

Partnership Proposal: Orange Studio x Gitcoin

Empowering Web3 Builders With World-Class Design, Animation & Development

Overview

Orange Studio is a Web3 native creative studio specializing in **brand design**, **product design**, **motion storytelling**, **animation** and **front-end development** tailored for Web3 projects.

We propose a **strategic partnership** where Orange Studio supports Gitcoin's ecosystem (e.g., incubated startups, hackathon teams, grant winners, or DAO contributors) with the creative and technical support necessary to accelerate user growth, brand clarity, and product usability.

Problem

Many early-stage Web3 projects struggle to:

- Translate complex ideas into compelling narratives
- Build intuitive, user-friendly interfaces
- Communicate effectively with non-technical users and investors
- Stand out in a noisy, hype-driven ecosystem

Most accelerators and hackathon programs offer mentorship and funding but lack **dedicated, on-demand creative execution**.

Our Solution

Orange Studio fills that gap by becoming a **plug-and-play design and build partner** for your ecosystem.

We offer:

Service Category	Description
Brand Identity & Storytelling	Visual identity systems that include logo design, custom mascot/character illustrations , branding kits, messaging systems, pitch deck design, and product storytelling for investor or user onboarding.
Product UI/UX Design	Conversion-driven interface designs for web and mobile platforms including dashboards, dApps, NFT experiences, DAO tools, and onboarding flows.
Animation & Motion Design	Engaging product explainer videos, token launch teasers, animated infographics, and motion-based UX to enhance interactivity and narrative.
Front-End Development	React-based responsive frontends, Web3 wallet integrations (MetaMask, HashPack, etc.), NFT galleries and minting UIs, interactive dashboards, and landing pages.

How We Can Partner

Option 1: Creative Services Partner

Make Orange Studio the **official creative/design partner** for Gitcoin's:

- Incubator or accelerator cohorts
- Hackathon finalists
- Grant-winning projects

We'll work on-demand or as a retained partner to support projects with branding, design, and front-end needs.

Option 2: Hackathon Sprint Studio

Partner with Orange Studio during hackathons to:

- Run pre-hackathon design clinics or workshops
- Offer live branding/UX support to participants
- Build pitch decks and Upgraded MVP UIs for winning teams

Option 3: Ecosystem Amplifier

Collaborate with Orange Studio to:

- Animate and brand Gitcoin's own platform/products
 - Redesign ecosystem sites, dashboards, and reports
 - Produce motion graphics for social campaigns or announcements
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Our Work Speaks

Our team has worked with and contributed to several Web3 and World class brand projects including:

- Disney x Hey dude - Lilo and stitch Shoe Product design and animation (<https://www.instagram.com/disney?igsh=MXdxc21leXE2MXE4Yw==>)
- Layerzero - Animation (https://x.com/LayerZero_Core)
- JuliaOS - Full branding package (<https://x.com/BuildOnJulia>)

We combine deep crypto knowledge with world-class design so you don't have to teach us the basics.

Benefits to Gitcoin

- ✓ Higher quality projects from your cohorts
- ✓ Faster go-to-market launches for grantees
- ✓ Better pitch success for demo days
- ✓ Stronger brand perception across your ecosystem
- ✓ A plug in creative and dev team, on demand

Let's Build

We'd love to explore a pilot partnership or become an official studio partner.

Let's co-design a system where **builders build, and we help them launch beautifully.**

[Portfolio Link](#) (Website under Upgrade, check out our social media handle or google drive link).

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