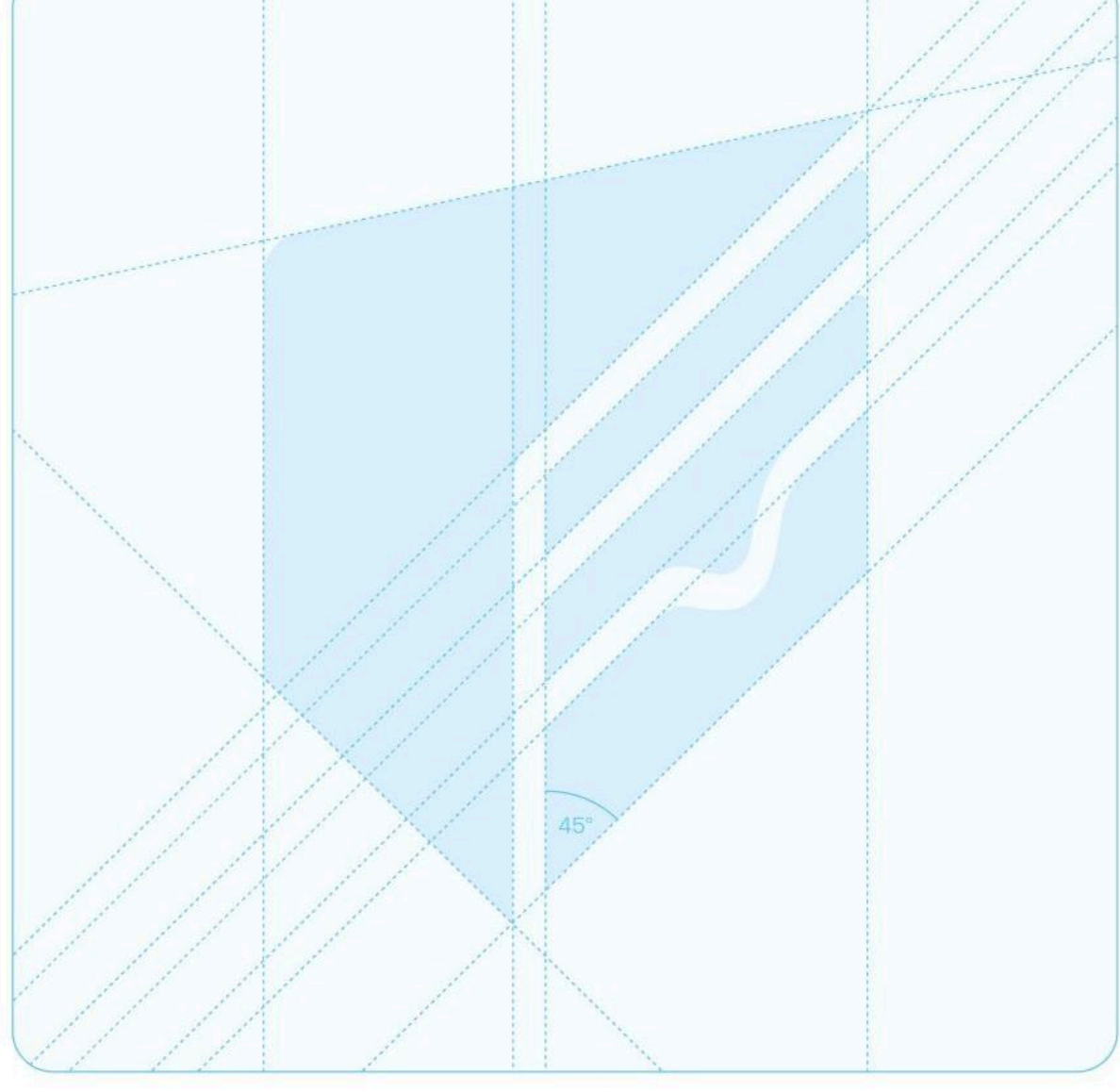


Cake Wallet

CLIENT
Creating a brand is a piece of cake

SERVICES
Branding, Visual Design, Strategy

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01.

Project Overview

Creating a brand is a piece of cake.

Otherlife partnered with Cake Wallet to redefine their brand from the ground up. The new identity repositions Cake Wallet as a simple, secure, and accessible solution - with visual and verbal cues that bring its name to life. Through strategic refinement and a complete brand system, we introduced uplifting design elements, refreshed typography, a bold new logo, and a layered color palette to create a playful yet credible brand that stands out in a crowded category.

02.

Challenge

Cake Wallet had a loyal user base and strong functionality, but its brand lacked distinctiveness and emotional resonance. The name "Cake" presented an opportunity to be more approachable and memorable - but it wasn't being fully leveraged. The challenge was to create a cohesive brand strategy that communicated simplicity, security, and delight, while helping Cake appeal to a broader audience and compete more confidently in the wallet space.

03.

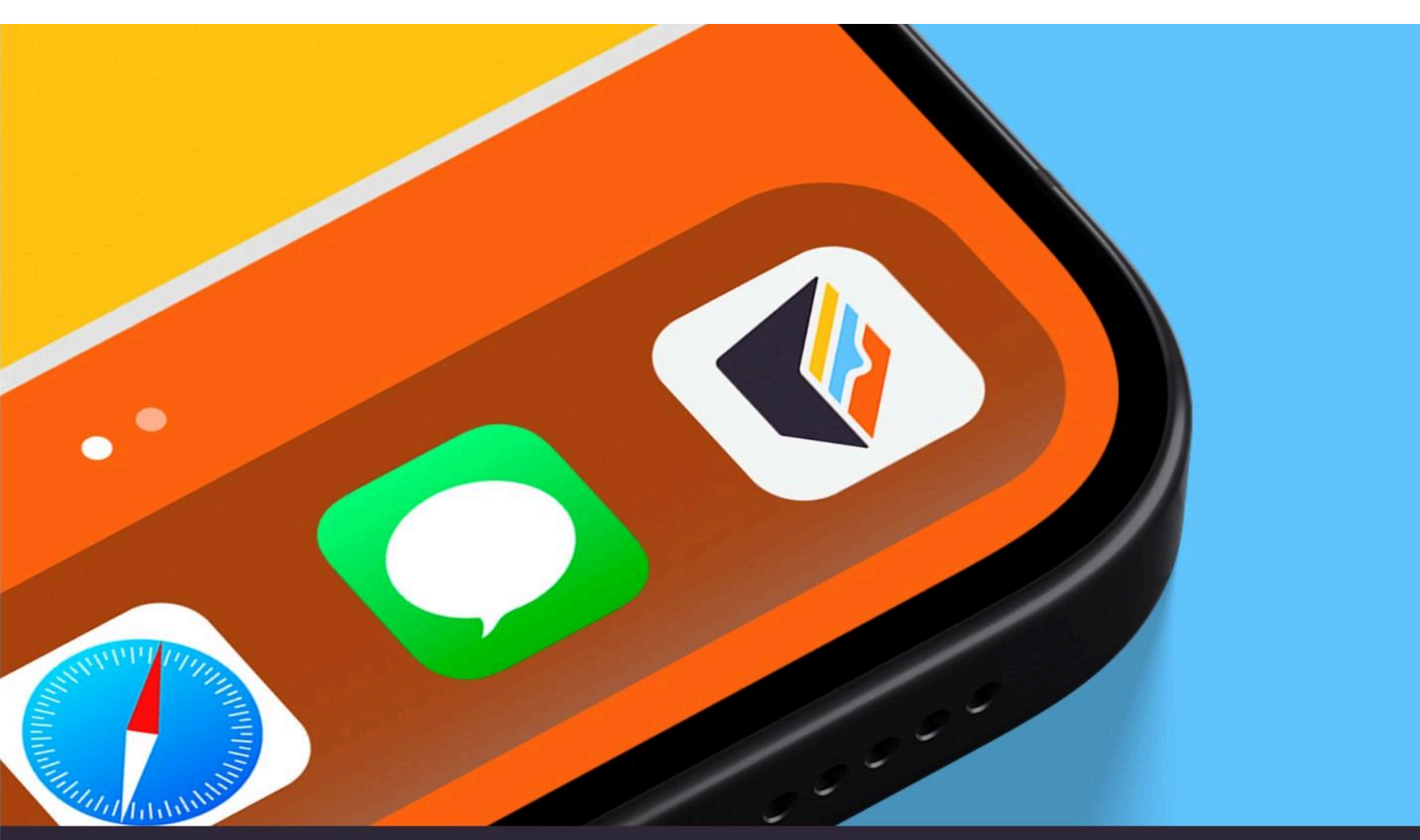
Solution

Otherlife delivered a comprehensive rebrand rooted in clarity, creativity, and consistency. We developed a playful visual language inspired by the idea of "layered simplicity" - drawing from the metaphor of cake slices to inform logo design, iconography, and motion behavior. The refreshed identity includes a vibrant color system, modern typography, and UI-inspired graphics designed to convey trust, ease, and fun across all platforms. These assets were supported by a clear brand strategy that gave Cake Wallet a stronger voice in the market.


04.

Result

Cake Wallet emerged with a fresh identity that's both technically sound and emotionally engaging. The new brand makes a strong first impression, improves credibility, and gives the team the tools to scale communications across product and marketing. With a stronger foundation and distinct market position, Cake Wallet is now better equipped to grow its audience, expand awareness, and compete with leading wallets - while staying true to its name.



"Otherlife delivered a smart, scalable brand for Cake Wallet — clean, secure, and true to who we are. The logo is clever and beautifully crafted, setting us up for growth. Most importantly, they took the time to truly understand our business. We couldn't be happier."

 **Vikrant Sharma**
CEO @ Cake Wallet

