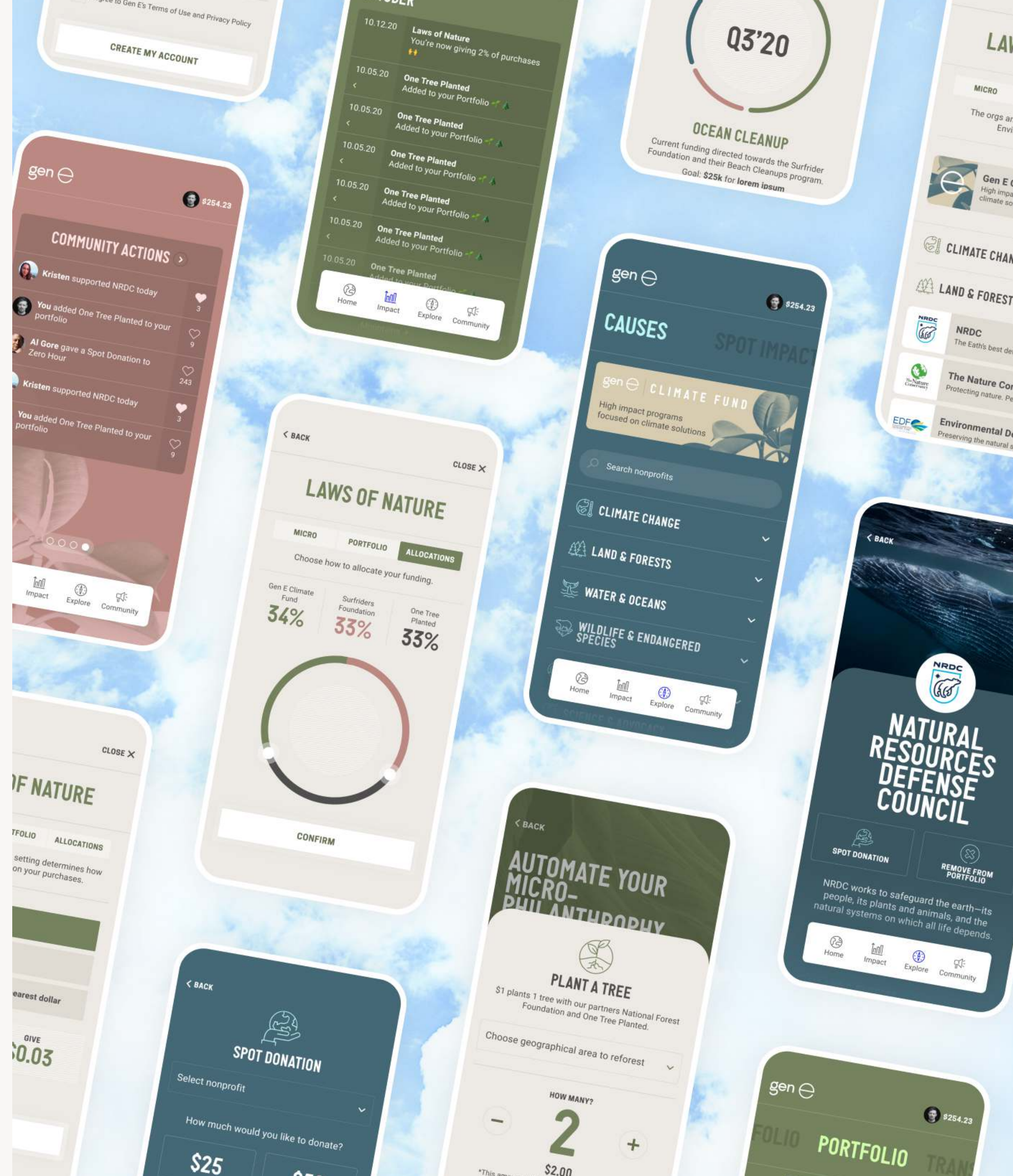
APP DESIGN

SITE DESIGN

PROMOTIONAL DESIGN

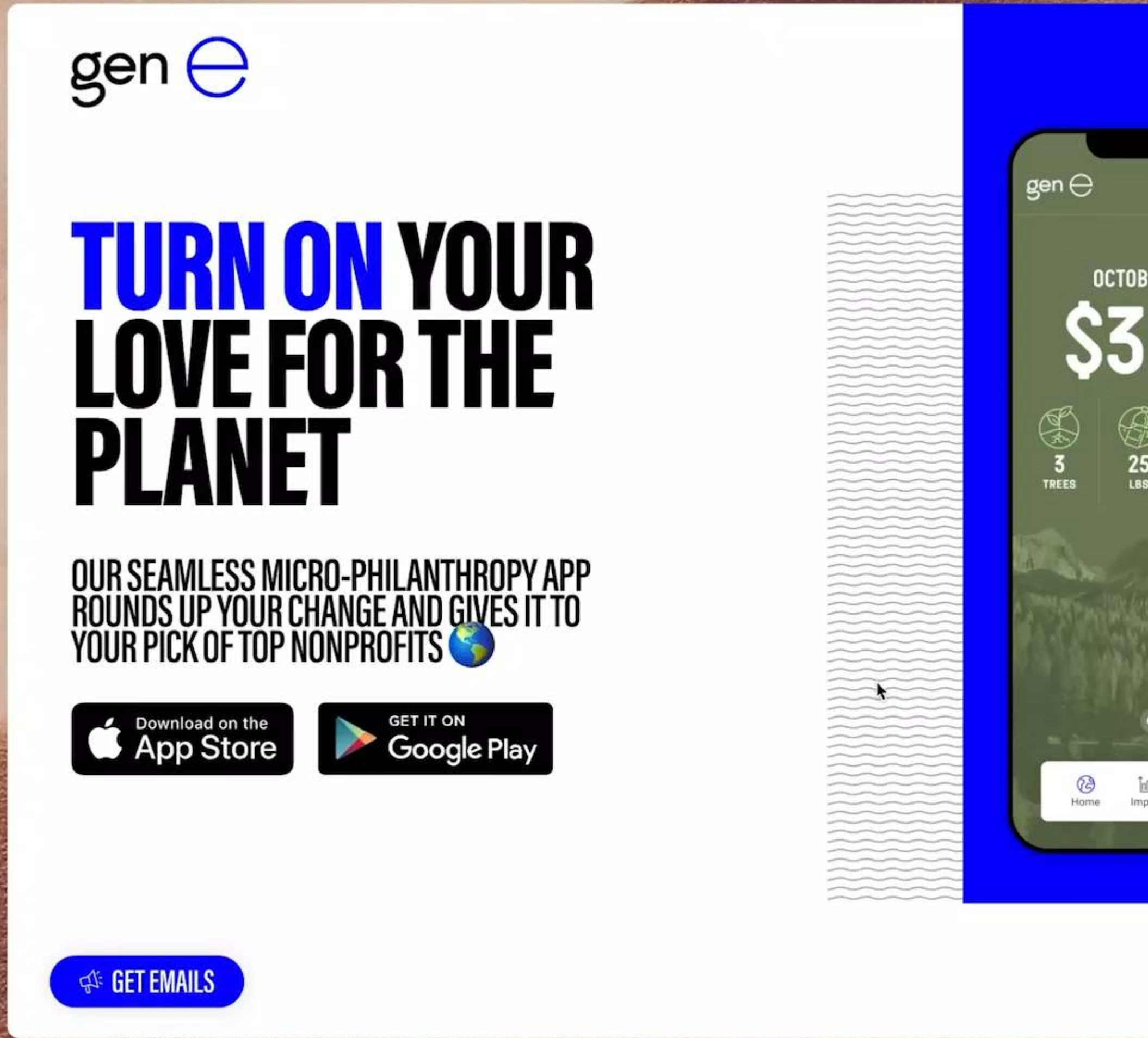
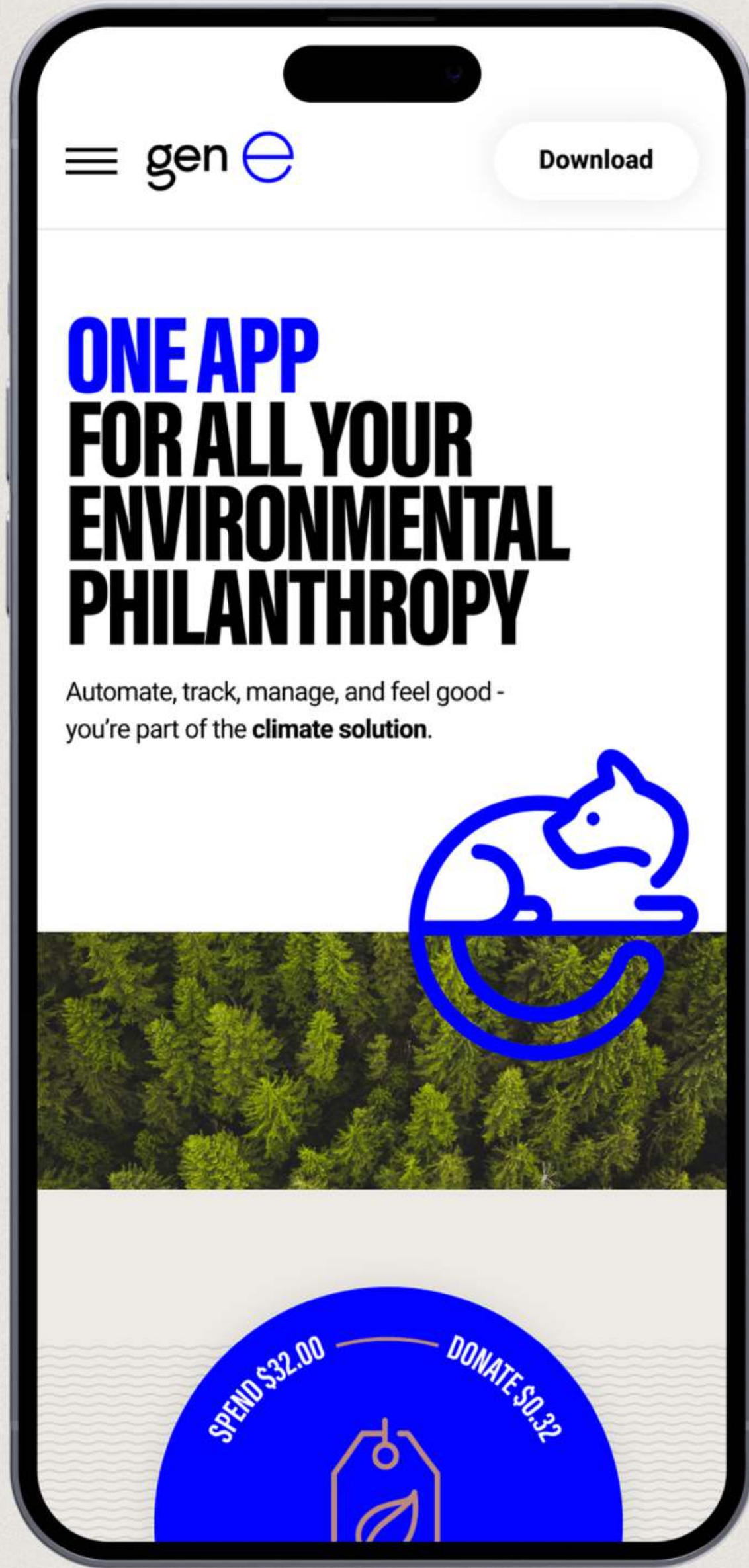
DEVELOPMENT

Using a design language grounded in activism, we partnered with Gen E on various call-to-action initiatives including Climate Week in NYC and multiple social campaigns.



The Gen E site has two central goals: encouraging app downloads and providing visitors with climate news and informational content. We designed the site to first educate visitors through bold, clear messaging and then inspire them to take action using simple navigational tools.

LIVE SITE ↗



WIP Rebrand

We are currently undertaking a complete brand refresh to update Gen E's narrative for the new reality of climate politics. New messaging needs to reflect Gen E's evolution into a community that's inclusive to everyone who wants to join the fight for a better future. These slides give a taste of what's to come.

BRAND IDENTITY

tone of voice

copywriting



Ambient tones reflect the need for sustainability initiatives to be calming, welcoming, and hopeful. People-focused imagery puts our everyday lives at the center of change, and bold, unapologetic typography shows that Gen E is trustworthy and impactful.



Micro Philan- thropy

[Journal](#)[Roundup](#)[Directory](#)[Micro-philanthropy](#)

Crozier

A global art storage & logistics company dedicated to the care, movement, and long-term preservation of art and culture.

STRATEGY

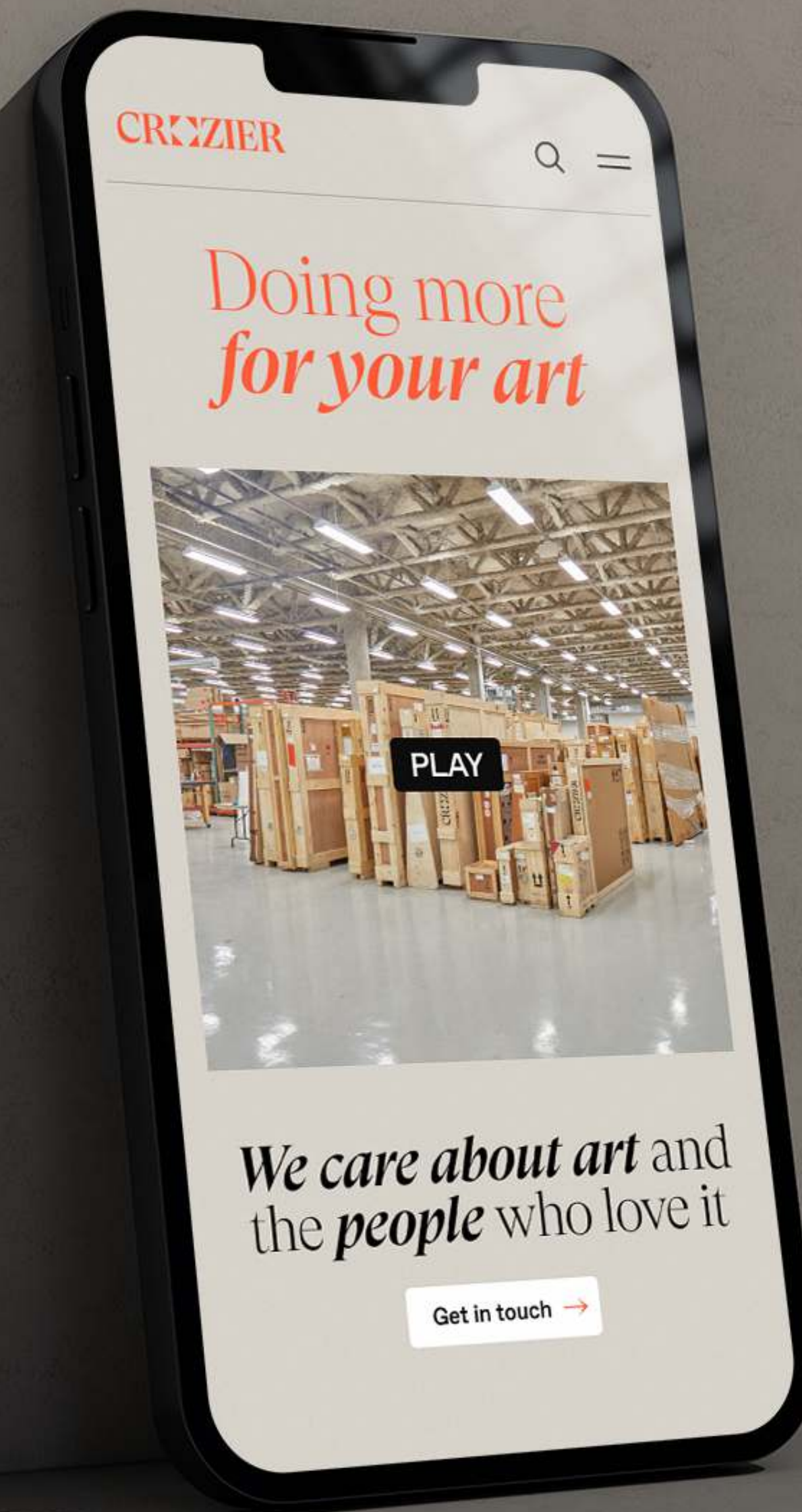
USER EXPERIENCE

DESIGN

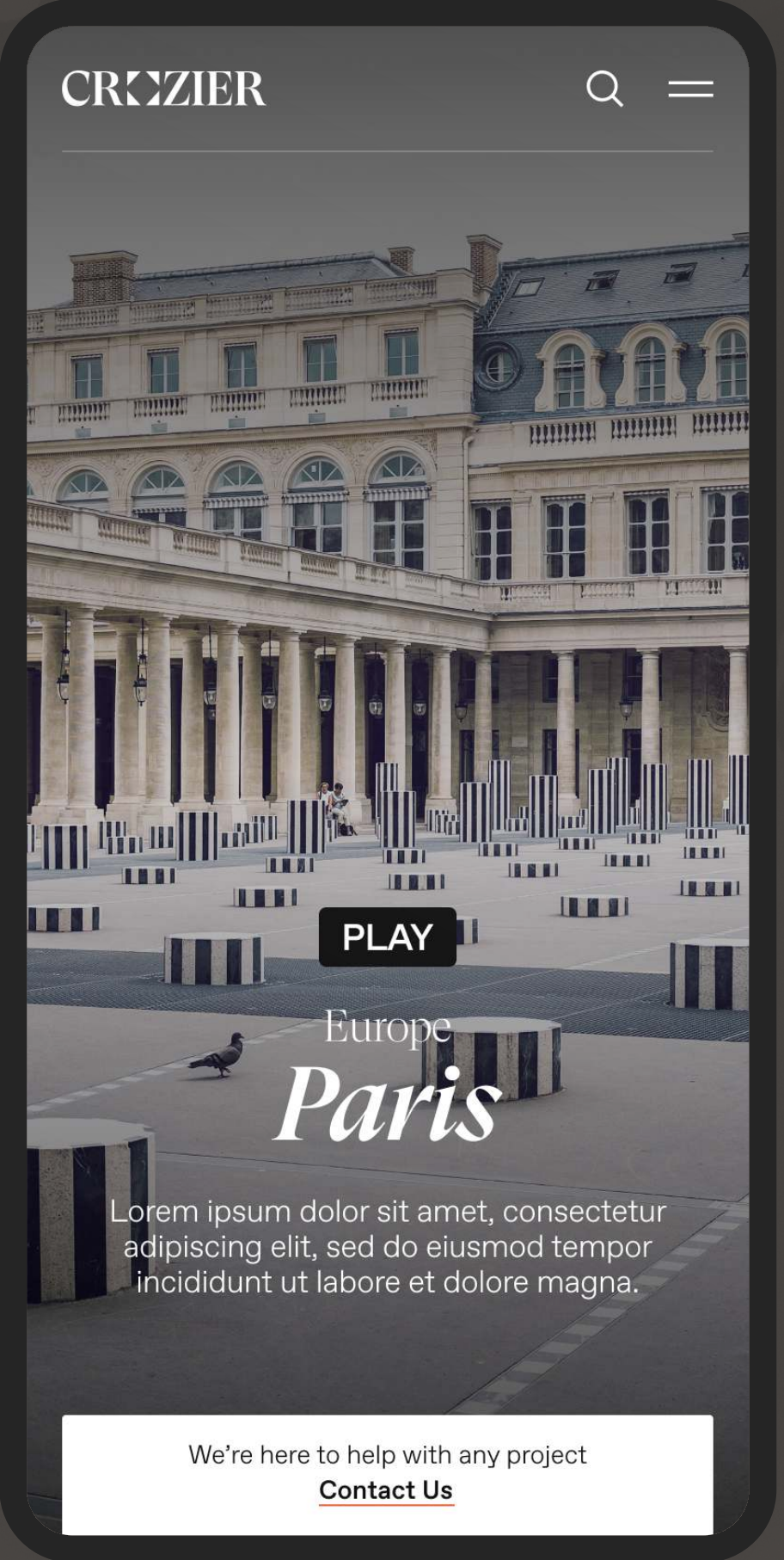
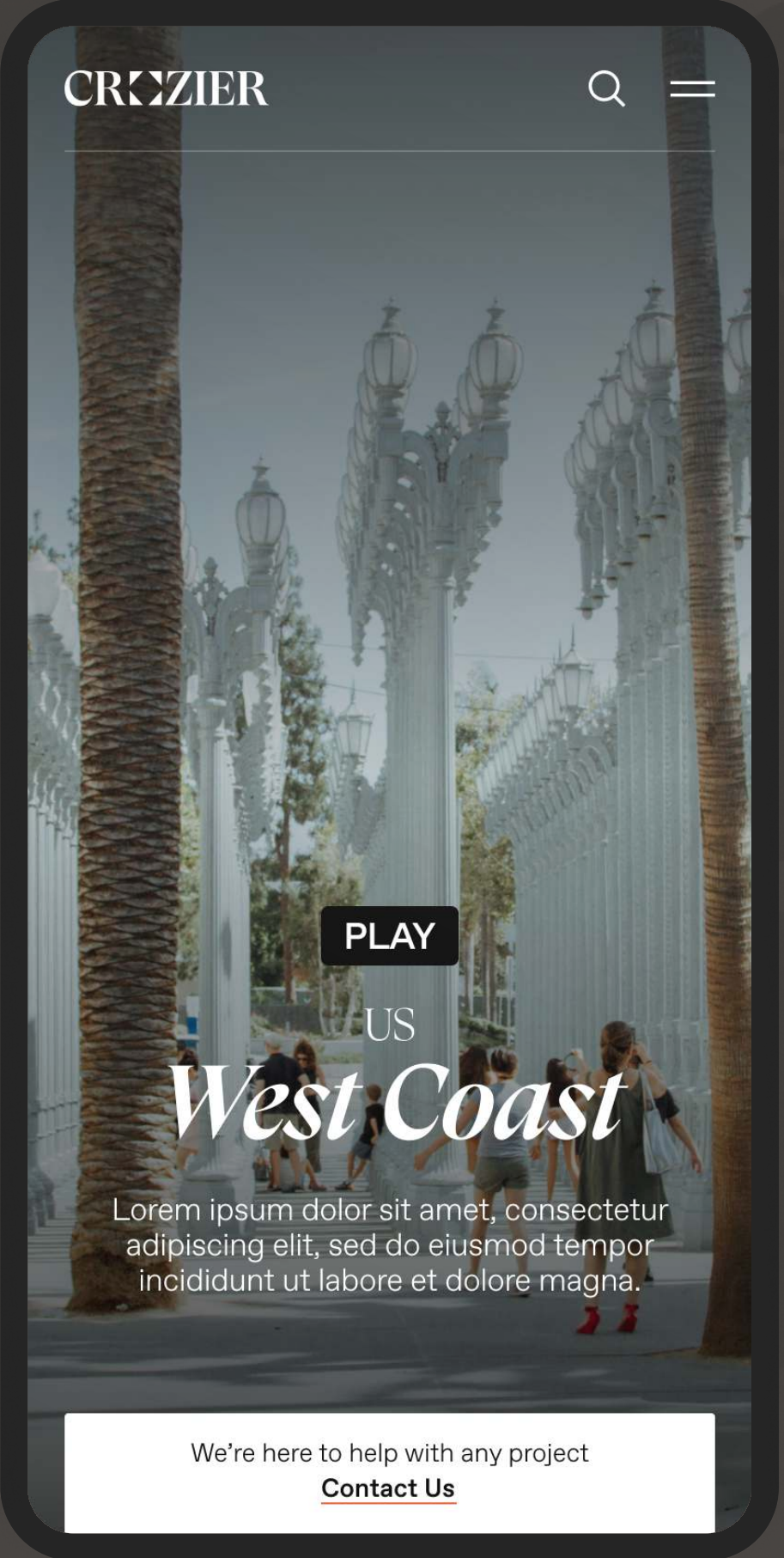
DEVELOPMENT

COPYWRITING

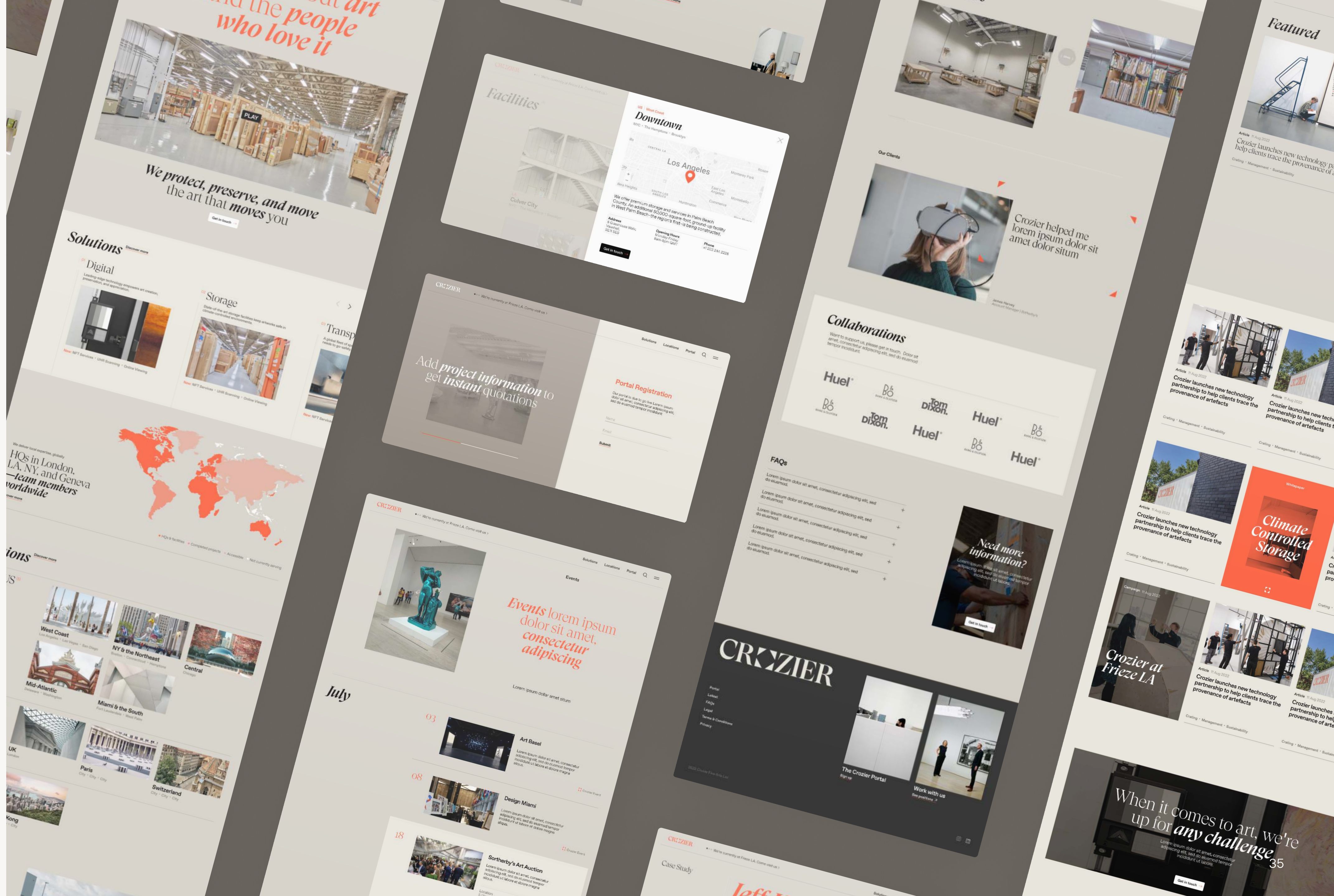
BRAND IDENTITY



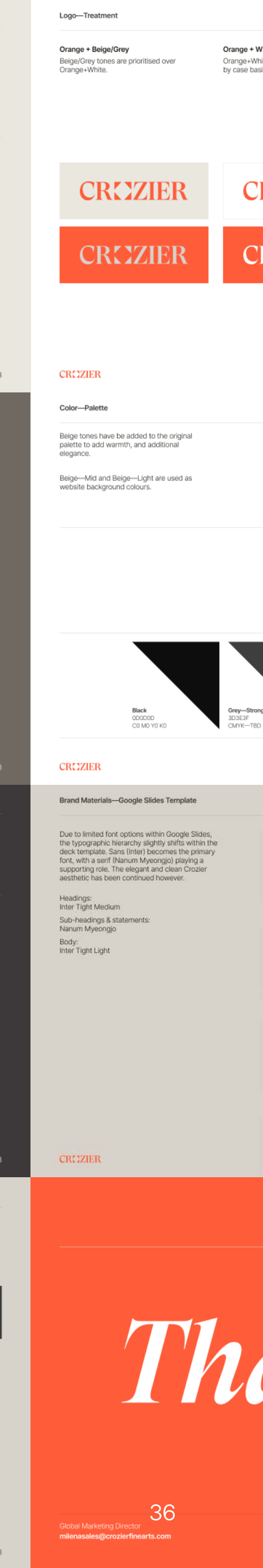
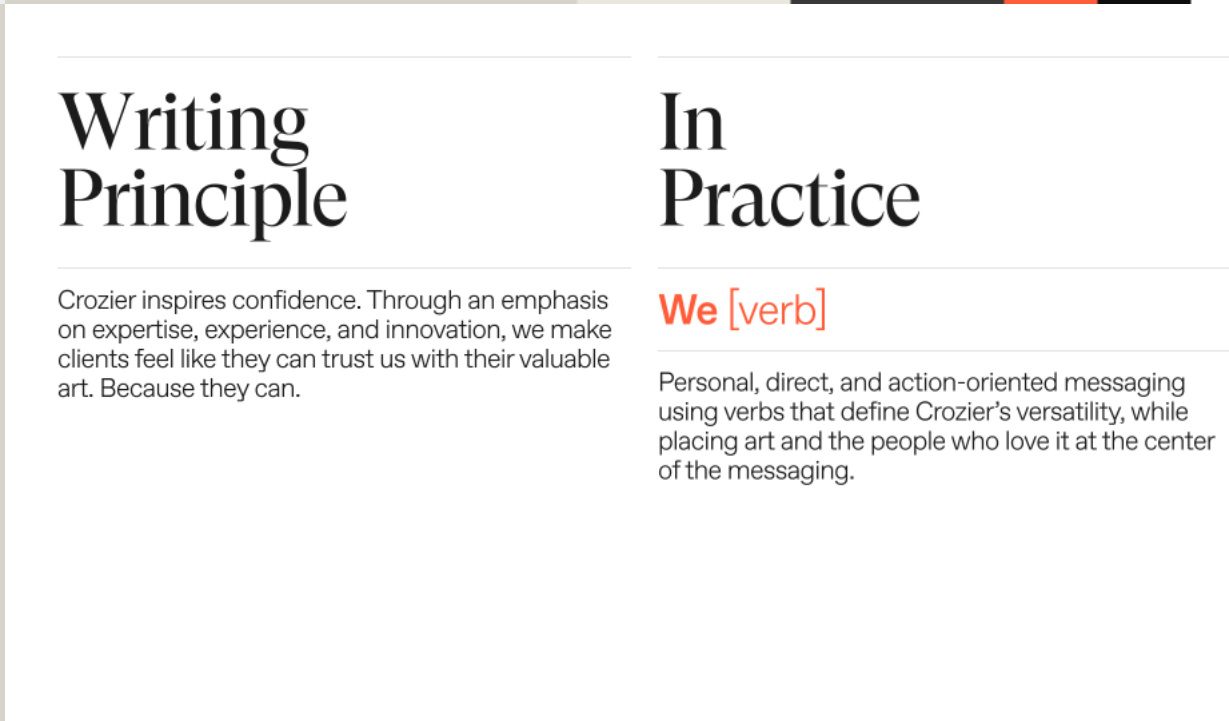
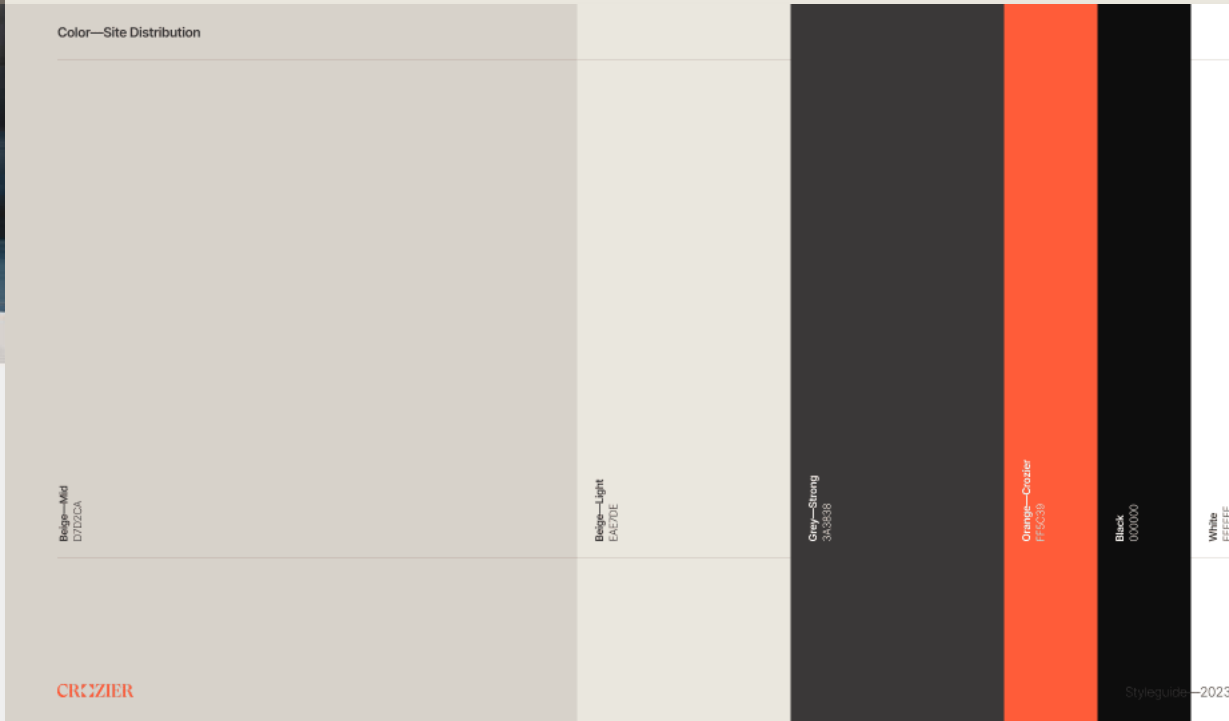
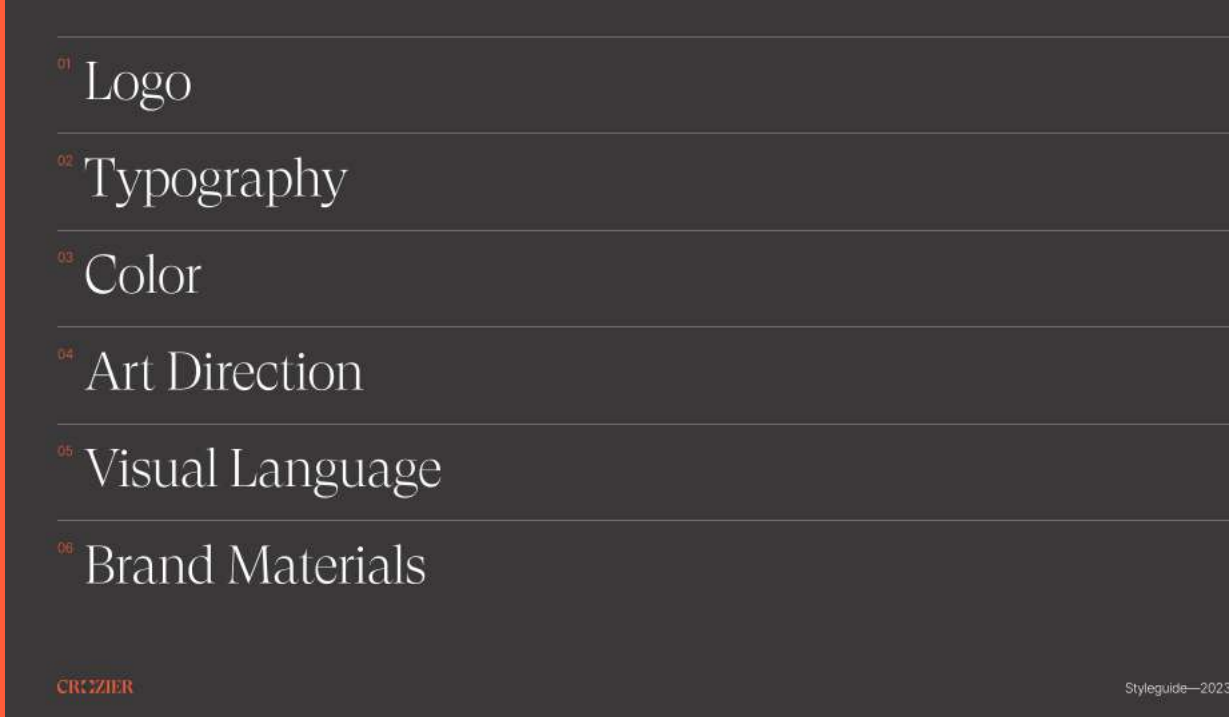
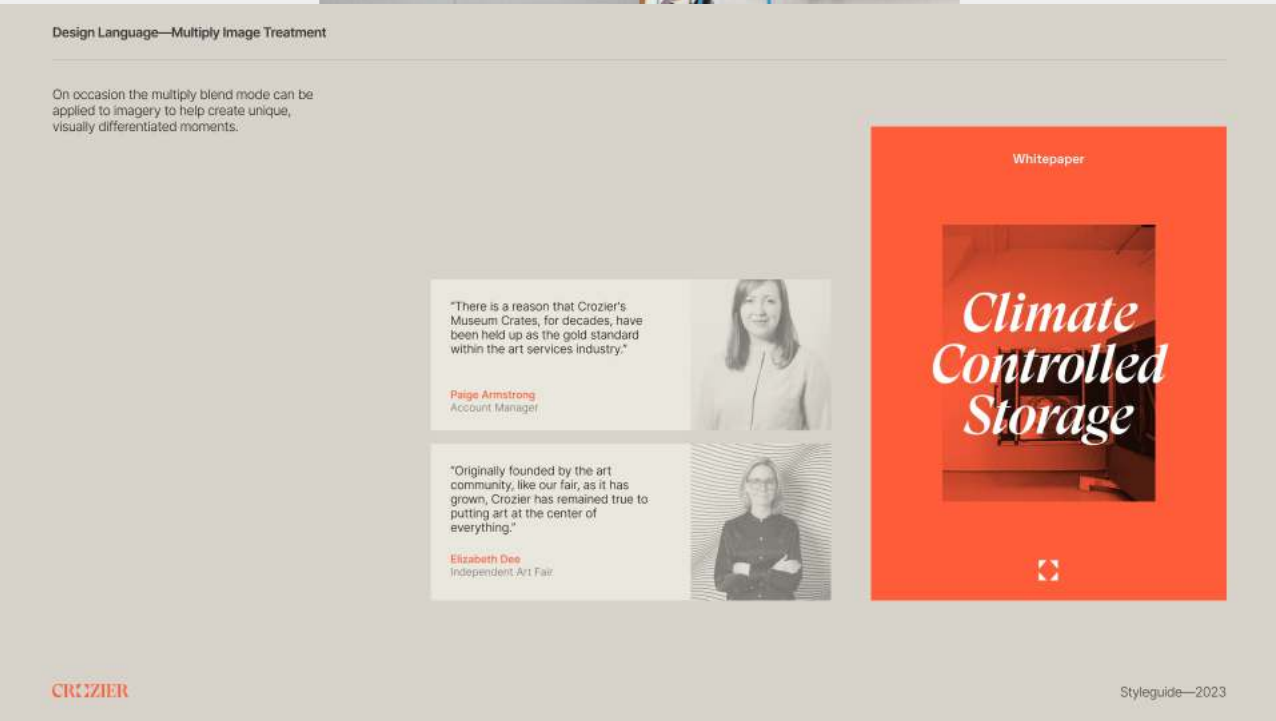
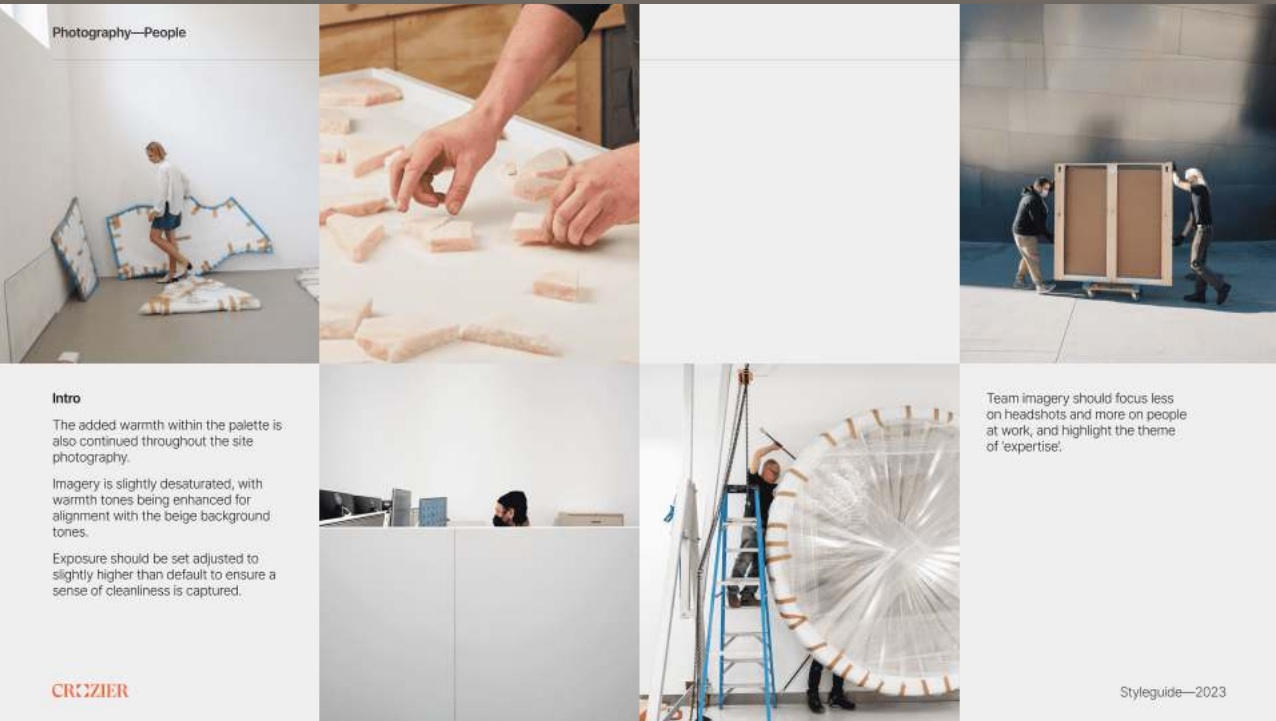
Crozier is a global company, with 30 locations in the U.S., Europe, and Asia. We designed and developed a site capable of serving each region, with accompanying details about what the company offers where. Across desktop & mobile, the design retains its image-rich aesthetic while the UI remains responsive and engaging.



Crozier offers a vast array of services, from art transport & storage to installation & digitization. We organized the site map by solutions & regions, to make it easy for visitors to find information without getting overwhelmed. Communicating regularly with Crozier, we also highlighted client & staff testimonials on nearly every page. Additional pages emphasize the company's values as it moves toward a more sustainable future.



As a well-respected company with a history in the art world, we knew Crozier needed a visual identity that was elegant, art-oriented, and timeless. We created a soothing extended color palette, emphasizing the company's ability to handle any challenge with poise. The tone-of-voice strategy prioritized direct, action-oriented messaging, to cut down on fluff and get to the heart of the business—art & the people who love it.



03

Other Projects

FoodCorps

DEVELOPMENT

PARTNERSHIP WITH: **Ruca**

LIVE SITE ↗

FoodCorps is a nonprofit that partners with schools and communities to provide hands-on food education and nourishing meals to kids in more than 250 schools across the country.

A vital part of FoodCorps' function is to impact policy. Our modular approach to web dev allows the FoodCorps team the flexibility to add resources, news, and action initiatives on their own, making it easier for the site to scale as needed without breaking. Our development team worked with Ruca's creative team to create custom animations on "The Case for Food" page.



In September 2022, FoodCorps launched the Nourishing Futures initiative, a commitment grounded in equity. By 2030, all 50 million students learn about food education and nourishing, free meals in school by 2030.

This commitment was announced in collaboration with the White House Conference on Hunger, Nutrition, and Policy. The Biden Administration unveiled a national strategy to reduce childhood hunger and increase access to healthy food.

Nui

[BRAND](#)[SITE DESIGN](#)[DEVELOPMENT](#)[COLLATERAL](#)[LIVE SITE ↗](#)

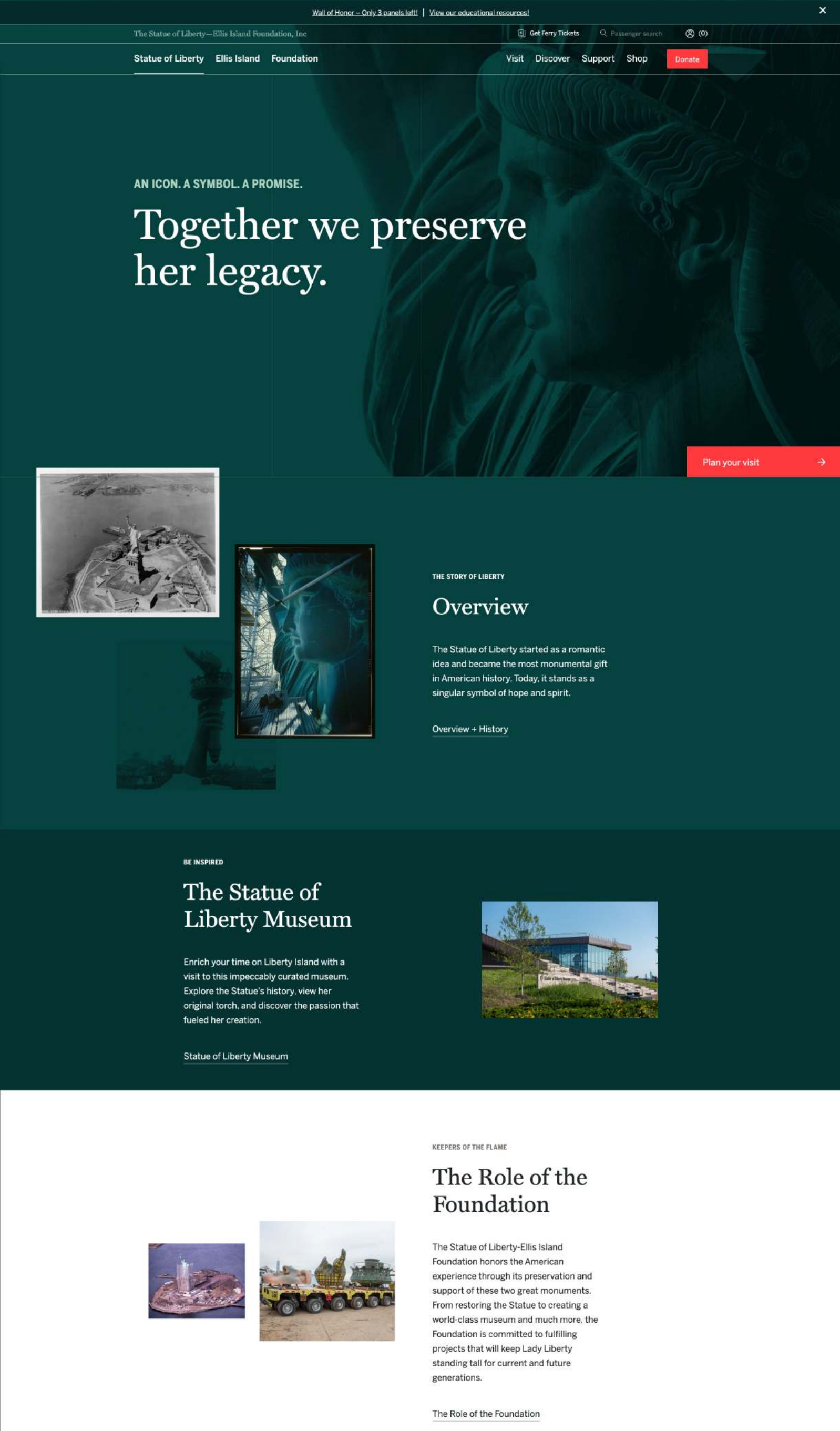
Nui is a high quality, low-impact apparel brand for families that uses sustainable materials and an ethical supply chain. Its clothing can be worn and re-worn for generations.

We defined Nui's strategic and design direction, then set out to visualize the new identity in a book that covered tone of voice, design language, art direction, photography, social design, and packaging. Each Nui piece is crafted intentionally. The brand book reflects that intentionality in its messaging and mirrors the soft, comfortable, and lightweight quality of the clothing in its design.



Statue of Liberty

The Statue of Liberty & Ellis Island Foundation works to preserve and honor two of the USA’s most important landmarks. Outside was responsible for the entire tech strategy and built a complete overhaul of SOLEIF’s website, which included e-commerce and complex data integrations.



Death with Dignity

DEVELOPMENT

PARTNERSHIP WITH: **Ruca**

LIVE SITE ↗

We refreshed the site for Death with Dignity, a leading advocate for end-of-life reform. We collaborated with an agency partner, Ruca, which overhauled the brand and site design.

Our team integrated a “whip count feature” using the OpenStates API to access state-specific legislator & representative information, combined with Google API to provide necessary longitude and latitude data from user addresses. These features enhance and customize the user experience.



Royal Mountain

SITE DESIGN

DEVELOPMENT

LIVE SITE ↗

Royal Mountain Travel is a sustainable tour operator for Nepal, Tibet, and Bhutan dedicated to driving community change through authentic and meaningful travel.

Outside designed a look and feel for its new site that is human, organic, and textural, and applied it across RMT’s new homepage to entice conscious travelers.



Tydo

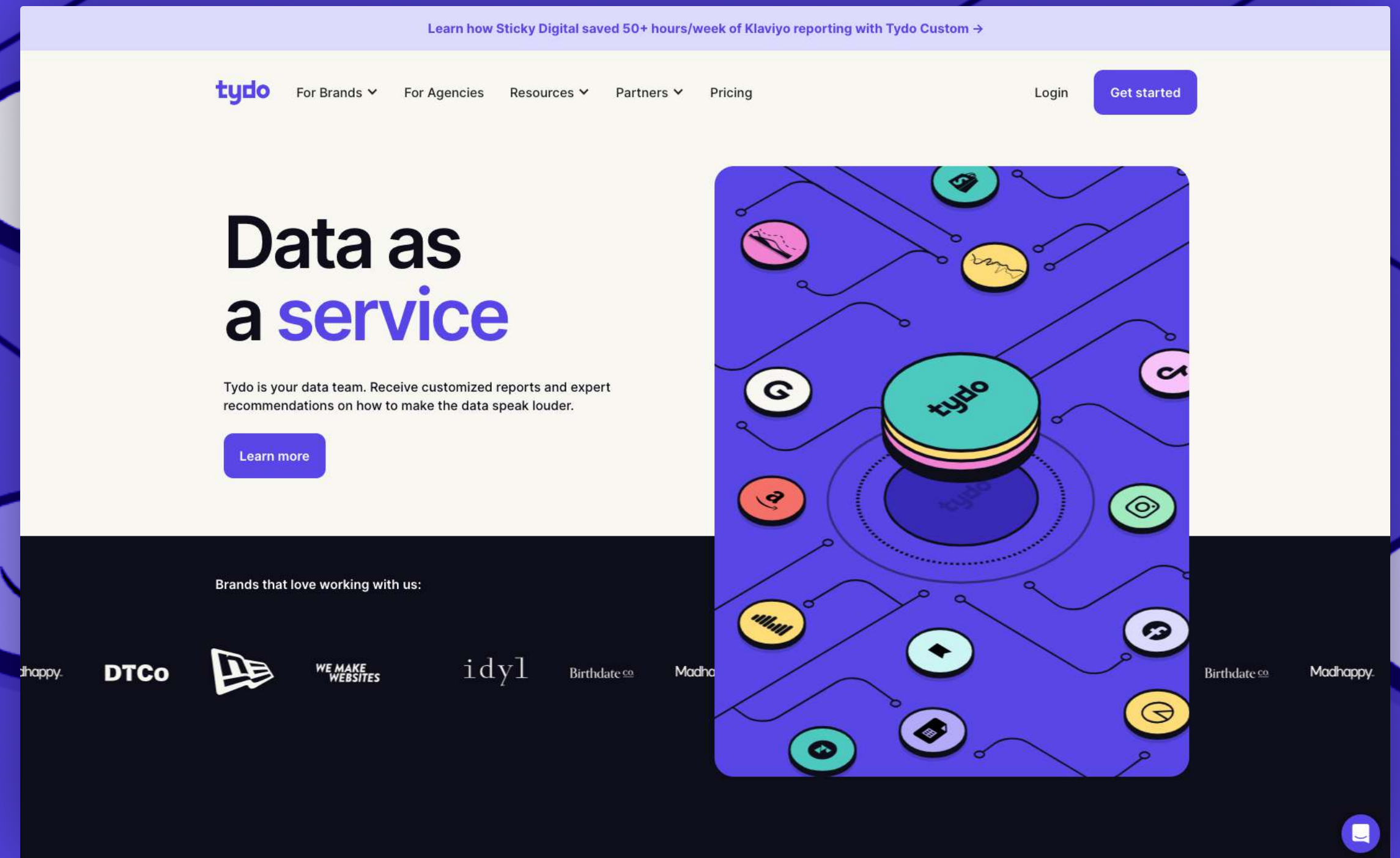
WEBFLOW DEVELOPMENT

LIVE SITE ↗

Tydo is a Y combinator, Series A– funded startup that helps Direct-to-Consumer (DTC) brands organize complex data into rich and intuitive dashboards.

We developed a clear, easy-to-navigate website for the company geared toward the brands and agency clients it serves.

We continue to help the Tydo team build new pages as its services evolve, working closely with the company’s in-house designer to make sure that the UI is cohesive with the site’s bright, bubbly visuals.



Shea Market

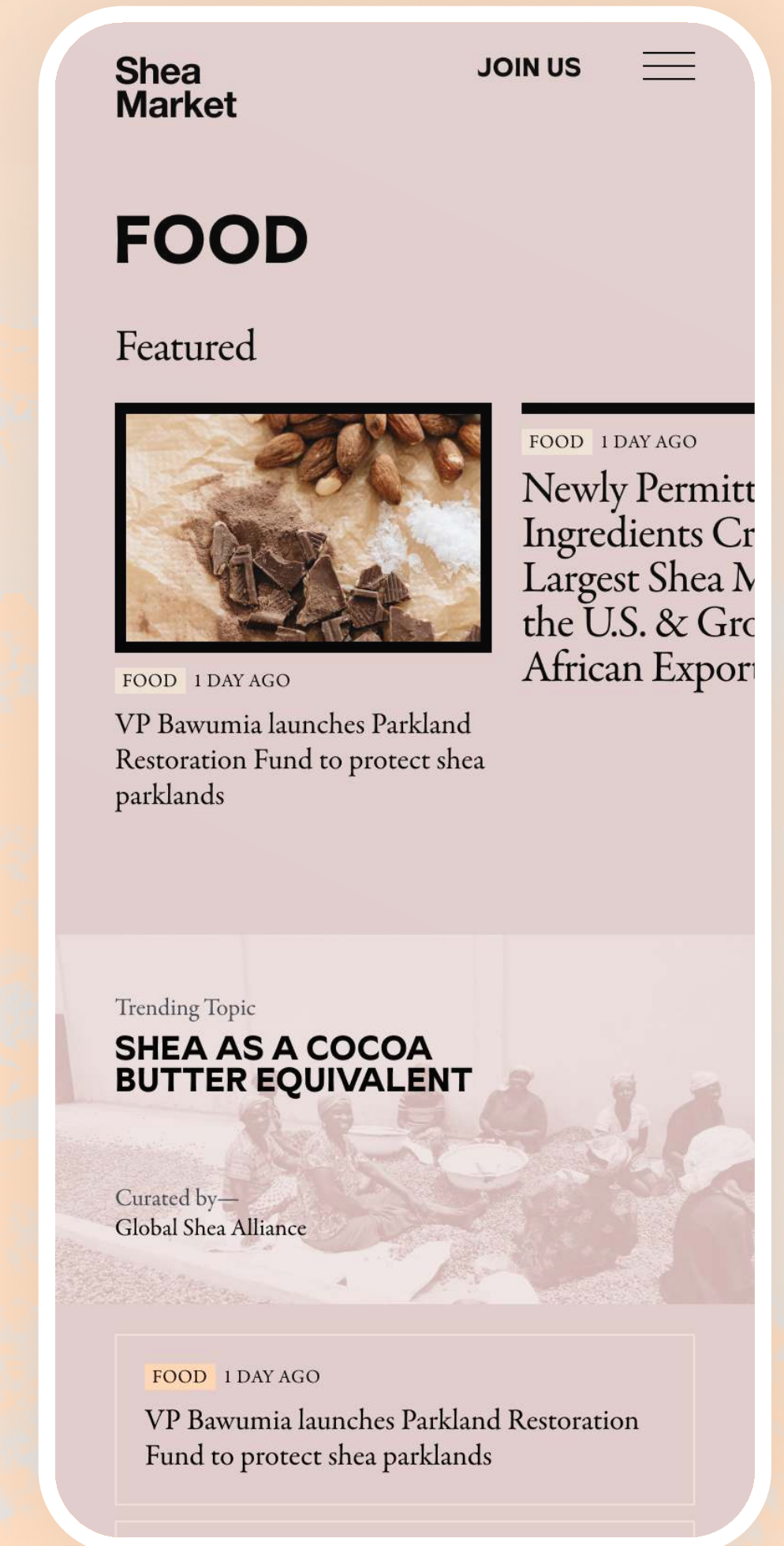
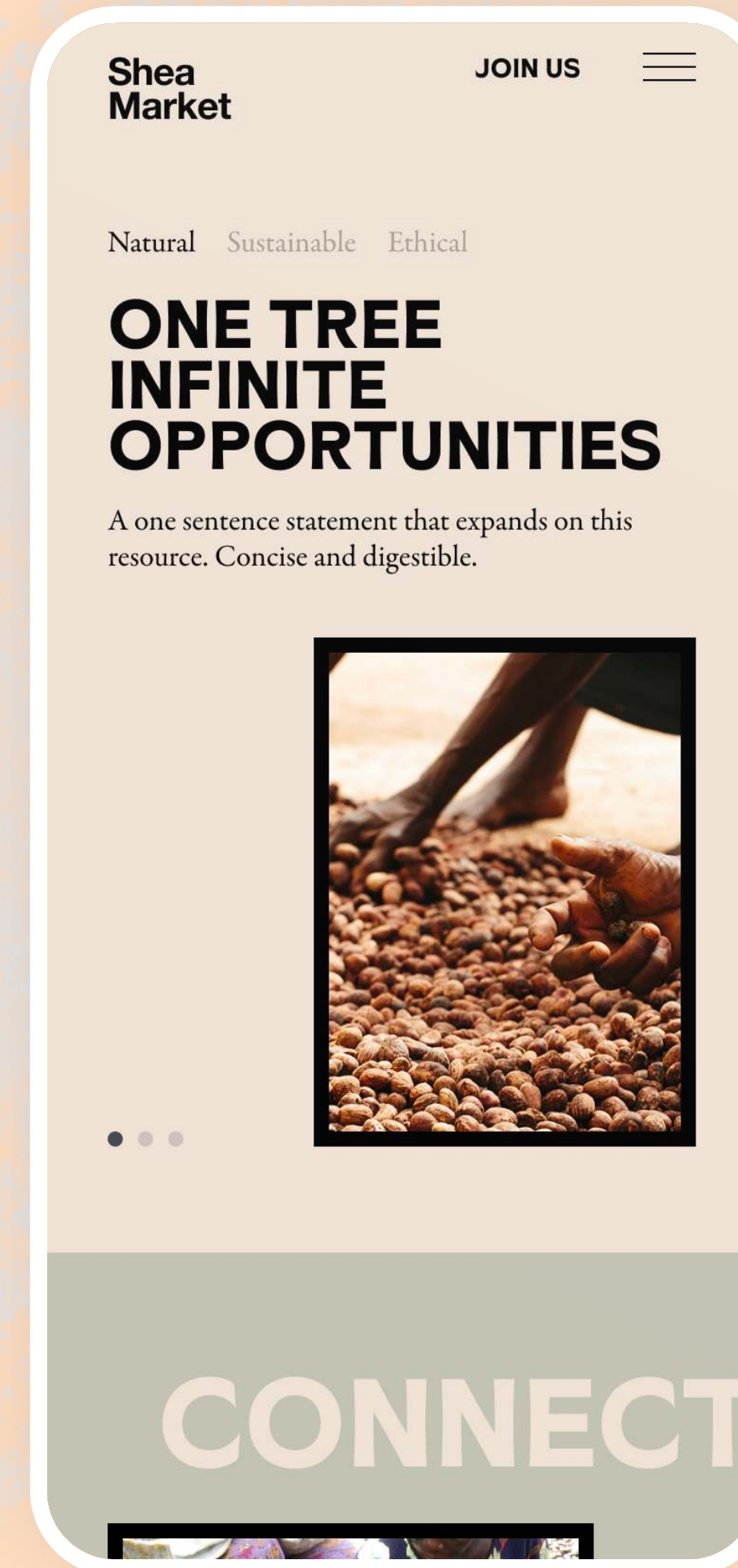
SITE DESIGN

DEVELOPMENT

LIVE SITE ↗

Shea butter is a product of vital importance to the West African economy, thanks to its environmental sustainability and the economic support it provides to village women who harvest the shea nut.

Outside defined the user experience and created the visual language for the community platform Shea Market. The platform promotes trade and allows for knowledge-sharing within the industry, allowing users to connect with one another and access educational resources.



Yorba

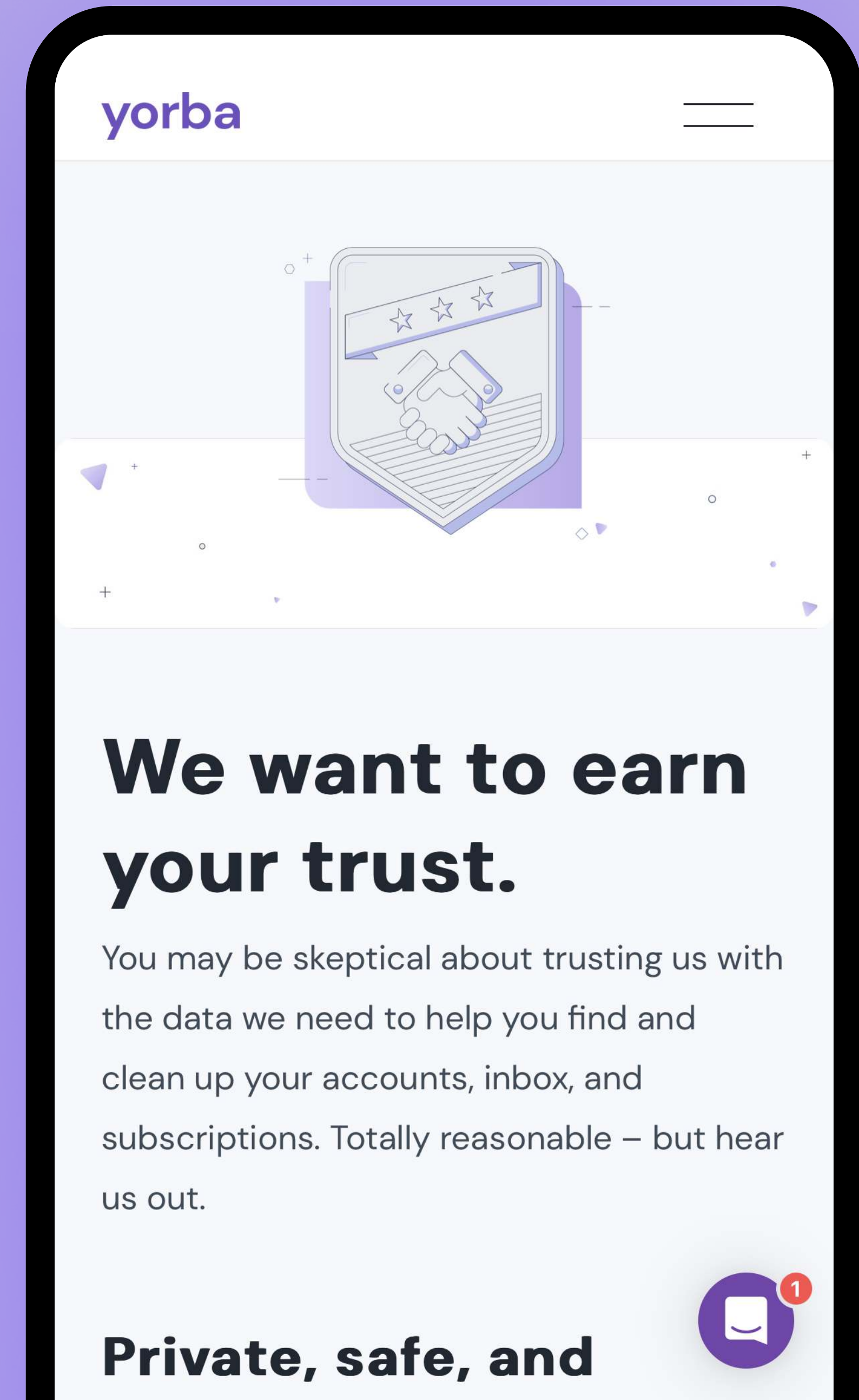
WEB APP DEVELOPMENT

LIVE SITE ↗

Yorba is a Public Benefit Corporation that helps users understand their digital footprint so they can delete what they don't need and better manage the accounts they actually use.

Yorba's mission is to make people's lives easier online. We kept that in mind as we built its app from scratch, enabling complex integrations and data processing while keeping the user experience smooth and uncomplicated.

The app will launch in November.



Hey Welcome

WEBFLOW DEVELOPMENT

LIVE SITE ↗

Welcome helps HR teams benchmark and communicate compensation information with employees and candidates using real-time compensation data.

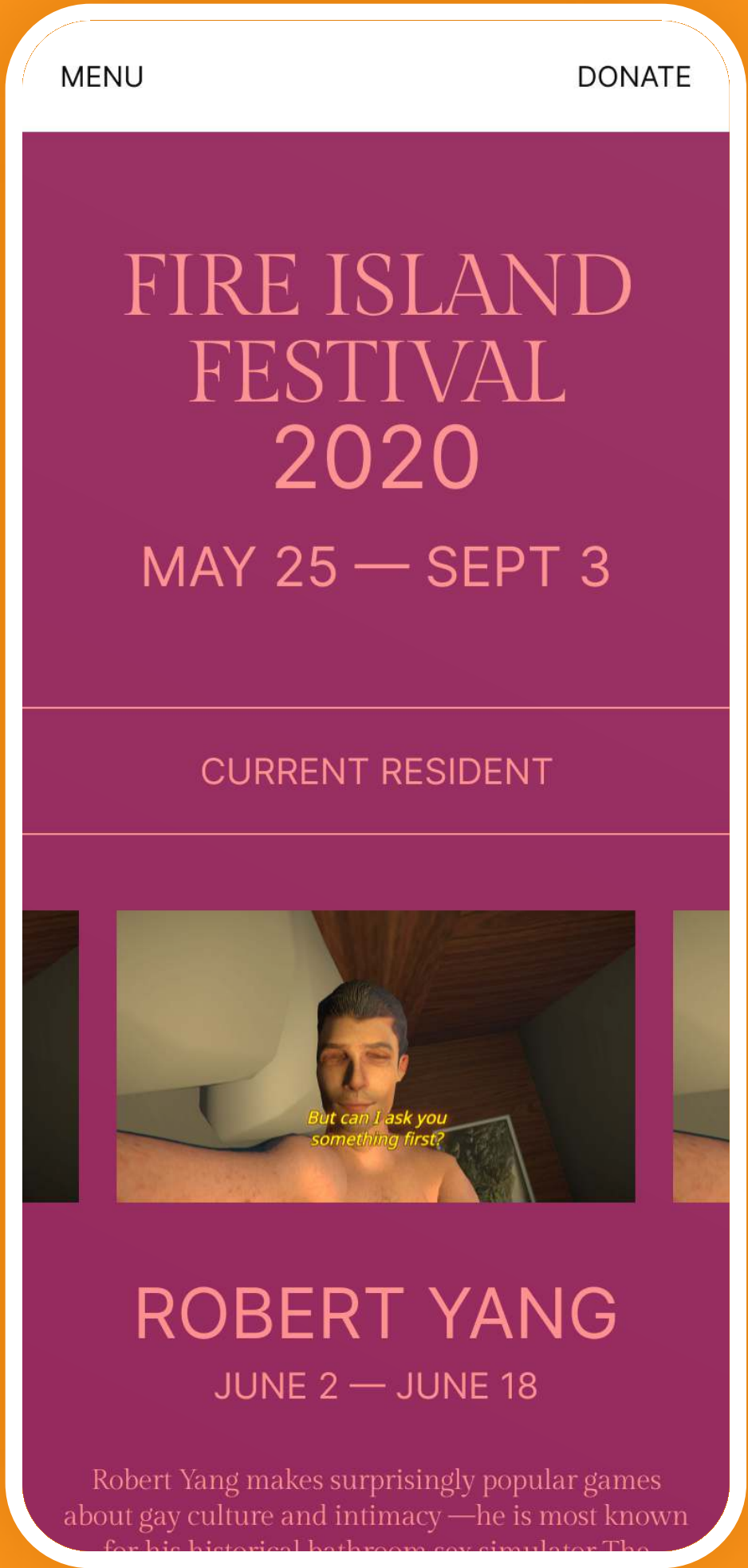
We supported its mission to level pay equity by making compensation transparent between employees and employers.

We worked closely with Welcome’s in-house designer to develop a custom website for the company, highlighting its products, case studies, and the additional online resources it offers, including information about data security. The company has since been acquired by BambooHR.



Boffo

Boffo is a queer nonprofit organization presenting radical and experimental art and design. Outside designed and built a website that could act as a hub for Boffo’s dynamic programming and events, while telling its story in an aesthetic consistent with the experimental nature of the community it serves.



Community Homestay

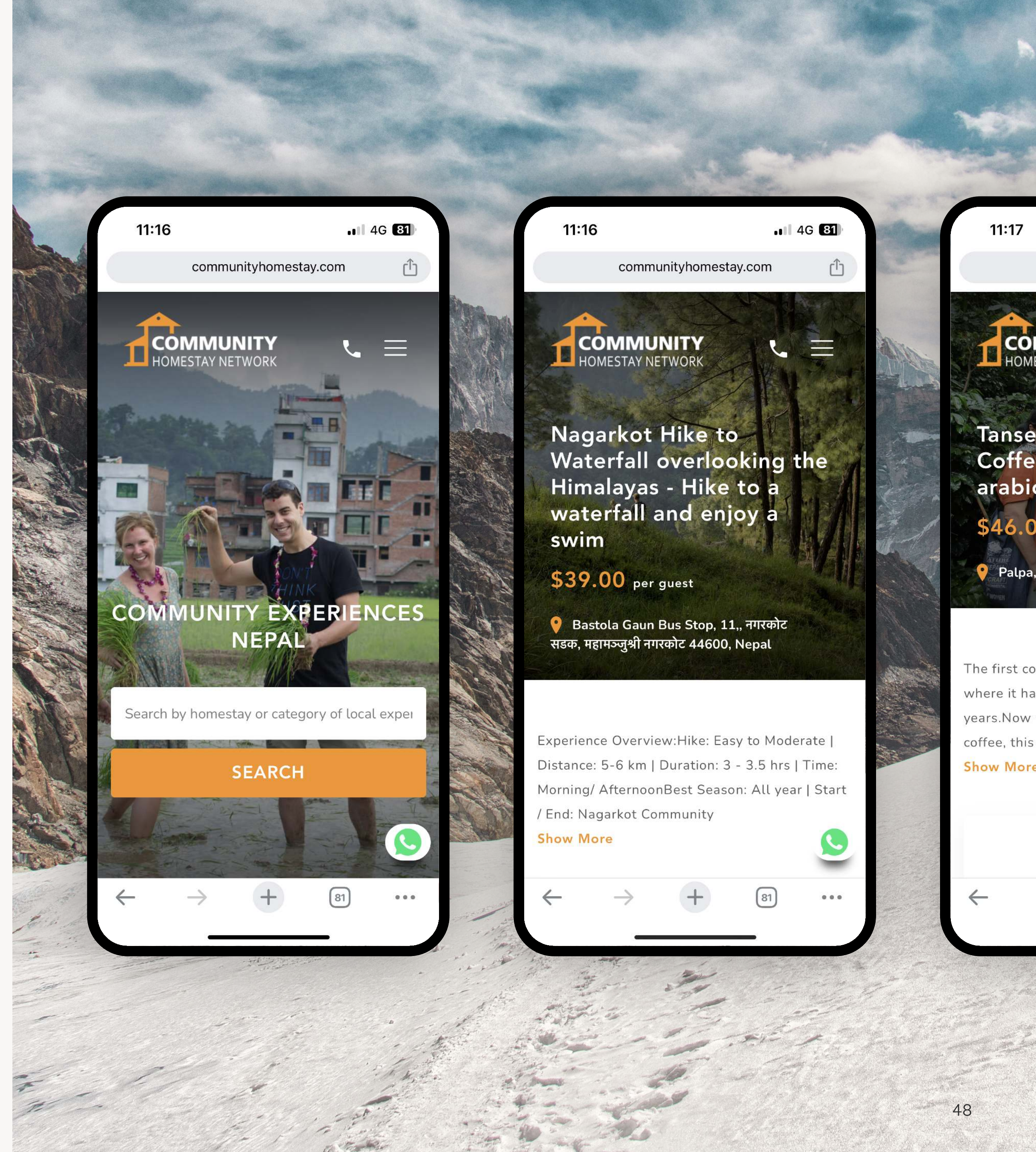
BACK-END DEVELOPMENT

FRONT-END DEVELOPMENT

LIVE SITE ↗

Community Homestay Network, a recipient of the Booking.com Booster Award on Sustainable Tourism, is a platform that connects primarily women-operated, community-based homestays in Nepal to travelers.

CHN initially used an outdated tech stack intended for another company, causing inefficiencies and technical debt. They had business issues, such as unequal benefits for homestays due to booking distribution problems. Key project tasks included stakeholder interviews, strategic development, and tech architecture re-design. We also implemented a round robin system to ensure fair distribution of bookings.



Trailborn

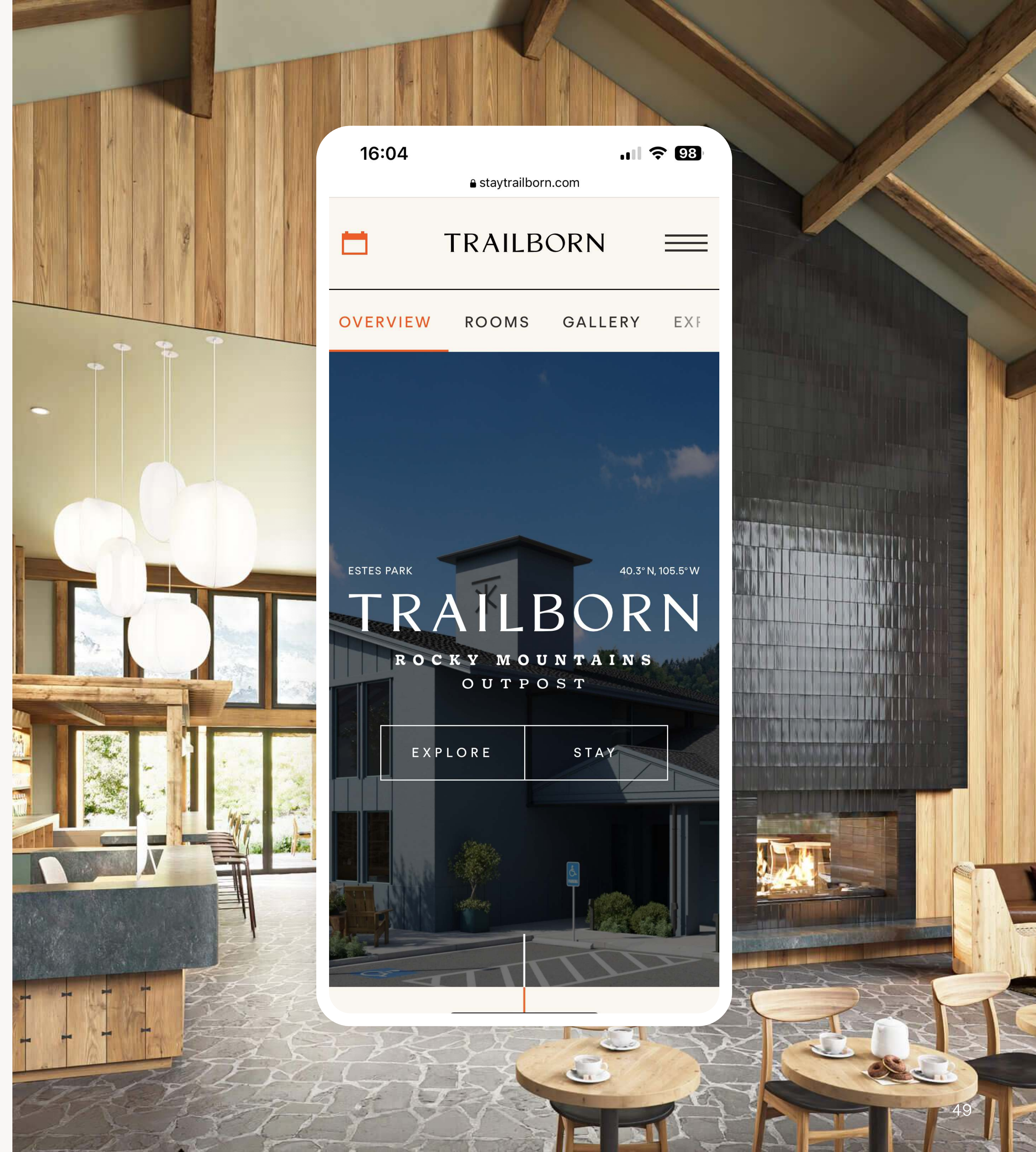
DEVELOPMENT

PARTNERSHIP WITH: **Ruca**

LIVE SITE ↗

Trailborn is an eco-tourism platform that offers distinct hotels and lodging experiences near outdoor destinations like the Grand Canyon and the Rockies.

In collaboration with Ruca's design team, we created a website that captures the rustic beauty of the featured locations alongside the refined experience of staying at a Trailborn outpost. The site, importantly, needed "coming soon" pages, which could be easily modified and evolved as the company adds new locations. We included a built-in reservation tool to make booking easy, clear navigation, and uncomplicated UI, all requirements for a hospitality-focused company.



D4

References

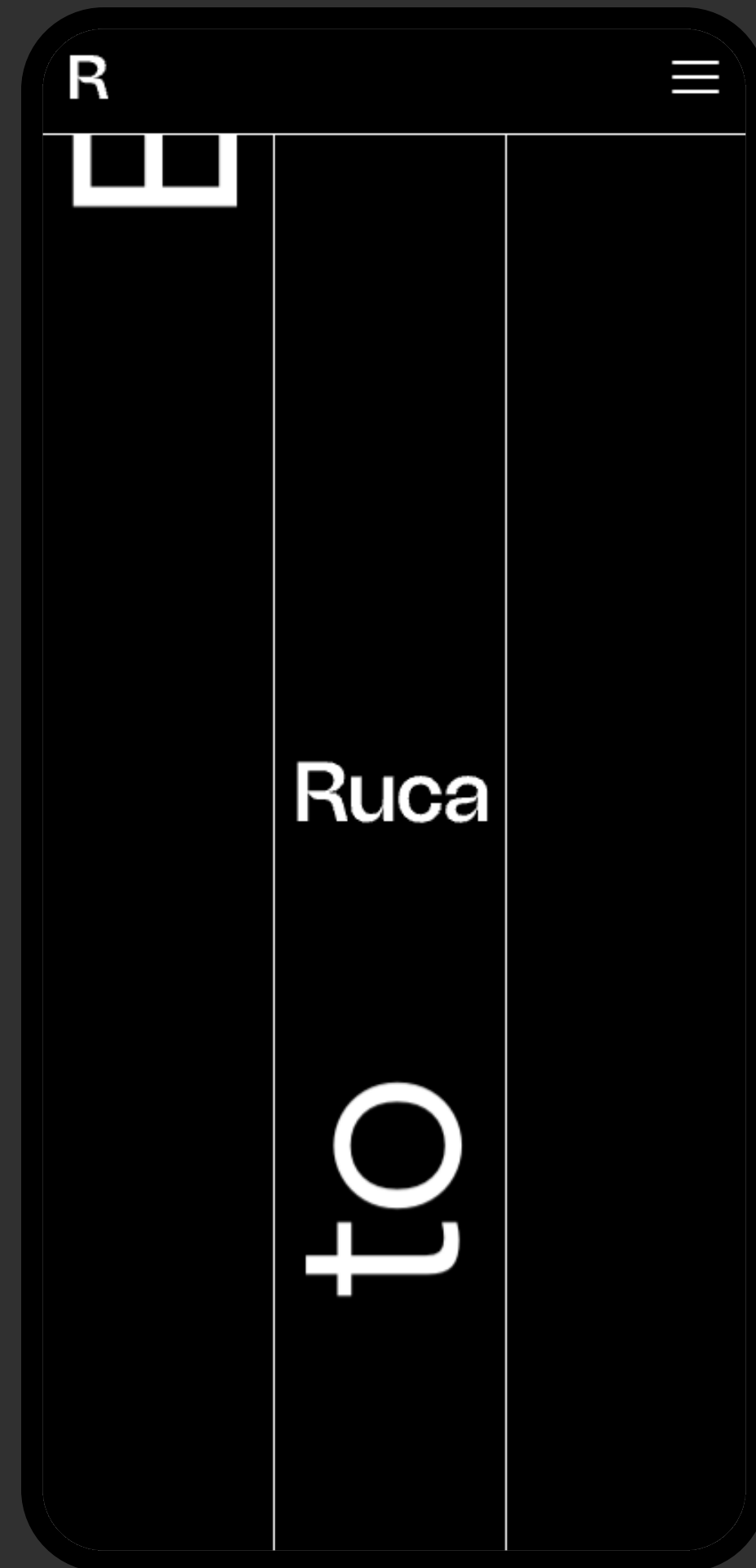
Chris Zeunstrom

CEO | Ruca Agency

“Over the past five years, Ruca has been fortunate to partner with Outside on an extensive array of projects, each more ambitious than the last. From monumental undertakings like the Statue of Liberty and Rubicon to Persistent and a plethora of groundbreaking startups, Outside’s role as our dev partner has been nothing short of exemplary.

Their technical acumen, dedication, and unparalleled expertise have been a cornerstone in bringing our most audacious ideas to life. The seamless integration of their team with ours has led to the creation of digital solutions that are both innovative and reliable. In an industry where precision and innovation are paramount, Outside consistently delivers beyond expectations. They approach every challenge with an unmatched passion and have an uncanny ability to transform abstract concepts into tangible results. In reflecting on our partnership, it’s evident that Ruca’s most significant achievements have been made possible due to our collaboration with Outside. Their commitment to excellence and their unwavering support have made them more than just a dev partner; they have become an extension of the Ruca family.”

Email:
chris@ruca.co



Kristen Kammerer

Founder & CEO | Generation Environment

“Outside is more than a design and dev agency for Gen E—they are true partners and teammates in supporting our mission through building the best app, website, and brand to match our vision. They are collaborative, have the utmost integrity, and always deliver on our high standards for product quality/UX/UI. It’s why they’ve been our design and dev partners for several years and counting!”

**GENERATION
ENVIRONMENT**

Email:
kristen@generationenvironment.com

Milena Sales

Marketing Director | Crozier

“The Outside team—from development to design to copy creation—has done a wonderful job creating a website for Crozier that is aesthetically resonant, showcases all of our global services, and is flexible enough for us to work with for years to come. They have also been communicative start to finish.”

Email:
milenalaura@gmail.com

Noor

Founder & CEO | Mauj

“We’re so grateful to be working with incredible partners like Outside. Outside’s team has been amazing at receiving all our feedback and comments with such warmth and also with such strategic thought. And they’re always making our work better and better. We’re really grateful to have Outside as partners in this journey and thank them for helping us dismantle the shame around women’s bodies in the Middle East”

Outside

Dhanyabad (Thanks)

Contact:
hello@outside.studio