

MonkeyMadeStudio ©2026
a story-first company

Kuala Lumpur, Malaysia

Most brands don't struggle with making content, they struggle with **making people care.**

Businesses around the world are finding ways to connect with their customers on an authentic level. While every project is different, our approach is designed to help you

1

Build Real **Connections**

Empower customers as brand heroes by uncovering their stories, fueling your brand's essence for effective decisions ahead.

2

Inspire **Purpose**

It goes beyond identity-building, fostering a genuine connection to your brand for a clearer sense of purpose.

3

Tell Your **Story**

Unlock your passion's hidden potential and shape it into a legacy-inspiring vision.

4

Find Your **Uniqueness**

Identify the special traits of your brand that makes it impactful to the right people.

5

Reach Team **Alignment**

Define the values and manifestos you live by that shapes the way your brand operates and inspires within.

Services:

Brand Strategy

Brand Identity Design

Website Design & Development

Creative Direction



Description

Most brands don't struggle with ideas — they struggle with direction.

Brand strategy gives your business a clear point of view: who you're for, what you stand for, and how to communicate it consistently. This work becomes the foundation for every decision that follows, from design to content to growth.

Deliverables

- Brand Strategy Document
- Brand Foundations
- Brand Positioning
- Customer Profile
- Brand Narrative & Messaging
- Naming & Tagline

Services:

Brand Strategy

Brand Identity Design

Website Design & Development

Creative Direction



Description

Brand identity design translates your strategy into a visual system people can immediately understand and remember. Every element is designed to work together, so your brand shows up consistently across platforms, teams, and touchpoints.

It's more than decoration. It's structure, expressed visually. Great design sells.



Deliverables

- Logo Systems & Marks
- Colour & Typography Systems
- Brand Element Development
- Imagery Direction
- Application Direction
- Graphic Design
- Brand Guidelines

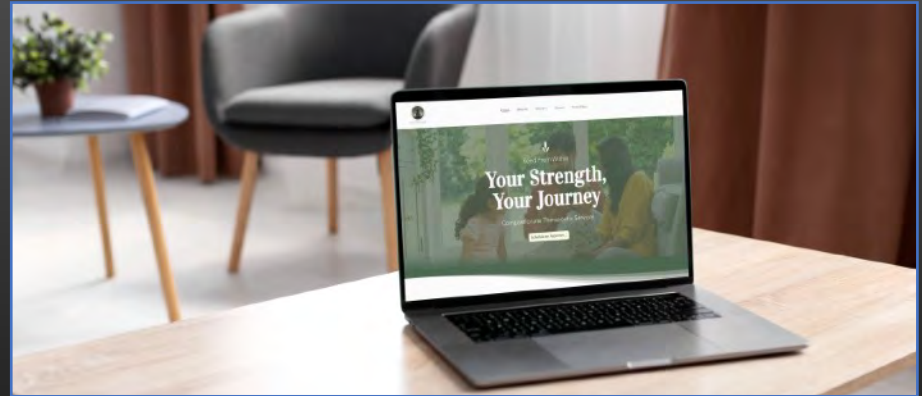
Services:

Brand Strategy

Brand Identity Design

Website Design & Development

Creative Direction



Description

Websites are a decision-making space.

We design and build site that organise information clearly, separate what matters from what doesn't, and help visitors understand your brand without effort. Creating an experience that is intentional and action-oriented.

Structure comes first. Design follows purpose.

Deliverables

- UI/UX Web Design
- Web Development
- Web Maintenance
- Landing Pages
- Design System
- Mobile Optimised
- Onsite SEO

Services:

Brand Strategy

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Creative Direction



Description

Creative direction provides the framework that guides creative work at scale.

It sets the creative logic behind concepts, campaigns, and content, ensuring narrative and visual consistency across all outputs. This allows production to move faster, with fewer revisions and clearer decision-making.

Deliverables

- Concept Development
- Narrative Direction
- Visual Direction
- Content Development
- Campaign Direction
- Creative Alignment
- Brand Photography/Videography

The Brands We've Touched



Other brands

The Social Panacea
 City Health Tech
 Omera Digital
 LaundroPro Solutions
 Homecooking With Somjit

Aura Studio
 Tupper
 TELOS
 ChemisTree
 Kiche Kopi

JACL
 Chamins
 Al-Brakath
 Reed From Within
 Crowd Viral

Ten O' Five Designs
 Kris Taylor
 Grabmaid
 RealizeU, LLC

Dot Crunch
 Bayou Cafe
 Thoughtful Coaching
 Jeff Kiddng Me Comedy

PORTFOLIO

YourNextSteps-US

Non-profit Educational Coaching & Mentoring

CONTEXT

A non-profit education organisation needed clarity across brand, digital presence, and narrative to scale its reach without losing purpose.

OUR CONTRIBUTION

By aligning their story, identity, and website experience, the organisation could communicate with focus and confidence across markets.

Impact:

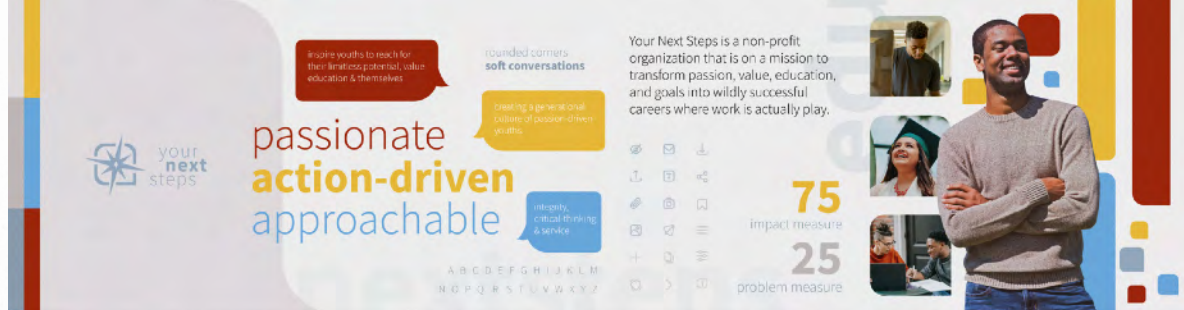
- ▶ 138% YoY growth in applicants over 3 years
- ▶ Expanded its reach across 15 states and 45 countries.

Brand Strategy

Brand Identity Design

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Creative Direction



PORTFOLIO

UNFPA

Humanitarian & Social Development (UN Agency)

CONTEXT

A UN agency needed a public-facing publication that could reach decision-makers and the wider public with urgency and clarity.

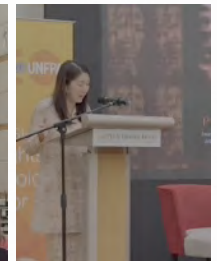
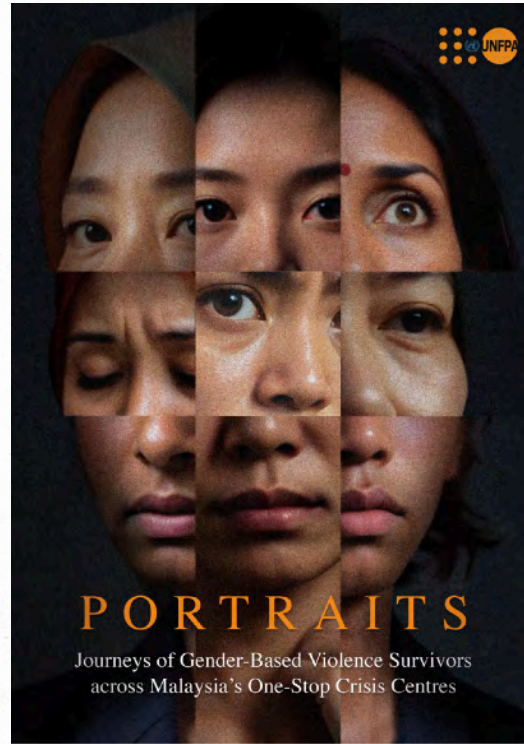
OUR CONTRIBUTION

Through experience-led creative direction, complex research was translated into a human, accessible narrative.

Impact:

- ▶ Direct access to decision makers
- ▶ National media exposure
- ▶ Public awareness amplification

Creative Direction



PORTFOLIO

Hijau Philosophy

Health & Wellness

CONTEXT

A health and wellness brand needed clearer direction to align its identity, digital presence, and growing product range.

OUR CONTRIBUTION

By refining the brand narrative and translating it into a cohesive visual and digital experience, the team behind Hijau Philosophy could communicate with clarity and confidence across touchpoints.

Impact:

- ▶ Clear brand direction
- ▶ Renewed customer engagement
- ▶ Audience validation

Brand Strategy

Website Design & Development

Creative Direction



Give Your Skin Time

Allow your skin to reset by following this routine for at least a week. Gradually reintroduce products one at a time, paying attention to how your skin responds.



BONUS TIP

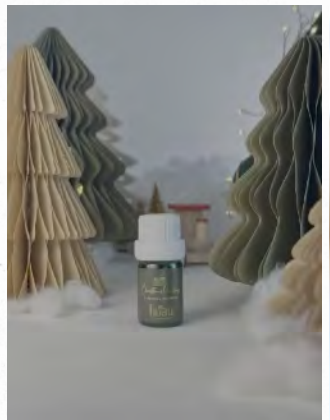
Light a Candle for Ambiance

Candles set the perfect mood. You don't need electricity to create a relaxing, cozy atmosphere!



Why you'll love it:

- ☞ Brings a sense of calm after a long day
- ☞ Encourages deep, restful sleep
- ☞ 8 out of 10 users felt an improvement in their sleep quality



It's Better for your Health

Choosing natural products means avoiding toxins that can disrupt your body's balance, leading to better skin, healthier breathing, and overall well-being.

#HijauPhilosophy



#HijauPhilosophy



CUSTOMER FAVOURITES

Deep Sleep Blend

Gentle, herbaceous breeze with a cozy finish.

Best for:

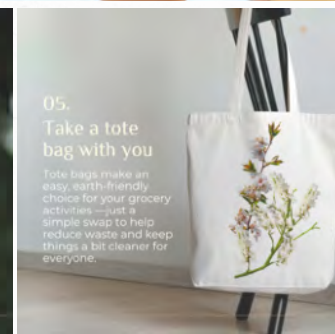
- ☞ Calming a restless mind before bed
- ☞ Easing daily stress and emotional tension
- ☞ Creating a soothing nighttime ritual
- ☞ Anyone struggling with insomnia or poor sleep quality

#GoodInNaturalGoodness



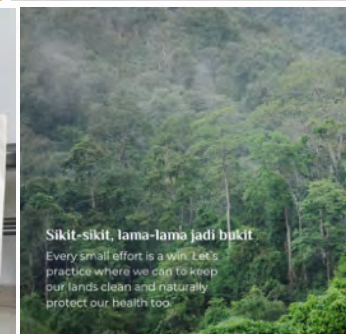
03. Use a stainless steel water bottle

Not only is it great for keeping your beverages warm or cold, but it also is a cleaner alternative to plastic bottles. Plus, one less plastic use each time you sip!



05. Take a tote bag with you

Tote bags make an easy, earth-friendly choice for your grocery activities—just a simple swap to help reduce waste and keep things a bit cleaner for everyone.



Sikit-sikit, lama-lama jadi bukit.

Every small effort, is a win. Let's practice what we say to keep our lands clean and naturally protect our health too.

Hijau Philosophy

Health & Wellness

CONTEXT

As the brand grew, Hijau needed a stronger digital experience to support partnerships, collaborations, and product storytelling.

OUR CONTRIBUTION

Through strategic brand and website development, the digital platform became a clearer extension of the brand's values and purpose while easing the process of purchase for returning customers.

Impact:

- ▶ Partnership and collaboration enablement
- ▶ Improved digital experience

Brand Strategy

Website Design & Development

Creative Direction



Shop in Bundles

Our Philosophy curated bundles put our best items together for a complete skin care experience. Receive your starting point, natural products or refreshing your favorites. Help us save space on your shelves with a curated selection for you and the planet.

Discover Bundles here

Just joined the Family



Good Pore Moisturizer

View Product



Good Pore Moisturizer

View Product



Good Pore Moisturizer

View Product



Good Pore Moisturizer

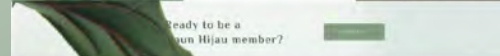
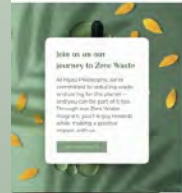
View Product



Good Pore Moisturizer

View Product

We're loved!



Also Available At

View Philosophy on our website for more information



THE NESTED
A 100% Natural Skin Care Brand



Apeiron Network

Business Coaching & Consulting

CONTEXT

A business coaching and consulting network needed a clearer way to communicate its value to different audience segments.

OUR CONTRIBUTION

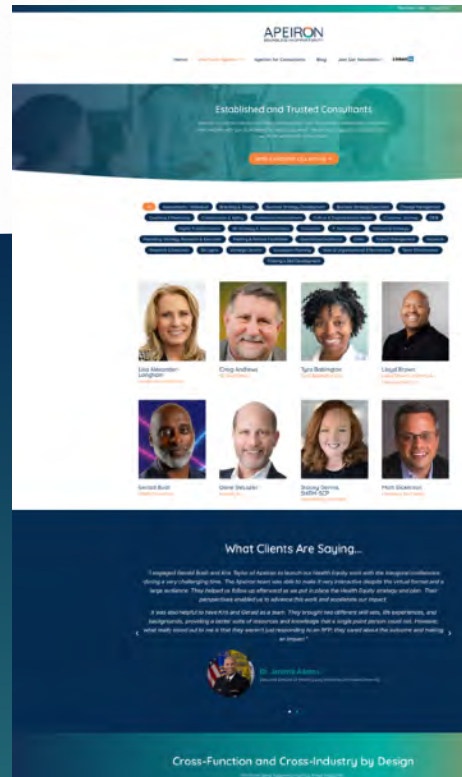
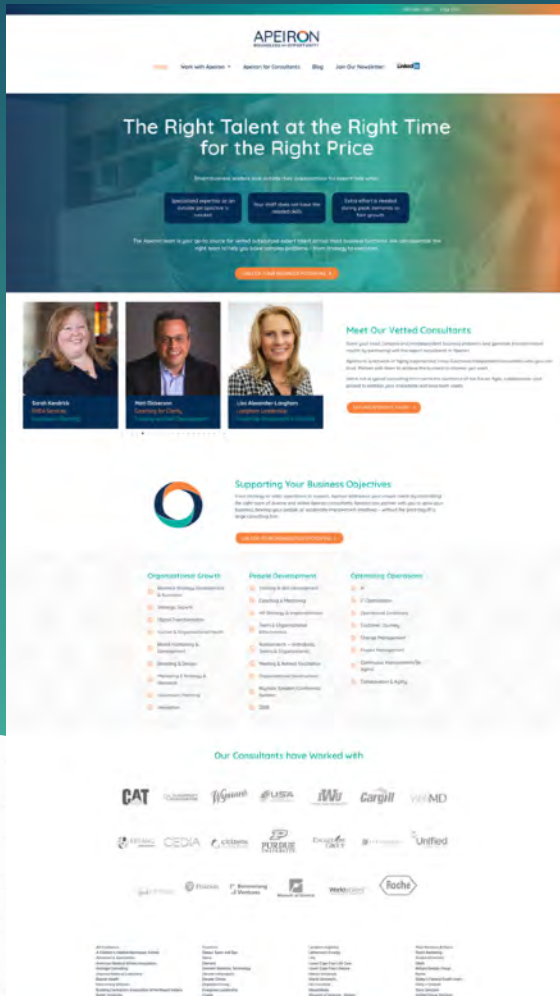
By restructuring the website experience and creative direction, the brand could guide visitors more intuitively through its offerings. This led to more effective lead generation efforts by the team.

Impact:

- ▶ Clear audience segmentation
- ▶ More engaging digital experience
- ▶ Improved internal confidence and alignment
- ▶ Stronger lead generation readiness

Website Design & Development

Creative Direction



PORTFOLIO

PURAS

Health & Wellness

CONTEXT

In their efforts to stay relevant and appeal to their target audiences, PURAS required creative direction to bring its products and philosophy to life through visual storytelling.

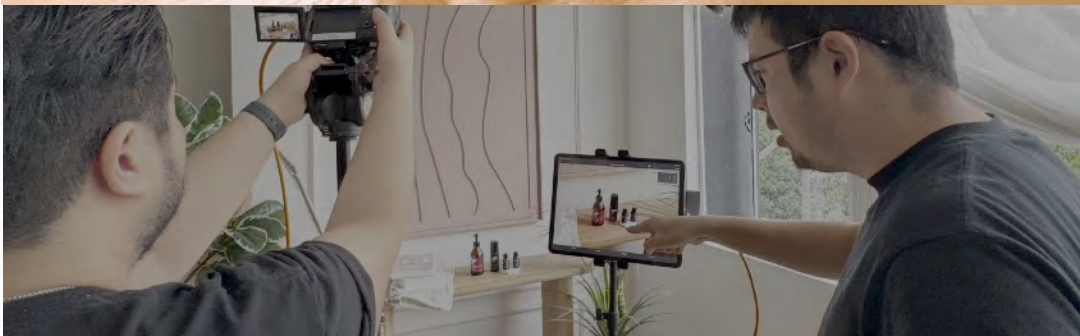
OUR CONTRIBUTION

Through focused creative direction, the brand is now able to present its products on their new website with greater clarity, consistency, and intention.

Impact

- ▶ Improved brand presentation
- ▶ Stronger visual consistency
- ▶ Clearer product storytelling

Creative Direction



We are a story-first company.

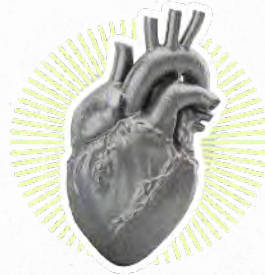
When the story isn't clear, everything feels harder: the messaging, the design, the decisions. Our work starts by helping you find clarity, so your brand can move forward with confidence.



► Stories fuel emotion

You already have a story. It's just buried under too many ideas, opinions, and directions.

We help you slow things down and get clear on what actually matters to your audience. By asking the right questions and listening actively, we help shape a story that feels true to who you are and easy for people to connect with.



► Emotion drives action

People don't engage because something looks good but because something feels right. And great design opens transactional conversations.

We create branded experiences that feel intentional, considered and true to your brand, instead of rushed or generic.



► Action creates change

When things finally make sense, people respond.

With a clear story and a stronger emotional connection, your brand stops feeling scattered. What you say, what you show, and how people engage begin to line up, making it easier for your audience to take the next step.

Meet the team:

We ask the right questions, and
then we listen. Actively.



Monica Theseira

Founder, Strategist &
Creative Director



Niba Zaidi

Art Director



Denial Hakim

Production Lead



Breena Melissa

Website Development



Ben Ang

Creative Writing