

# Kaluka Brands.

Creative solutions from the ground up.



# Our Agency.

We are a dynamic team. The perfect balance between branding, design, and digital performance.

We work with companies in the produce industry to come up with ideas that build, enhance, and grow their mark.

Through meticulous planning and execution we:

- Establish a vision
- Design for physical and digital spaces
- Provide strategies

Our work secures a healthy return on investment for your company.

# Our Services.

## CREATIVE

Logo design  
Brand guidelines  
Packaging design  
Merchandise design  
Rebranding  
Copywriting  
Photography  
Video  
Signage, POS  
Illustration

## MARKETING / ADVERTISING

Strategic marketing  
Brand development  
Campaign concepts  
Advertising campaigns  
Social Media  
Content strategy  
Email marketing  
PR strategy  
Media relations  
Booth design  
Internal communications

## WEBSITE

Website design  
Consulting  
UI/UX strategy

# **Project examples.**



# Salix Fruits.

## The Ask

A brand refresh to better tell the company's story and reflect its growth.

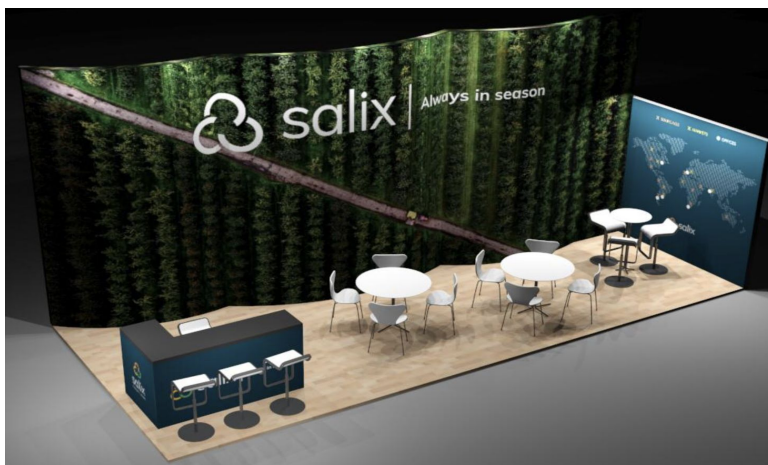
## The Solution

We updated the logo and delivered a complete style guide. Then we helped ensure cohesive branding across all areas.



salix

| Always in season



Rebranding project.

# Pepe's Lemons.

## The Ask

Create a sub brand within our client's main business to reach a new audience.

## The Solution

Developed a concept, name, and logo. Then designed new packaging for a telescopic box of lemons.







**Brand, logo, & package design project.**



# Mundos.

## The Ask

Build a brand with consumers in mind, that would help the company grow its retail sales.

## The Solution

Developed a concept, designed a logo, and applied it to packaging. Then, delivered a targeted marketing strategy.

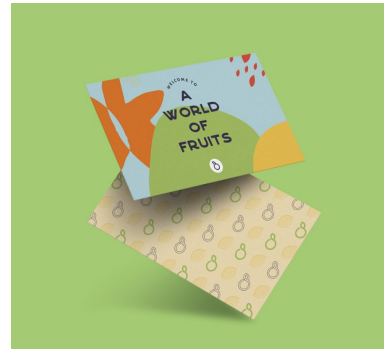
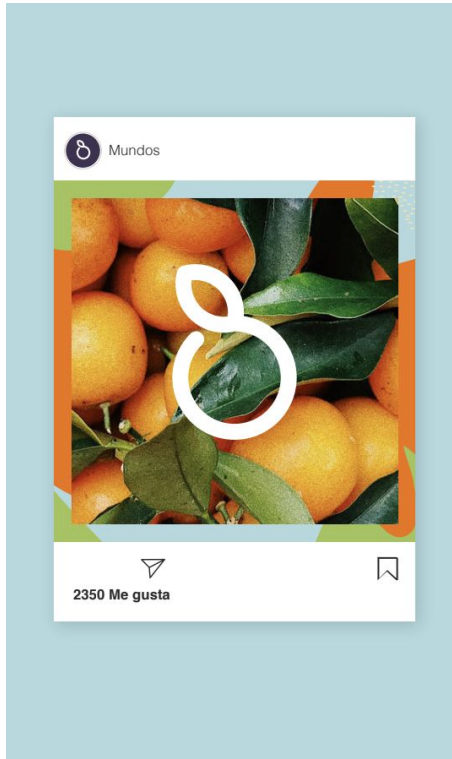


Mundos

100% FRESH FRUITS • BY SALIX



# Packaging, print & marketing material.



**Strategic marketing project.**

# Lemondo.

## The Ask

Create a playful brand and packaging to establish trust and ensure recognition across the industry.

## The Solution

Defined the brand's characteristics and created a 'mascot' that communicated those attributes. Developed and executed a marketing campaign.



**lemondo**  
LIMONES ARGENTINOS





**Brand, logo, packaging & marketing project.**

**Great brands, start with great experiences.**





# Contact.

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**KALUKA**