

# “Made Offbeat” Goes Online

Ginni Media gets a fresh look to showcase its eclectic podcast lineup.



## GINNI MEDIA®

Ginni Media uplevels its brand identity while preserving its unique vibe.

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—

Ginni Saraswati  
Founder, Ginni Media

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## The Client

Ginni Media is a fully remote creative company, with team members spread across 14 countries and six continents. They produce audio for entrepreneurs, brand authorities, and global clients such as Siemens, Allure, and Architectural Digest.

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## The Challenge

Ginni Media needed a refreshed brand identity that matched its unique voice and showcased its inclusive values.

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## The Team

Toptal Design  
Toptal Development

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## The Result

Combining artistry and technology, the Toptal team delivered a new brand identity that reflects the inclusive and diverse Ginni Media mindset.

# One of a kind

**Ginni Saraswati has always been a little offbeat. Born in Sri Lanka, raised in Australia, and now a bona fide New Yorker, she cut her teeth in broadcasting, hosting the graveyard shift at a student radio station in Melbourne.** She went on to start her own podcast, The Ginni Show, in 2015 and quickly learned just how much effort and know-how it takes to successfully produce a podcast. “Wouldn’t it be nice,” she muses, “to have someone take care of it all—the original ideas, the research and interviewing, the production editing and hosting, the marketing and distribution?” She acted on the concept, founding Ginni Media in 2017. Ginni Media is a full-service production company explicitly tailored to podcasting

and focused on giving a voice to people from all backgrounds. What began with a handful of clients at the company’s inception has grown into a 24-person team in 14 countries that has launched more than 150 podcasts for its broad customer base.

“I think I’m someone who is made offbeat; I don’t think you would call me cookie cutter,” Saraswati says. Her uniqueness informed the way she built her company, cultivating a core team that embraces inclusivity and diversity. “My team is 100% remote,” Saraswati notes. She built a global team of individuals who are passionate about creating great content and sharing stories from underrepresented communities.

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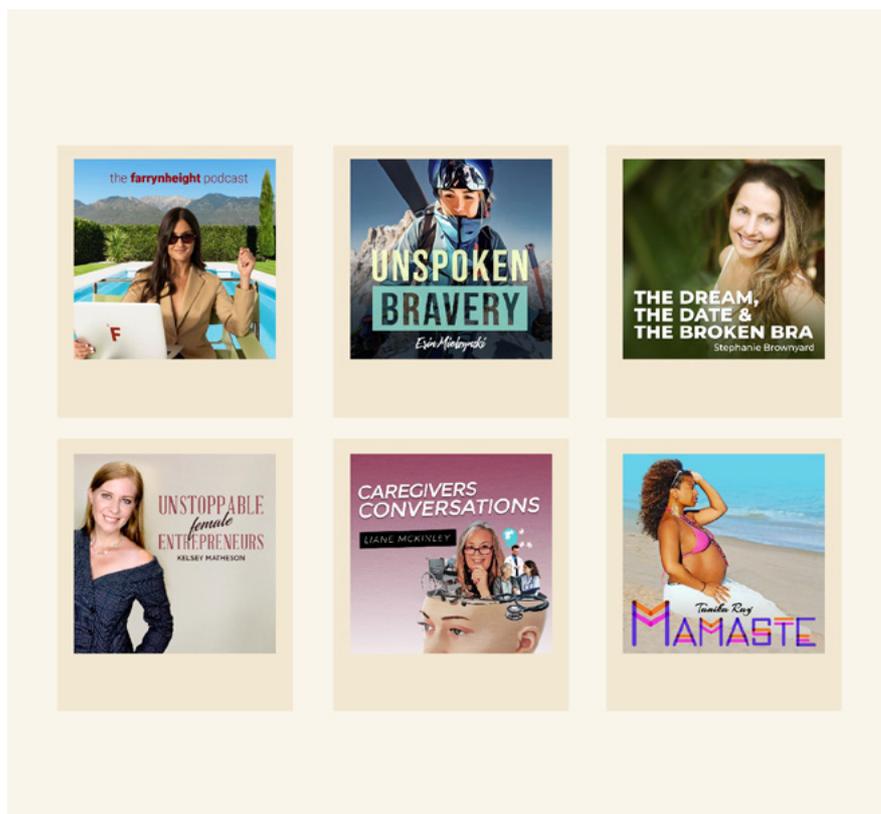
– Ginni Saraswati  
Founder and CEO, Ginni Media



# Reaching new heights

Podcasting was one of a handful of industries that thrived during 2020. “Through the pandemic, the company expanded in ways that no one would have imagined,” says Zara Karschay, an independent creative producer spearheading the rebrand.

“Suddenly, everyone wanted podcasts. Audio became ideal for a socially distanced world. We had a lot of clients who came on board, and the company grew quite rapidly.” With a larger, and increasingly more sophisticated clientele, Karschay felt the organization’s branding and web presence needed an upgrade. “We’d matured,” adds Saraswati. “We have a certain sense of creativity coming out of us that the old branding was not reflecting.” Given Karschay’s experience in creative development, Saraswati knew she was the right person to helm the rebrand. During an initial brainstorming session, Karschay came up with the phrase “made offbeat,” which became the North Star of the rebrand.



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– Zara Karschay  
Freelance Creative Producer

## A Toptal encore

**The pair knew they needed a look and feel that reflected the company’s uniqueness. After interviewing several firms, they felt they would benefit from closer collaboration with their suppliers.** Having produced podcasts for Toptal in the past, Saraswati and Karschay considered partnering with the company in a new way.

After a conversation with Chris Engelbrecht, Director of Design at Toptal, the duo learned that

they would require both a web designer and a web developer. “That immediately clarified the process for us and helped us to understand who we needed,” remembers Karschay. “Toptal could offer it all. Making that process really seamless was incredibly important to us because we wanted to get it done. And we wanted to make sure that we got it done right.” Saraswati adds, “Toptal is a freelancer system too.

It just merges quite perfectly in that sense, and I think the thing about Toptal is—like the name—it’s top talent, and that’s the kind of talent that I want to recruit as well.”

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– Ginni Saraswati  
Founder and CEO, Ginni Media

# Creating a vibe

**The Ginni Media team wanted to make sure their new look highlighted the thoughtful, global, and diverse principles they hold dear.** “That runs through our veins at Ginni Media,” says Karschay, “we’re not all based in a metropolis like New York or London; we are a team of people who are living and experiencing things at completely opposite ends of the world. And we wanted to bring that all together visually.” Giorgi Gelbakhiani, a distinguished designer in the Toptal talent ecosystem, was the perfect fit for the job. Together the newly formed team explored art gallery websites, museum websites, and cutting-edge conceptual sites. “We’re a highly creative company,” says Karschay. “We’re still exploring how creative we are, and how we can translate that into something

that will be appealing online, but will also not scare away our corporate clients.”

“That seemed very interesting,” says Gelbakhiani, “designing a visual language for a company that helps other people to design language.” Having a deep understanding of the desired end results led Gelbakhiani to create two designs for the Ginni team to review. “Giorgi was brilliant,” recalls Karschay. “He really had thought creatively about the different ways in which you could take an initial idea. And he listened to feedback, and was very, very good at working it into something else, and quickly. It was the Holy Trinity.” Saraswati adds, “I feel he brought the colors to life. There was a blank canvas that Zara outlined, and Giorgi came and colored everything in. He showed

us the possibilities of what our vision would be.”

“I love this team because I really like to go into depth with a project,” says Gelbakhiani. “In this case, I had an opportunity to work on the visual identity, as well as the UI elements and the midtime animations.” He adds, “When you have this kind of opportunity that you can go and play with a visual identity with different types of design aspects, it’s really enjoyable.”

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– **Giorgi Gelbakhiani**  
Designer, Toptal



# “Made offbeat” goes live

**Having created a visual identity that breathed life into their initial vision, the team was ready to kick off the technical portion of the engagement.** Evgen Gavrilov, an accomplished developer in the Toptal network, bridged the gap between vision and execution. “Their goal was to add interesting animation, all-new content, and a new design, and it had to be fast,” says Gavrilov. The team developed a feedback loop that kept

the project moving quickly, even across a multitude of time zones. Leveraging Wordpress, Gavrilov seamlessly integrated the new design elements in just six weeks.

Karschay was thrilled with his work. “It’s no good getting a fantastic designer like Giorgi if we didn’t have our Evgen at the end of it,” she remarked. “I think for both of the people we worked with, there was a personality match as well. They were

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– **Evgen Gavrilov**  
Developer, Toptal

easy to work with. And that makes a huge, huge difference. With Toptal, the people we were recommended were all exceptionally high quality. That was essential for us.”

## Creativity breeds creativity

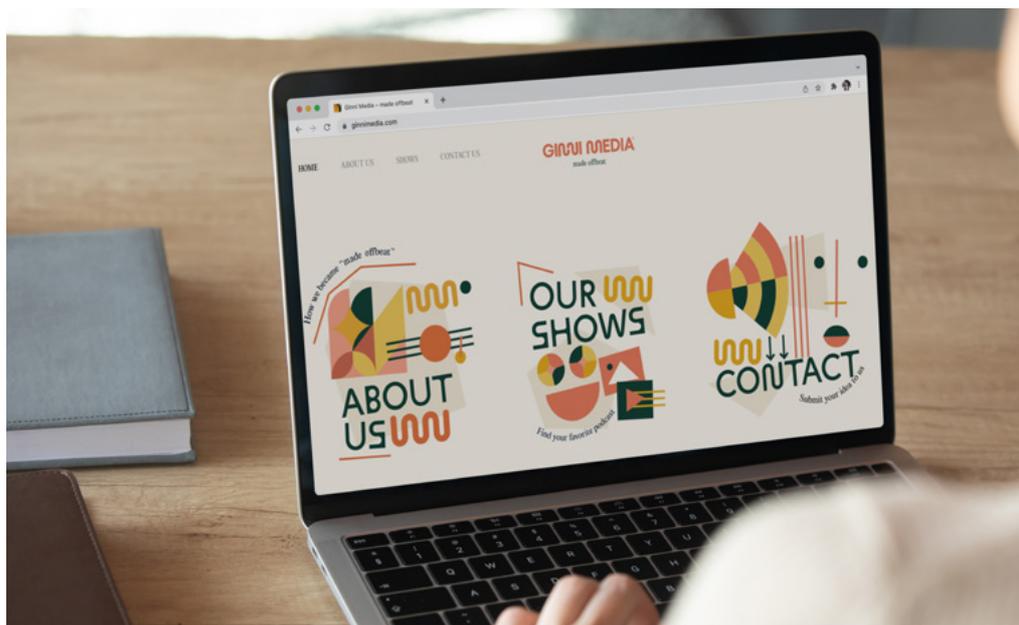
**The team at Ginni Media was elated with their new image. Saraswati wanted the end user to get a true sense of the “made offbeat” culture she so carefully cultivated.** “It forms a connection,” she says. “Essentially, it’s to introduce the person, or whoever’s visiting, to our colorful nature, our different values, and our diverse workplace, and then dive into who we are and what we do because we are a creative lot. And I think the new design is exactly aligned with where we are and where we need to be.” Karschay agrees, adding, “It gave us so much value beyond the web design and the web development. It gave us the soul of our brand, and how it’s seen and perceived across social media and beyond.”

End users had a very positive response to the changes. Michelle Lockett, Head of Social Media, at Siemens Healthineers, and Ginni Media client said, “The new look of Ginni Media does an amazing job at visualizing the team’s sound expertise through fonts and colors that speak to you from the page. Creativity breeds creativity, so it’s no surprise that

Ginni and team relaunched with a fun-yet-risky brand design.” Saraswati notes, “The new vibe and the new rebrand and the trailer, are very, very clear about who we are. As a founder, it’s very important to me that the Ginni Media brand is recognizable. We wanted to establish our brand as a company that is highly creative, and serious about it. I’m very satisfied.”

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–**Ginni Saraswati**  
Founder and CEO, Ginni Media



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