

THE LOOK OF WINNING FRIENDS

Starting a global entrepreneurship podcast for e-Residency of Estonia meant having to stand out against tough competition with bigger budgets. But that's something Estonians are already used to. The real question was how can the visual identity help the Winning Friends podcast win over new friends for Estonia?

We envisioned a “Digital Café” where friends get together for a chat over a coffee – a modern café with a relaxed, welcoming atmosphere. The visual identity brings the concept to life through a clear and approachable style. At the center of the identity are two mascots: a coffee cup and a globe – bringing together café culture and the global side of entrepreneurship in a playful way.

A high-contrast palette of vibrant digital blue and pastel cream, paired with playfully loud, condensed typography—contrasted by a techy pixel-style font—creates an energetic and contemporary feel. This is balanced by playful custom illustrations, crafting a brand that is approachable, memorable, and distinct from your usual B2B communications.

