

NOMADIC ARTISAN DESIGN STUDIO

Enclosed for Your Consideration

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studio@nomadic-artisan.com

ABOUT THE STUDIO

Our work begins with the idea that people rarely remember features. They remember stories atmosphere, rituals, textures and how a place made them feel. Through strategy, bespoke illustration and intentional visual systems, we create brands that become love letters to places, people and experiences.

Beautiful branding is only useful if it performs. Our approach is designed to increase recognition, elevate perception and create stronger emotional connection across every touchpoint; from packaging and signage to social content and guest experience.

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DEVNI JAYAKODY

Devni Jayakody is a Sri Lanka–based illustrator and the founder and lead designer of Nomadic Artisan, an illustration-led branding studio established in 2018.

Devni has a BA in Design and later completed an MA in Illustration at Falmouth University, UK, an experience that refined her approach to image-making and strengthened the role of research, process and narrative within her work. This shifted the practice from purely visual output to considered visual communication.

The studio often blends illustration with emerging tools and media, including animation, augmented layers and photo-based illustration. the work, supporting clarity of story and experience.

Devni has collaborated with clients including Manchester City Football Club, Jetwing and the Galle Literary Festival, and contributed to projects such as "Routes We Take: Sri Lanka."

SPECIALISATION

Illustration
Narrative Illustration
Poster Illustration
Map Illustration
Editorial Illustration
Character Design
Augmented Illustrations
Mixed Reality Illustrations
Visual communication
Editorial design
Branding
Print Design
Publishing
Environmental Design
Animations

ILLUSTRATED EXPERIENCES

Rooted in storytelling, cultural observation and crafted visual systems, our work exists where branding meets destination, atmosphere and memory.

01 — Brand Strategy & Direction

Foundational thinking that shapes how a brand exists in the world.

- *Brand positioning*
- *Audience definition & persona mapping*
- *Competitor & category analysis*
- *Brand story & narrative development*
- *Naming support (conceptual + direction)*
- *Tone of voice direction*
- *Experience mapping (customer/guest journey)*

02 — Visual Communication Systems

Core identity design that defines recognition and consistency.

- *Logo design & logo systems*
- *Visual identity development*
- *Typography selection & pairing systems*
- *Colour palette systems*
- *Layout & grid systems*
- *Art direction for brand usage*
- *Brand guidelines / identity manuals*

03 — Illustration

Signature Nomadic Artisan layer — illustration as identity, not decoration.

- *Bespoke brand illustrations*
- *Hero illustrations & key visuals*
- *Narrative illustration systems*
- *Illustrated identity extensions*
- *Editorial-style illustration sets*
- *Texture, pattern & motif development*
- *Illustrated storytelling assets for campaigns*

04 — Maps & Wayfinding Systems

Place-making through illustrated geography and spatial storytelling.

- *Custom illustrated maps*
- *Destination / property maps (hotels, villas, resorts*
- *Cultural & heritage maps*
- *Wayfinding illustration systems*
- *Visitor journey maps*
- *Environmental storytelling visuals*

05 — Packaging & Print Design

Physical brand touchpoints that carry identity into real-world experience.

- *Product packaging design*
- *Label systems*
- *Menus (F&B, hospitality, wellness)*
- *Brochures & print collateral*
- *Posters & campaign print systems*
- *Editorial layouts*

06 — Hospitality & Spatial Branding

Branding designed for physical spaces and guest experience.

- *Hotel / villa identity systems*
- *Restaurant & café branding*
- *Spatial branding concepts*
- *Signage design systems*
- *In-space storytelling graphics*
- *Guest experience touchpoints (key cards, tags, welcome kits)*

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07 — Digital & Social Brand Systems

Translating identity into digital presence and communication.

- *Social media visual systems*
- *Content templates & design grids*
- *Launch identity pack*
- *Website creative direction (UI look & feel)*
- *Press / media kit visuals*
- *Story & highlight system design*
- *Brand rollout strategy visuals*

08 — Motion & Experimental Media

Light integration of movement and layered storytelling.

- *Simple motion identity systems*
- *Animated illustrations*
- *Augmented / layered visual concepts*
- *Interactive storytelling concepts (AR explorations)*
- *Visual prototypes for campaigns*

09 — Creative Direction (End-to-End)

For clients who need full oversight of how a brand comes to life.

- *End-to-end brand direction*
- *Multi-platform identity consistency*
- *Vendor / collaborator art direction*
- *Photoshoot / content direction*
- *Seasonal campaign direction*
- *Ongoing brand evolution consulting*

CUSTOM PACKAGES

Every project can be structured as a tailored combination of strategy, identity, illustration and application.

Packages are curated based on:

- Business stage (startup / expansion / rebrand)
- Industry (hospitality, F&B, cultural, lifestyle)
- Scale of application (digital, physical, spatial)
- Timeline and rollout requirements
- Depth of storytelling required

Each engagement is designed as a modular system rather than a fixed package allowing flexibility while maintaining creative cohesion.

A sequence of correspondence

At Nomadic Artisan, every project is treated like a series of letters between intention and form. Nothing is rushed into finality; instead, each phase is a careful exchange until the brand begins to feel like something already lived in.

DISCOVER

Every project begins with observation.

We start by understanding the world the brand exists in—its audience, environment, cultural context and competitive landscape. This phase focuses on listening first: uncovering the story beneath the surfaceand mapping how the brand is currently perceived versus how it wants to be experienced.

01 — The First Envelope
Client introduction

02 — The Stationer's Ledger
Onboarding and Deliverable breakdown

03 — The Sealed Proposal
Proposal, Quotation & Agreement

04 — The Advance Draft
Invoicing and Advance 50% payment

06 — The Field Notes
Deepdive questionnaire

DEFINE

From insight to direction.

This phase translates discovery into a clear strategic foundation. We shape the brand's positioning, personality and narrative direction, defining what it stands for and how it should feel across every interaction.

06 — Between The Lines
Brand analysis

07 — The Concept Sketchbook
Concept proposal

08 — The Prototype Parcel
Initial visualisation & Prototying

DELIVER

Turning strategy into a visual language.

This is where the identity takes form through systems that balance clarity and expression. Typography, colour, illustration and composition come together to create a cohesive and flexible design language.

09 — The Final Dispatch
Visual identity system and logo development
Typography and layout systems
Colour and material direction
Illustration systems and narrative assets
Supporting graphic elements and motifs
Brand guidelines and usage logic

10 — The Postage Fee
Final payment and conclusion

11 — The Postscript
Client reviews & feedback



CAFE CEYLON

SERVICES	INDUSTRY	YEAR
Branding *Digital & Social Media* *Collateral Design*	*F&B*	*2024*

CONCEPT

Cafe Ceylon's branding unfolds like a sip of fine wine savored beside a sunlit tropical pool. The brand presence combines notes of timeless richness, like the flavor of a well-aged wine, while the tropical setting imbues a laid-back, sumptuous warmth. Collaborating businesses enrich this experience, becoming the perfect complements to a glass of wine—a vibrant array of flavors paired in harmony. Cafe Ceylon is a tropical cornacopia of flavours, entertainment and community and the branding will reflect its complex elegance, with delicate yet intentional chic.

Nomadic Artisan Design Studio

Selected Work - Branding















THE SOCIAL

SERVICES	INDUSTRY	YEAR
Branding *Digital & Social Media* *Collateral Design*	*F&B*	*2026*

CONCEPT

The Social draws from a quieter memory of Sri Lankan hospitality, when the home of the Gamarala and Gama Hamine was a place where people naturally gathered, meals stretched into conversations, and the courtyard became the heart of everyday life. The visual language of The Social blends the decorative richness of Sri Lankan heritage with a refined, contemporary sensibility. Traditional motifs, patterns and cultural references are thoughtfully woven together with modern iconography, creating a visual identity that feels familiar yet unexpected.

Nomadic Artisan Design Studio

Selected Work - Branding















LIME HOSTEL

SERVICES	INDUSTRY	YEAR
Branding *Collateral Design*	*Hospitality*	*2025*

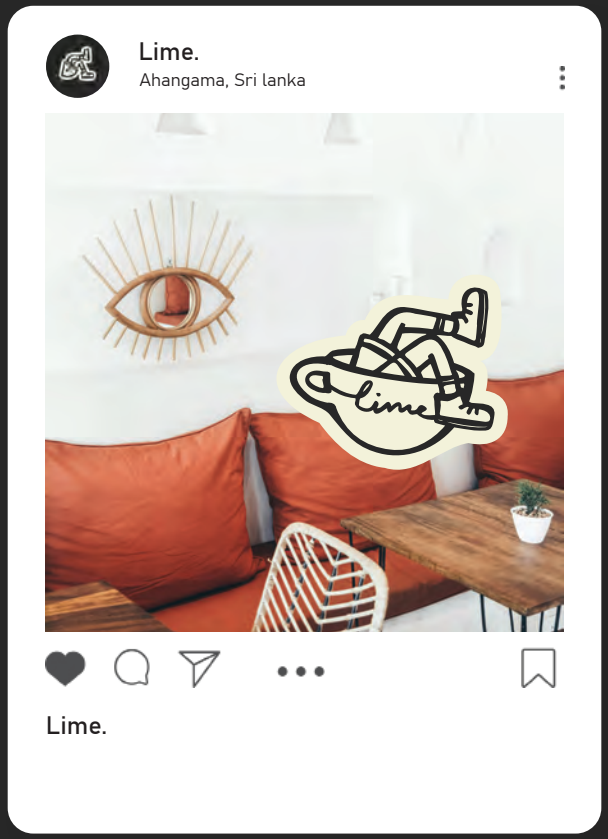
CONCEPT

Lime draws from the spirit of liming — not just idling, but the tender art of being present. It is the intimacy of shared silences, the ebb and flow of conversation that swings between laughter and thoughtfulness, the comfort of being unapologetically yourself. It's about stillness that feels full rather than empty, and moments that etch themselves quietly into memory. The concept celebrates calm, authentic connections — the kind that make ordinary afternoons feel like timeless core memories.

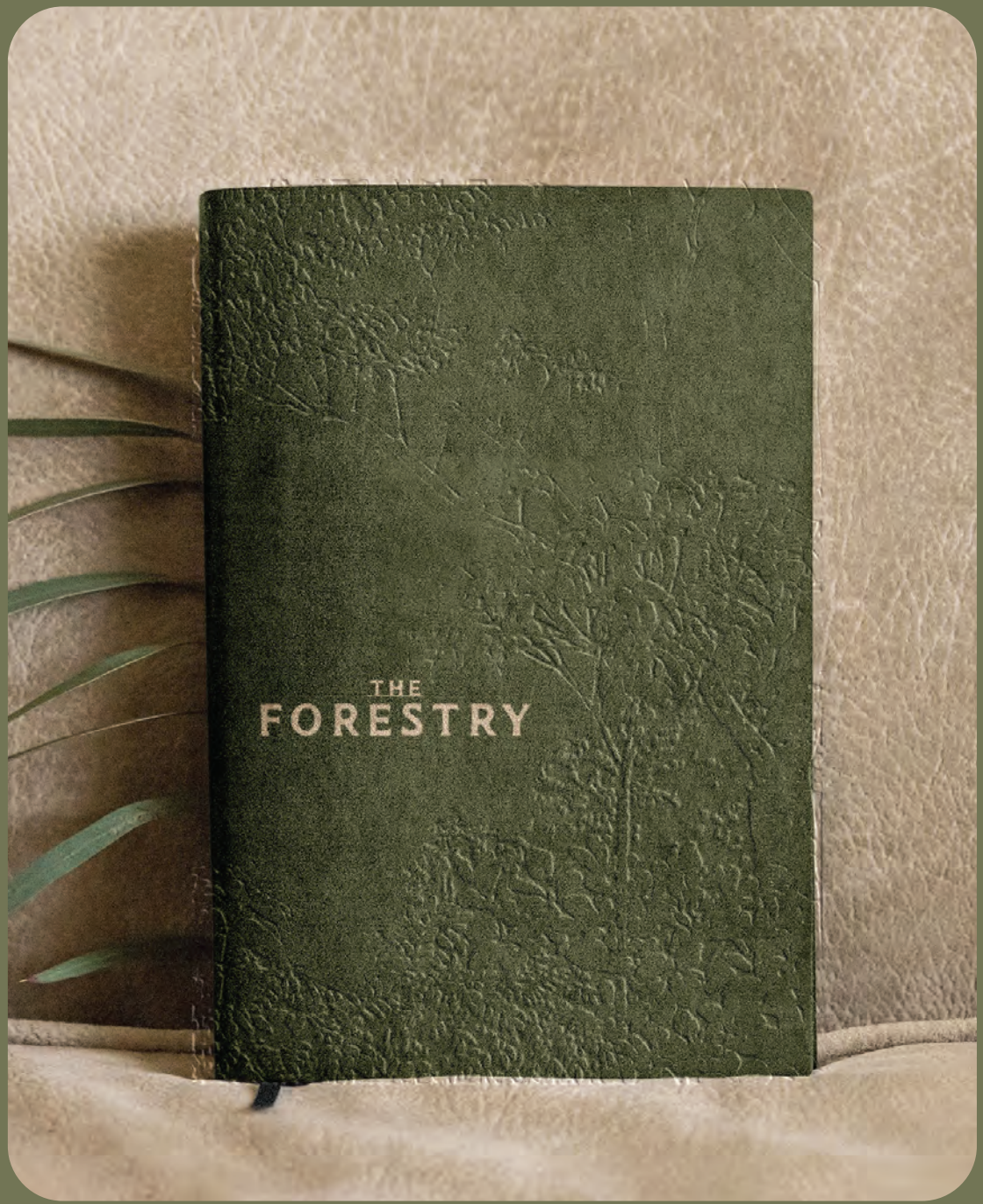

LimE


LimE




Lime.
Ahangama, Sri lanka
Lime.


LimE



THE FORESTRY

SERVICES	INDUSTRY	YEAR
Branding *Digital & Social Media* *Collateral Design*	*Hospitality*	*2024*

CONCEPT

The Forestry is a sanctuary shaped by the rhythms of nature, born from a deep yearning to escape the urban grind and reconnect with Earth's most primal offerings—trees, water, and mountains. These elements are not just symbols but living forces that nourish the land and those who dwell on it. This brand exists at the intersection of self-sufficiency, restoration, and community. It evokes a grounded, generous spirit that redefines luxury as simplicity, clean air, and meaningful connection. The land itself becomes a mentor, guiding both guests and the local community toward a slower, more intentional way of life.

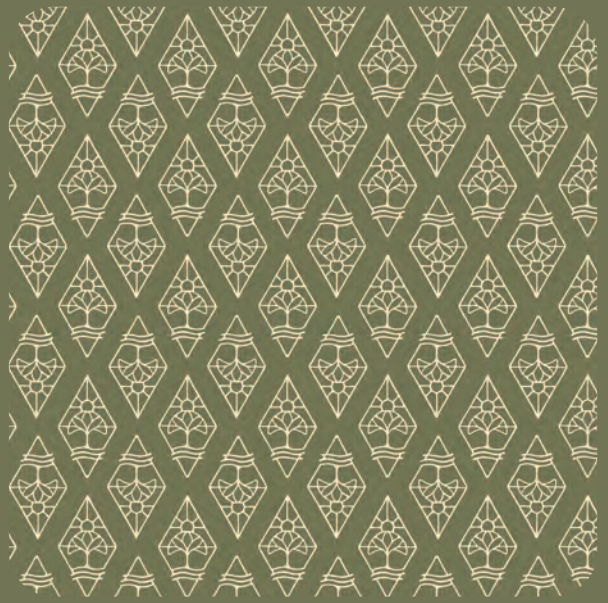
Nomadic Artisan Design Studio

Selected Work - Branding

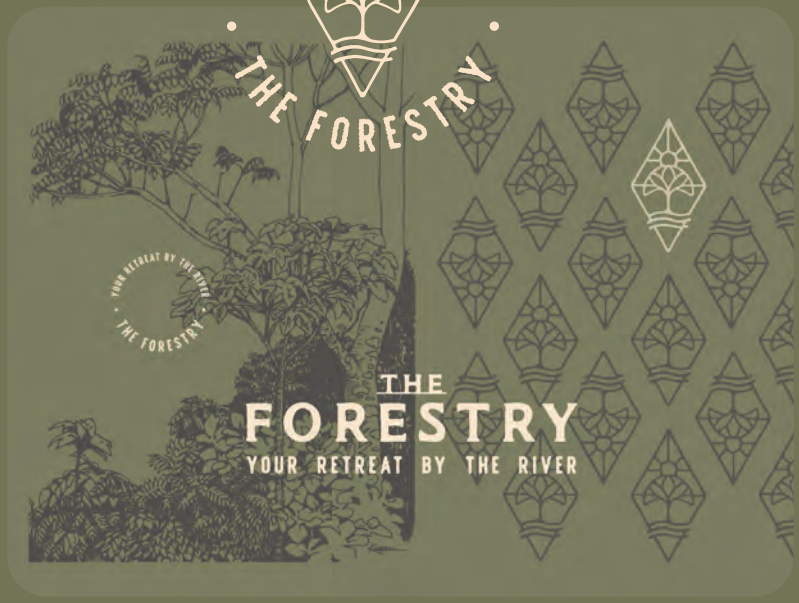














MIRA MIRISSA

SERVICES	INDUSTRY	YEAR
Branding *Digital & Social Media* *Collateral Design*	*Wellness & Hospitaity*	*2025*

CONCEPT

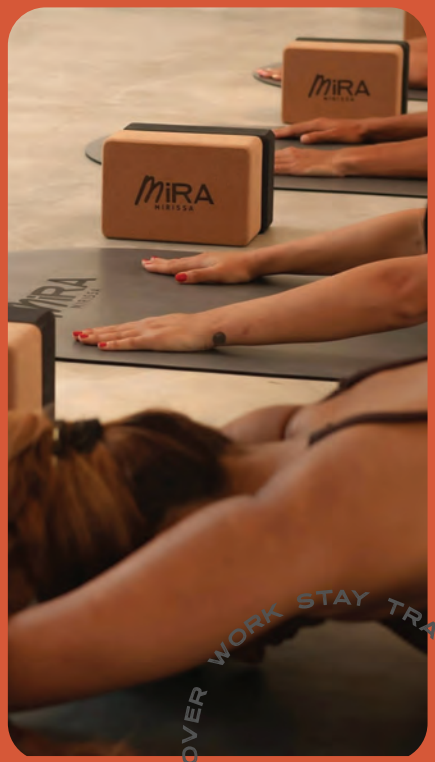
Mira is the golden hour distilled into form—when the harsh midday sun softens into a gentle warmth on your skin, and the ocean breeze cools the air as you ground yourself, toes in the sand while waves wash over. It's a place where the elements converge in harmony. Earth grounds you- —fostering focus through guided meditation. Fire fuels your movement - strength training, sunrise yoga. Air brings clarity - breathwork, and stillness and open-air sessions. Water restores through surf, ice baths, and recovery rituals.

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Selected Work - Branding









TRAIN
WTH
FIRE







CLICS COLIVING

WORK STAY PLAY

CLICS COLIVING

SERVICES	INDUSTRY	YEAR
Branding *Digital & Social Media* *Collateral Design*	*Hospitality*	*2023*

CONCEPT

Clics Coliving was conceived as a brand that captures the spirit of movement, connection, and modern tropical living. The visual language explores symbols of people, hands, travel, networks, waves, sunsets, and nature—reflecting both human connection and the fluidity of life on the move. At the heart of the identity is a logo mark that functions as a quiet visual puzzle: what first appears to be an illustration of ocean waves and a tropical sunset subtly reveals the word "CLICS" hidden within its form. This layered approach mirrors the experience of the space itself—playful yet intentional, adventurous yet considered.

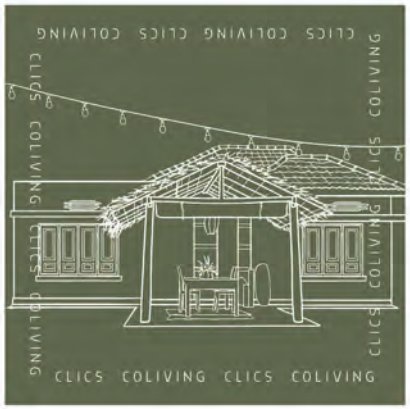
Nomadic Artisan Design Studio

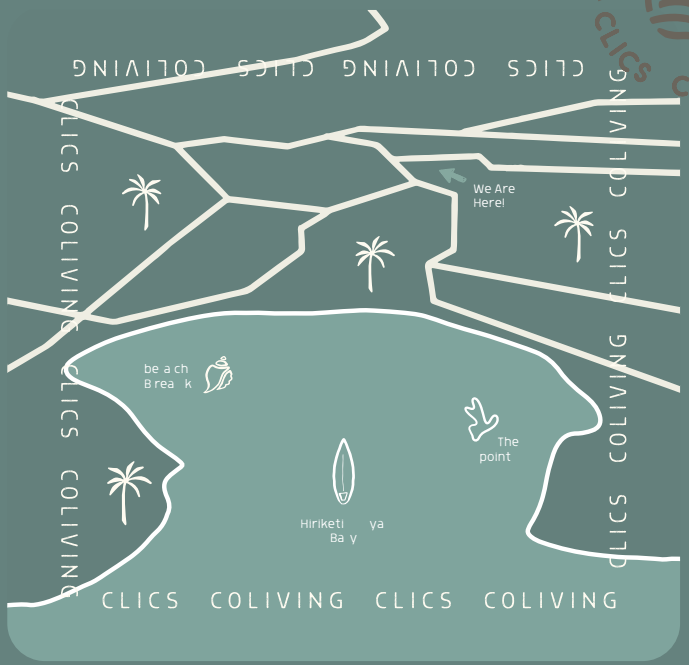
Selected Work - Branding





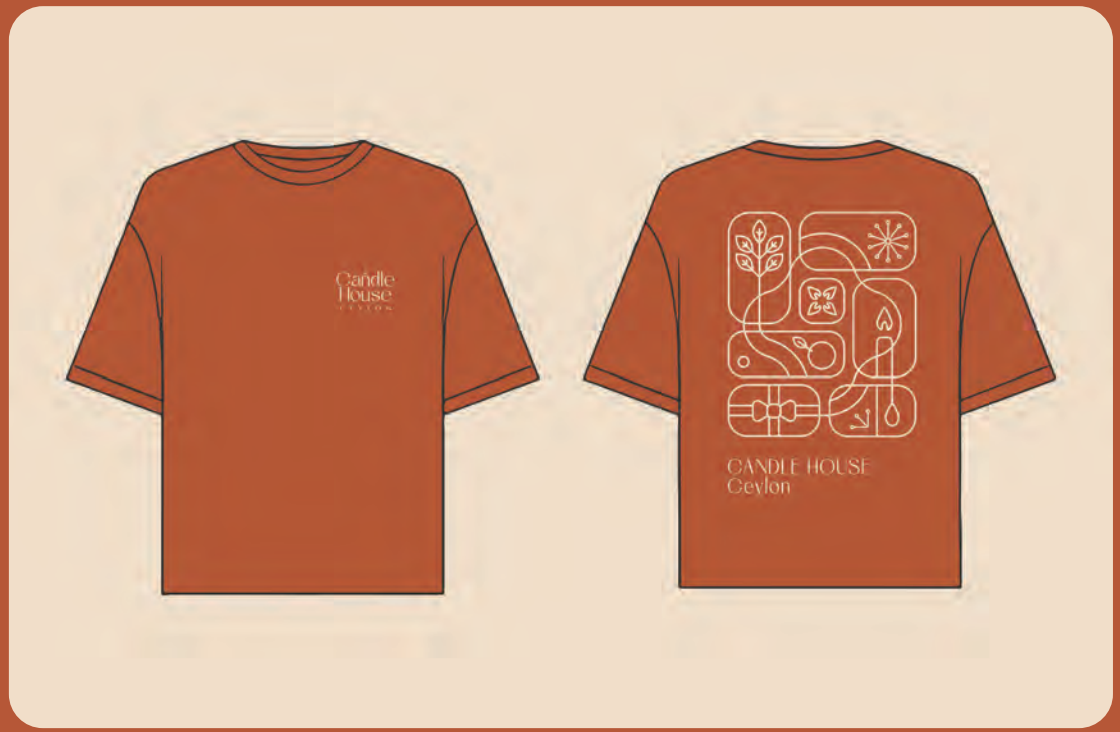












Candle House
CEYLON

CANDLE HOUSE CEYLON

SERVICES	INDUSTRY	YEAR
Branding *Product Design*	*Home Decor*	*2025*

CONCEPT

The wax seal has long been a symbol of craftsmanship, care, and trust— whether securing a bottle of fine wine, sealing heartfelt correspondence, or marking the authenticity of something precious. Inspired by this timeless emblem, Candle House Ceylon embodies the essence of "Signed, Sealed, Delivered." Just as a wax seal signifies dedication and intention, candles are crafted with the same level of artistry, using a shared ingredient— wax—to unveil an experience infused with warmth, love, and authenticity. Each candle carries the same delicate intricacy of scents through motifs,echoing the finely detailed imprints left in wax seals.









BUBBLES & BEYOND

SERVICES	INDUSTRY	YEAR
Packaging Design	*Home Decor*	*2025*

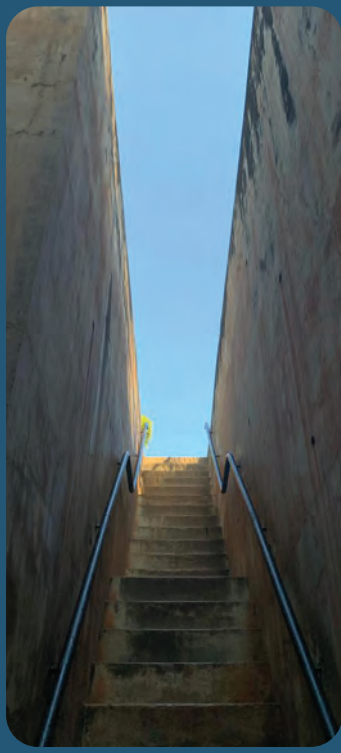
CONCEPT

The illustrated packaging for Bubbles and Beyond features vibrant illustrations of key soap ingredients, offering a glimpse into the natural goodness within. Each soap flavor is distinguished by a unique color scheme that matches its personality, enhancing the visual appeal. To highlight important details on the labeling, accent colors are strategically used, guiding consumers' attention to key information like product benefits or usage instructions. This bold and colorful approach sets Bubbles and Beyond apart in the market, adding vibrancy and ensuring a memorable and informative experience for consumers. This is a unique value in the market as the existing brands mostly use singular colour palettes.









IDISCOVER

SERVICES

Map illustration

LOCATION

Trincomalee

YEAR

2023









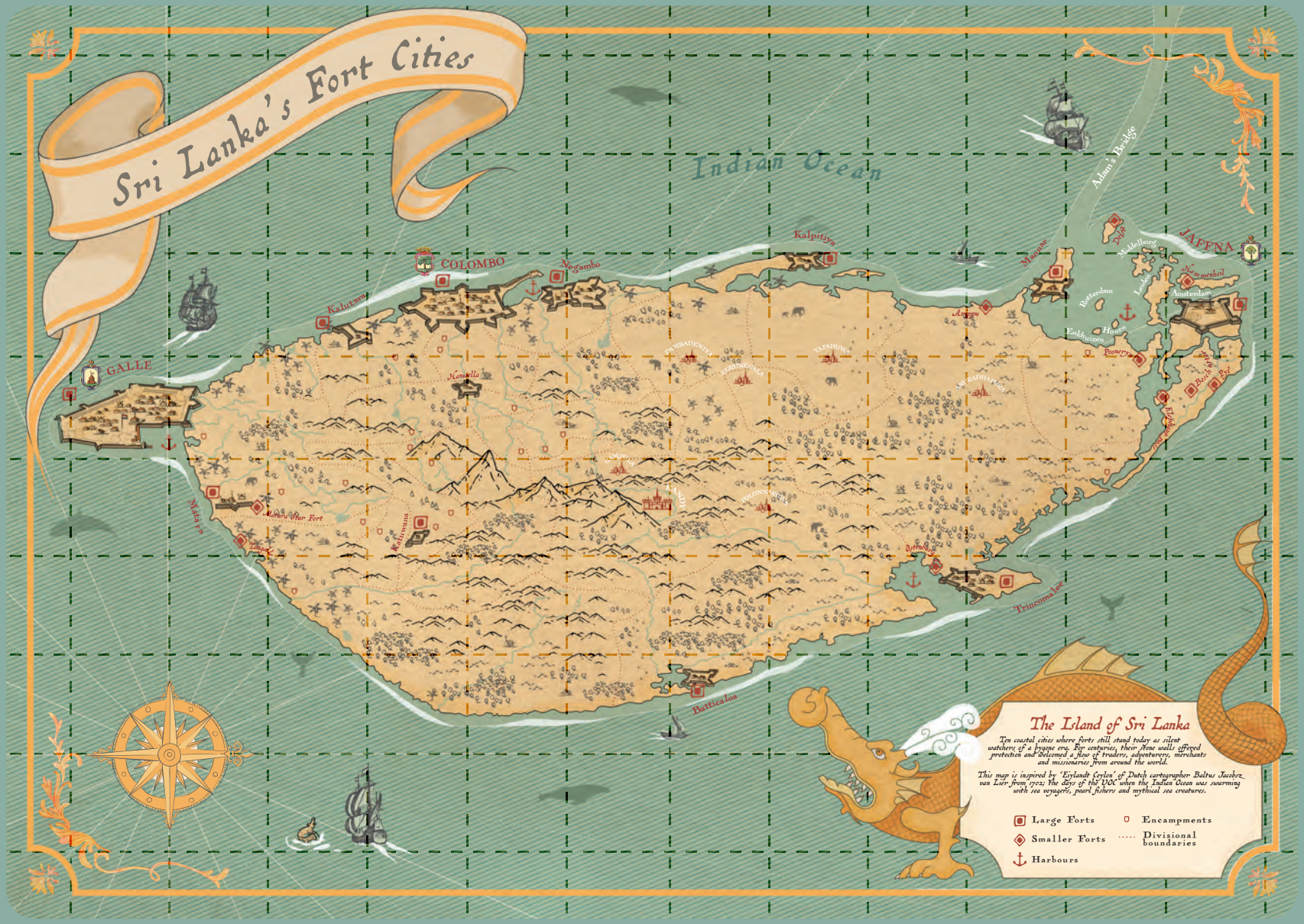


IDISCOVER

SERVICES	LOCATION	YEAR
Map illustration	*Matara*	*2023*

Nomadic Artisan Design Studio

Selected Work - Map Illustration



IDISCOVER

SERVICES
Map illustration

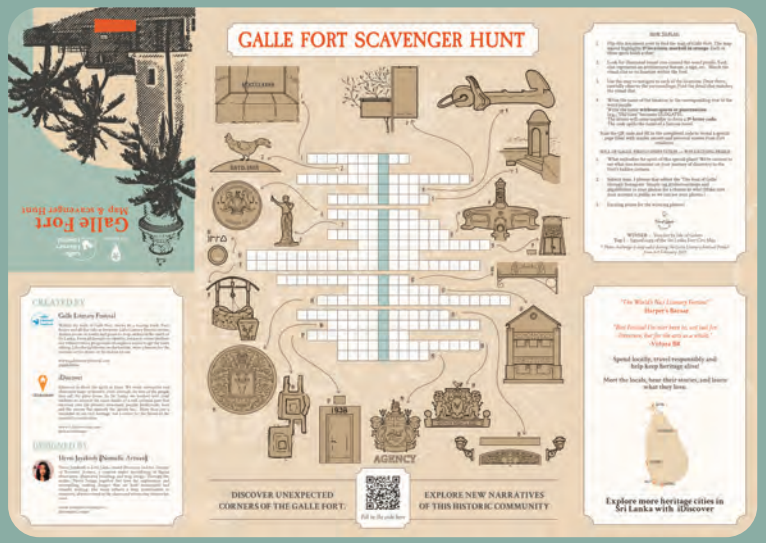
LOCATION
Sri lanka

YEAR
2025

Selected Work - Map Illustration

Nomadic Artisan Design Studio







GALLE LIT FEST

SERVICES

Map illustration

LOCATION

Galle Fort

YEAR

2024/ 2025









GLX

SERVICES
Map illustration

LOCATION
Sri Lanka

YEAR
2024



JETWING

SERVICES
Map illustration

LOCATION
Vil Uyana

YEAR
2024

Nomadic Artisan Design Studio

Selected Work - Map Illustration



VILA ALBA

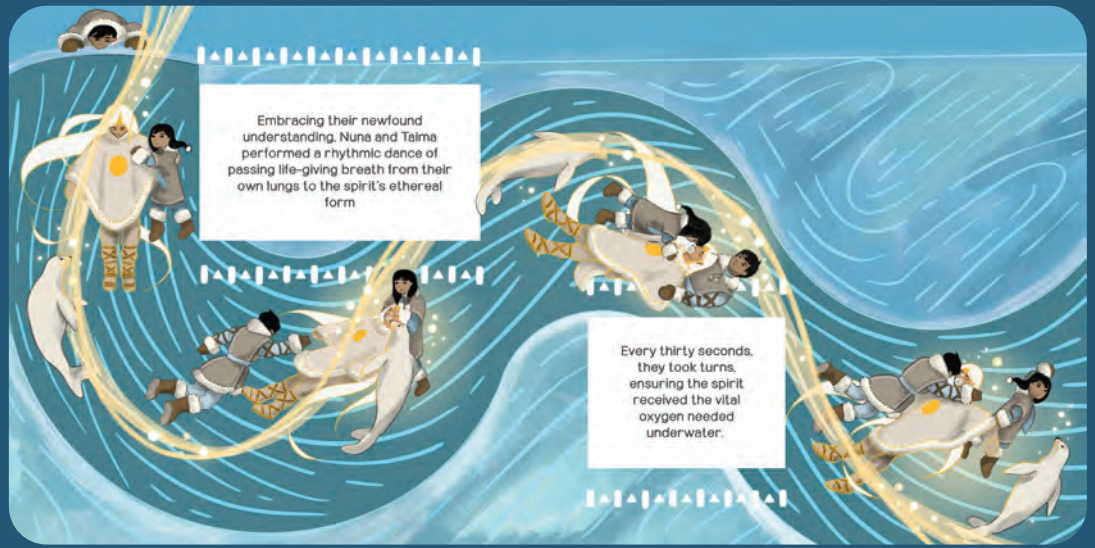
SERVICES
Map illustration

LOCATION
Ahangama

YEAR
2026







ARCTIC HEARTS

SERVICES	LOCATION	YEAR
Book Illustration	*Switzerland*	*2023*

VALUE PROPOSITION

1. Artisanal Approach: *We pride ourselves on our handcrafted, artisanal approach to design. Our team infuses each project with a bespoke touch, ensuring that every element is uniquely tailored to reflect the brand's identity.*

2. Narrative-driven Design: *We specialize in creating visual stories that captivate and resonate. Our focus on narrative-driven design ensures that every illustration, logo, or branding element we craft tells a compelling story.*

3. Blend of Tradition and Technology: *We seamlessly merge traditional artistic techniques with cutting-edge technology. This fusion allows us to create innovative and visually striking designs that resonate in today's digital landscape.*

4. Client Collaboration: *We believe in a collaborative process, where client input and feedback are integral. Our dedication to understanding your vision ensures that our creations mirror your aspirations and goals.*

5. Attention to Detail: *We are passionate about the minutiae. Our commitment to detail ensures that every stroke, color, and element in our designs contributes meaningfully to the overall brand narrative.*

6. Distinctive Brand Differentiation: *Our designs aim not just to stand out but to carve a unique niche for each brand. We focus on creating brand identities that are distinctive, memorable, and set our clients apart from the competition.*

CLIENT BENEFITS

01 — Distinctive Brand Identity

We build identities that are intentionally specific—rooted in narrative, context and visual language rather than trend or template. This creates brands that are immediately recognisable and difficult to replicate.

What this enables:

Stronger visual differentiation in crowded markets
Clearer positioning within your category
Immediate recognition across platforms and spaces
A brand presence that feels intentionally designed, not generic

02 — Emotional Connection & Storytelling

Our approach is narrative-led, meaning every visual decision is connected to story, atmosphere and experience. Rather than communicating only what a business offers, we focus on how it feels to encounter it.

What this enables:

Deeper emotional resonance with audiences and guests
Stronger memory retention of the brand experience
Increased shareability through story-driven design
A sense of familiarity and attachment over time

03 — Improved Perception, Trust & Value

Design that elevates how a brand is perceived

A considered identity directly influences how professional, credible and valuable a brand appears. We design systems that refine perception—helping businesses move into a more premium, trusted and established position within their market.

What this enables

Higher perceived value of products or services
Increased trust and credibility at first interaction
Stronger confidence in purchase or booking decisions
A more established and intentional brand presence

04 — Consistency & Cohesion Across Touchpoints

We create structured identity systems that ensure every expression of the brand feels connected—regardless of platform, format or medium. This consistency strengthens recognition and builds long-term brand memory.

What this enables:

Unified visual language across digital, print and space
Stronger brand recall through repetition and coherence
Clear communication across multiple touchpoints
Reduced fragmentation in marketing and presentation

05 — Adaptability & Future Growth

Brand systems are built with flexibility in mind, allowing them to expand as the business grows, shifts or enters new contexts. Rather than being static identities, they function as living systems.

What this enables:

Scalability across new services, locations or offerings
Flexibility for seasonal campaigns and updates
Long-term usability without visual obsolescence
Ease of adaptation across future platforms and formats

06 — Competitive Edge & Market Positioning

Clarity that creates distinction
In saturated markets, clarity is advantage. We design brands that carve out a defined position—visually, emotionally and strategically—so they do not blend into category expectations.

What this enables:

Stronger differentiation from competitors
Clearer positioning in the minds of audiences
A recognisable visual and narrative territory
Increased relevance within target markets

07 — Engagement, Conversion & Business Impact

Design that performs, not just presents.A strong identity does not only attract attention—it guides behaviour. By aligning narrative, visual language and experience design, we create brands that naturally encourage engagement and conversion.

What this enables:

Higher audience engagement across platforms
Improved conversion rates from interest to action
Stronger customer acquisition through clarity and appeal
Increased repeat interaction and loyalty over time.

In essence- what clients receive is not just branding. It is a structured transformation of perception—where identity becomes clearer, experience becomes stronger, and the business becomes more memorable, trusted and chosen

BY THE NUMBERS

Branding is a commercial system that directly influences perception, pricing power, trust and long-term growth. Across multiple studies in design, marketing science and business performance, the impact of consistent, emotionally resonant branding is measurable. Below is a synthesis of widely cited research across branding, consumer psychology and design-led business performance.

01 — Revenue Growth Through Consistency

Consistency compounds into measurable financial return

Brands that maintain consistent presentation across all platforms and touchpoints experience significantly stronger revenue performance.

- *Up to **23% increase in revenue** from consistent brand presentation across channels*
  (Lucidpress / Marq Brand Consistency Report)
- *Consistent branding can **increase revenue by 10–20% on average** across industries depending on implementation depth*
- *Strong brand consistency improves marketing efficiency by reducing confusion and increasing recall at point of decision.*

02 — Emotional Branding & Performance Premium

Emotion is a measurable growth driver

Brands that create strong emotional connections outperform competitors in both retention and growth.

- *Emotionally connected customers are 52% **more valuable** than highly satisfied customers*
  (Harvard Business Review / Temkin Group research synthesis)
- *Emotionally engaged customers show **3x higher lifetime value** in multiple service industries*
- *Brands with strong emotional resonance consistently outperform category **growth rates by up to 2x***

03 — Conversion & Acquisition Efficiency

Clarity reduces friction in decision-making

Strong branding improves conversion by reducing uncertainty at every stage of the customer journey.

- *Consistent brand presentation **improves conversion rates by 10–50%** depending on sector and funnel maturity*
- *Clear visual identity reduces perceived risk, especially in hospitality, travel and premium services*
- *Strong branding reduces acquisition cost over time by improving organic discovery and word-of-mouth referral rates*

04 — Premium Positioning & Price Uplift

Design directly influences perceived value

Visual identity and brand coherence strongly affect willingness to pay.

- *Consistent and well-designed brands can command **price premiums of 10–20%+** over visually inconsistent competitors*
  (McKinsey design and branding impact studies synthesis)
- *Premium brand perception is strongly correlated with visual coherence, storytelling and emotional positioning*
- *Consumers repeatedly associate higher design quality with higher product or service value*

05 — Design-Led Business Performance

Design as a long-term growth indicator

Companies that integrate design and branding strategically outperform market averages over time

- *Design-led companies outperformed the S&P 500 by **211% over a 10-year period***
  (Design Management Institute / McKinsey collaboration)
- *Strong design maturity correlates with higher client satisfaction, loyalty and operational efficiency*
- *Businesses investing early in brand systems reduce future rework and marketing fragmentation costs*

06 — Recognition, Memory & Cognitive Ease

Familiarity reduces decision effort

Repeated, consistent exposure strengthens recognition and accelerates decision-making. Companies that integrate design and branding strategically outperform market averages over time

- *It takes an average of **5–7 brand impressions** before recognition begins to form in low-involvement categories*
- *Familiar brands are significantly more likely to be selected in high-choice environments due to cognitive ease*
- *Strong visual systems improve recall accuracy and speed during decision-making moments*

RETURN ON INVESTMENT

Illustration-led branding as measurable business impact
Illustration-led branding is not only a visual differentiator—it is a performance tool. When applied across hospitality, F&B, cultural and experience-driven businesses, it influences perception, behaviour, and revenue in direct and indirect ways. Its impact is most visible in how people choose, spend, return, and share.

01 — Core ROI Impact Areas

- *Higher average booking value*
- *Increased perceived product and service value*
- *Stronger social shareability and organic reach*
- *Increased repeat visits and customer retention*
- *Stronger performance during launch periods*
- *Higher volume of user-generated content (UGC)*
- *Improved word-of-mouth referrals*

02 — Hospitality ROI Example (Boutique Stay / Villa)

Scenario baseline:
- Average nightly rate: $120
- Occupancy: 60%
- 30 nights/month » 18 bookings/month

With stronger illustrated branding:
Even conservative improvements can include:

+10–15% increase in value » ability to raise rate
~ Improved listing conversion » higher occupancy

03 — F&B ROI Example (Café / Restaurant)

Scenario baseline:
- 100 covers/week
- Average spend: $8
- Weekly revenue: $800

With stronger branding + illustrated menu system:
+5–15% increase in average order value (AOV)
~ Increased visibility on social media » organic traffic

04 — Product / Retail ROI Example

Scenario baseline:
- 200 units/month
- Price per unit: $15
- Monthly revenue: $3,000

With improved illustrated branding:
+10–25% perceived value uplift
+5–12% conversion rate improvement
~ Increased repeat purchase likelihood

05 — Organic Content Generation

Illustration-led brands naturally generate content without paid amplification:
- Increased photography and tagging by customers
- Higher likelihood of being shared on travel and lifestyle platforms
- Stronger visual identity = more "Instagrammable" environments
- Continuous passive marketing through user-generated content

Estimated impact:
20–60% increase in organic social impressions in visually strong hospitality brands
~ Reduced reliance on paid advertising for awareness stages

06 — Simple ROI Framework

Example Investment:
Branding + illustration system: $3,000

Scenario A — Hospitality (Conservative Impact)
+2 additional bookings/month
+$15 average uplift per booking
+$30/month direct uplift
Indirect uplift from occupancy + perception: $300–$800/month

Payback period: ~3–8 months

Scenario B — F&B (Moderate Impact)
+5 additional covers/week
+$1–$2 increase in AOV
Weekly uplift: $25–$150

Payback period: ~2–6 months

Scenario C — Combined Effect
(Realistic Mixed Business)

Most businesses experience a combination of:

pricing uplift
conversion improvement
increased traffic
repeat visits

Typical outcome:
Branding investment recovers through compounded small gains across multiple channels.

TESTIMONIALS

It takes alot for me to recommend someone but devini is for sure one of those people. I've used her for so many projects now and she is my go to for all things design related. An increadable illustrator that is organised, pasionate and dependable. If your looking for cheap average work that blends in then devini is not for you. Her work is exceptional and there is a very good reason she attracts works for top brands globaly. Can't shout load enough about working with Devini, the value for money is insane!

If I could give 7 stars I would.

Makahiya Fitness

It was an absolute pleasure working with Devni! The professionalism and expertise on guiding the project through from start to end was seamless. No stress with delivery timelines. Highly recommended

The Forestry

I'm absolutely thrilled with Nomadic Artisan! Devni's illustration and brand design work are incredibly detailed, creative, and professional — you can truly feel the passion and talent behind it. Working with her was smooth, friendly, and inspiring, and the final result exceeded my expectations. I especially loved the clear visual concept and the personalised approach. I can highly recommend Nomadic Artisan to anyone looking for creative, high-quality design.

Siyelu Sri Lanka

We worked with Nomadic Artisan for a very detailed and specific requirement and the team delivered above and beyond what we had expected. We highly recommend working with Nomadic Artisan due to their high level of professionalism, incredible skill and design eye, ease in liaising, responsiveness to changes and suggestions, feeling prioritized as a client and willingness to go the extra mile for the benefit of the project

Chiro House

Nomadic Artisan's team have a natural talent in bringing characters/images to life, making characters showing emotions through lovely details and was a pleasure to work with. The unique style they've developped was exactly what I was looking for and they exceeded my expectations.

Becton Dickinson

We had a great experience working with Devni at Nomadic Artisan Design. She created a customer journey map and a flyer for us, and both turned out really well.

She was easy to work with, quickly understood what we were looking for, and was very responsive to feedback throughout the process. The final designs were clean, creative, and exactly what we needed.Overall, very professional but also friendly and approachable. We'd happily work with Devni again and would definitely recommend her.

Skydive Sri Lanka



NEXT STEP

At Nomadic Artisan, we create illustration-led brands that transform places, products and experiences into worlds people want to step into—building emotional connection through narrative, atmosphere and thoughtful design.

Whether you are beginning something new, reshaping something existing, or searching for a way to communicate what already makes your brand special, we would love to hear your story. Let's create experiences that feels like a love letter to what you do—

WhatsApp	**+94 766969060**	*Instagram*	**@NOMADIC.ARTISAN**
Email	**STUDIO@NOMADIC-ARTISAN.COM**	*Behance*	**NOMADIC-ARTISAN**
Website	**WWW.NOMADIC-ARTISAN.COM**	*Linkedin*	**NOMADIC-ARTISAN**

APPENDIX

The figures, statistics and performance references included within this document are intended as indicative insights based on industry research and aggregated outcomes observed across previous Nomadic Artisan client projects.

The reference documents that the calcuations are based on are listed below

Brand Finance Global Reports
Interbrand – Best Global Brands
McKinsey – The Business Value of Design
Design Management Institute (DMI)
Nielsen Consumer Research
HubSpot Research & Reports
Airbnb Resource Centre
Booking.com Travel Research

They are provided to illustrate potential impact areas of branding and illustration-led design, including but not limited to perception, engagement, conversion and revenue influence.

However, it is important to note that:
- Every brand operates within a unique market context
- Outcomes are influenced by multiple external and internal factors including pricing, product quality, distribution, competition, timing and execution beyond design
- Branding impact cannot be isolated as a single-variable driver of performance
- Results should therefore not be interpreted as guaranteed or directly transferable projections

All performance-related examples are best understood as directional frameworks rather than fixed forecasts.

They are designed to demonstrate potential ranges of influence, not promised outcomes.

Nomadic Artisan does not guarantee specific financial or commercial results from branding engagement. Instead, the focus remains on building strong, coherent and strategically grounded brand systems that support long-term recognition, trust and growth.

Each project is approached individually, and outcomes will vary based on implementation, market conditions and business execution.