

# Outside

# Namaste (Hello)

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Outside is a Kathmandu-based design and technology studio driving positive change for people and the planet.







We support purpose-driven companies and organizations with strategy, design, and technology solutions, and re-invest our profits into local community initiatives.

# OUR IMPACT



Exciting local employment opportunities

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Impact initiatives and philanthropy

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Events and workshops supporting Kathmandu's tech and creative community





CORE  
SERVICES

Design

Web  
App  
Brand  
Print  
Social

Development

Web  
App

Strategy

Brand  
Product  
Copy



D1

# Our Work







Nui is a high quality, low-impact apparel brand that uses only sustainable materials and an ethical supply chain. Nui seeks to empower families to create positive change for the planet through their consciously designed premium clothing.

The NUI logo is displayed in a bold, white, sans-serif font. It is positioned on the right side of the slide, which has a dark olive green background. Behind the logo, there are several thin, white, concentric circular lines that create a subtle ripple effect.



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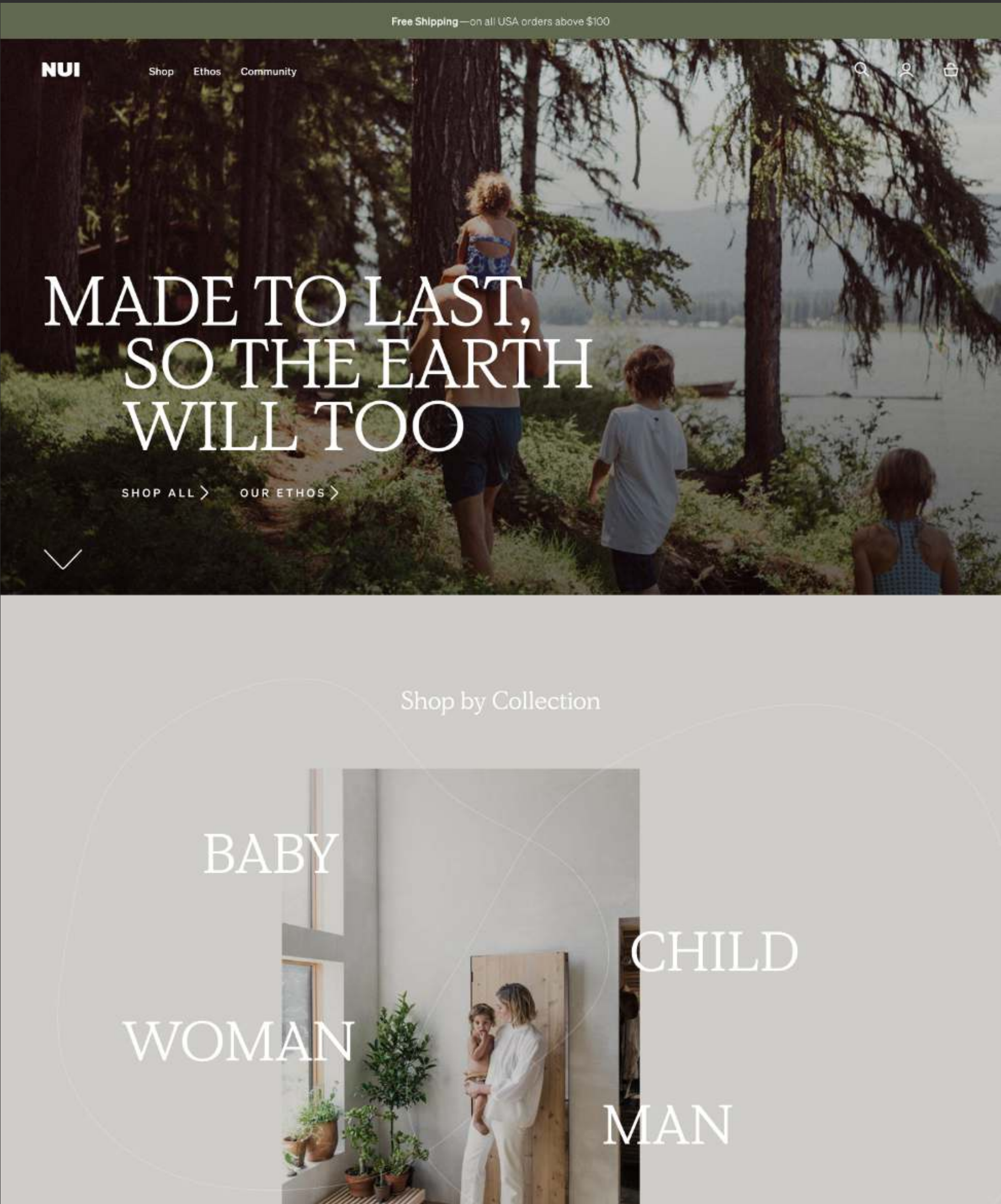


For Nui, we intentionally crafted packaging that reflects the brand's sustainable ethos by opting for compostable postage bags, recycled paper stock, and eco-friendly ink and print processes. Waste was minimized whenever possible.



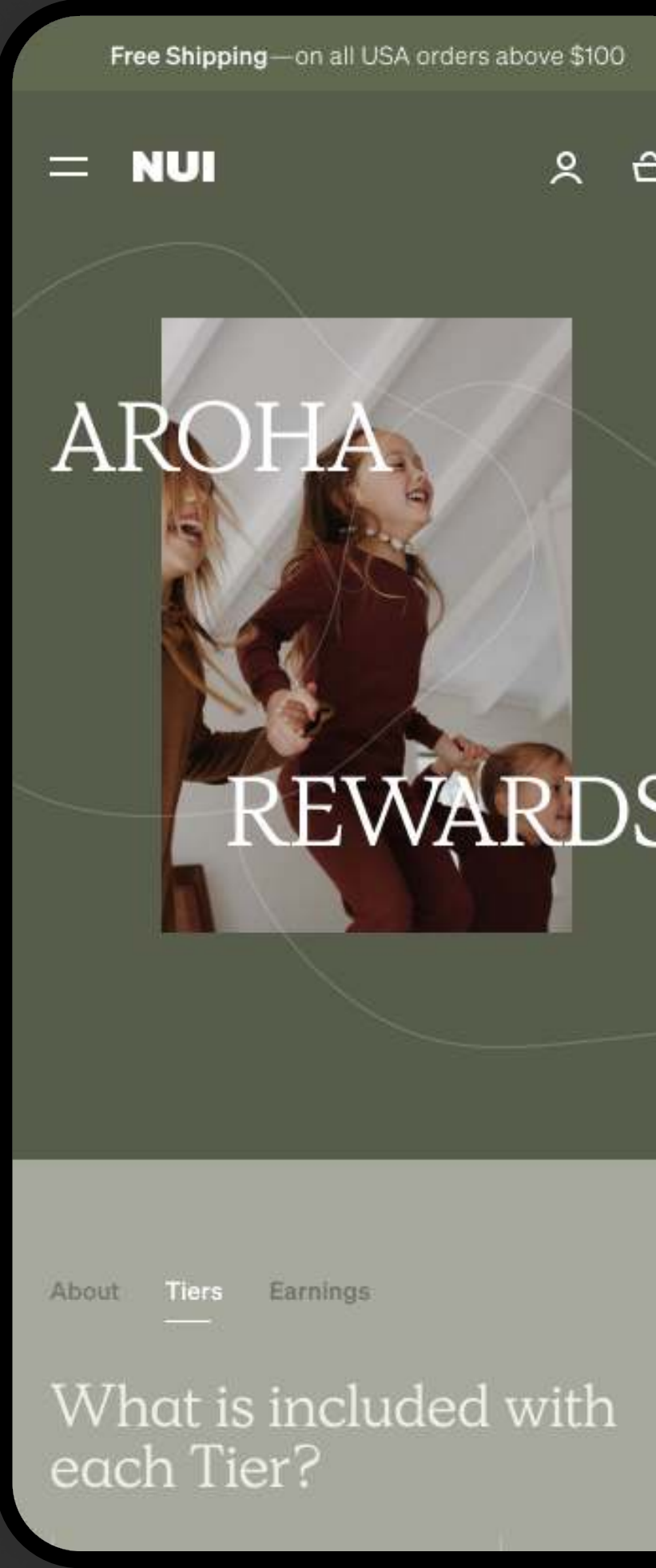
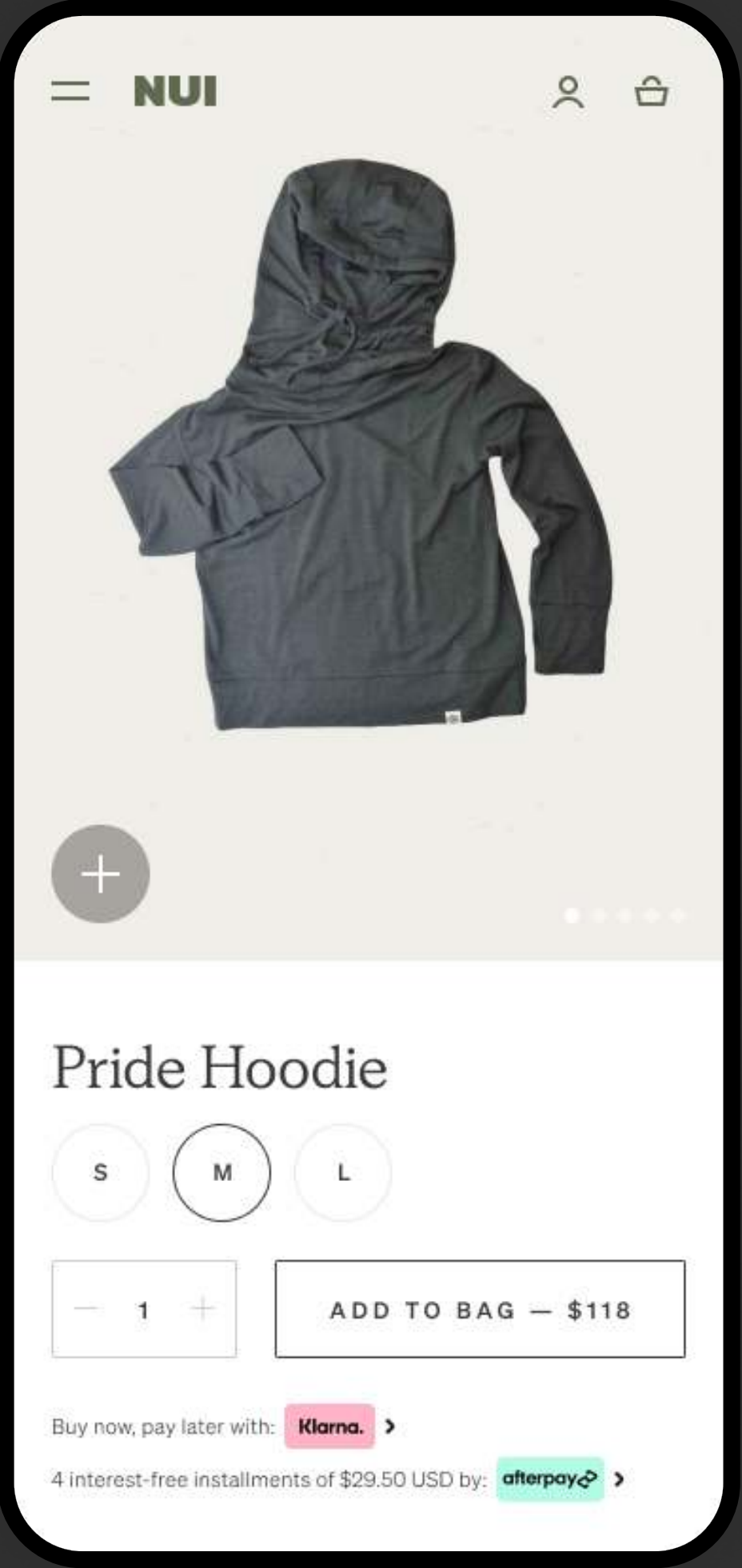


Our main goal for the site was to create an immersive natural experience in a digital space. To do so, we used nature-focused imagery, a natural palette, and fluid transitions that authentically reflect the brand's values.





Built on Shopify, using the Debut theme as an initial structure, we fully customized the code. We extended the CMS structure, created customized filters based on product tags, and built custom functionality for product color variants. Third party app integrations include: Klaviyo, Instagram, Yotpo Review & Rewards.





# For Days

PRODUCT STRATEGY

WEB DESIGN





For Days is a zero waste, closed-loop fashion brand revolutionizing the fashion supply chain. When a customer has worn out a clothing item, the brand buys it back through a buyback program where they recycle discarded clothes into their next clothing line. Their process significantly reduces water usage, carbon emissions, and waste associated with clothing manufacturing.



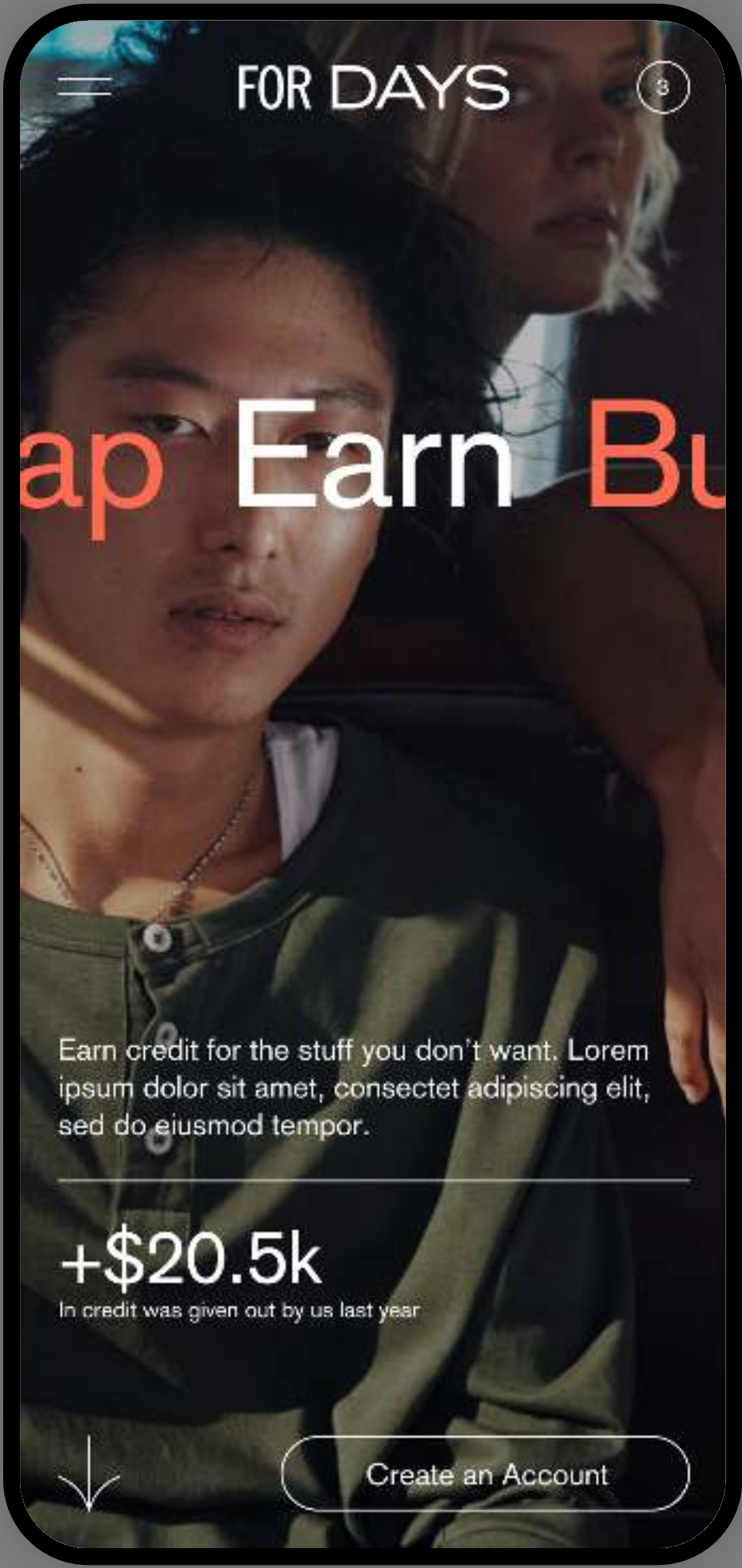
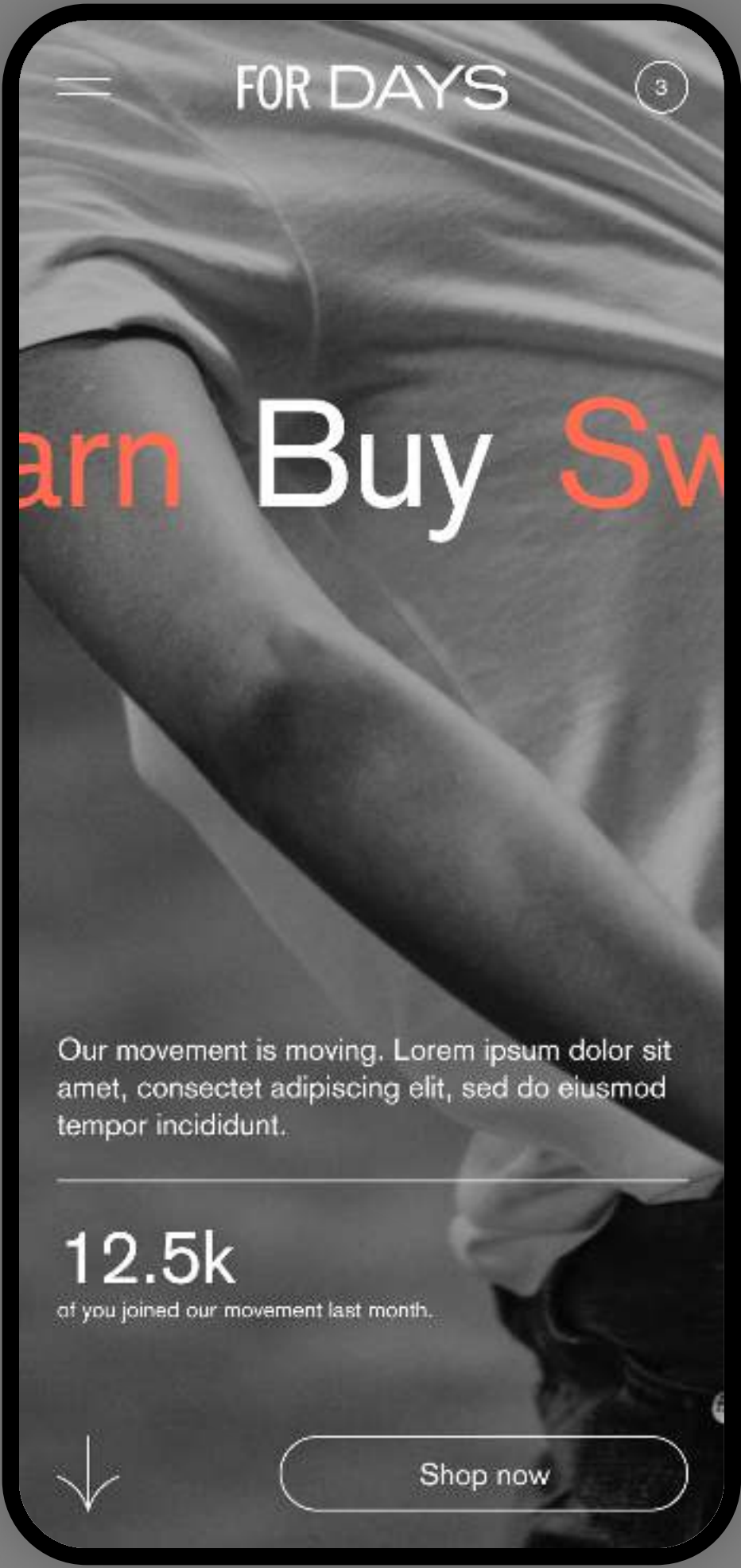


## Outside



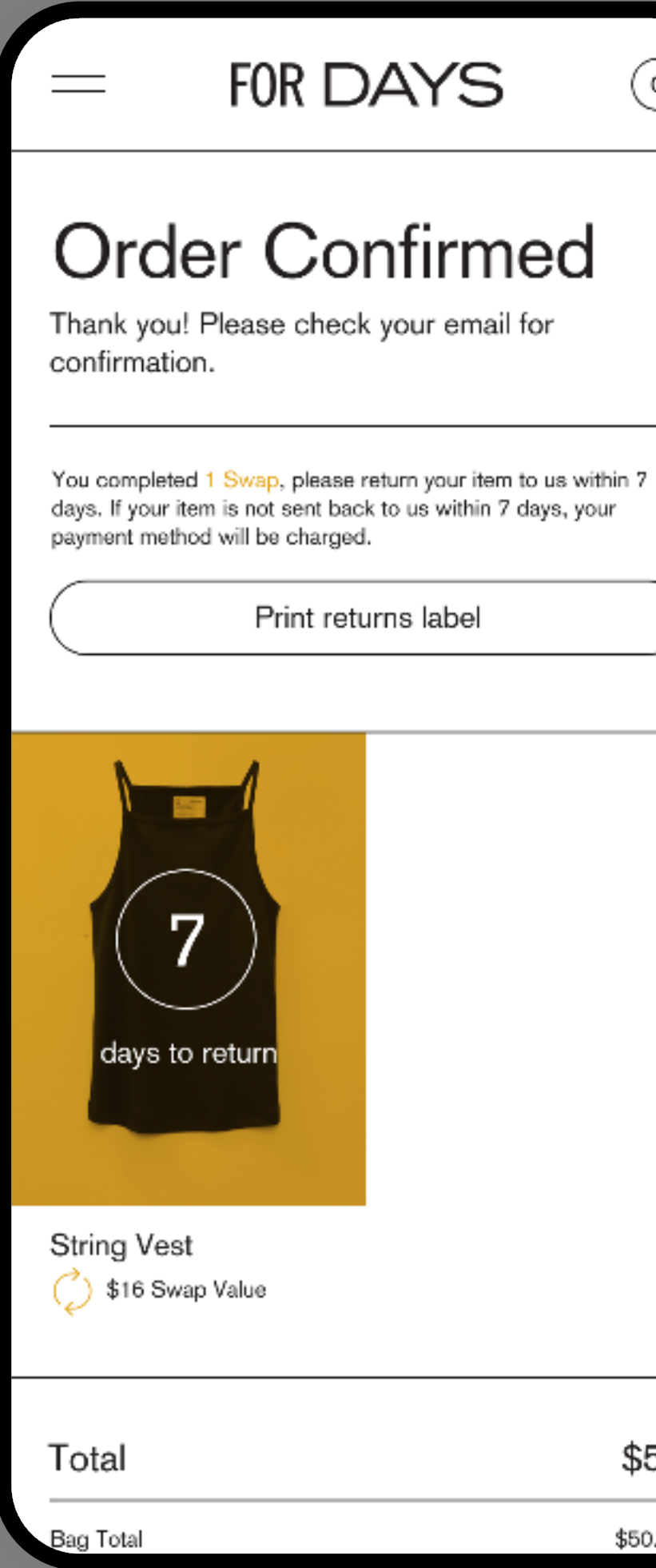
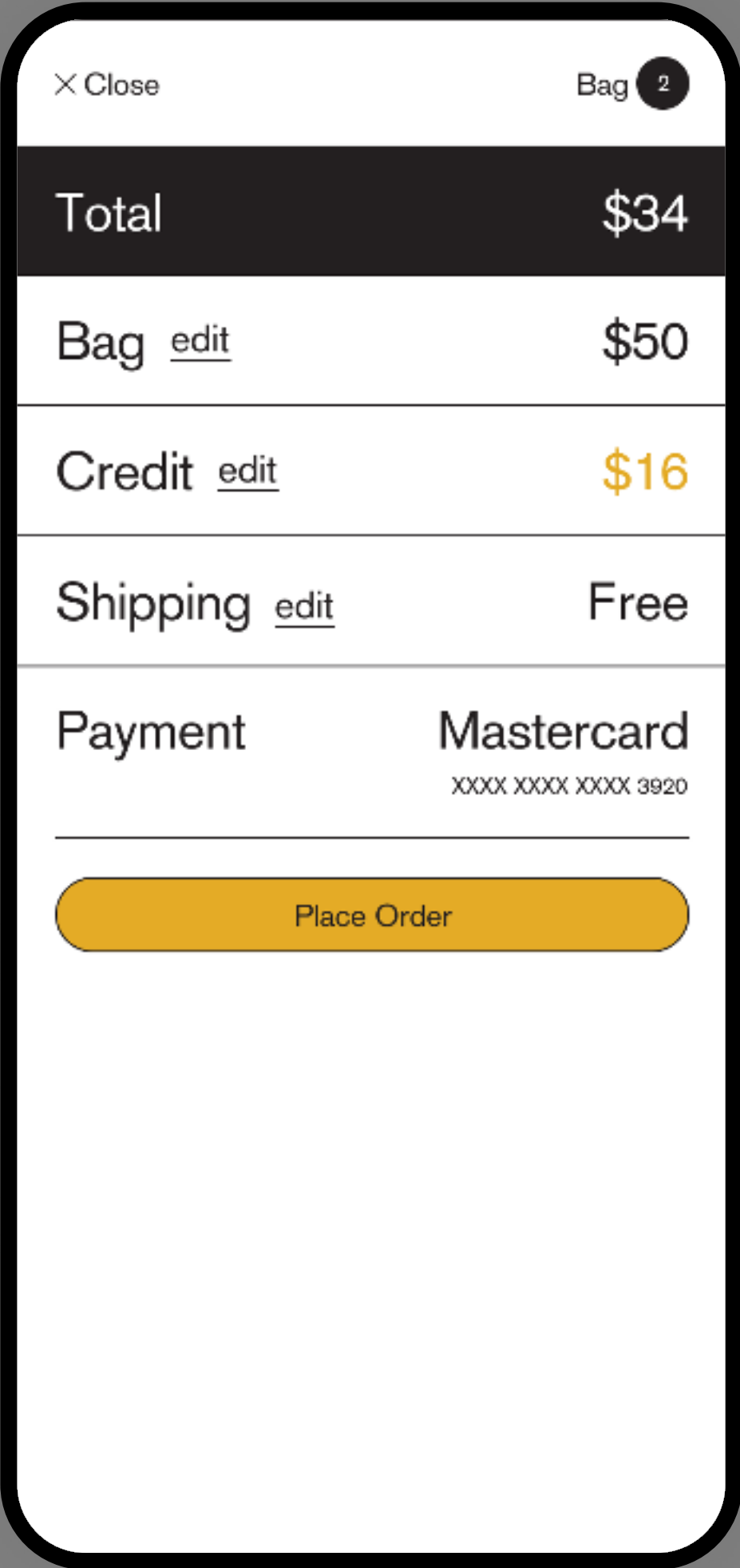
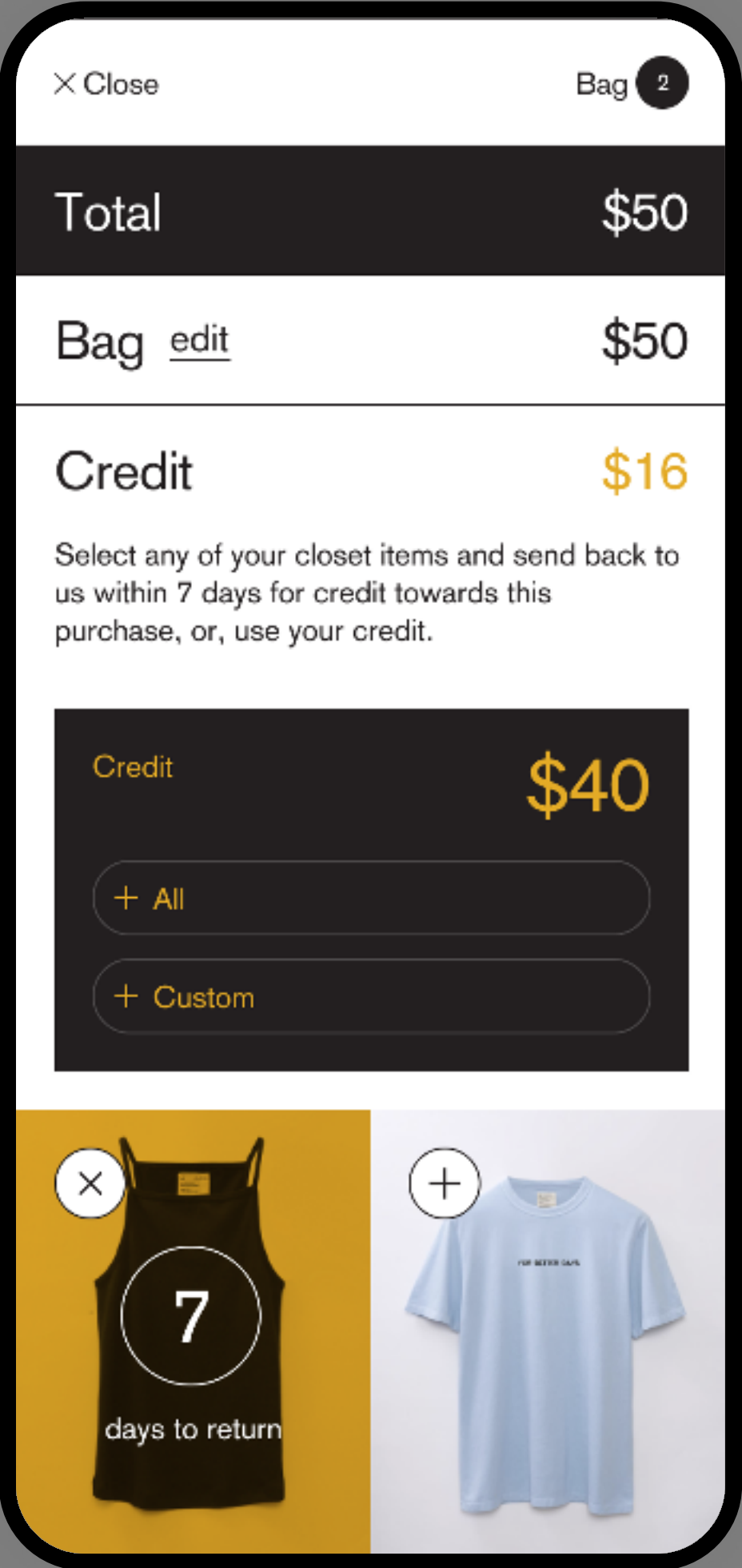
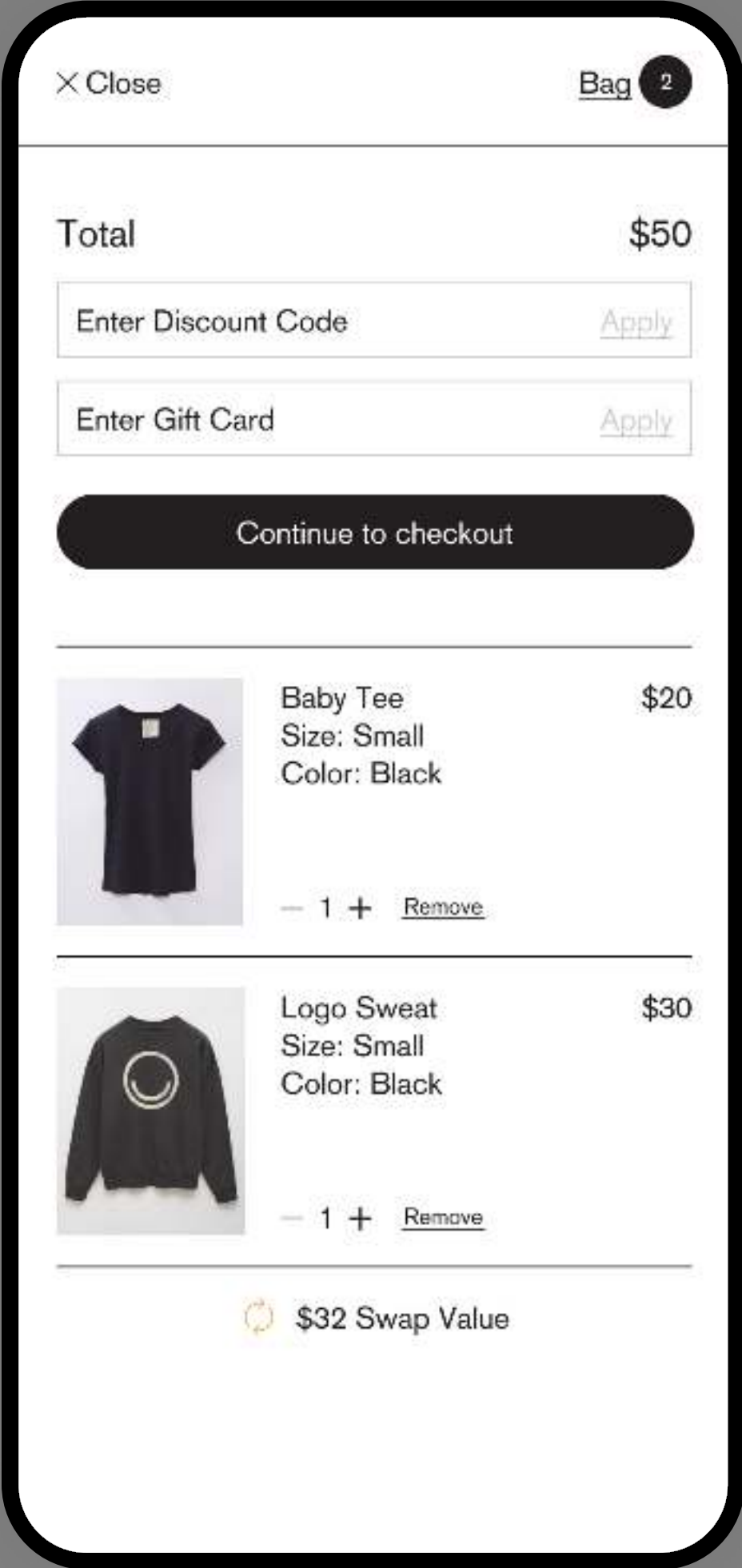


For Days’ unique business model encourages users to, ‘Buy’, ‘Swap’, and ‘Earn’ while shopping. We captured these key messages by using impactful statistics to educate and inspire users to become part of the zero waste movement.





The concept of the ‘Swap’ called for a completely custom checkout experience that allowed users to trade in old garments and use credit obtained by sending in unwanted clothing. By focusing on simplicity and removing all unnecessary distractions from the UI we were able to create a minimal and functional outcome.





# Inside Himalayas

- BRAND DESIGN
- PRINT
- WEB DESIGN
- DEVELOPMENT





Inside Himalayas is a digital and print magazine showcasing travel and culture stories from the Himalayan region. IH is one of the leading sources of information for travelers and travel agents who care about sustainable and responsible travel in Nepal and the surrounding areas.

INSIDE  
HIMALAYAS



The Inside Himalayas team knows the Himalayas better than anyone, but their insightful and educational content required a new design language to elevate their brand. With that in mind we created a refined editorial site to inspire the existing readership and build trust with new readers.

INSIDE  
HIMALAYAS

CATEGORIES ▾ABOUT USE-MAGAZINETRIPS

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SUBSCRIBE

Featured | Adventure | 24 April 2019

The Honey Hunters of Nepal



by  
JOCELYN POWELSON >



Photos by jam


**O**n the foothills of the Nepal Himalaya lives a brave tribe of Gurung people who risk their lives climbing up cliffs to harvest honey from one of the biggest and most dangerous honey bees in the world. This tradition dates back hundreds of years, and holds great religious and cultural importance to the people who live here.

From Kathmandu we made the long journey to Tanje village, home to 200 people and protected by thick jungle. Most of the inhabitants are farmers, **cultivating rice, corn, and vegetables** for their own use. For income, they shear wool from the sheep and produce handmade clothes and mattresses.

According to the local people, about 200 years ago, two tribes of Gurung and Ghale people left Tibet and settled here. They started to collect wild honey from the steep cliffs and began trading it.


INSIDE  
HIMALAYAS

CATEGORIES ▾ABOUT USE-MAGAZINETRIPS



Featured | Adventure | 24 April 2019


What camping in the Himalayas  
is really like



Featured | Adventure | 09 June 2019


20 reasons to visit Nepal

LATEST



Adventure | 09 June 2019

Sham Valley, Ladakh's no



Adventure | 09 June 2019

20  
The easy route to Tengb



# ATES

2020 was a tough year, it slowed us down but it did not stop us from doing what matters the most to us.

Working closely with local editors and photographers, we applied the new design language to the Inside Himalayas' physical editions too. Printed in Nepal, but distributed globally, the company's annual magazine and special editions position Inside Himalayas as a sophisticated travel expert.

"The big picture of the project is to create entrepreneurial opportunities within these communities..."

A woman picking spinach from a private greenhouse in Narsin village, Chitwan, Nepal, Kathi



While the halt in tourism has affected us at Royal Mountain Group, the impact is more dramatic on the local communities across Nepal who are dependent on tourism for their livelihoods. With the aim of helping communities diversify their income, Community Homestay Network initiated the "Koseli" project with support from Booking.com's Booking Booster program.

Community Homestay Network is helping to communities in its network develop, package and sell local products such as handicrafts and clarified butter. The products will be branded under the brand name "Koseli", which means a gift in Nepali and will contain descriptions of the communities where they are made. The sale of these products will support communities financially, at a time when their revenue from tourism has been zero. At the same time,

it will be an opportunity for marketing these destinations where the products come from. Throughout the process of product development, communities will also get a chance to learn the skills and knowledge necessary to meet the needs of the end customer.

The big picture of the project is to create entrepreneurial opportunities within these communities and help diversify their income. We have seen that the tourism sector is particularly vulnerable to external shocks. Through this project we want to support communities as they leverage their local knowledge and expertise to develop authentic products through which they can derive income. Apart from providing product development support, we are equally committed to creating a market linkage for these products developed locally.

# COMMUNITY

# EXPERI



1. Siroga Panchari Community Hike
2. Insights of Pokhara Cycling
3. Snow Leopard Trail
4. Chitwan on Cycle
5. Tharu Cultural Program
6. Night stay at Machhan Boudha
7. Cycling Lubra-Jomsom
8. Dhaulagiri Hike
9. Yoga Nagarkot
10. Shree Annu Tea Estate



# Gen E

APP DESIGN

WEB DESIGN

SOCIAL DESIGN

DEVELOPMENT





Generation Environment is an environmental fintech app empowering people to take action on climate change in their daily lives. Gen E users automatically donate a percentage of their transactions to climate/environment focused non-profits of their choice, while engaging with a like-minded community of activists.





Gen E is a lifestyle. Outside set out to create an experience that felt different from traditional fintech apps, one that surprised users while still aligning with their values. For example, homescreen visual treatments correspond with key climate events, while partnerships with eco-inspired artists keep the app feeling fresh and make strong promotional content.



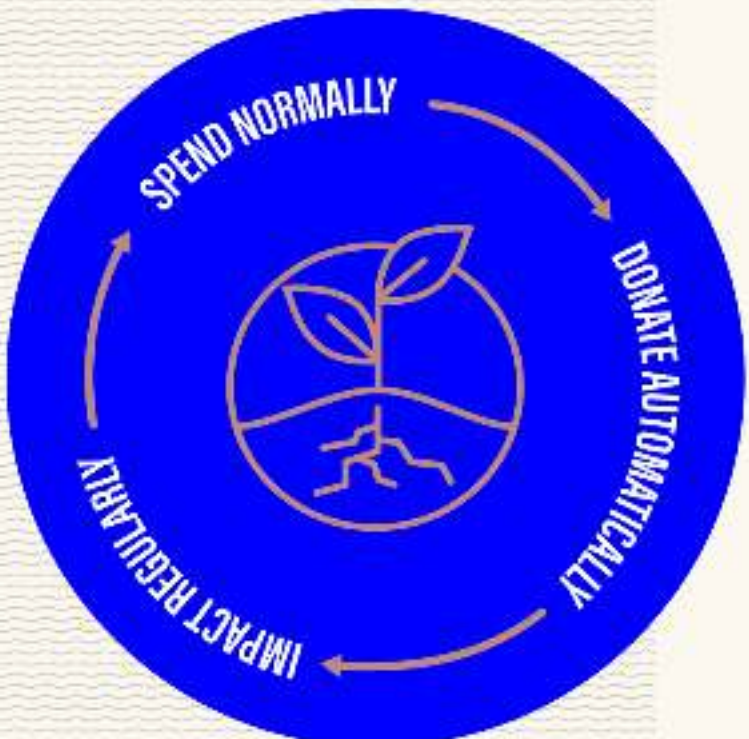


While the app design was directly inspired by nature and intended to create a calm space in a what can be worrying subject, the Gen E brand was defined to speak louder when promoting itself—the combination of the two creates a unique and memorable experience. Playful animations create an accessible feel, important for driving app downloads.



# CLIMATE ACTION WITH EVERY TRANSACTION

THE FRICTIONLESS MICRO-PHILANTHROPY  
APP TO HELP SAVE THE PLANET.



## GEN E EMPOWERS PEOPLE TO TAKE ACTION ON CLIMATE CHANGE IN THEIR DAILY LIVES.

Automatically donate to **environmental nonprofits** with every purchase.

ABOUT EVERYTHING

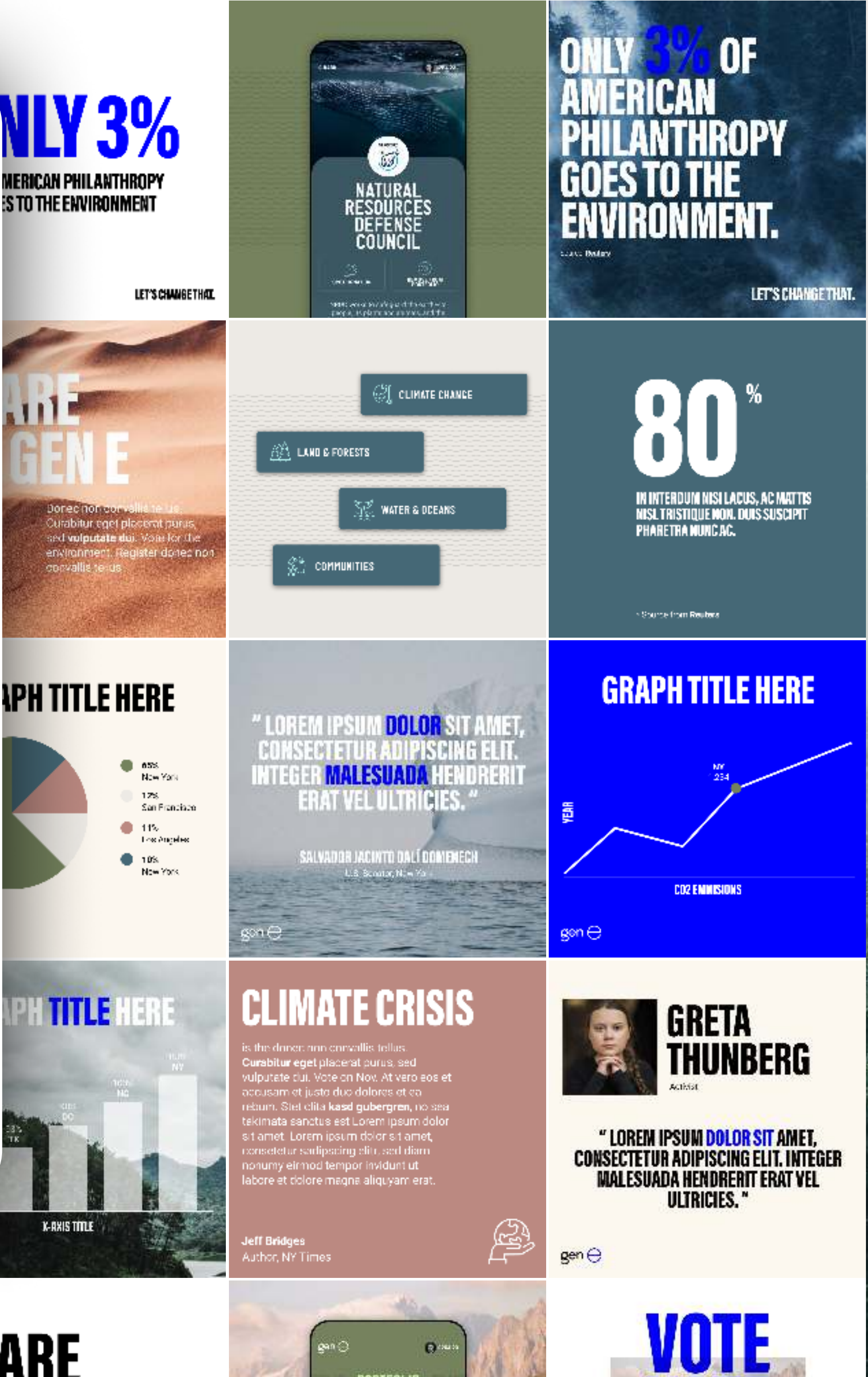
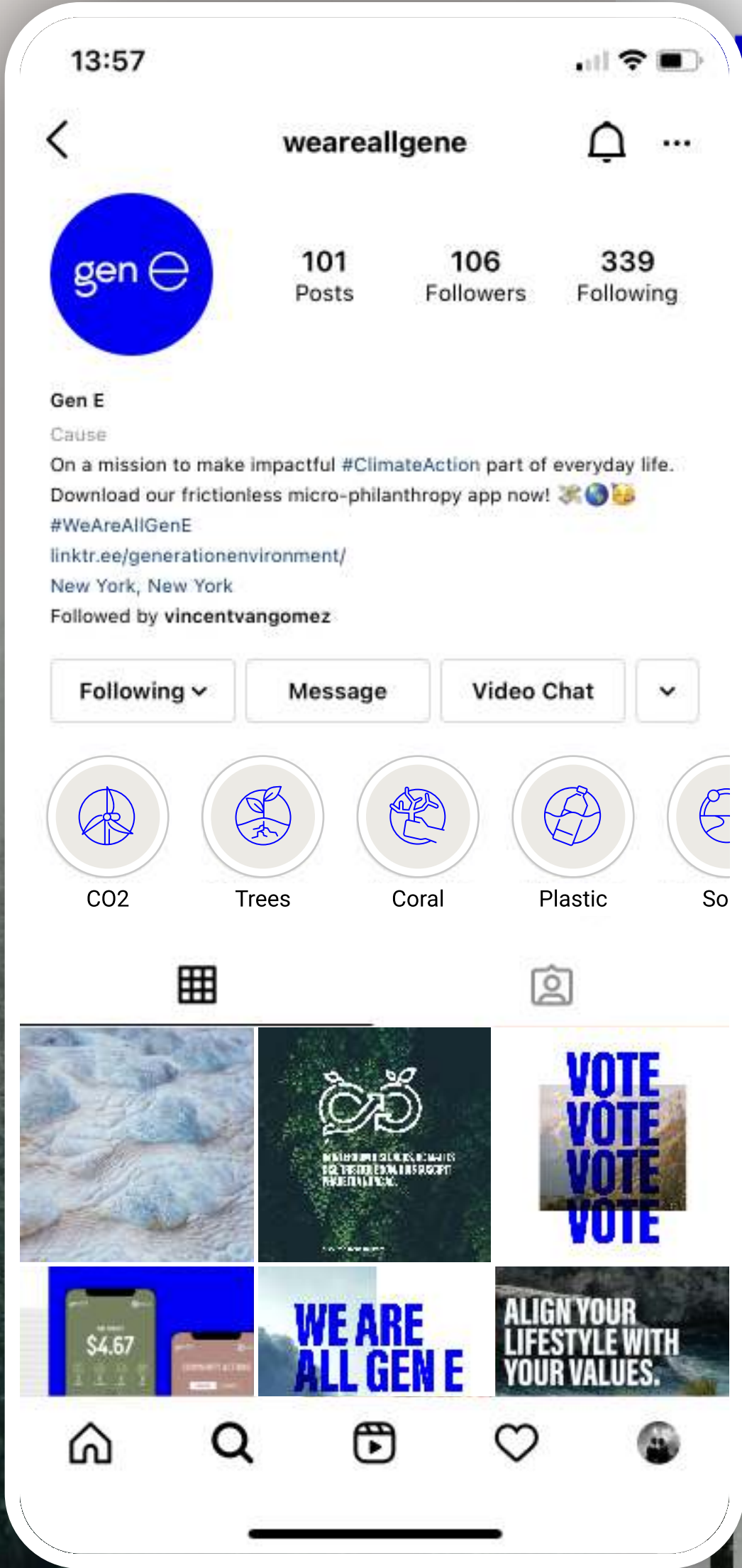
BLOG

Download the app





When it came to social strategy, Outside helped devise a comprehensive collection of customizable templates for each post type across Instagram, Facebook, and Twitter.





D2

# Process & Team



# PROCESS

## Frequent client communication

Full timezone coverage ensures clients are always up-to-date with progress. Regular Slack updates, weekly calls, realtime updates in Jira, Figma collaboration, and dedicated Project Managers help us achieve the highest level of project efficiency.

## Thoughtful use of technology

We keep up to date on all of the latest technologies and development best practices to create efficient, clean code. That said, the organization does not leverage tech for tech's sake. Outside assesses each project's unique attributes and recommends a technology stack that is appropriate for each specific client.

## Designing with authenticity & intention

Outside design decisions are grounded in a thorough understanding of the user, business, and brand goals. By fully immersing ourselves in your brand we are able to create authentic, meticulous, and refined outcomes.

## Refinement & testing

Ongoing internal critiques and feedback sessions ensure we deliver work we are proud of. Final deliverables are approved by our creative director who ensures design integrity, and only then a quality assurance specialist ensures functionality is working perfectly.



# TEAM

Outside is a team of 55, with team members located internationally and at our headquarters based in Kathmandu.





03

# Impact Initiatives



# Investing in KTM



Kathmandu is very personal to us. Two of our co-founders were born and raised here. It's a colorful city full of energy and chaos, but there's also a deep sense of serenity to it with its historic temple complexes and impressive Himalayan Mountain backdrop. There's a lot to love.

Despite having a growing pool of tech and creative talent, there are significant infrastructural obstacles that have hindered Kathmandu's ability to emerge as a technology hub for South Asia. With this context, Outside sees an amazing opportunity to make a positive impact on the local community by investing head first in Kathmandu's potential.





# The Leading Women

ROUND TABLE DISCUSSION

The event served as a platform for discussion and knowledge-sharing where 24 female participants from different Kathmandu organizations shared their workplace experiences and discussed ways to make their work environments more conducive to women's growth. The resulting insights and suggestions were shared with other organizations who can incorporate them into their own workplace culture.





# Empower— ment Through Futsal

OUTSIDE SOCIAL

In an effort to build lasting confidence, and introduce ourselves to a new sporting activity (an opportunity not often promoted for girls/women in Nepal), the women at Outside enrolled in a 4-week futsal training camp in February led by female coaches from The WE United Project. This was a great opportunity for us to learn some new skills and network with women from other organizations around Kathmandu. Outside also played in a few friendly matches, and we are looking forward to sharpening our skills going forward.



D4

More Work

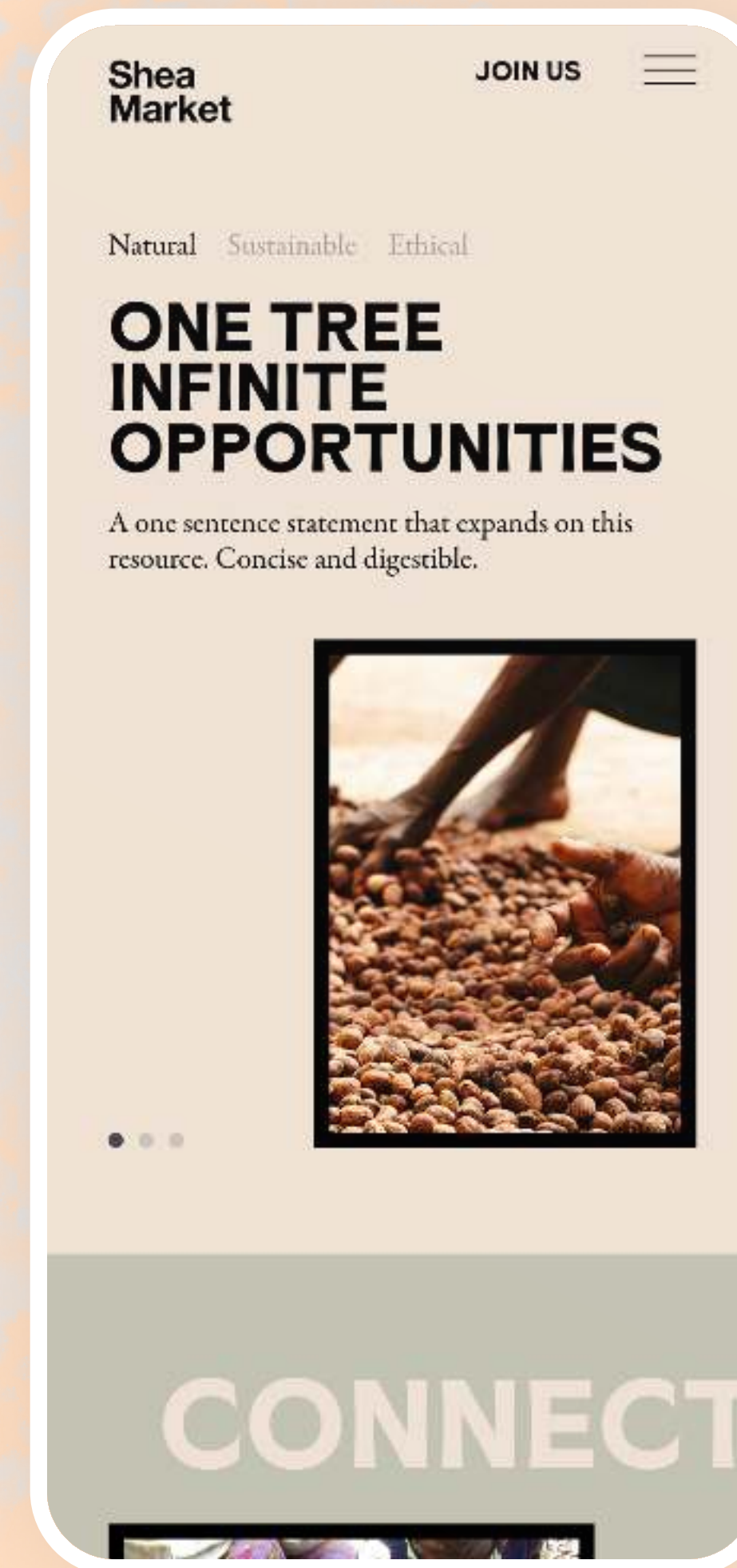


# Shea Market

WEB DESIGN

DEVELOPMENT

Shea butter is a product of vital importance to the West African economy both due to its environmental sustainability, and the economic support it provides to village women who harvest the shea nut. For this project, Outside defined the user experience and created the visual language, developing a community platform named Shea Market, which is designed to promote trade and share knowledge within the industry, allowing users to connect with one another and access educational resources.





# The Odd Sausage

BRAND DESIGN

WEB DESIGN

DEVELOPMENT

The Odd Sausage is a company offering digital video production services and cinema operation and development. Outside defined the brand's visual language and designed a holding page to launch it.





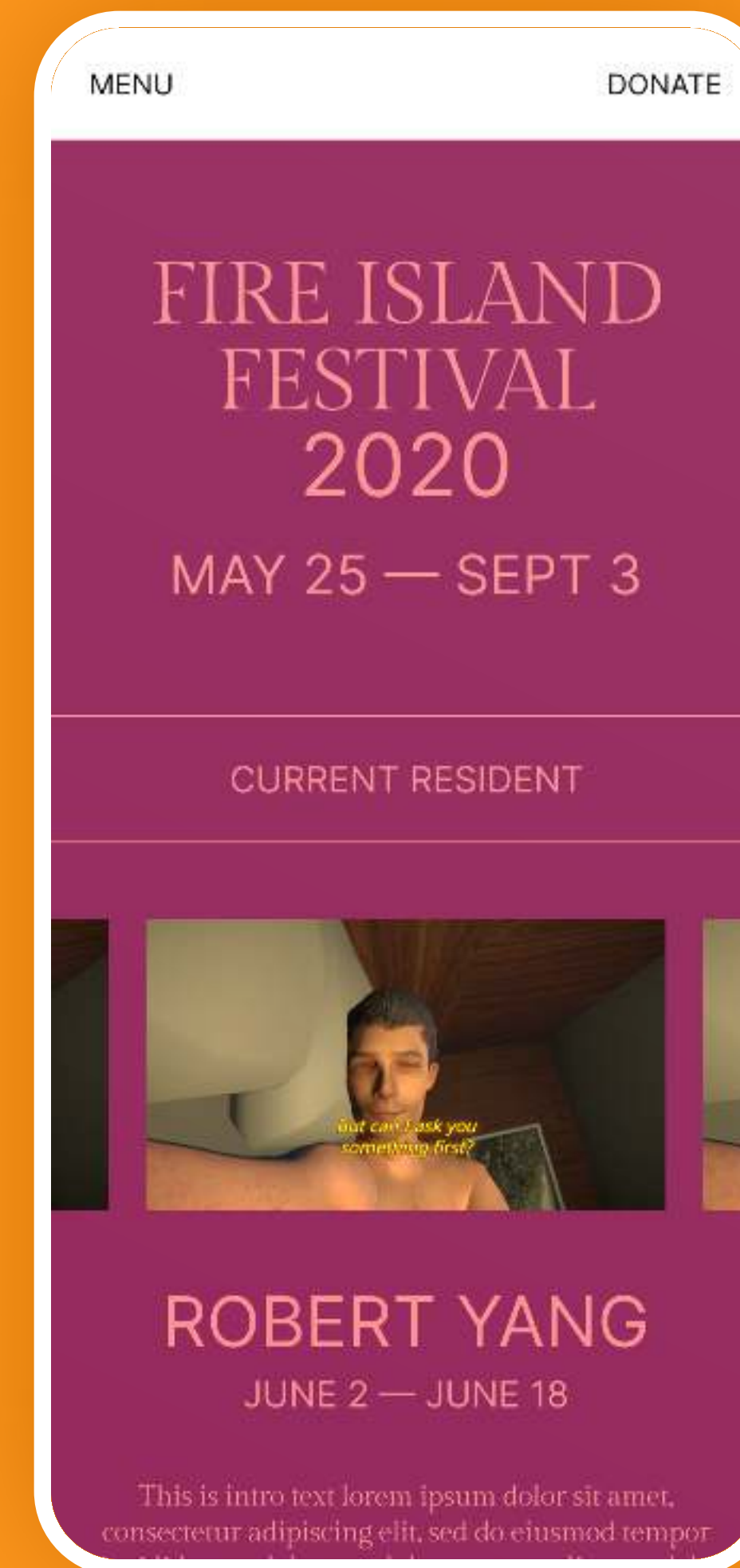
# Boffo

WEB DESIGN

DEVELOPMENT

IN PARTNERSHIP WITH: **Mother**

Boffo is a queer non-profit organization presenting radical and experimental art & design. Outside designed and built a website that could act as a hub for their dynamic programming and events, while telling their story in an aesthetic consistent with the experimental nature of their community.



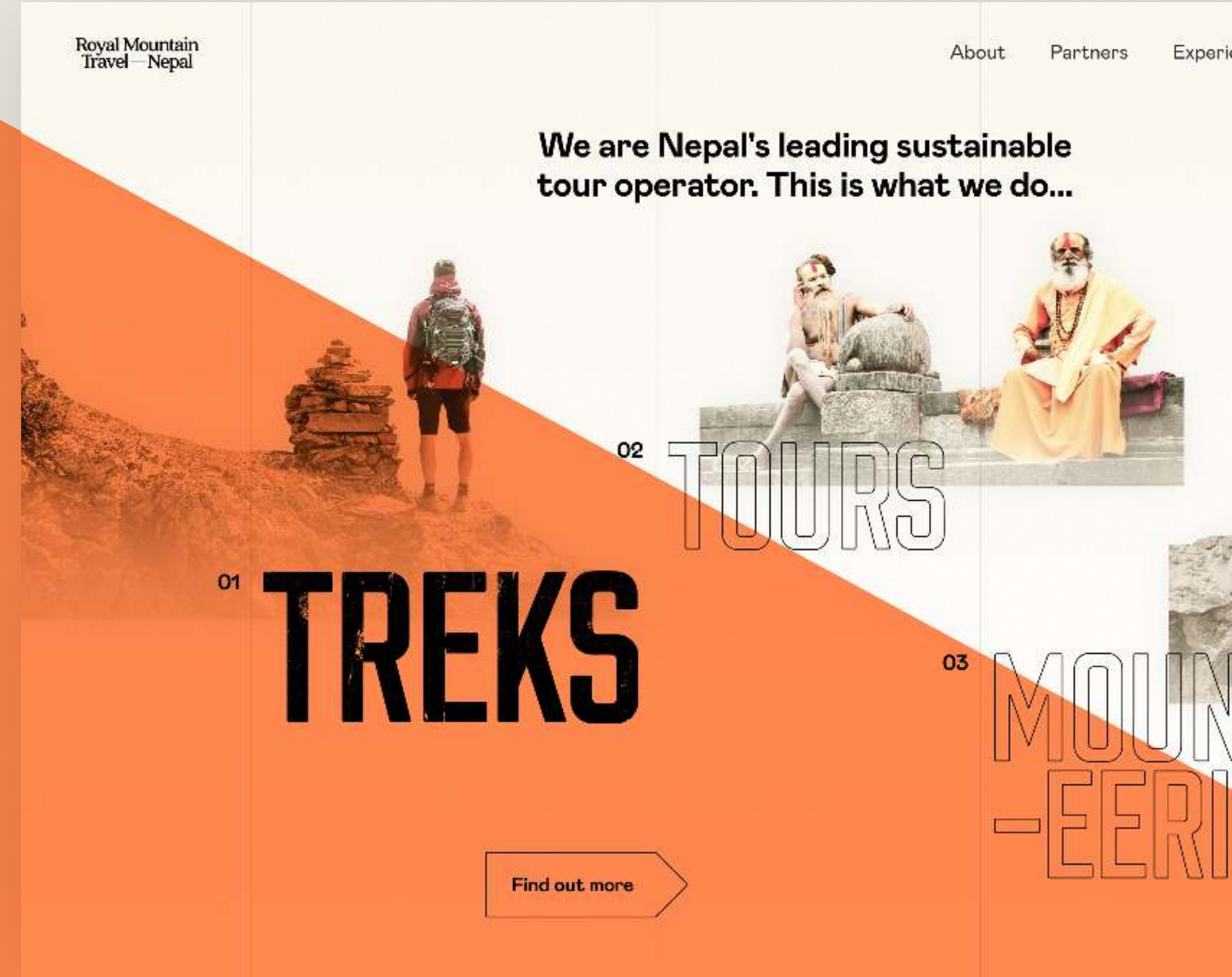


# Royal Mountain

WEB DESIGN

DEVELOPMENT

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 that felt human, organic, and textural, and applied it across RMT's new homepage to entice conscious travelers.



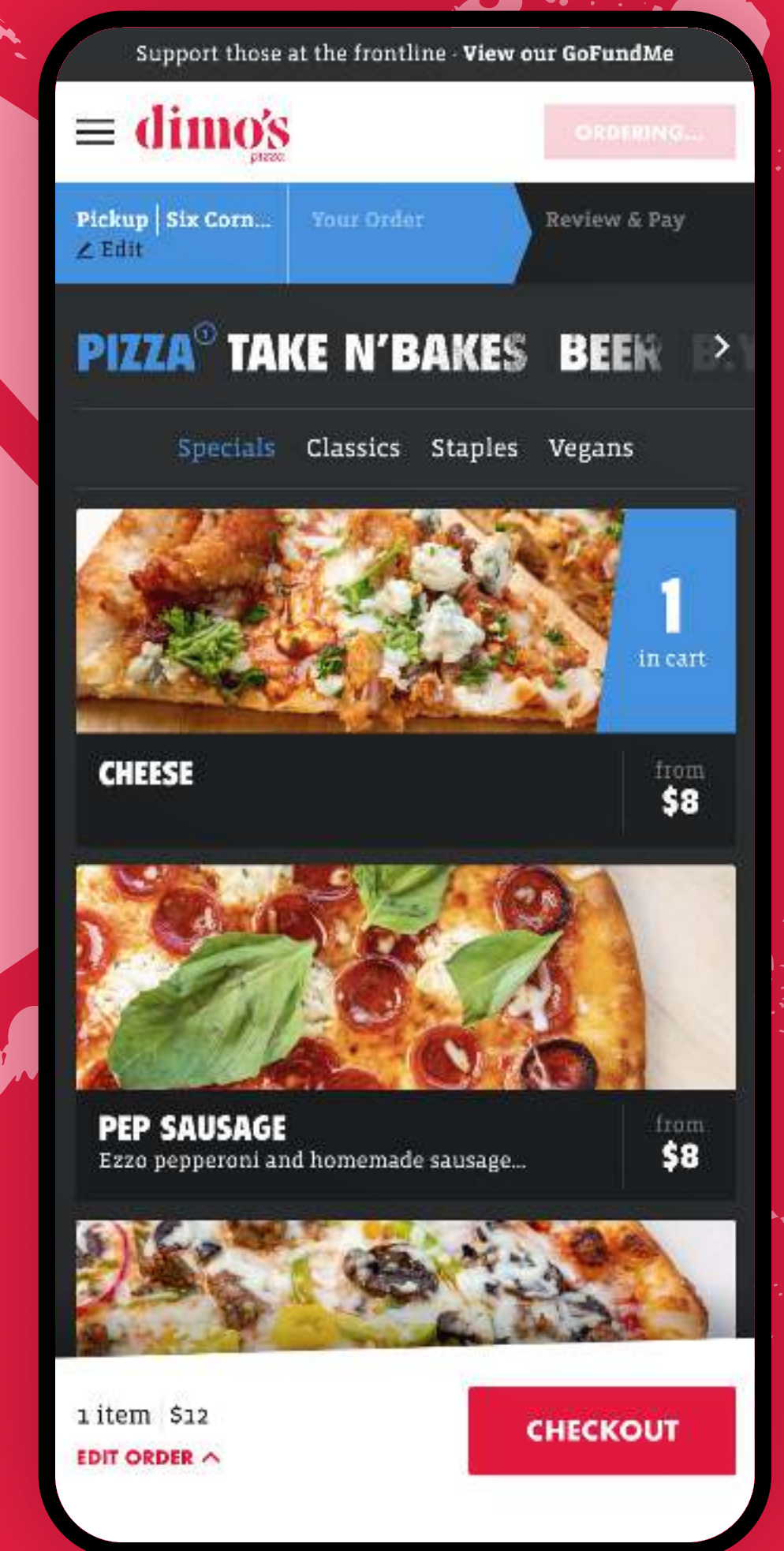
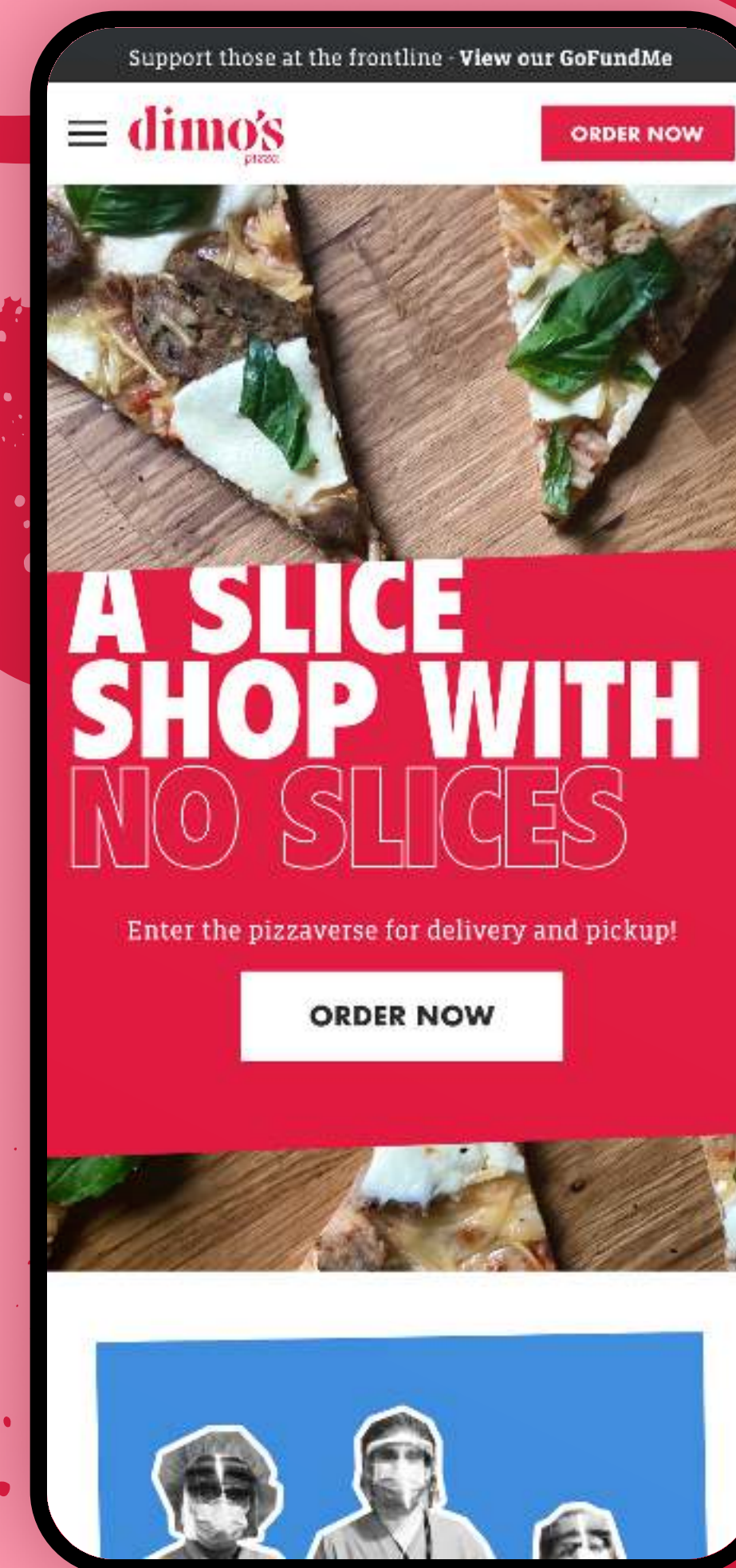


# Dimos

WEB DESIGN

DEVELOPMENT

Dimo's is a local pizza shop making a difference. Featured on CNN for their innovative use of a pizza oven to create PPE for front line staff tackling Covid-19, they regularly challenge what it means to be a community member by supporting Chicago public schools and partnering with local artists and charities. Outside worked with Dimo's to refresh their design language and redefine their checkout flow from the ground up, creating an experience that provides ample customization for customers.





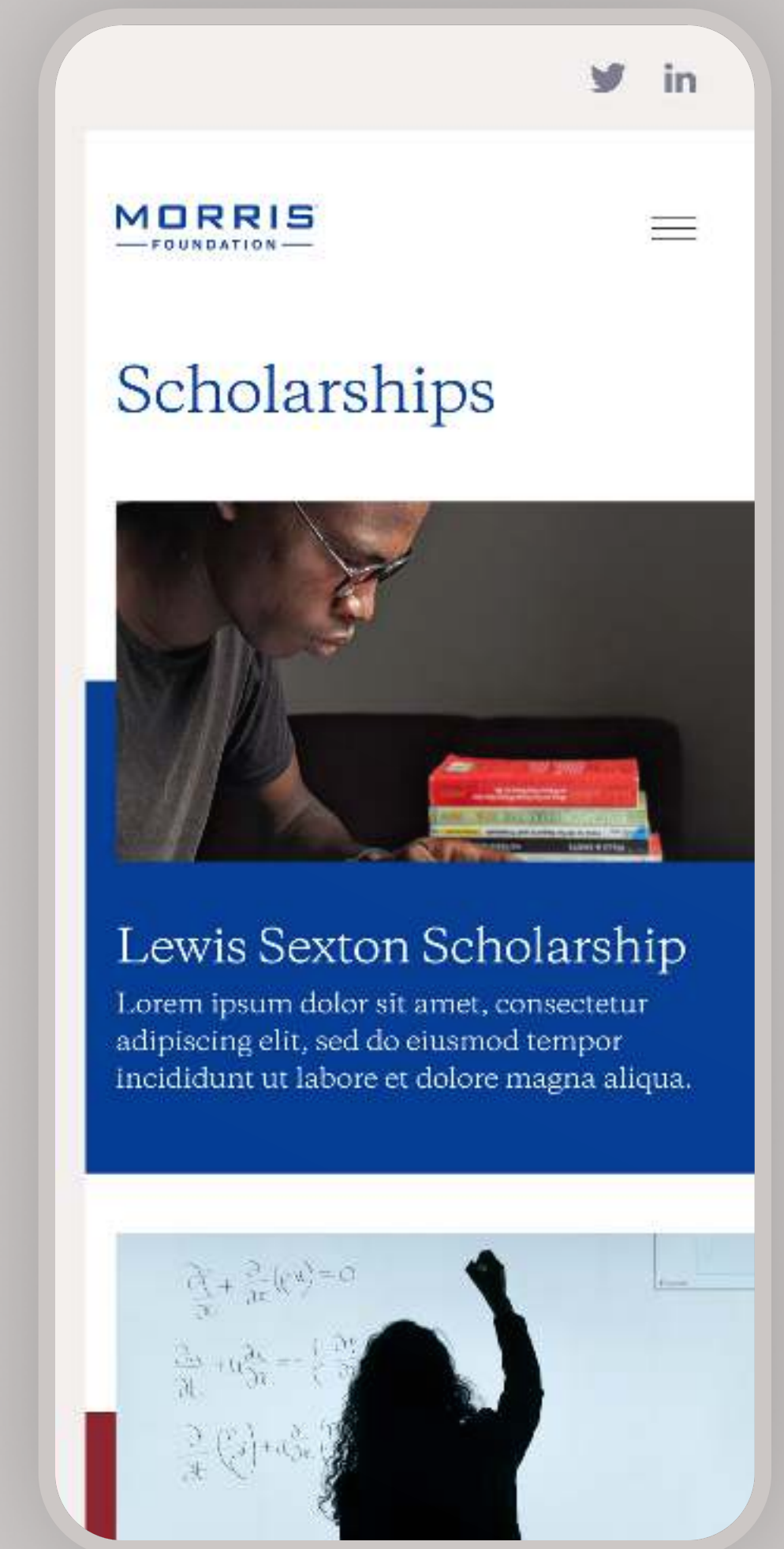
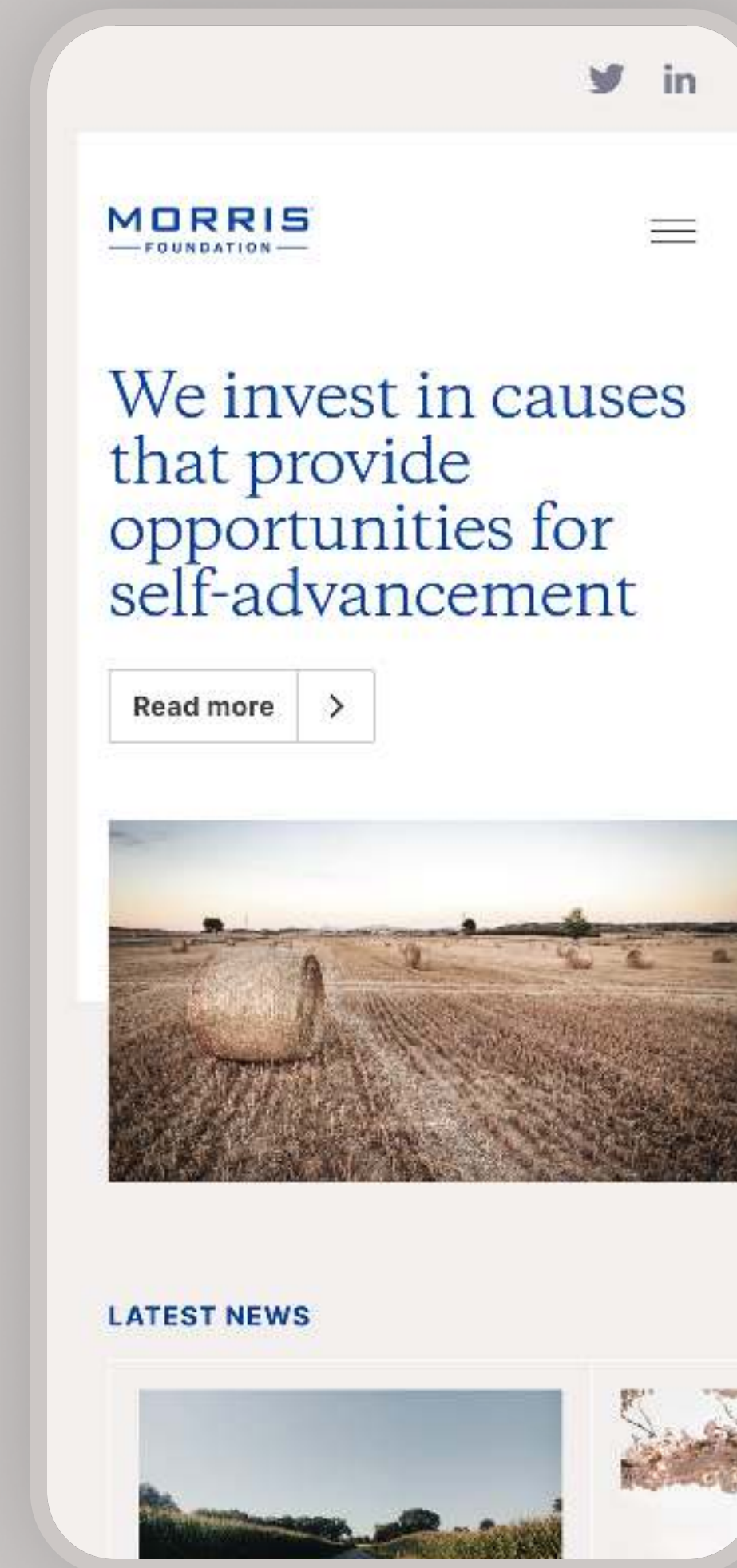
# Nate Morris Foundation

WEB DESIGN

DEVELOPMENT

IN PARTNERSHIP WITH: 

The Nate Morris Foundation provides opportunities for self-advancement, with an emphasis on youth leadership development, the alleviation of rural poverty, girls' and women's empowerment, and access to higher education in Kentucky. Outside's key challenge was to rapidly yet efficiently create a new design system for the organization that felt optimistic and accessible.





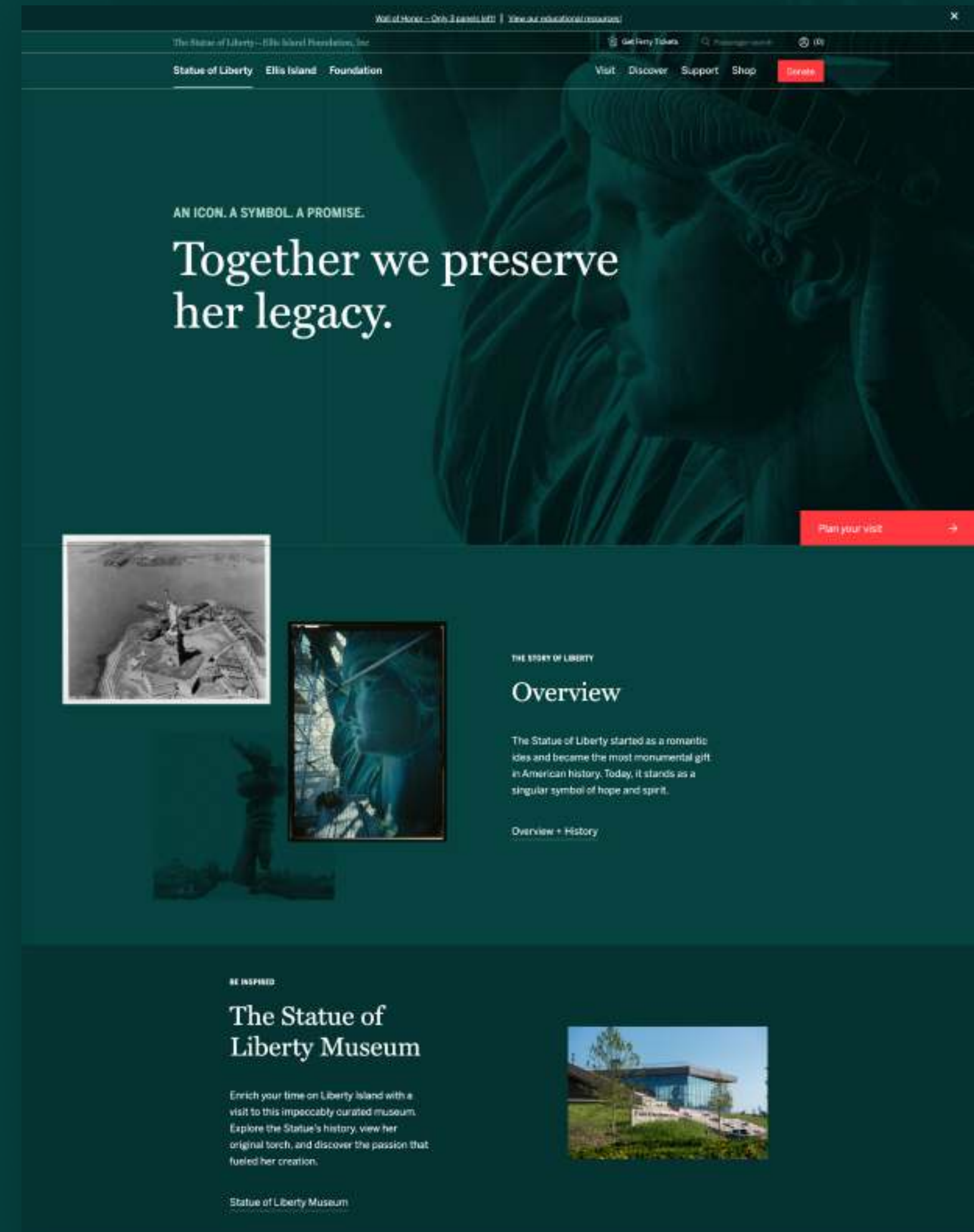
# Statue of Liberty

DEVELOPMENT

DATA SYNCHRONIZATION

IN PARTNERSHIP WITH: 

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 ecommerce and complex data integrations.



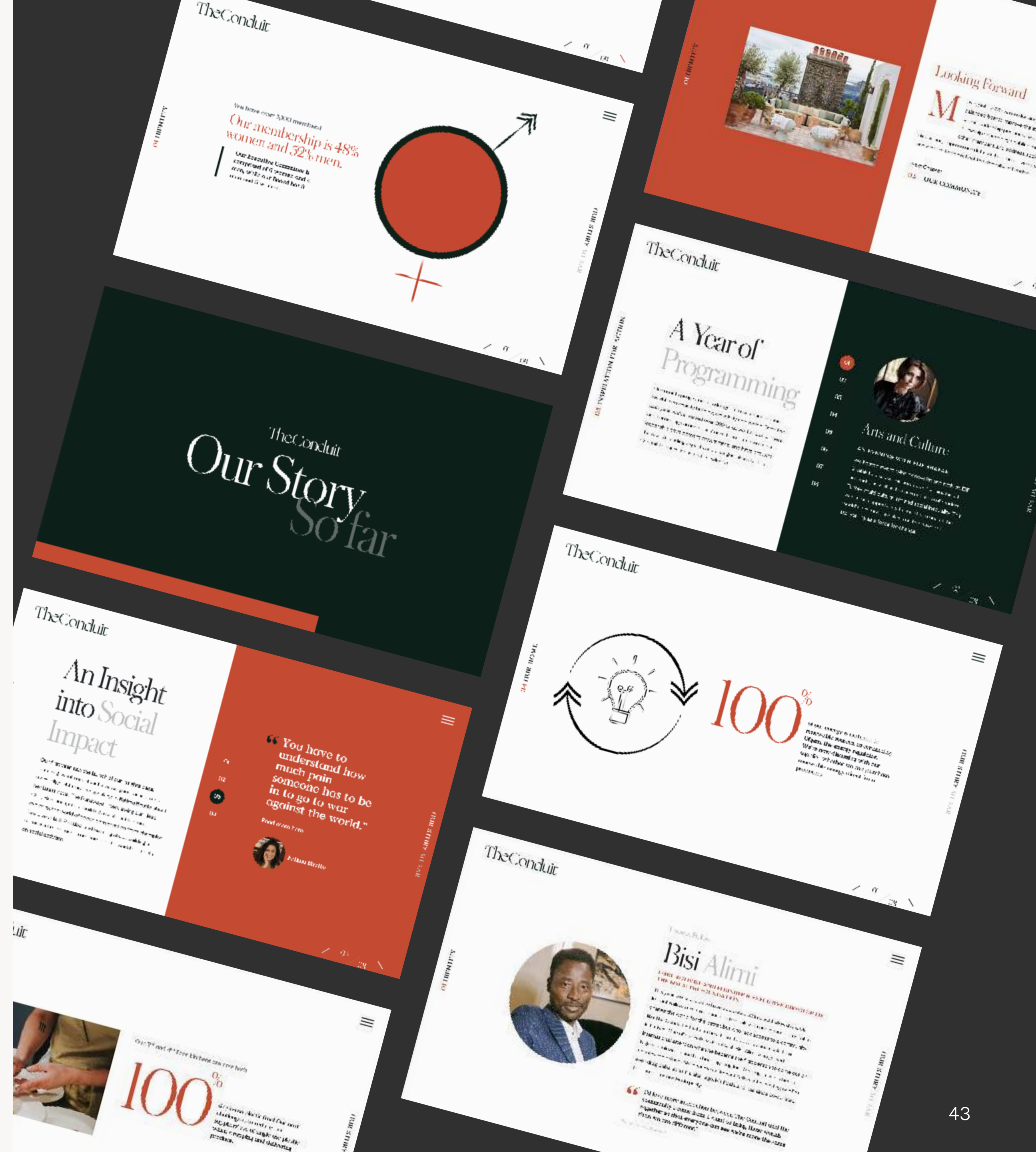


# The Conduit

WEB DESIGN








DEVELOPMENT

The Conduit is an impact-focused member's club that serves as a second home for a diverse community of people passionate about social change. Outside designed and developed an interactive digital report highlighting The Conduit's key accomplishments and impact metrics during their first year in operation.




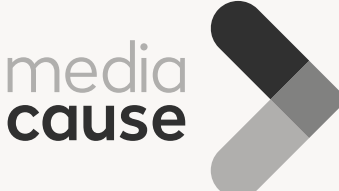





# Other Clients

 <p>The ROCKEFELLER FOUNDATION</p> <p>Solving global challenges with lasting impact</p>	 <p>RUBICON</p> <p>Using technology to drive environmental innovation and end waste</p>	<p>Leda Health</p> <p>Transforming existing systems of sexual assault prevention, care, and justice to better serve survivors</p>	<p>Yorba</p> <p>Stopping Big Tech and bad actors alike from taking your data and turning it into their revenue</p>
 <p>NONHUMAN RIGHTS PROJECT</p> <p>The only civil rights organization in the US dedicated solely to securing rights for nonhuman animals</p>	<p>CANAAN</p> <p>Empowering traditional farming communities in Palestine with sustainable, fair-trade principles</p>	 <p>THRIVE SCHOLARS</p> <p>Providing high-achieving students of color from low-income communities the opportunities they need to thrive</p>	 <p>RALLY STARTER</p> <p>Making advocacy accessible for digital activists of all levels</p>
 <p>FJC A Foundation of Philanthropic Funds</p> <p>Amplifying the impact of philanthropy</p>	 <p>COMMUNITY HOMESTAY.COM</p> <p>Authentic travel experiences designed to leave a positive impact on people and the environment</p>	<p>Wisdom</p> <p>Revolutionizing the way breast cancer is detected and risk is reduced</p>	<p>LALO</p> <p>Thoughtfully designed baby and toddler essentials for the modern parent</p>

# Partners

<p>Mother</p> <p>Making the world a better place through design</p>	 <p>Ruca</p> <p>A nomadic design and brand studio</p>
 <p>SHAPE HISTORY</p> <p>The social impact communications agency</p>	 <p>_M=RGENCE</p> <p>CREATIVITY FOR THE COMMON GOOD</p> <p>Global creative agency dedicated to social impact</p>
 <p>media cause</p> <p>Growing and accelerating impact for nonprofits</p>	 <p>Hiker</p> <p>Authentic and compelling digital storytelling</p>



Outside

Dhanyabad  
(Thanks)