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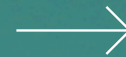
ISSUE / 01

From

DM
CG
GLOBAL

ORBIT

See what landed this week





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“Now just got even better”

Pablo London’s “Unexpected Guests” campaign for **Deliveroo** works because it takes a simple product truth and tells it in a totally unexpected, funny way (we love a bit go humor).

By turning a stressful situation (no-one is themselves when hungry!) into a joyful moment, it shows how Deliveroo can save the day no matter how weird things get.

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We love the **playful** tone, **bold** storytelling and **clear** brand message, making it memorable, entertaining and a great example of how creativity can elevate a functional service.



 YouTube
Watch here

The Mother of all healthcare apps

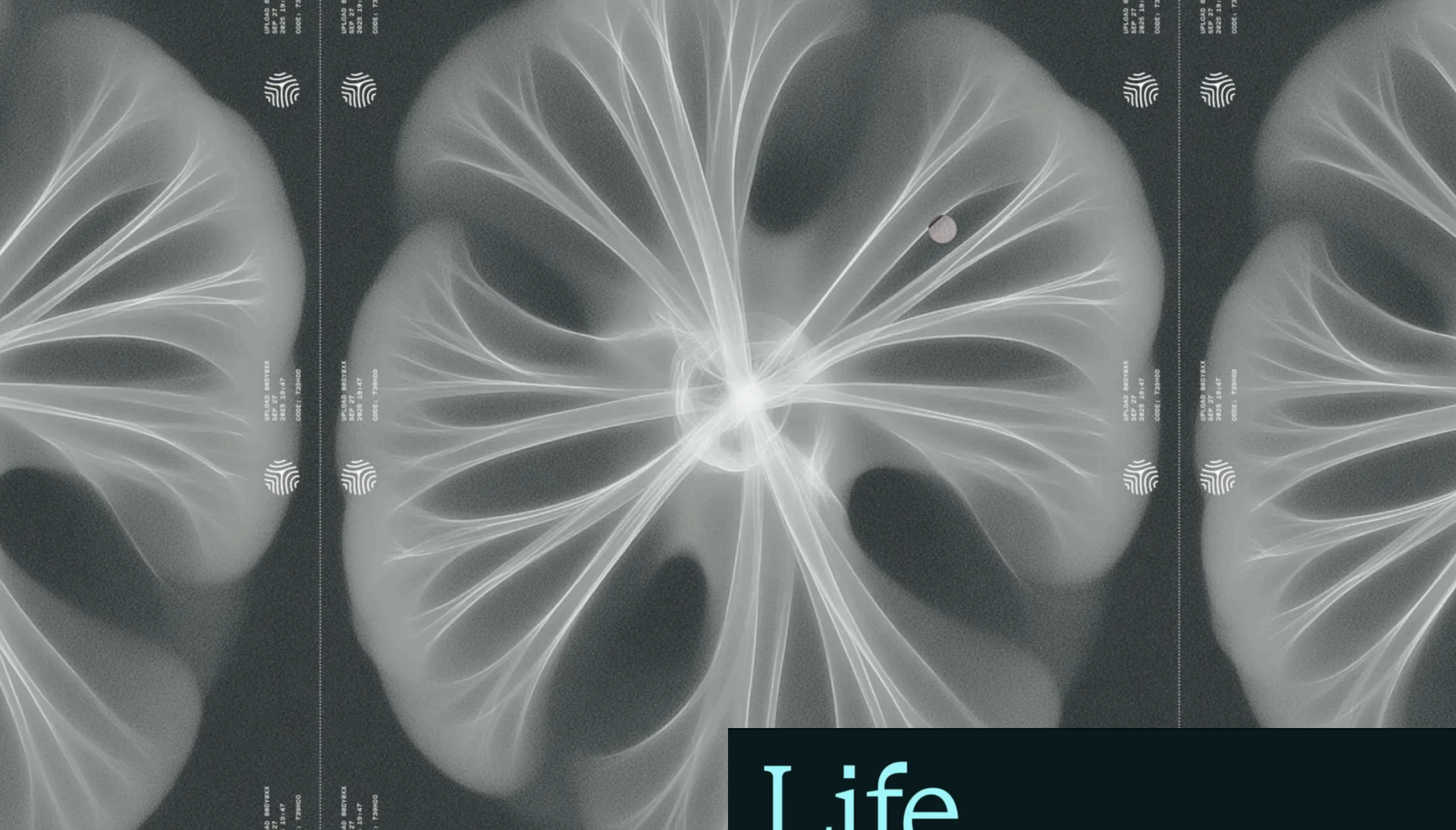
How&How partnered with **Trellis**, a healthcare app for pregnant and post partum women, to chart and help manage their health and pregnancy journey.



TRELLIS



WE ALL WANT TO BUILD SOMETHING BETTER IN OUR LIVES. TO PASS SOMETHING DOWN TO THE NEXT GENERATION. AND WHAT BETTER THAN OUR HEALTH? HELPING THOSE WHO COME NEXT UNDERSTAND WHERE THEY CAME FROM, WHO THEY ARE AND WHAT THEY MIGHT FACE IN THE FUTURE. IT'S WHAT WE AT TRELLIS CALL GENERATIONAL HEALTH.



It's **beautifully simple** and marries the human and tech effortlessly.

The design system and framework supports the messaging perfectly. The **copy is succinct and clever** and the whole brand feels **smart, approachable and sophisticated**, not patronising.

View the full case study **here**.

Life.

FROM THE PRECIOUS TO THE PIVOTAL TO
THE SEEMINGLY INSIGNIFICANT, TRELLIS
MAKES IT MAKE SENSE.

Organized.



WHEN
YOU'RE
DONE
BEING
GOOD...



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Simply irresistible.

We love how **Derek&Eric's** global rebrand for **Gü** brings clarity and confidence to a much-loved range.

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Bold geometry and colour cues - a less-is-more approach to the packaging for effortless navigation. The **elevated photography** puts the product firmly back in the spotlight.

TIME TO PUT THE KETTLE ON



Unmistakably Gü and yes, we've always got time for cheesecake!

Read more about the work [here](#).



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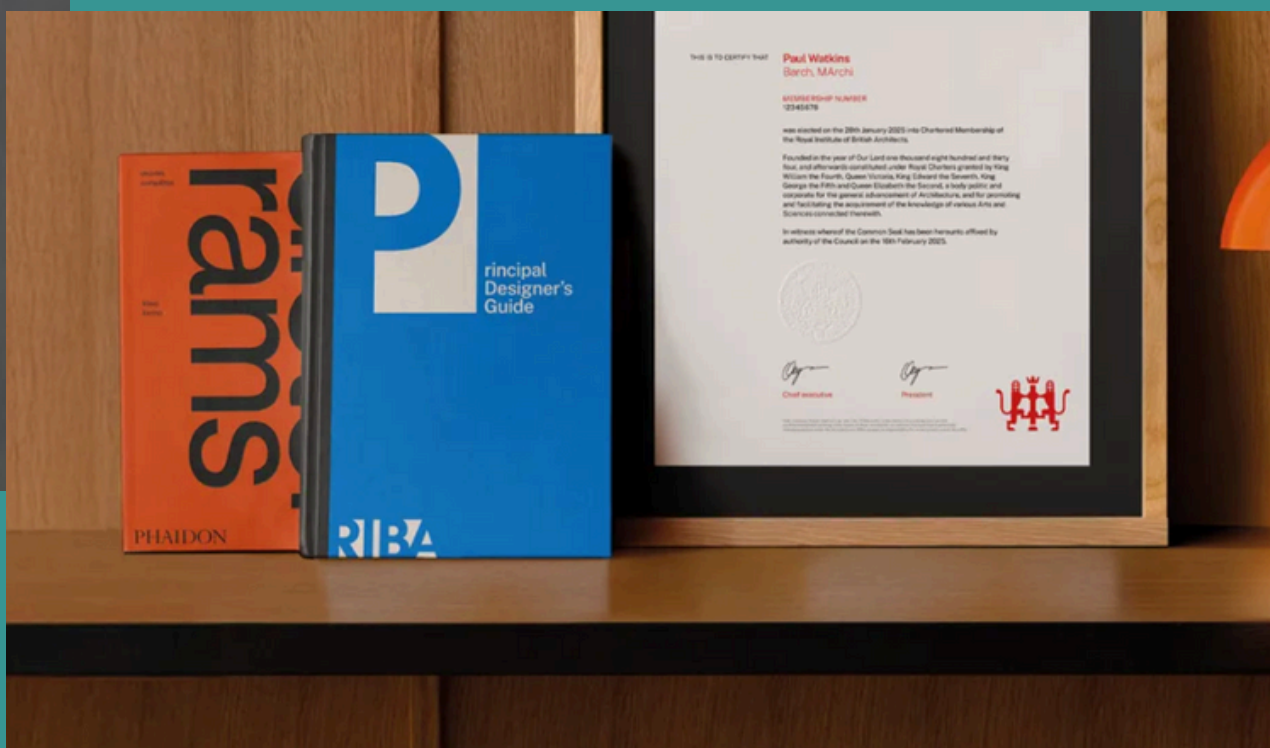
The work we can't stop thinking about

Revealed late last year, **Johnson Banks'** refresh for the **Royal Institute of British Architects (RIBA)** marks the organisation's first identity update in over 25 years.

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This is the kind of work we're drawn to that **reshapes institutions**, not just launches products.



A confident modernisation of a legacy organisation. It strips back ornament while keeping authority and credibility. Reminding us that **brand isn't about chasing trends**, it's about **making long-term systems clearer, bolder, and more usable**.

Discover more **here**.

