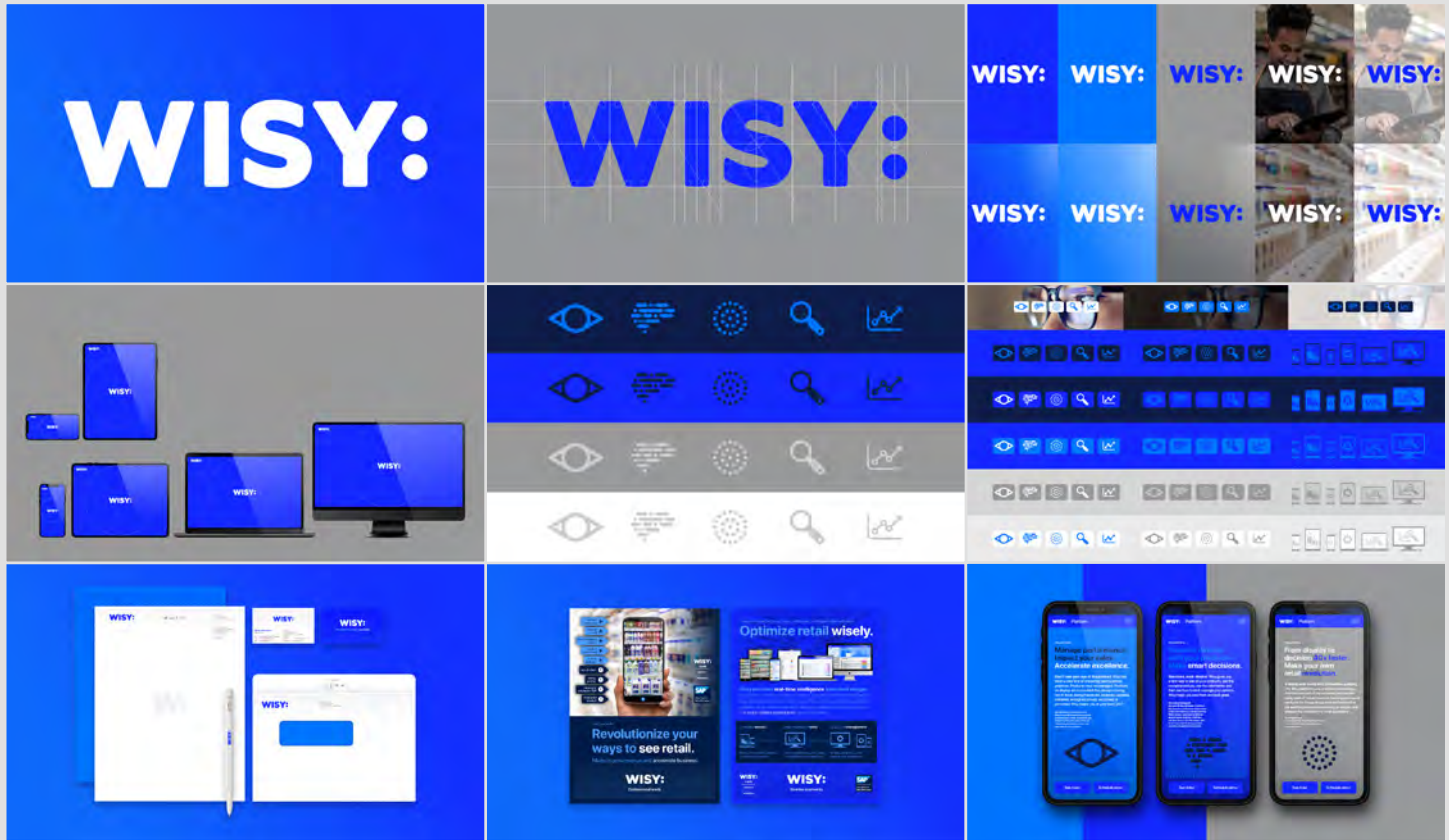


# Wisy – Retail intelligence platform

CULTÉVA

Branding new business to be a preferred choice for CPG brands and retailer giants to schedule a demo.



## Background

Wisy is a high-tech startup based in Silicon Valley since 2019 that supports consumer packaged goods (CPG) companies and retailers to deeply transform their business with retail intelligence. By using image recognition, powerful machine learning models and artificial intelligence, Wisy enables retail excellence based on real-time information and the power of data to reduce out-of-stocks and waste, while increasing on-shelf-availability.

## Challenge

Wisy is perfecting its commercial narrative for CPG brands with a retail intelligence platform. Wisy needs a targeted approach to present the solution, to secure demos, shorten its sales cycle with customers worldwide and is seeking a fully redesigned brand appearance with a new visual language and messaging platform to generate magnetic appeal and completely re-engineer their brand appearance.

*"As our startup was getting more attention from CPG companies at a global scale and after being accelerated by technology giants such as SAP, Google and Nasdaq, we required a new corporate identity and content design that was more aligned to the company we have become. Cultéva was instrumental in revealing our full commercial potential and elevating Wisy up to a world class level."*

— Min Chen, CEO, Wisy

## Solution

Cultéva collaborated with founders of Wisy to structure a plan to rethink each element required to attract the CPG industry giants, international enterprise, national chains, global to regional as well as local suppliers and manufacturers to fully comprehend a new industry standard and tap into a big untouched potential.

To make this happen, Cultéva defined a new industry baseline with a narrative that presented a new formula to see retail business differently and influence decision makers with a new norm and understand ways to optimize efficiencies and tap into a new opportunity.

Cultéva designed a timeless logo, conceived a modern, commercially refreshing, blue-chip level visual identity, and a big idea for messaging and most importantly a new vocabulary. The result was a set of flexible tools to structure existing communication to pursue new results.

Wisy made it easy for Cultéva to take a deep dive into their business, the technology, and the industry to distill complex pain-points, work through to decipher key essential parts, and put in place a strategy for a resilient brand.

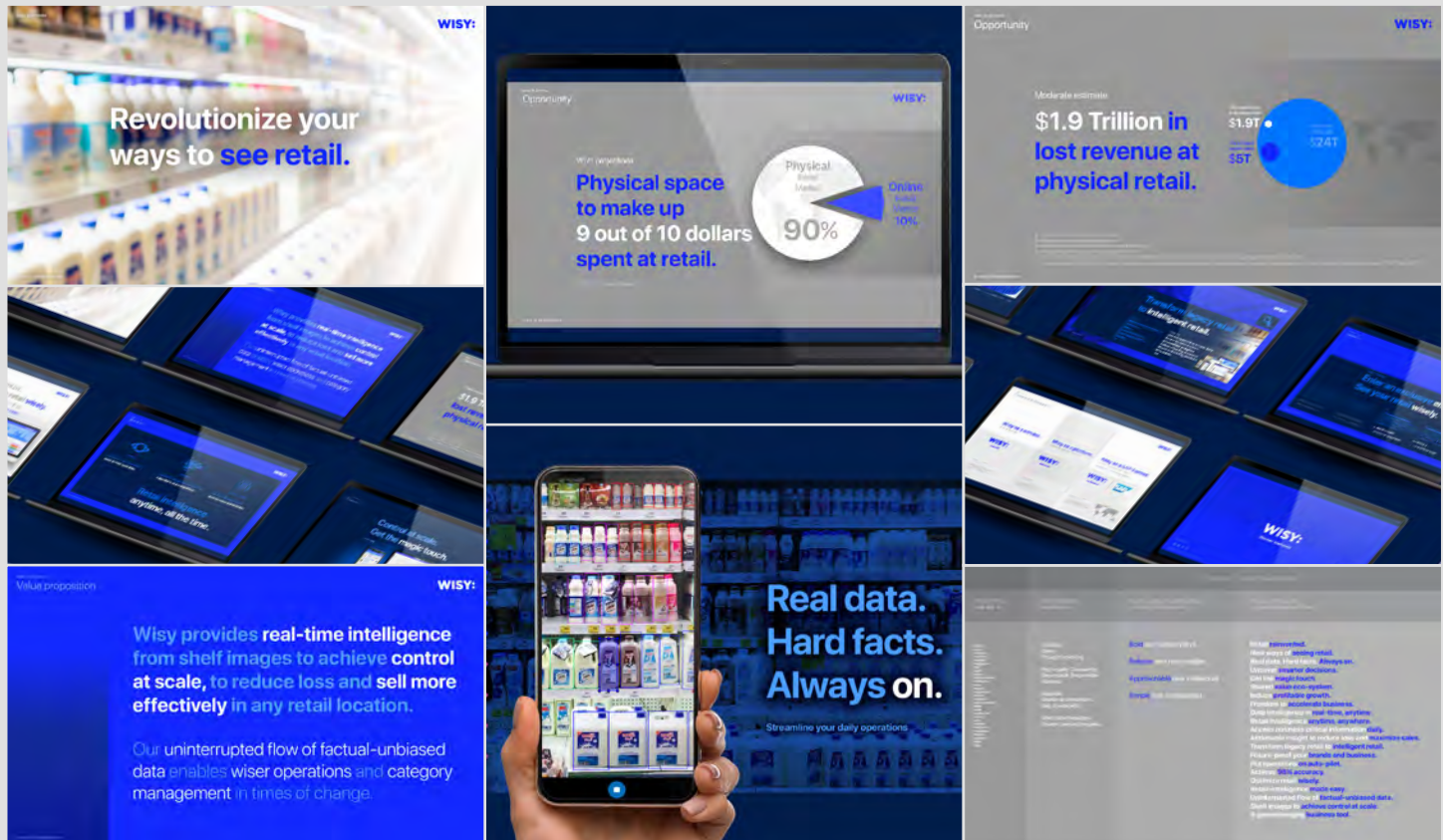
## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

# Wisy – Retail intelligence platform

CULTÉVA

Branding new business to be a preferred choice for CPG brands and retailer giants to schedule a demo.



## Background

Wisy is a high-tech startup based in Silicon Valley since 2019 that supports consumer packaged goods (CPG) companies and retailers to deeply transform their business with retail intelligence. By using image recognition, powerful machine learning models and artificial intelligence, Wisy enables retail excellence based on real-time information and the power of data to reduce out-of-stocks and waste, while increasing on-shelf-availability.

## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

## Challenge

Wisy is perfecting its commercial narrative for CPG brands with a retail intelligence platform. Wisy needs a targeted approach to present the solution, to secure demos, shorten its sales cycle with customers worldwide and is seeking a fully redesigned brand appearance with a new visual language and messaging platform to generate magnetic appeal and completely re-engineer their brand appearance.

*"As our startup was getting more attention from CPG companies at a global scale and after being accelerated by technology giants such as SAP, Google and Nasdaq, we required a new corporate identity and content design that was more aligned to the company we have become. Cultéva was instrumental in revealing our full commercial potential and elevating Wisy up to a world class level."*

— Min Chen, CEO, Wisy

## Solution

Cultéva collaborated with founders of Wisy to structure a plan to rethink each element required to attract the CPG industry giants, international enterprise, national chains, global to regional as well as local suppliers and manufacturers to fully comprehend a new industry standard and tap into a big untouched potential.

To make this happen, Cultéva defined a new industry baseline with a narrative that presented a new formula to see retail business differently and influence decision makers with a new norm and understand ways to optimize efficiencies and tap into a new opportunity.

Cultéva designed a timeless logo, conceived a modern, commercially refreshing, blue-chip level visual identity, and a big idea for messaging and most importantly a new vocabulary. The result was a set of flexible tools to structure existing communication to pursue new results.

Wisy made it easy for Cultéva to take a deep dive into their business, the technology, and the industry to distill complex pain-points, work through to decipher key essential parts, and put in place a strategy for a resilient brand.

# Wisy – Retail intelligence platform

CULTÉVA

Branding new business to be a preferred choice for CPG brands and retailer giants to schedule a demo.



## Background

Wisy is a high-tech startup based in Silicon Valley since 2019 that supports consumer packaged goods (CPG) companies and retailers to deeply transform their business with retail intelligence. By using image recognition, powerful machine learning models and artificial intelligence, Wisy enables retail excellence based on real-time information and the power of data to reduce out-of-stocks and waste, while increasing on-shelf-availability.

## Challenge

Wisy is perfecting its commercial narrative for CPG brands with a retail intelligence platform. Wisy needs a targeted approach to present the solution, to secure demos, shorten its sales cycle with customers worldwide and is seeking a fully redesigned brand appearance with a new visual language and messaging platform to generate magnetic appeal and completely re-engineer their brand appearance.

*"As our startup was getting more attention from CPG companies at a global scale and after being accelerated by technology giants such as SAP, Google and Nasdaq, we required a new corporate identity and content design that was more aligned to the company we have become. Cultéva was instrumental in revealing our full commercial potential and elevating Wisy up to a world class level."*

— Min Chen, CEO, Wisy

## Solution

Cultéva collaborated with founders of Wisy to structure a plan to rethink each element required to attract the CPG industry giants, international enterprise, national chains, global to regional as well as local suppliers and manufacturers to fully comprehend a new industry standard and tap into a big untouched potential.

To make this happen, Cultéva defined a new industry baseline with a narrative that presented a new formula to see retail business differently and influence decision makers with a new norm and understand ways to optimize efficiencies and tap into a new opportunity.

Cultéva designed a timeless logo, conceived a modern, commercially refreshing, blue-chip level visual identity, and a big idea for messaging and most importantly a new vocabulary. The result was a set of flexible tools to structure existing communication to pursue new results.

Wisy made it easy for Cultéva to take a deep dive into their business, the technology, and the industry to distill complex pain-points, work through to decipher key essential parts, and put in place a strategy for a resilient brand.

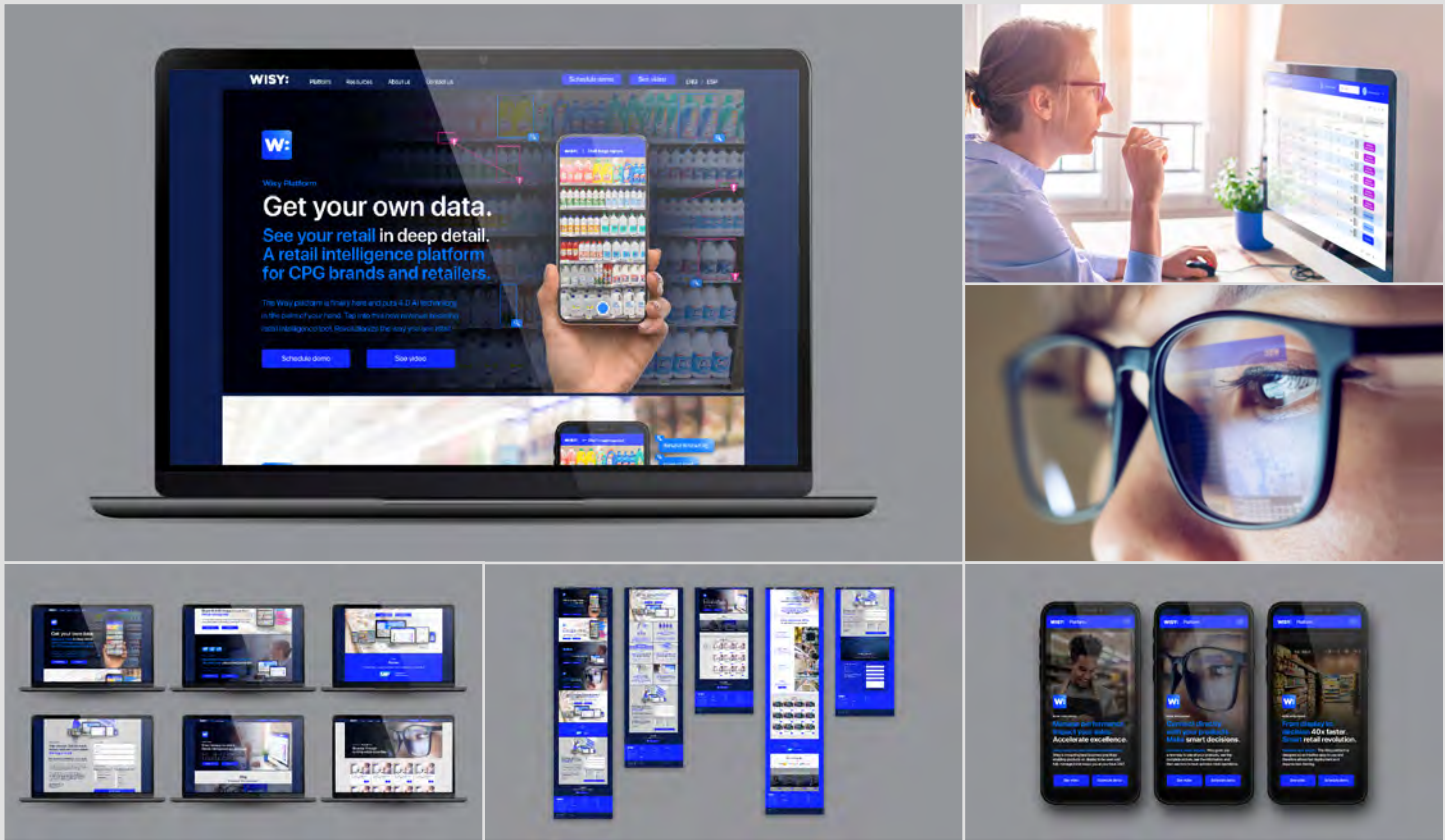
## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

# Wisy – Retail intelligence platform

CULTÉVA

Branding new business to be a preferred choice for CPG brands and retailer giants to schedule a demo.



## Background

Wisy is a high-tech startup based in Silicon Valley since 2019 that supports consumer packaged goods (CPG) companies and retailers to deeply transform their business with retail intelligence. By using image recognition, powerful machine learning models and artificial intelligence, Wisy enables retail excellence based on real-time information and the power of data to reduce out-of-stocks and waste, while increasing on-shelf-availability.

### Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

## Challenge

Wisy is perfecting its commercial narrative for CPG brands with a retail intelligence platform. Wisy needs a targeted approach to present the solution, to secure demos, shorten its sales cycle with customers worldwide and is seeking a fully redesigned brand appearance with a new visual language and messaging platform to generate magnetic appeal and completely re-engineer their brand appearance.

*"As our startup was getting more attention from CPG companies at a global scale and after being accelerated by technology giants such as SAP, Google and Nasdaq, we required a new corporate identity and content design that was more aligned to the company we have become. Cultéva was instrumental in revealing our full commercial potential and elevating Wisy up to a world class level."*

— Min Chen, CEO, Wisy

## Solution

Cultéva collaborated with founders of Wisy to structure a plan to rethink each element required to attract the CPG industry giants, international enterprise, national chains, global to regional as well as local suppliers and manufacturers to fully comprehend a new industry standard and tap into a big untouched potential.

To make this happen, Cultéva defined a new industry baseline with a narrative that presented a new formula to see retail business differently and influence decision makers with a new norm and understand ways to optimize efficiencies and tap into a new opportunity.

Cultéva designed a timeless logo, conceived a modern, commercially refreshing, blue-chip level visual identity, and a big idea for messaging and most importantly a new vocabulary. The result was a set of flexible tools to structure existing communication to pursue new results.

Wisy made it easy for Cultéva to take a deep dive into their business, the technology, and the industry to distill complex pain-points, work through to decipher key essential parts, and put in place a strategy for a resilient brand.

# Kvitfjell Midtibakken – Real Estate Dev.

CULTÉVA

Ski in-out apartments with signature styling and elevated standards aiming for a broad public appeal



## Background

Tegna is a real estate development company located in Norway that invest, build and market residential housing projects and recreational properties in Norway. Kvitfjell Alpingrend is a property land project owned by Tegna, with 42 lots for classic mountain style lodge cabins within the nations largest ski resort.

*"[...]we keep returning to work with Hein at Cultéva to visualize our projects with the most appropriate exterior and interior solutions that attract the broadest audience and also provide us with branding and sales tools that has proven effective over time."*

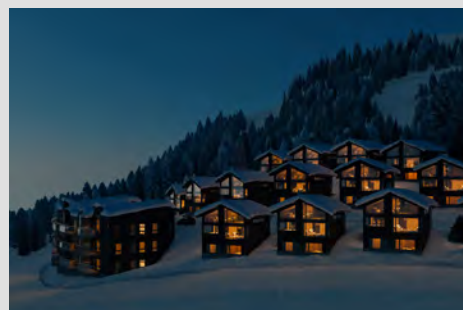
–Thomas Lensby, Founder & Partner,  
Tegna AS / Kvitfjell Alpingrend AS

## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- ✓ Space & Online Appearance Design

## Challenge

Tegna wanted a solution for phase 2 of the property at the Kvitfjell ski resort that included 3D renderings and a launch kit with brochures, website with a unit selector and structured content for social media channels that captured the atmosphere in this famous ski resort. The ongoing project was expanding by adding a new apartment building with 14 exclusive units and a departure from groups of cabins as usually expected in the wild mountainous landscape. Tegna was seeking an overall image to celebrate modern design building constructed with traditional material, low maintenance and lasting quality.



## Solution

To visualize the real estate development project, Cultéva planned the creation of a collection of renderings from key vantage points beginning with the outside view to show the amazing placement of the building in the middle of the mountain surrounded by ski slopes with a backdrop of both new cabins and the mountain ridge with the famous World Cup alpine speed skiing piste running adjacent to the property.

Additional visuals were prepared to capture the best angles of the model apartment from the outside balcony with bold seating and a fire pit draped in wintry light conditions that penetrates into the dwell space coloring the interiors inside with a warm, comfortable and inviting glow presenting a welcoming and personal feeling throughout the living and dining room, kitchen, bedroom and bathroom, each with a view to the snow outside covering the valley down below at the foot of the mountain.

The collection of renders provided a visual narrative that created commercial value and increased the marketability of the project.

# Jamar – Furniture Chain

CULTÉVA

Designing a new identity for an established retail chain with over 60 years in the furniture business



## Background

Founded in 1951, Jamar is the market leader of home furniture in Colombia and Panama.

Jamar is one of the most prestigious companies in the Latin American region.

Jamar offer quality furniture and accessories for the home with exclusive designs, the best market prices and excellent financing plans and payment options.



## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design

## Challenge

After celebrating its 60<sup>th</sup> anniversary, Jamar underwent a financial and operations planning process to identify ways to expand in multiple countries and maximize its gain.

As part of the companywide effort to implement its findings and launch a brand rollout, Jamar requested a new logo and visual identity system with a standards and guidelines manual to present its new elements, production-ready templates to ensure consistency and examples of essential tools to implement a new and modern brand.

*"The new logo and visual identity manual designed by Cultéva was implemented fast, and the new brand has given us increased recognition, and the standards and guideline tools has simplified the management of our brand in marketing and the rollout of new stores in Colombia and Panama."*

*Benny Naimark, GM, Jamar Panamá*

## Solution

Cultéva designed the new Jamar logotype. A thorough exploration process was conducted to evaluate all the options of designs to gain maximum recognition with the new mark.

Cultéva then designed the new visual identity system. The Jamar visual identity manual included a presentation of the corporate structure and its key functions followed by the introduction of the new elements.

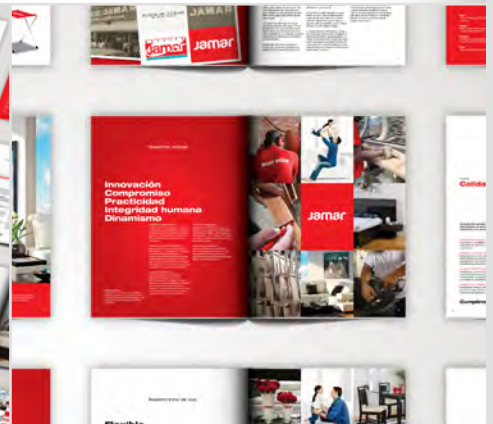
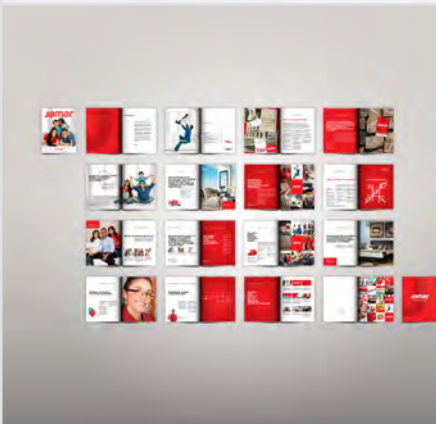
Furthermore, the manual was made to include informative overviews for new employees of how to use the manual, where to access ready-to-use files, and presents application samples for essential elements across all categories and multiple business units. Over 100 solutions were designed for the collateral required to furnish in-door retail and stand alone stores, corporate collateral, events and promotional activities.

In addition to the logo and the manual, the first mag-a-log was designed with a flexible pagination organized fit all contents to be developed for future editions.

# Jamar – Furniture Chain

CULTÉVA

Modernizing a home furniture and accessories brand with more than half a century of traditions

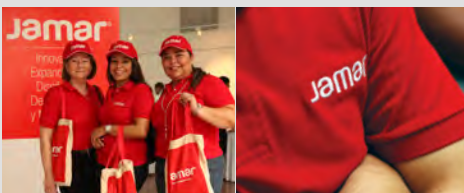


## Background

Founded in 1951, Jamar is the market leader of home furniture in Colombia and Panama.

Jamar is one of the most prestigious companies in the Latin American region.

Jamar offer quality furniture and accessories for the home with exclusive designs, the best market prices and excellent financing plans and payment options.



## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design

## Challenge

After celebrating its 60<sup>th</sup> anniversary, Jamar underwent a financial and operations planning process to identify ways to expand in multiple countries and maximize its gain.

As part of the companywide effort to implement its findings and launch a brand rollout, Jamar requested a brand mission-vision book to collect its founding history, past ways to success and definition of essential ingredients to strengthen its brand.

*"The work done with Cultéva has proven valuable for our internal team and gathered everyone behind one main understanding. The brand book that was created gave us great insight about ourselves and played an instrumental role in the successful expansion plan in Latin America."*

Benny Naimark, GM, Jamar Panamá

## Solution

The brand mission-vision book made by Cultéva for Jamar was a result of close collaboration with the founder's family and the executive management team.

The history of the more than 60 year old family-owned company was assembled together with insider's knowledge and deep management experience and understanding and data about the customer experience. Interviews was conducted with 4<sup>th</sup> and 5<sup>th</sup> generation family members to gather fundamental details about the beginning and benchmark events that lead to growth.

The series of workshops revealed the inner workings of the company's essential strengths and approaches that was dissected, analyzed and organized into a user-friendly format to use by management in existing locations as well as new management at future locations in a companywide expansion program for the Latin American region.

# City of Knowledge – New identity

CULTÉVA

A new logo and brand architecture unifying a knowledge-based business and technology park



## Background

The City of Knowledge business and technology park is strategically located across from the Panama Canal. Some 120 hectares and more than 200 buildings of what was once the Clayton military base are now home to a booming international community established for the purpose of business, academic, scientific, and humanistic collaboration. The objective is human and sustainable development based on knowledge. City of Knowledge attracts NGO's and nurture knowledge-focused companies, collaboration activities and events. Since its foundation in 1999, City of Knowledge has attracted start-ups and established organizations such as UNICEF, Red Cross, World Bank, WWF, IBM, HP, and many more.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Online Appearance Design

## Challenge

City of Knowledge was looking to modernize its identity and create a wholistic image for its diverse business and technology park with knowledge-based tenants and community.

City of Knowledge needed a new symbol to gain instant recognition locally as well as abroad. Additionally, City of Knowledge needed a solution to standardize its name. Furthermore, City of Knowledge needed to increase legibility with its new logo.

City of Knowledge is a campus with multiple entities that are part of the area. The new logo project needed to develop a full brand architecture, so that each entity could be given the proper solution to generate an identity that promotes the whole area.

City of Knowledge has its own creative and marketing department in-house, and wish to take part in the creative development of the brand architecture and new logo.

## Solution

Cultéva organized a workshop to extract opinions and experiences from the key members of the City of Knowledge in-house decision makers and influencers. After a distillation process to retain the most essential information, the design development created nearly 90 logos.

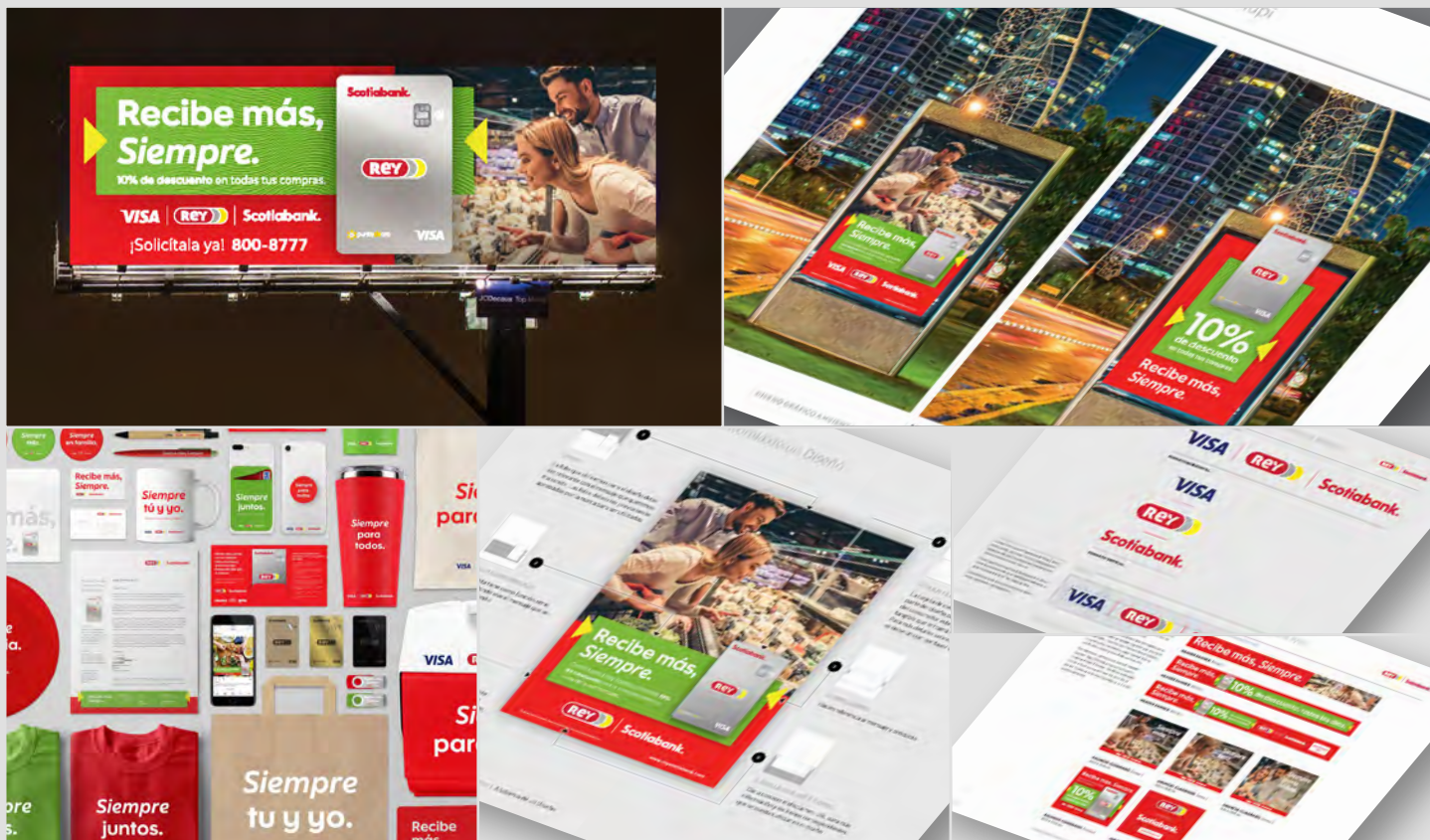
The selection process landed on the most visually appealing and meaningful symbol for City of Knowledge, the CDS (Ciudad del Saber) monogram. The new logo is a dynamic merger of the initials of the name.

After defining that a monotonous brand architecture was the preferred direction for City of Knowledge, Cultéva went on to design the letterforms in each of the logotypes for all entities within City of Knowledge. A signature color palette became the differentiator for the logo lock-up with the different name of each entity.

In comparison to the old, the new logo increased its visibility with 185% for the horizontal logo lock-up, and 370% for the vertical logo lock-up.

# Rey-Scotiabank – Credit Card Campaign

Making unbeatable cash-back benefits and reward points program appeal to the general public



## Background

Rey has over 60 years of experience in the food, mass consumption and distribution sector. Rey has grown together with Panama, becoming the largest chain in the country with more than 5000 suppliers, 100 branches, 3 industries and 3 distribution centers.

Scotiabank offer personal and commercial banking, wealth management and private banking, corporate and investment banking, and capital markets, through a global team of approximately 90,000 Scotiabankers.

Rey-Scotiabank has entered into a commercial partnership to launch a cash-back credit card with a reward points program for purchases in multiple retail groceries and convenient chain stores.

## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

Make recognizable branding and structure a sustainable launch campaign for the Rey Group groceries chain and Scotiabank partnership to introduce a new cashback credit card with a reward points program available at 3 different retailers. After tedious planning and development Rey-Scotiabank was ready for a comprehensive identity and messaging that communicated the features and benefits of the new cashback credit card in effective ways its customers would recognize immediately and see everywhere throughout the city, in traditional media and online.

*“The new Rey-Scotiabank launch campaign branding manual was challenging and also a very rewarding project to work on together with the joint-venture between Grupo Rey and Scotiabank management - where short timelines and a clear vision was key to achieve success.”*

—Hein Haugland, Creative Director, Culteva

## Solution

Cultéva centered in on the business-focused goals of the Rey-Scotiabank partnership, and listed the essential benchmarks to develop strategic design solutions.

Four of the main areas Culteva focused on were understanding the different customer profiles, mapping the customer experience journey with an OMIN-channel approach to communication, a longterm messaging platform to evolve over multiple phases of the campaign, tactical implementation and lastly creating a collection of design elements offering coherent branding aiming to increase brand awareness and customer recognition.

The campaign launched at Christmas time to take advantage of the spike in customer volume during the holiday season. The campaign blanketed the market to achieve high awareness amongst the general public and maximize the buzz effect with brand advocates. “Receive more, always” was the campaign headline, and was rooted in the well established “Always fresh” tagline for the Rey groceries chain to profit from already proven brand positioning.

# Liga Panameña de Fútbol – Organization

CULTÉVA

Reigniting the interest for a football league with a new image that attracts new groups of spectators



## Background

Panamanian professional football ruled the National Pro Football Association (ANAPROF) since 1988.

The Panamanian Football League (Liga Panameña de Fútbol) was named in the second half of 2009 and started a new chapter for professional football in Panama.

The Panamanian Football League (Liga Panameña de Fútbol) is made up by ten clubs and the competition format is divided into seasons in the way the FIFA year is handled. The number of participating teams are scheduled to increase in the coming years.

## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

The Panamanian Football League was looking for a brand platform and a new brand image to relaunch its organization so that it could regenerate increased excitement from the public for the football league, its games and Championship. Additionally, there were an interest to create tools to manage the brand relations with the media, and gather increased enthusiasm internally to reinvigorate a growing organization.

*"Since the beginning I noticed a very positive vibration from Cultéva. They have the capability to propose the proper questions to get the information that is needed to start doing the work. Every time I talk to journalists I feel proud about our brand and its new image."*

–Daniel Fernández, Executive Director, Liga PdF

## Solution

Through workshops with the client's executive team and their key associates, Cultéva developed a brand platform and a new brand identity.

The new brand platform gave insights to the signature qualities and the inner workings of the Panamanian Football League's organization. The information was collected in a book that contains only the most valued approaches of the organization.

The new brand identity defined a symbolic image for the Panamanian Football League in preparation to enter a new era. The brand identity presents a new soul of the brand and a vibrant new visual identity.

The information in the brand purpose book simplify decision making and steer employees to build a stronger brand. The brand purpose book is intended to be used as a daily discussion tool and to plan company-wide strategic directions that strengthen the organization and support its business to experience sustainable growth.

# Liga Panameña de Fútbol – Organization

CULTÉVA

Creating an enduring brand with a national icon entering a new era for a 1<sup>st</sup> division football league



## Background

Panamanian professional football ruled the National Pro Football Association (ANAPROF) since 1988.

The Panamanian Football League (Liga Panameña de Fútbol) was named in the second half of 2009 and started a new chapter for professional football in Panama.

The Panamanian Football League (Liga Panameña de Fútbol) is made up by ten clubs and the competition format is divided into seasons in the way the FIFA year is handled. The number of participating teams are scheduled to increase in the coming years.

## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

The Panamanian Football League was looking for a brand platform and a new brand image to relaunch its organization so that it could regenerate increased excitement from the public for the football league, its games and Championship. Additionally, there were an interest to create tools to manage the brand relations with the media, and gather increased enthusiasm internally to reinvigorate a growing organization.

*"Cultéva did excellent work, and applied it through a good "thinking process" to reach a more clear business understanding. They also designed the iconic Harpy Eagle logo and the visual identity framework that gave our football league a new and exciting appearance. We learned a lot about what we wanted for our new logo working through this design process with Cultéva. The new identity has ignited new excitement for our league."*

–Nibia Patiño, Director of Marketing, Liga PdF

## Solution

To revitalize the image of Panamanian Football League, the client chose to pursue a completely new type of logo inspired by the national bird of Panama, namely the iconic Harpy Eagle. Cultéva designed a radical new visual identity with a disruptive appearance.

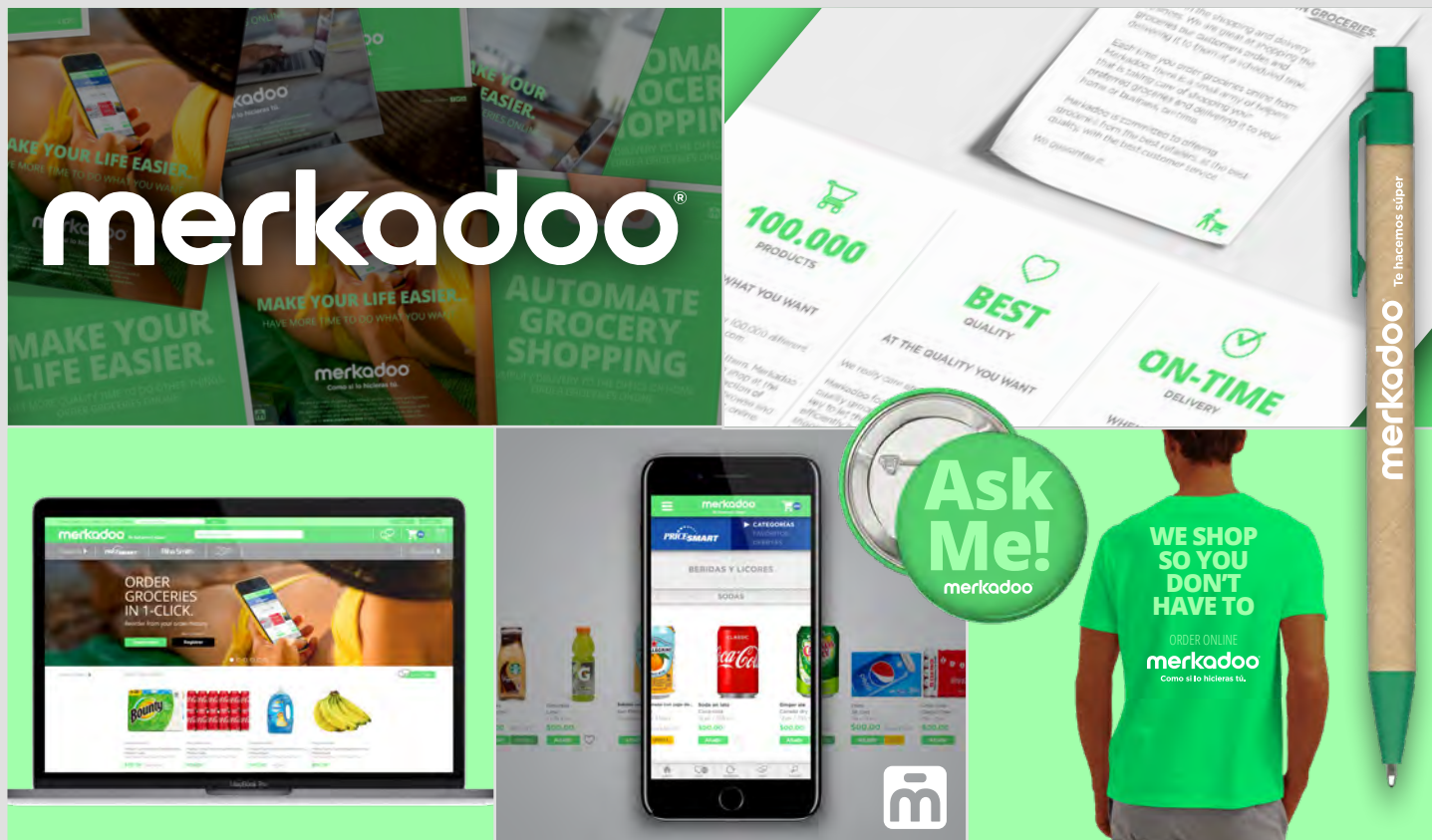
The Harpy Eagle logo have a Crest (long feathers) and a Crown (shorter feathers) that combined are the visual representation of the ten provinces that make up the Republic of Panama. A new set of visual identity elements were constructed to create a flexible system that adapts to all surfaces and presents a new and modern Panamanian Football League brand in and around the stadium and throughout all media.

As part of the marketing events and activities plan for the league a new mascot was also created. The mascot was designed with a unique look and feel, and was developed with a program for its function and special effects package to be part of a larger plan to increase the appeal for the brand and relate to a broader customer base and sponsors.

# Merkadoo – Grocery shopping & delivery

CULTÉVA

Eliminating the need to go grocery shopping by providing a new service from a trusted specialist



## Background

Merkadoo is a grocery shopping and delivery service with strategic alliances to big-box grocery chains. In two years, Merkadoo has proven successful by growing organically without massive backing by simply delivering the best groceries at the right time.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- 5 Marketing & Messaging
- ✓ Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

Merkadoo operates in times with aggressive funding for micro pick-up-and-delivery services, and see the need to stand out with a visually different identity and also communicate what makes our services uniquely different than the rest.

Merkadoo has past its proof-of-concept phase and is in the final stage of completing its business structure in preparation for regional expansion. It is of vital importance to strengthen the competitive edge and to package Merkadoo as a brand with a disruptive appearance and memorable marketing and messaging to maintain its relevance to the existing niche market and successfully target the larger mass-market.

*"Cultéva was a game changer for us. During our time together, we learned more about our business and about our position in the market. We felt like someone put new glasses on our eyes."*

–Ilán Shatz, Founder and CEO, Merkadoo

## Solution

Cultéva designed a new brand platform that gave Merkadoo a vibrant, fresh and modern appearance with a new UI for both the ecom site and app, new social media, print media, videos, sales tools and marketing approach.

To begin with, the name was adjusted from Merk'doo to Merkadoo, and a new logo and visual identity was designed. The following phase focused on defining customer profiles, brand strategy, messaging, tactics, UI for app and ecom-site, and a companywide tagline.

Lastly, the essential ingredient throughout the brand platform for this digital service provider was to introduce a unique strategy. The customer experience was dissected, analyzed and the new real-life insight shaped a longterm customer loyalty solution to evoke curiosity, inspire engagement, and build a personal bond. +M (MoreMerkadoo) became the loyalty program that lies at the heart of the Merkadoo brand to provide customer experience excellence. The new look and feel was extended into a collection of membership packages, automated email responses, goodie-bag inserts and more.

# Collins – Department Store Chain

CULTÉVA

Making an iconic retailer more timeless to increase appeal and connect with a broader customer group

# collins

BEFORE

Collins



## Background

Collins is an established department store with multiple locations strategically located in the heart of Panama City. Founded in 1995, Collins has grown broad customer appeal with a line-up of medium to high end international brands.

With three department stores fully equipped, Collins has combined over 100,000 square feet of merchandise for men, women, juniors, accessories, toys, home and cosmetics.



## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

In a time of expansion, Collins saw the need to rejuvenate its image and redesign its logo to generate a new high profile visual identity for the department store brand to excite its customer base and increase its recognition.

Collins wanted a renewed identity for their department stores that would encompass brand signs for retail, navigational signage, advertising, website, social media, staff uniforms, wrapping paper, carfleet graphics, marketing and other retail collateral.

*"Cultéva helped Collins modernize the brand and ignite new interest from existing as well as new customer groups. The creative process was a valuable exercise that revealed a range of opportunities for logos fitting the new company-wide investment in expanding with new locations."*

–David Elkaslassy, Founder/CEO, Collins

## Solution

Cultéva designed an all-new timeless logo for the Collins department store. The sans serif letterforms created a new, tall, upright, minimalist logotype with an elegant, modern and timeless aesthetic that went away from the retro styled, cursive logo.

The new Collins logo was deployed in a tonal fashion with a predominant black and white identity. This was done to get maximum contrast to create high visibility and recognition for its new logo throughout all marketing and also in-store amongst the abundance of colors, vibrant visuals and merchandise from the line-up of famous brands eager to attract attention.

Collins got a new look and a modern brand profile that was designed to be flexible and evolve easily with a constantly shifting retail environment and last long term.

Cultéva also developed a navigational signs system custom designed for the 3.5 level, 69,000 sq.ft. new Collins flagship department store in Soho City Center to ensure effective information and customer flow.

# Atomic Floyd – In-ear headphones

World class audio accessories gets a visual boost with a new bold narrative



## Background

Atomic Floyd is a high-performance headphone brand founded in 2008 on the belief that superb performance and great style go hand in hand.

Made from metal and built for life, the hardwearing, precision-crafted British headphones produce acid sharp details, vivid mids, and bass like molten gold. Every note, every word and every pulse pops out with breathtaking precision.

(Below) Existing product range.



## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

Atomic Floyd is expanding its range of in-ear headphones to strengthen its positioning in the ultra competitive consumer electronics market and aftermarket for accessories.

After a painstakingly detailed design process a new Atomic Floyd product has taken shape. In preparation for launching the all-new in-ear headphone model HiDefDrum Titanium, Atomic Floyd requires a packaging design that blends in with the current range while integrating new unique details to make it stand out among others and have shelf appeal.



## Solution

As with previous projects over the years, Cultéva worked in deep collaboration with Atomic Floyd to identify the most valuable product stories and design an enriching visual narrative that presents the World Class high-fidelity audio earphones in a new and exciting light.

The design brief requested that the packaging would have shelf appeal in both Asia and Europe and have a first impression that resonated with the specialty accessories market. The sophistication of the product design and the technology has been carried over in use of color, graphics, illustration style and with the product nomenclature and also messaging statements. "Spectacular sound", "Made in metal", "Hardcore hardware". A focused effort went into arranging all the juicy content on the ten panels available.

While the box structure remained unchanged to merge with the established range, the graphics for the all new earphone was reworked into a sophisticated new aesthetic and the information graphics tell of a new and truly spectacular sound experience.

# Cable Onda – Telecomm services provider

Placing services on display to simplify complexities and induce customer confidence

CULTÉVA



## Background

Cable Onda is the leader in Panama's broadband internet, pay-TV, fixed telephony and B2B telecommunications markets, serving more than 500,000 customers using mostly its state-of-the-art Hybrid Fibre-Cable (HFC) network.

## Challenge

Cable Onda are expanding its presence nationwide with new and refurbished branches and seek to reinvent its customer experience and present the complete collection of services and products in each location as clean, more fun and high-tech.

## Solution

Cultéva was approached by Cable Onda to design a new retail space for two branches.

Two solutions were developed to meet the needs for both stand-alone street access locations and in-door mall tenant facade.



## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

*"Cultéva developed a retail space design that act as a standard platform for all our future Cable Onda branch locations and its service and product merchandising, point-of-purchase displays and customer service experience. We have used Cultéva repeatedly to generate solutions that fit our needs, and are very satisfied with our collaborations. In the period after implementing our newest retail concept we have seen an increase of the customer retention rate[...]."*

–Manuel Garcia, Marketing Director, Cable Onda

The new branch design became a scalable concept complete with brand signs, facade graphics, window displays, lounge area, service and product merchandizing display niches, interior segmentation signage, lighting plans, material palette, custom furniture collection, cabinetry design, POP-display plans, graphic content layout and templates for printed panels and digital screens, and alternative floorplan options.

The new exterior and interior design bring the Cable Onda brand to life for consumers. The new branch space strengthen the brand image and enrich the retail experience by addressing the needs and aspirations of the mass-consumer. This unique flagship retail concept increase the market leader position for Cable Onda and is part of driving further business growth and rapid expansion.

# ASSA Knowledge Center – Branch Design

CULTÉVA

Reinventing branch design to offer same day assisted claim service direct to policy holders



## Background

The most renowned insurance provider in Panama plans to expand throughout multiple Latin American countries, and is preparing to grow substantially in a short time span. ASSA's projection suggests that the industry's customer facing business will experience a substantial evolution in the years to come within the retail branches, the smart devices and the online arena.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Retail Store & Online Appearance Design

## Challenge

The insurance industry in general is perceived as complicated and insurance policies generally suffer from being lengthy and difficult to comprehend. Additional known challenges are; 67% of the policy holders do not know their own policies; over 70% of purchase decisions are made in-store; there are no measurable effect for printed brochures and pamphlets.



## Solution

ASSA Knowledge Centers is a branch design concept providing assisted same-day claim service for policy holders and new sign-up stations.

ASSA Knowledge Centers is divided into customer sales and assistance suites, open educational spaces, closed presentation space for groups, interactive self-help kiosk, claim processing space, automated self-help using QR-codes, children's play area, and online account log-in and learning stations.

The ASSA Knowledge Center branch design was created in collaboration with a long-term business vision, in-house industry specialists and customer experience data.

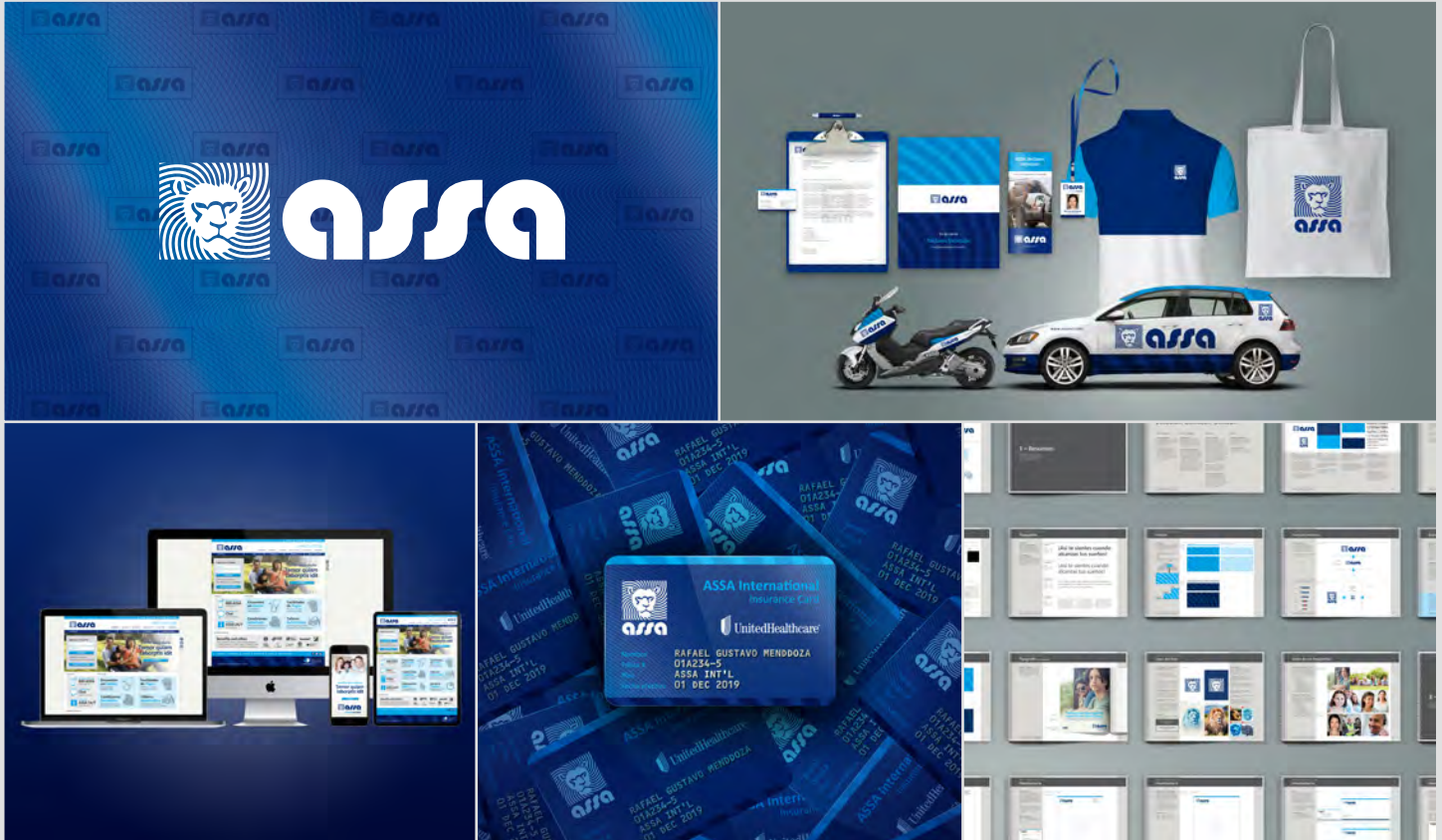
*"Hein and Cultéva inspired us to bring down all barriers for team collaboration. The traditional ASSA is transforming to full open space."*

–Eduardo Fabrega, President, ASSA

# ASSA – Insurance Provider

CULTÉVA

Reinvigorating an icon while maintaining the decades of established brand recognition



## Background

The most reknown insurance provider in Panama plans to expand throughout multiple Latin American countries, and is preparing to grow substantially in a short time span. ASSA's projection suggests that the industry's way of doing business will experience a substantial evolution in the years to come.

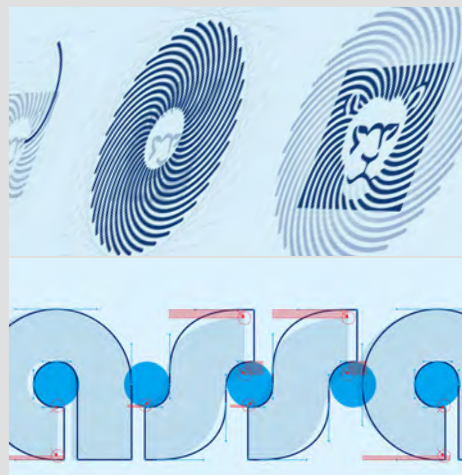


## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design

## Challenge

Amongst fierce competition, ASSA was looking to increase its brand appeal to the younger generations while remaining relevant to its existing customer base. The ASSA lion logo and the brand's identity needs a complete facelift that increase its visibility without loosing the recognition that has been built up over decades.



## Solution

ASSA was given a modern facelift to serve as the foundation for the national and regional brand appearance. The famous lion-logo and the ASSA-logotype was revitalized and the identity was completely reinvented with new friendlier fonts, a new vibrant color palette, warm personal photography, a bold, uncomplicated and trustworthy typography.

The identity was designed to be applied throughout the entire collection of elements, such as internal signage and in-office navigation, through to B2B communications and B2C advertising, event, sales and marketing tools. A visual audit was conducted to develop a new tone-of-voice and integrate essential elements such as the "el león azulado"-tagline.

*"Hein and Cultéva inspired us to bring down all barriers for team collaboration. The traditional ASSA is transforming to full open space."*

–Eduardo Fabrega, President, ASSA

# ASSA – Insurance Provider Headquarter

## Increasing the visibility of a classic property on the busiest highway in downtown



### Background

The headquarter for the ASSA insurance provider is one of the most renowned classic properties located on the crossroads of the most busy thruway street downtown Panama City, Panama.

### Challenge

ASSA wanted a new approach to identify the headquarter that could meet the challenge of increasing fast-paced traffic, and take advantage of the opportunity from the increasing traffic volume passing by the brand's key property each day.

### Solution

The new identity sign design project was based on the architectural integrity of the property, visibility studies, sun paths and evaluating high-value strategic locations. Proposed recommendations for new material, placement and scale for all signs was a fine-tuned balance between blending in and standing out. Inspired by the new corporate identity for ASSA, the sign design was a bold approach to brand and navigational signs that was integrated on this classic property. The new collection of signs help customers feel informed and more at ease by providing easy access for visitors that arrive in cars, guide pedestrians from the parking lot into the reception, emphasizing the main entrances and increase visibility for the ASSA headquarter towards growing traffic.



### Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design



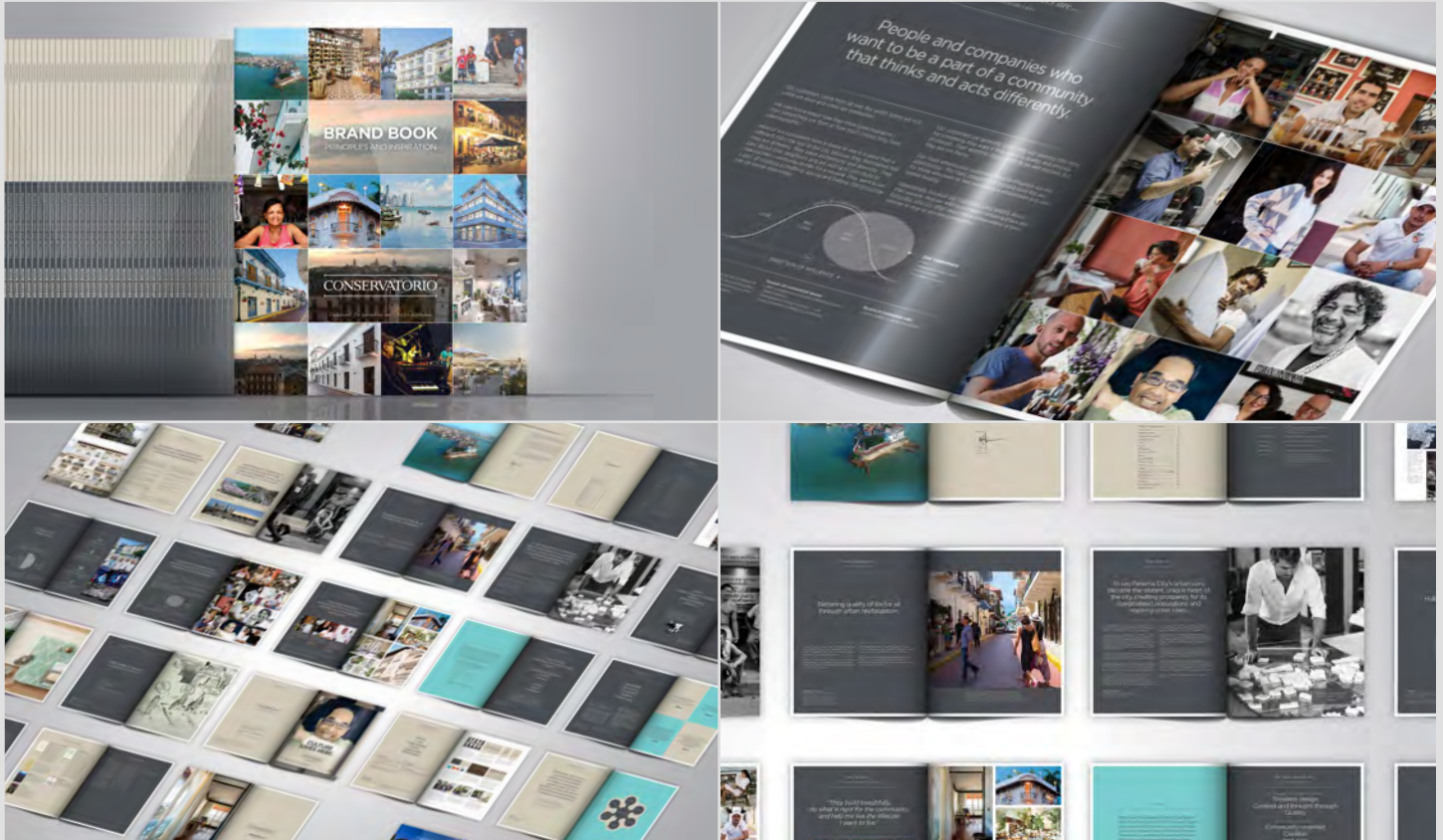
*"Hein and Cultéva inspired us to bring down all barriers for team collaboration. The traditional ASSA is transforming to full open space."*

–Eduardo Fabrega, President, ASSA

# Conservatorio – Real Estate Development

CULTEVA

A grand vision rooted in humanism as part of the platform to build a brand that can inspire others



## Background

Conservatorio is a real estate development company that was founded in 2005 who focuses on sustainable urban revitalization.

Conservatorio aim to take part in making Panama City's urban core become the vibrant, unique heart of the city, creating prosperity for its marginalized populations and inspiring other cities.

Conservatorio is committed to generate sustainable profits for our investors and positive social impacts for our community, and therefore build residences, retail stores, offices and hotels. Conservatorio believes diversity is important for healthy communities and we build from extremely high-end all the way to affordable.

## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

Conservatorio is investing in internal management systems and structured tools to increase accountability and efficiency processes to grow effectively.

In a critical time evolving from individual-based leadership to a more corporate team approach, Conservatorio is looking to formalize its own brand DNA into a user-friendly format that can be used in an ongoing effort to achieve continued success for Conservatorio's local operation as well as any other project engagements in the region.



## Solution

In close collaboration with the executive team and decision makers at Conservatorio, Culteva facilitated workshops and reviews to gain insight, reveal perceptions, gather thoughts, understand views, digest ideas, and distill all the content into the Conservatorio Brand Book.

The brand book contains the essential DNA, the bare bone information, required to comprehend the multi-dimensional building blocks that lies behind everything branded Conservatorio.

The brand book contains the secret ingredients—the nuts and bolts—that is required to remain true to the roots of the founders and to manage successful growth.

*"Culteva helped Conservatorio think out-of-the-box and formalize a brand platform that enables us to achieve both a competitive edge and pursue sustainable growth."*

KC Hardin, Co-Founder/CEO, Conservatorio

# Conservatorio – Real Estate Development

## Balancing integration and brand recognition in a UNESCO protected historic district

CULTEVA



### Background

Conservatorio is a real estate development company that was founded in 2005 who focuses on sustainable urban revitalization.

Conservatorio aim to take part in making Panama City's urban core become the vibrant, unique heart of the city, creating prosperity for its marginalized populations and inspiring other cities.

Conservatorio is committed to generate sustainable profits for our investors and positive social impacts for our community, and therefore build residences, retail stores, offices and hotels. Conservatorio believes diversity is important for healthy communities and we build from extremely high-end all the way to affordable.

#### Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

### Challenge

Conservatorio is investing in internal management systems and structured tools to increase accountability and efficiency processes to grow effectively.

In a critical time evolving from individual-based leadership to a more corporate team approach, Conservatorio needs a complete visual identity system to establish a brand image for all phases of Conservatorio's many projects in construction and that integrates with the historic district, and includes investor relations communication and customer facing signs, sales and marketing.

*"Culteva designed a holistic identity system that integrates with the historic neighborhood and allows us to be a natural part of this treasured area. Culteva tailored a brand management tool kit with surgical precision that helped us achieve the reputation of a humanist forward thinking company."*

Margot López, Head of Marketing, Conservatorio

### Solution

The visual identity for the Conservatorio brand is a collection of elements such as logos, color palettes, patterns, fonts, icons, infographics, as well as a style of typography, specifications for project renderings and creative direction for all photography that ensure a consistent appearance for all brand marketing across all types of media.

Each visual identity element is specified in the Visual Identity Standards and Guidelines manual that also includes usage instructions, visual samples and a collection of production-ready templates.

Revitalization projects have its own unique identity and are given an individual look and feel that are defined separately from the Conservatorio brand.

Since Conservatorio operates as a developer of multiple projects within a defined geographic urban area, each project is encouraged to carry both the developer's signature sign and a historic plaque that identifies the building's key origin or relations to it's revitalized urban community.

# Visionarea – Real Estate Investor Group

CULTÉVA

Designing a brand that opens doors and forge new business relationships to make new projects happen



## Background

Visionárea is an active developer, owner of a diverse portfolio of real estate investments, which focuses on the development of commercial projects located in strategic locations in Panama.

Visionárea is supported by a group of Panamanian investors with extensive experience and proven success in different facets of the economy.

Visionárea, a financially sound and responsible company, is committed to improving the quality of life in the areas in which it develops projects, with unique concepts in strategic locations.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- ✓ 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

The real estate investment firm relies on forging business relationships based on trust and innovation, and needs a visual identity that presents an active firm with a vision and experience.

The real estate investment firm needs a creative name, iconic logo and a visual identity that can present visionary projects and complex information.

*"Culteva coined the most appropriate name for our company, and developed a vibrant visual identity that gave us the tools to present our business as a trusted, innovative brand with substance. The Visionarea brand presents the key qualities of our business that attract interest from new strategic partners."*

—Iván A. Vallarino, Co-Founder and Managing Partner, Visionárea

## Solution

Cultéva created the name Visionárea for the real estate investment firm. Visionárea is a name that embodies a relentless commitment to envision new and unique concepts in strategic locations as well as to create successful partnerships through innovative, high quality real estate investments.

Cultéva designed the firm's new identity to bring clarity and transparency to a complex business that is driven with a pioneering spirit and foresight.

The Visionárea logo and identity is optimized to establish instant visibility and a memorable first impression.

The Visionárea crystal-icon represent the view of the company's balance between active participation, analytical approach and entrepreneurial spirit.

The Visionárea logotype was designed with a combination of both modern and contemporary aesthetics to combine both flexibility and precision.

# Location Advisors – Real Estate Developer

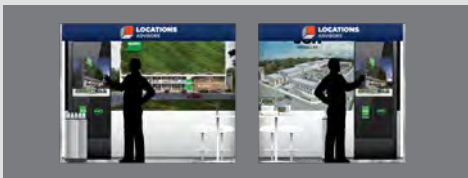
CULTÉVA

Attracting interest for real estate property with a disruptive appearance and progressive approach



## Background

Locations Advisors is a Panamanian company dedicated to real estate, focused on the management of real estate projects from the acquisition of land, to the design, definition of spaces, administration, marketing, and post-construction operation. With an integrated vertical system, which includes planning, administration, marketing and monitoring, Locations Advisors maintains a high degree of control and responsibility over each of the projects under its administration.



## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

Locations Advisors is a real estate property management company that is in progressive growth mode, and needed a wholesome brand image, a creative resource who could keep a steady supply of complete ready-to-use designs for multiple different projects in a demanding market economy. The first collection of requirements were logo, brand architecture, visual identity system, tradeshow booth, presentation collateral, digital invite, microsite, promotional items, tenant lease space decals, construction site banners, advertising banners and more.

*"Cultéva has proven to be a good business partner for our ongoing needs of both small and large scale needs. The work methods for our business varies greatly and Cultéva has the capacity to deliver what we need to generate measurable results."*

—Carlos Vallarino, Co-Founder and Managing Partner, Locations Advisors

## Solution

Cultéva designed a structural logo for Locations Advisors. The logo is a geometric representation of a building block — a rectangular pillar — that visualizes the firm's fundamental, stable but progressive outlook approach to all their business.

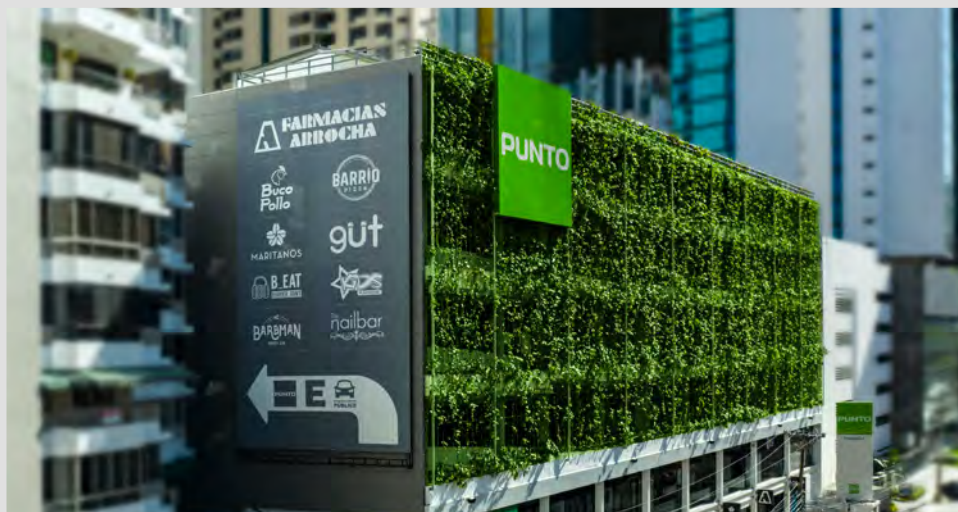
Cultéva has developed both tools, templates, and communications for Locations Advisors in order to meet their ongoing need to reach out to their diverse group of stakeholders through both print, event and digital media.

The collection of deliverables created for Locations Advisors has included everything from visual identity to marketing and messaging as well as tenant manuals, digital campaigns and tradeshow exhibits.

Each creative and strategic design has been part of a package of tactical items intended to deliver a wholistic solution ready to implement and generate brand recognition.

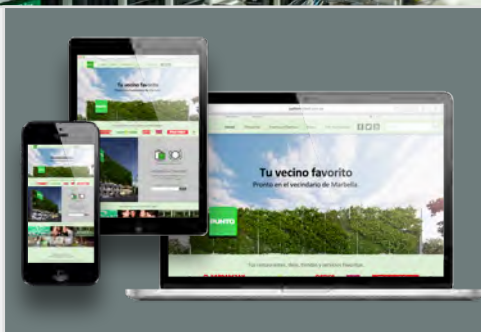
# Punto – Strip Mall & Parking Garage

A new neighborhood corner-store favorite - the first benchmark building in a series of many



Tu vecino favorito™

[www.punto-punto.com](http://www.punto-punto.com)



## Background

A new strip mall was planned with restaurants and stores over two floors, and an additional five floors of commercial parking where the rooftop level doubles as an event space. The first building was planned to be built downtown in the midst of an area for residential and office highrises as the first in the series of many.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

A new strip mall needed a brand with mass-appeal and an image that could grow relevant to the surrounding neighborhoods and any other parts of the city. This strip mall was new and an unknown concept without roots in the past. A complete management solution was needed for the first location to effectively manage its brand identity and marketing as well as the appearance of the tenant mix. Additional needs were naming, logo, signage, tenant manuals, messaging, positioning, social media concepts and more.

*"Culteva packaged a new image standard for our Punto strip malls that can be rolled out for years to come in any other neighborhood. The set of branding and marketing solutions allow us to plan and implement future locations efficiently. Culteva's knowledge and experience have made Punto a recognizable brand. It is an example of how Manuals and Tenant Guidelines are an essential tool and can make projects standout. We believe our properties are worth more because of these small details which for us make a huge difference."*

—Carlos Vallarino, Co-Founder and Managing Partner, Visionárea

## Solution

The strip mall concept was named Punto. The positioning for Punto was defined as "Your favorite spot on the corner" and was integrated throughout all communication.

The green quadrant for Punto was developed as the corner stone in the visual identity. To maximize the visibility and make Punto a destination location, Cultéva designed additional key elements such as signature signage, strategic placement of signage, special lit entryways, and attention to navigational signage to channel oncoming street traffic in the heart of a bustling downtown as well as to drive pedestrian flow throughout the stripmall. The combination of unique design on and around the building as well as a new website, social media presence and strategic marketing throughout the project - everything were planned to create an appealing image for the initial location to attract return customers with an overall impression of a safe and clean experience.

Punto opened as a recognized destination with an exciting tenant mix and fully rented parking lot.

# VenVersalles – Outdoor Shopping Mall

CULTÉVA

Creating a premium brand for a destination mall in a suburban neighborhood with mixed income



## Background

A new outdoor mall was planned to be built along a high volume thruway between outdated staple retailers, and several old and new residential mixed income housing projects. The outdoor mall was the last large property in this area, and aimed to have 32 tenants, 279 parking spots and an open space to serve the restaurants.



## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- ✓ 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

## Challenge

The new outdoor mall needed a design with mass-appeal and a striking architectural building mass to attract the interest of existing neighbors, be relevant to new residential projects in the immediate surroundings and the passing traffic. This outdoor mall was an unknown mall concept. It was being built next to a line-up of established retailers, chains, offices and new residential projects.

*"Cultéva was the lead design source that made VEN into an appealing outdoor mall with an elevated customer experience that secured 90% AAA tenants in a slow economy. We have worked closely with Cultéva for years and the professional relationship has proven valuable for us for all phases of the projects. Cultéva's amount of detail has made Ven stand out as an outdoor mall and the place tenants want to be! Cultéva is an essential part in the success of our business. We consider them one of our best strategic partners!"*

–Carlos Vallarino, Co-Founder and Managing Partner, Visionárea

## Solution

Cultéva designed VEN as an outdoor mall with hints of modern Spanish colonial and classic mediterranean tropical aesthetics.

VEN presents itself as a striking focal point in the area with a uniform design across all facades mixed together with grand monolith signs, landscaping, greenery, a collection of outdoor furniture, planters, custom lighting, and standards and guidelines for tenant signs.

The facade design directs foot traffic fluently through a corridor of retailers that connects to the wide, open and lush food court. Two main entrances creates natural circulation for vehicles that effectively moves the volume of visitors in and out of ten parking corridors.

From afar, VEN is a high visibility, well-lit building mass. Up-close, VEN has a tropical outdoor atmosphere with tall hallways, bold inset wide-framed retail spaces, and good customer mobility. An orchestrated use of tonal colors, soft textures, natural materials, grand proportions and voluminous spaces generate a welcoming and open mall aiming to attract an increasing number of return customers.

# VenVersalles – Outdoor Shopping Mall

CULTÉVA

Creating a premium brand for a destination mall in a suburban neighborhood with mixed income



## Background

A new outdoor mall was planned to be built along a high volume thruway between outdated staple retailers, and several old and new residential mixed income housing projects. The outdoor mall was the last property in this area, and aimed to have 32 tenants, 200 parking spots and a foodcourt.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

The new outdoor mall needed a brand with mass-appeal and an image that attracted interest from the surrounding neighborhoods. The outdoor mall was a new and unknown concept and had no roots in the past, and needed a complete brand profile to easily manage its overall appearance, marketing, and retail standards for all tenants. Other needs were naming, logo, visual identity, signage, tenant manuals, messaging, positioning, social media concepts and more.

*"Every time we think about a new project and what to name it, we look for advice from Culteva. Culteva's creative process for landing a name and logo is the best. With our commercial project in Versalles, they once again nailed it with a name and logo that fits perfectly with our development. Culteva provided signature designs that helped make VEN a recognizable identity with a modern-classic look. Culteva's expertise provides us with insight to attain recognition and build value into our projects from the beginning."*

—Iván A. Vallarino, Co-Founder & Managing Partner, Visionárea

## Solution

Cultéva named the outdoor mall VEN.

The three-letter logotype for VEN was developed as an overtly bold, yet soft and friendly corner stone of the visual identity.

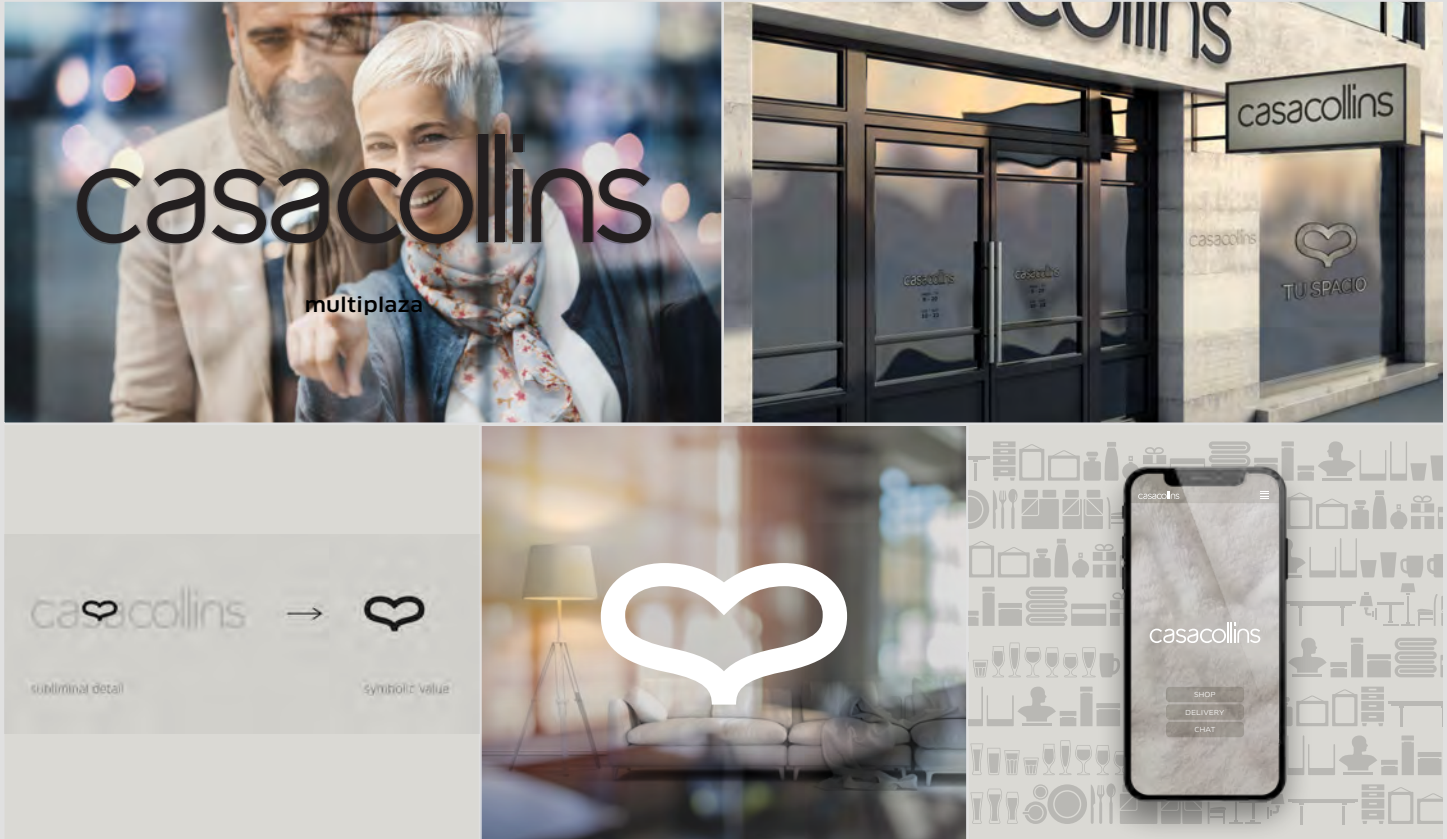
The VEN logo was placed in high-visibility locations to make it visible from afar, on approach and up-close. The VEN name is repeated throughout the outdoor mall, in all sizes to promote the new identity and generate instant recognition.

The positioning for the VEN outdoor mall focused on the close proximity it had to the surrounding areas, and the tagline "Convenience close to you" was integrated throughout all communications. A selection of marketing elements and scalable social media concepts was developed to reach nearby neighborhoods as well as a broader customer base via digital media or through traditional advertising. Outdoor is a concept that is emphasized through a consistent use of a blue sky and tropical green palette.

# CasaCollins – Homeware Store

CULTÉVA

An iconic department store retailer expands into lovable home furniture, decor and accessories



## Background

Collins is an established department store with multiple locations strategically located in the heart of Panama City. Founded in 1995, Collins has grown broad customer appeal with a line-up of medium to high end international brands.

With three department stores fully equipped, Collins has combined over 100,000 square feet of merchandise for men, women, juniors, accessories, toys, home and cosmetics.



## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

In a time of strategic shift, the established Collins department store sought a new identity for a brand extension into homeware for their new flagship store CasaCollins. The new entity shall have a familiar appearance and be recognizable as part of Collins and ignite excitement with its customer base and increase its appeal. Collins needed the new identity to solve all needs for branding on their new retail store facade indoor mall entrance and delivery truck/vehicle fleet.

*"Cultéva helped Collins modernize the brand and ignite new interest from existing as well as new customer groups. The creative process was a valuable exercise that revealed a range of opportunities for logos fitting the new company-wide investment in expanding with new locations."*

–David Elkaslassy, Founder/CEO, Collins

## Solution

Cultéva designed an all-new timeless logo for the Collins department store's new brand extension CasaCollins. The sans serif letterforms shaped a longer name with a visual rhythm and aesthetic flow with visible tall, upright, minimalist shapes. A subliminal detail can be discovered in the open void between the 's' and the 'a' that forms a heart like shape in Casa.

The new CasaCollins logotype was planned as a tonal fashionable application with a predominant tonal - black and white - identity. The tonal approach was intentional to allow all the different colorful products and various homeware brands to stand out throughout all marketing and also in-store amongst the abundance of styles and product collections and simplify merchandising plans.

CasaCollins is a familiar look and a modern brand profile designed to have a clear visual link with the department store brand Collins.

# Mocha Salt – Men's Leisure Wear

CULTÉVA

Australian made shorts keeps your cool in the summer heat by pools, lakes and oceans



## Background

Mocha Salt is a Sydney-based men's leisurewear brand, committed to high quality tailor-cut garments that age well.

Mocha Salt make inspirational products that enhance a feeling of freedom in and out of the water. With simple designs and using fabrics with breathability and unique textures that soften over time, Mocha Salt create garments that are comfortable and dries fast.

Mocha Salt garments are designed and prototyped in Sydney, and the fabrics are sourced from world-class mills in Italy, Japan, Spain and Australia. Mocha Salt believe summer wear deserves style and craftsmanship to complement the laidback attitude that comes with the heat.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

The founders of the men's leisurewear brand was looking for a name, visual identity, packaging, marketing material, basic trims and packaging for the high-end product.

Starting up in Australia meant competing against well-established brands, so to penetrate an already saturated market with a start-up required the need for a distinctly unique approach to the brand profile.

*"Culteva created not just a brand, but a direction for us to grow in. Hein started by gaining an understanding of what it is we set out to do, then in the process of setting the tone and visual identity for the brand, he improved on the concept by clarifying it. In the startup phase, focus is invaluable and in working with Culteva we managed to lay a solid foundation for strategic growth."*

–Rik van Donk, Co-Founder and CEO, Mocha Salt

## Solution

Cultéva developed the new name Mocha Salt.

The monogram logo for Mocha Salt was designed as a modern interpretation of the letters M and S, folded and intertwined together as fine garments.

The letterforms in the logotype was drawn as a wide, elongated horizon line with a mix of hard-precision corners and occasional soft-soothing, comfortable round corners to represent the genuine qualities for everything branded Mocha Salt.

The cutting-edge diagonal in the visual identity was designed to go hand-in-hand with a fine-tuned selection of photographs to evoke the soul of the brand.

Cultéva designed Mocha Salt with unlimited possibilities, presenting a cutting-edge brand that makes tailored-cut swimwear with extraordinary features that offers a liberating, temporary escape in sun, sand and water and can double as urban wear for the more fashion-conscious consumer.

# Anoto – Corporate Identity

CULTÉVA

Repositioning a technology licensee business into a mass-consumer digital writing accessories brand



## Background

Anoto is a global leader in digital writing and drawing solutions. Its technology platform and branded products enable high-precision pen or stylus input on nearly any surface – from capturing and digitizing handwritten notes and business forms on paper to designing, creating and collaborating directly on large interactive displays, whiteboards, and walls up to 24 feet.

Anoto, its strategic licensing partners, and developer community offer a broad portfolio of products, applications and services to business, consumer and education markets, including best-in-class digital note-taking, creative solutions, collaborative solutions, classroom learning solutions, and document processing & management.

### Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- ✓ Corporate Headquarter & Online Presence

## Challenge

The Anoto Group with over 150 employees, is headquartered in Lund (Sweden), with offices in Norrköping (Sweden), Basingstoke, Guildford and Wetherby (UK), Los Angeles, San Francisco, and Boston (US), and Tokyo (Japan).

To generate increased interest and ignite demand for its portfolio of digital writing pens, Anoto needed a new and innovative product design and range of packaging to meet the needs of an increasingly demanding customer base and a mobile industry with progressive innovation in technology.

*“As a full-time consultant at Anoto for over three years, it was a privilege to lead the overall shift of the corporate image and implement the company wide facelift. Directing the strategic brand building efforts with a cross-disciplinary international team resulted in renewed excitement, commercial appeal and increased sales.”*

–Hein Haugland, Global Head of Marketing, Anoto

## Solution

Anoto Live Pen is a conventional pen with digital capture capabilities that transfers handwriting from paper and other surfaces to digital devices – desktop, laptop, tablets and smart phones. Anoto Live Pen offer individuals the most direct way to duplicate notes and drawings from analog medium over to digital format, and for large enterprise systems to effectively automate handwriting recognition and other process oriented tasks.

The turn-around of the Anoto brand was lead by the Global Marketing Director position at Anoto – a full-time consultant assignment. In the company wide role the work between in-house teams in four countries and resources in three continents – Europe, US and Asia – was an ongoing collaborative effort.

The responsibility to drive and direct the complete rebranding of Anoto included drafting the marketing and media strategy, as well as developing and implementing the new logo and corporate identity system, new product design, packaging, website, sales tools, communication plans for press and social media all markets and investor relations.

# Anoto – Digital Writing Brand

CULTÉVA

Reinvigorating a technology company to become a mainstream work tool in Europe, US and Asia



## Background

Anoto is a global leader in digital writing and drawing solutions. Its technology platform and branded products enable high-precision pen or stylus input on nearly any surface – from capturing and digitizing handwritten notes and business forms on paper to designing, creating and collaborating directly on large interactive displays, whiteboards, and walls up to 24 feet.

Anoto, its strategic licensing partners, and developer community offer a broad portfolio of products, applications and services to business, consumer and education markets, including best-in-class digital note-taking, creative solutions, collaborative solutions, classroom learning solutions, and document processing & management.

### Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- ✓ Corporate Headquarter & Online Presence

## Challenge

The Anoto Group with over 150 employees, is headquartered in Lund (Sweden), with offices in Norrköping (Sweden), Basingstoke, Guildford and Wetherby (UK), Los Angeles, San Francisco, and Boston (US), and Tokyo (Japan).

To generate increased interest and ignite demand for its portfolio of digital writing pens, Anoto needed a new and innovative product design and range of packaging to meet the needs of an increasingly demanding customer base and a mobile industry with progressive innovation in technology.

*“As a full-time consultant at Anoto for over three years, it was a privilege to lead the overall shift of the corporate image and implement the company wide facelift. Directing the strategic brand building efforts with a cross-disciplinary international team resulted in renewed excitement, commercial appeal and increased sales.”*

–Hein Haugland, Global Head of Marketing, Anoto

## Solution

Anoto Live Pen is a conventional pen with digital capture capabilities that transfers handwriting from paper and other surfaces to digital devices - desktop, laptop, tablets and smart phones. Anoto Live Pen offer individuals the most direct way to duplicate notes and drawings from analog medium over to digital format, and for large enterprise systems to effectively automate handwriting recognition and other process oriented tasks.

The turn-around of the Anoto brand was lead by the Global Marketing Director position at Anoto - a full-time consultant assignment. In the company wide role the work between in-house teams in four countries and resources in three continents – Europe, US and Asia – was an ongoing collaborative effort.

The responsibility to drive and direct the complete rebranding of Anoto included drafting the marketing and media strategy, as well as developing and implementing the new logo and corporate identity system, new product design, packaging, website, sales tools, communication plans for press and social media all markets and investor relations.

# Anoto – Corporate Headquarters

Attracting tech-savvy employees to a digital writing accessories brand with a creative work environment



## Background

Anoto is a global leader in digital writing and drawing solutions. Its technology platform and branded products enable high-precision pen or stylus input on nearly any surface – from capturing and digitizing handwritten notes and business forms on paper to designing, creating and collaborating directly on large interactive displays, whiteboards, and walls up to 24 feet.

Anoto, its strategic licensing partners, and developer community offer a broad portfolio of products, applications and services to business, consumer and education markets, including best-in-class digital note-taking, creative solutions, collaborative solutions, classroom learning solutions, and document processing & management.

### Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- ✓ Corporate Headquarter & Online Presence

## Challenge

The Anoto Group with over 150 employees, is headquartered in Lund (Sweden), with offices in Norrköping (Sweden), Basingstoke, Guildford and Wetherby (UK), Los Angeles, San Francisco, and Boston (US), and Tokyo (Japan).

To focus its operational activity onto regional growth, Anoto moved its headquarter and wanted a new and innovative design for its corporate office environment that included branding, navigational signage, inspirational graphics and a custom made reception.

*“As a full-time consultant at Anoto for over three years, it was a privilege to lead the overall shift of the corporate image and implement the company wide facelift. Directing the strategic brand building efforts with a cross-disciplinary international team resulted in renewed excitement, commercial appeal and increased sales.”*

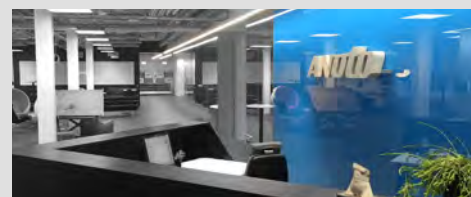
–Hein Haugland, Global Head of Marketing, Anoto

## Solution

Anoto's new corporate headquarter was renovated to fit practical requirements, and the reception was designed with a new desk, new brand aesthetics, logo, floating ceiling with inset lighting, wall vinyl and carpeting.

All meeting rooms and collaborative suites were assigned creative names. The L-shaped offices were developed for together with navigational signage.

A collection of three floor-to-ceiling oversized wall murals were commissioned to be installed as inspirational elements in the Anoto corporate headquarters. The three murals covered combined over 25 meters of walls with concepts such as the historic timeline, the collaborative network and the global creative gateway.



# Kvitfjell Alpingrend – Norwegian Cabins

CULTÉVA

Building brand appeal for a real estate project as a dream location with picture perfect surroundings



## Background

Tegna is a real estate development company located in Norway that invest, build and market residential housing projects and recreational properties in Norway. Kvitfjell Alpingrend is a property land project owned by Tegna, with 42 lots for classic mountain style lodge cabins within the nations largest ski resort.

*"[...]Cultéva shaped our brand with a commercial appeal that was in sync with our vision and product. [...]the new brand and business-driven design allowed us to fully shift our focus over to building and selling the project."*

-Thomas Lensby, Founder & President,  
Tegna AS / Kvitfjell Alpingrend AS

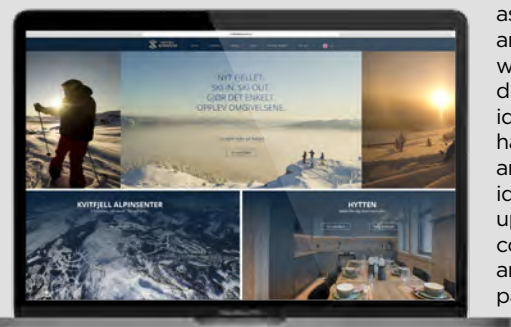
## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

## Challenge

Tegna was looking for a new exclusive and more elevated brand image for its new land property project - Kvitfjell Alpingrend - to more easily market and sell its mountain lodge style cabins to a demanding national customer base.

Kvitfjell Alpingrend was looking for a new logo and visual identity that transcends this top notch resort location and high quality craftsmanship real estate project, and a complete set of effective marketing and sales tools to meet our immediate needs.



## Solution

Cultéva designed a bold symbol with classic aesthetics for Kvitfjell Alpingrend to mesh with the unique landscape and local environment. The visual identity aimed to generate a set of graphic elements that could easily adapt to any media - analog and digital - and all surfaces - flat and 3D.

The unique picturesque location with its exclusive ski resort and fairy tale nature surroundings became the aesthetic design platform for the overall brand appearance.

The collection of marketing collateral, such as the brochure, sales staff garment branding and showcase event package, as well as website landing page required two uniquely different visual appearances. The first visual identity for the presentation of the cabins had to exude an image of high quality, calm and enjoyable feeling, while the second identity for the showcase sales events held up in the mountain road terrain during the construction phase needed a vibrant, bright, and bold feeling to attract attention from passing traffic and visiting customers.

# Kvitfjell Alpingrend – Norwegian Cabins

CULTÉVA

Setting a new industry standard to create an immersive atmosphere for a real estate project



## Background

Tegna is a real estate development company located in Norway that invest, build and market residential housing projects and recreational properties in Norway. Kvitfjell Alpingrend is a property land project owned by Tegna, with 42 lots for classic mountain style lodge cabins within the nation's largest ski resort.

*"In a short time span, Cultéva re-imagined our project with only five renderings that presented aerial views and interior designs that gave customers an immersive experience and enabled them to fully comprehend the appeal of our project."*

–Morten Angell, Founder & Partner,  
Tegna AS / Kvitfjell Alpingrend AS

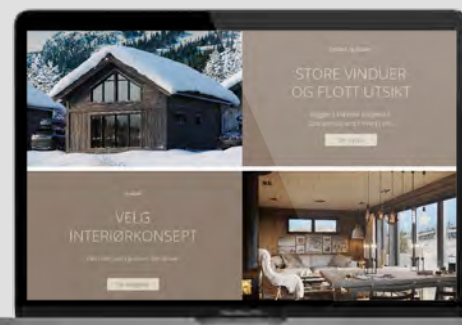
## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

## Challenge

Tegna was looking for a new exclusive and more elevated brand image for its new land property project – Kvitfjell Alpingrend – to more easily market and sell its mountain lodge style cabins to a demanding national customer base.

Kvitfjell Alpingrend needed 3D renderings that would enable customers to imagine the value of these cabins, understand the amazing location and envision the opportunity of the effective space design inside these two-level mountain lodges.



## Solution

Cultéva created a collection of five visuals with a warm, personal feel and wintry surroundings for this unique location placed in the middle of a legendary downhill skiing location used during the Olympic Games.

Render 1 presents the front facade of the cabin sitting in the snow-filled mountain side spaced apart, in a row, next to the others. The walls are made of dark tinted quality lumber. Large pane windows fill the main wall offering a view to the surrounding landscape and brings daylight into the cabin from sunrise to evening sunsets, and offers a panorama view to star-spangled midnight skies.

Render 2, 3 and 4 presents neat interiors with light and effective space design in modern settings, cozy fireplace, small niches and comfortable living arrangements.

Render 5 gives a signature aerial view of the Kvitfjell Alpingrend property phase I set in lush wintry landscape, neatly built into the mountain side in the middle of the slopes while overlooking the valley and lake below.

# Global Bank – Branch Design Standards

CULTÉVA

Increased visibility and customer appeal with new materials, brighter colors and a cosmopolitan look



## Background

Global Bank, a 100% Panamanian capital bank, started operations on June 30, 1994, it was originally conceived as a purely corporate bank. After acquiring 100% of Colabanco in 1999, Global Bank became the first banking group that started the mergers and banking acquisitions in Panama. This transaction tripled the assets of Global Bank. In 2006, Global Bank reaches one billion in assets and inaugurated its Head Office, located on Calle 50.

Global Bank is a private bank with Panamanian capital in terms of assets and that we currently have 36 branches and 9 Express Centers nationwide.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- ✓ 7 Retail Store & Fixture Design

## Challenge

Global Bank is committed to offering financial services with a high quality of customer service and fast response to meet the need of our customers. To maintain its brand value with its customer base, Global Bank plan to standardize its branch design in a process to update and modernize its customer experience and brand appearance.

Global Bank is today recognized as one of the main private equity banks in Panama, servicing more than 165,000 customers and plan to continually update its branches throughout the country.

Our vision of promoting the country's economic development and implementing strategies that allow the growth of the local financial market and offer a better service to create new opportunities for growth. With that in mind Global Bank needs a new branch design with standards and guidelines to enable us to meet our lofty goals.

## Solution

In collaboration with the Global Bank cross-departmental team, Cultéva lead an effort to assess the current state of the branches and developed a proposal for a facelift that would evolve into a new design.

A flexible solution was created for a new and modern Global Bank branch design. The design direction was organized into a manual with standards and guidelines that described all elements required to plan out any type of branch by management in co-operation with their partnering architects and suppliers.

Cultéva developed a set of key design signatures and organized them in a user-friendly document to be used as a planning tool, design guide, and technical standard.

*"Working with Culteva was a very rewarding experience. Their professionalism, experience and dedication was crucial to the success to increase the recognition of our brand. It would be a privilege to work with Culteva again."*

–Jessica Schaw, VP Marketing, Global Bank

# Global Bank Centro Express – Loan Center

CULTÉVA

Faster financing for more customers in new modern, appealing and efficient branches



## Background

Global Bank, a 100% Panamanian capital bank, started operations on June 30, 1994, it was originally conceived as a purely corporate bank. After acquiring 100% of Colabanco in 1999, Global Bank became the first banking group that started the mergers and banking acquisitions in Panama. This transaction tripled the assets of Global Bank. In 2006, Global Bank reaches one billion in assets and inaugurated its Head Office, located on Calle 50.

With 23 years of operations, we can proudly say that Global Bank is a private bank with Panamanian capital in terms of assets and that we currently have 36 branches and 9 Express Centers nationwide.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Retail Store & Fixture Design

## Challenge

Global Bank is committed to offering financial services with a high quality of customer service and fast response to meet the need of our loan customers. To offer the best product and value to a growing customer group, Global Bank planned to open a new type of branch. These new type of branch locations will be stand alone entities, with its own space that are separate from the banking branches. At times the banking branch and the loan centers may be located in the same building, yet should appear as two different spaces.

The new Global Bank loan centers shall be more of a retail space and must be highly visible and have a vibrant appearance, yet must be directly recognized as part of a Global Bank customer service location.

The Global Bank loan centers need a name, a logo, a visual identity and a space design.

## Solution

Cultéva, in collaboration with the Global Bank cross-departmental team, named the loan centers Global Bank Express Center.

A new branch space was designed as a vibrant, light and uplifting space with a open and welcoming atmosphere.

The new logo lock-up and visual identity was designed to work independently and also work side-by-side with the Global Bank signs.

The new space design for Global Bank Express Center with solutions for the facade and the interiors, as well as the signage, was collected into a manual to simplify the rollout.

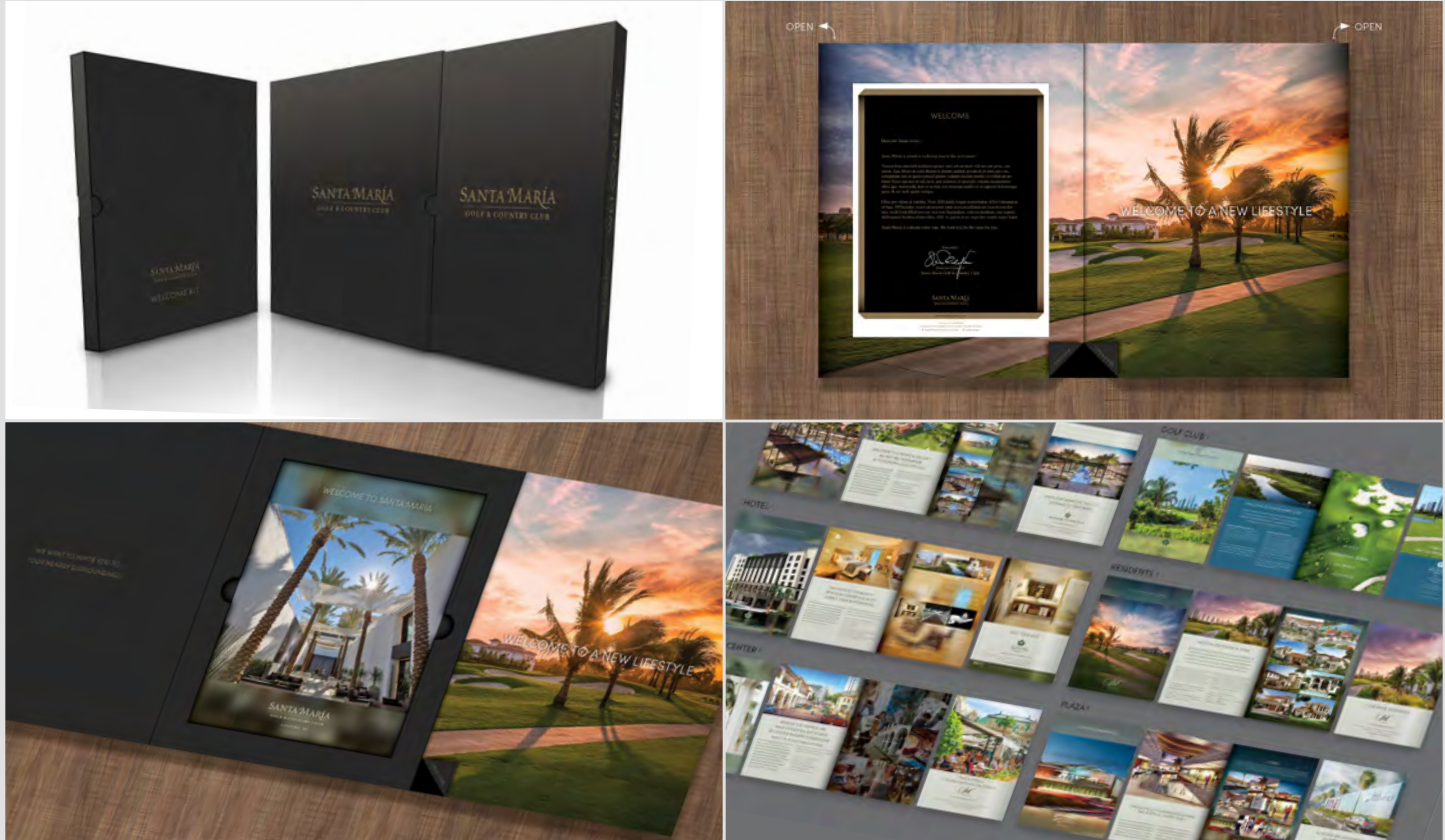
*"Working with Culteva was a very rewarding experience. Their professionalism, experience and dedication was crucial to the success to increase the recognition of our brand. It would be a privilege to work with Culteva again."*

–Jessica Schaw, VP Marketing, Global Bank

# Santa María – Real Estate Properties Area

CULTÉVA

Presenting an upscale neighborhood to buyers and tenants of residential and commercial properties



## Background

Santa María is a luxury residential complex where modern meets nature, creating a comfortable lifestyle in lush green surroundings. Santa María offer various real estate products around a world-class golf course conveniently located in Panama.

Santa María is developed upon a unique vision, complying with best practices in architectural design, infrastructure, materials and is rich of exquisite detail and finesse.

Within the masterplan property is the Santa María Country Club, an establishment for members with a wide variety of amenities for family and friends. More than 600 families are already part of enjoying more than 19 sports and entertainment facilities.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- ✓ 3 Naming & Nomenclatures
- 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- ✓ 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

Create a marketing and sales tool for potential customers and existing residences and commercial tenants that introduce the complete offerings and the areas within the Santa María masterplan.

Develop an appealing design solution for a marketing and sales tool that match the established exquisite aesthetics and compliment or elevate the image of the overall experience of living and working within Santa María.

*"It is a privilege to start a project with such an open brief. It gives us as creators the opportunity to propose the boldest ideas. And, the Welcome-kit for this high-end residential-commercial area became a compelling sales tool. The kit invites home and business owners to get an exclusive glimpse of the superior lifestyle available within the prime location of Santa María."*

–Hein Haugland, Creative Director, Cultéva

## Solution

The wealth of visual material and informative detail provided by the client set Cultéva on a path to design a simple narrative that would evoke interest for customers to know more about all areas within Santa María properties.

In the grand scale of Santa María properties there are a number of signature experience that can easily be overlooked amongst all the great entities and enriching amenities.

The conceptual solution to the project became a Welcome Kit that introduces multiple areas in seven different folders. A topline introduction is presented in separate folders to each of the six main entities and the masterplan. It was important to keep all entities separate to enable them to unveil their own unique qualities and atmosphere.

The seven folders was packaged in an exclusive gatefold box with an introduction letter and six different complimentary offers for each entity. This offer was a collection of cards and intended to entice home and business owners to experience all the areas of Santa María within a limited period.

# Maritanos – Specialty Coffee Café

CULTÉVA

A bespoke tropical nature café experience serving delicious freshly brewed cups of Panamanian coffee



## Background

Maritanos was started with the intent of being a local, freshly brewed, specialty coffee café. Maritanos has remained an all-Panamanian coffee place, brewing only shade grown, handpicked, washed Arabic beans brought down from the highlands of Boquete, served at a few strategic locations around the city.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- 5 Marketing & Messaging
- ✓ Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

Maritanos is a growing business in a slow economy and has recognized the need for renewing their overall brand appearances to withstand the pressure from a growing number of coffee shops.

Maritanos was open to consider any type of changes in order to perfect their space design, packaging, table settings, product display, merchandize, menus, staff uniforms and service offerings to meet challenges from an ever more demanding industry and diverse customer profiles.



## Solution

Maritanos is designed as a cafe with a modern classic style. Large wall spaces are dedicated to custom made cabinetry, framed Boquete-centric artwork, coffee-related quotes in neon-blown letters, and space for displaying new art amongst cool artifacts.

One oversized frame hangs from the ceiling over the lounge area. A row of loveseat sofas with table and chairs fills the long wall. In the middle of the café sits a community table.

Maritanos has a comfortable atmosphere. It's inviting. The sound level is just right. It smells freshly brewed coffee with many underlying aromas. It's vibrant. Hints of tropical nature is found in strategic places. The combination of tasteful leather chairs and wooden tabletops, the walkable isles to the overall color palette, and lit displays, the space is simply timeless.

Maritanos is just perfect for sitting down to enjoy your own special cup of coffee for breakfast, lunch, afternoon or evening with your colleagues, friends or family.

# Hangflat – Inflatable Floatie

Branding the original Hangflat floating ring.  
Made for two to relax effortlessly in the water.



## Background

Hangflat® is the original floating ring first registered with a provisional patent January 6, 2010. Hangflat® is an inflatable furniture for water, made for two or more people to enjoy eachothers company while relaxing comfortably in the pool, beach, ocean or lake.

Hangflat® is mendable to your position like a soft cozy sofa and allows the body to be immersed partially in water and partially above water to enjoy the comfort of the water and the sun at the same time. Hangflat® is perfect for all ages - singles, couples and families with kids to lounge together and socialize in tranquil waters without wasting energy.

## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

Naming, identity, branding, lifestyle marketing, messaging, packaging and online presence.

*"It's amazing! A simple idea to be more social and enjoy the outdoor waters with more comfort and ease than with any other device on the market. Hangflat came about on a pristine virgin white sand beach in the tropical islands of Panama."*

–Hein Haugland, Co-inventor, Hangflat



## Solution

A complete brand appearance was developed for this unique product invention. The name Hangflat derived from the mere position the product entice you to take when entering into the circumference of the silky soft ergonomic ring and mendable support beam - horizontally, lounging on a comfortable flat surface. The lifestyle imagery proved to be an endless journey of featuring people enjoying the Hangflat® in about a 100 different cozy constellations. The device also function as a yogi's most perfect companion to use from sunrise to sunset.

"The Original Hangflat® Floating Ring" statement sets the invention appart and serves as a marketing tool to remind people about the fun one had as kids growing up with the simple tiretube in lakes, creeks, riverbeds, pools, beaches and oceans. The packaging was made to expose the tropical color choices. The packaging is a durable pouch bag with a reusable zip-lock feature and a hook to hang and store away easily.

# Atomic Floyd – The New State of Sound

Igniting desire for hi-quality sound  
with bold style and world class performance

CULTÉVA



## Background

In December 2007, a European business owner had worked out a new business plan based on extensive inside knowledge about the rapidly growing in-ear headphones industry and operation. With connections to manufacturing and aggressive-growth distribution plans, the only missing piece was creating a brand that could tie it all together.

## Challenge

In an effort to go to market with a clearly defined brand that enticed the trade and demanded consumer attention, the European client challenged Cultéva to create the entirely new brand and a successful go-to-market launch campaign for the line of prestigious in-ear headphones with innovative technologies and unique design.

## Solution

Cultéva helped shape the client's strong voice and bold vision into a potent brand platform. We named the brand Atomic Floyd and positioned the world class in-ear acoustic headphones as The New State of Sound. With a clear ideology, we worked on dozens of projects to instill unexpected 'new forms of sound' as the voice of the brand. From authoring the brand principles book to developing brand strategy and position, this was all used to design and create the identity system, nomenclatures, technology platform, sell-in tools, brochures, packaging graphics, website IA/UI, direct marketing, and advertising. The unexpected bold style and strong personality defines Atomic Floyd as a small but significant niche in the rapidly expanding consumer electronics market.



## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Retail Store & Fixture Design



*"The December 2008 brand launch gave wide-spread media coverage and distribution with Apple retail and Apple online after only 4 months on the market."*

# Fila – Perform Beautifully

CULTÉVA

Bringing back the prestigious Italian sport style in tennis with the champion Kim Clijsters



## Background

Fila was founded in Biella Italy, 1911. The two Fila brothers started out as Italian textile manufacturers, grew into sportswear with alpine and tennis, and became among the most iconic brands in the world.

## Challenge

During the early 2000's Fila was at a crossroads. The Italian icon was undergoing radical changes in pursuit of a new business model to reinvigorate the nearly century old brand. Fila completely recreated its product offerings and reshuffled its focus to hone in on a revered sport category, namely tennis.

In an effort to revitalize the global business and rejuvenate the brand, Fila was aiming to upset the elite world of tennis and position Fila as the preferred Italian tennis brand.

## Solution

Cultéva helped recreate a brand marketing program for Fila and the tennis category that was built on tradition and etiquette, and a long line of Champions and Championships. As graceful game of power, pace, and prestige Fila tennis is and always will be Italian and made to Perform Beautifully.

Fila tennis is modern-classic top-to-bottom elite player's attire tailor made for Champion Kim Clijsters and select other elite players. Created as a new range of white-on-white and black-on-black elite player's footwear, apparel, and accessories collection.

## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- 7 Retail Store & Fixture Design



*"Kim Clijsters wore the all-white Fila elite tennis attire at the prestigious Wimbledon Championship 2006. She was injured before returning as the defending champion at US Open."*

# Fila – Made for Sport

CULTÉVA

Creating two business units to expand growth potential and strengthen one brand



## Background

Fila was founded in Biella Italy, 1911. The two Fila brothers started out as Italian textile manufacturers, grew into sportswear with alpine and tennis, and became among the most iconic brands in the world.

## Challenge

During the early 2000's Fila was at a crossroads. The Italian icon was undergoing radical changes in pursuit of a new business model to reinvigorate the nearly century old brand. Fila completely recreated its product offerings and reshuffled its focus to hone in on a revered sport category, namely tennis.

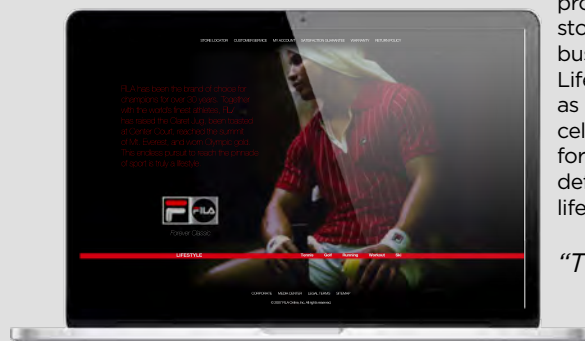
In the process of repackaging the brand for new owners the challenge was to visualize the opportune future for Fila to reclaim the elite status as the Italian sport lifestyle brand.

## Solution

The new Fila builds upon heritage as a textile specialist from Biella, Italy in 1911—started over 40 years prior to competing brands was ever created. The new FILA relies on made-in-Italy collections of signature Fila elite tennis attires and Champion performances to celebrate nearly a century of designing prestigious sport apparel for athletes that play with style. With a clear understanding of the brand's long lasting past ideology, strategy, positioning, branding, competitive difference, design philosophy for apparel and accessories, select range of licensing products, and unique sports marketing stories, the opportune success for Fila's new business is to segment into two brands; Fila Lifestyle celebrating the past and positioned as Forever Classic, and Fila Sportstyle celebrating agility and positioned as Made for Sport. The two new business segments define Fila in its entirety as an Italian sport lifestyle brand.

## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- ✓ Retail Store & Fixture Design



*"The Fila brand was sold in 2007."*

# Adidas – Sport Performance Center

CULTÉVA

A new global store concept and “passion for sport” approach revives the brand with 3-stripes



## Background

Founded in 1949 by the cobbler Adi Dassler, Adidas has today grown to the largest sportswear manufacturer in Europe and the second biggest sportswear manufacturer in the world. Besides sports footwear and apparel, Adidas makes equipment and accessories for almost every sport category.

## Challenge

To effectively consolidate cost, streamline marketing, and increase control over the brand's presence the Adidas retail stores around the world was challenged to create a new brand retail concept and completely redesign the global store system to include the newly designed black'n'white 3-Stripes corporate identity and the “Passion for Sport” brand mantra.

## Solution

The Adidas Sport Performance Center was designed to embrace Adi Dassler's words “No athlete left behind”. The retail store has both inspirational and informational spaces that manifest the athletes' passion for sport.

Adidas Sport Performance Centers presents a face-to-face meeting with professional athletes. Large monitors strategically placed throughout the space feature Adidas athletes sharing what they do when they prepare for sport, compete in sport, and recuperate in between and after sport.

“Engineered to Perform” is the foundation for every new Adidas technology in footwear, apparel, and equipment and is explained on interactive touch-screens strategically placed next to promotional product offerings. Arena-style seating with online games and links evoke passion for sport for all ages.

*“Stores are in Marseilles, Lisbon, Toulouse, Las Vegas, New York, London, Paris, Berlin, and expanding throughout Asia.”*

## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- ✓ 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- ✓ 7 Retail Store & Fixture Design



# Adidas – Quiet Power Brand Campaign

CULTEVA

A glimpse into split-second moments from the world of sports and competitive athletes



## Background

Founded in 1949 by the cobbler Adi Dassler, Adidas has today grown to the largest sportswear manufacturer in Europe and the second biggest sportswear manufacturer in the world. Besides sports footwear and apparel, Adidas makes equipment and accessories for almost every sport category.

## Challenge

Adidas does business in virtually all countries around the world, and marketing campaigns are launched throughout the year. To maintain a fresh Adidas brand in and around retail it is a prerequisite to create a brand campaign fitted for global usage that celebrates the Adidas ubiquitous tagline Forever Sport featuring the most recognized athletes in the world such as David Beckham, Sergio Garcia, Tracy McGrady, Ian Thorpe, Anna Kournikova, Martina Hingis, Marat Safin, Tim Henman, Matt Beach, Jonah Lomu, Ato Boldon, Maurice Greene, and a few more.

## Solution

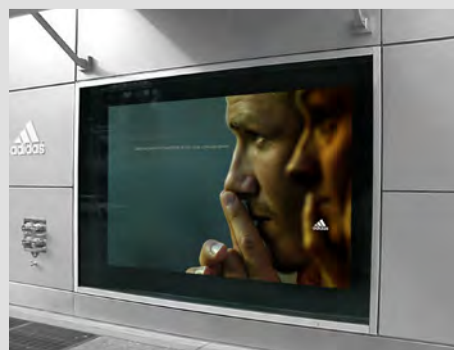
The Quiet Power brand campaign is an emotional portrait of what manifests Adidas to be forever about sport. Quiet Power reveals the essence about athletes and sport performances as a place far beyond famous faces, urges for new records, goals of prized medals, podium positions, or championship dreams. Instead, Adidas celebrates the solitary state of mind and the Quiet Power within every athlete. This portrait campaign gives a unique glimpse behind the split-second decisive and intangible moment happening in and around the competitive minds born with a passion for sport.

Quiet Power is an advertising approach to a global retail campaign that includes 14 categories of world-class athletes and solitary sport environments.

*“A global retail campaign on-time and on-budget delivered ready-for-print to over 140 countries.”*

## Services completed

- 1 Mission & Vision
- 2 ✓ Strategy & Positioning
- 3 ✓ Naming & Nomenclatures
- 4 ✓ Branding & Identity
- 5 ✓ Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design



# Adidas – Superstar Endorsement Book

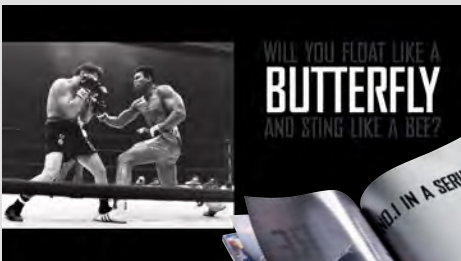
CULTÉVA

Presenting the passion for sport behind the brand through one of the greatest sport legends of all



## Background

Founded in 1949 by the cobbler Adi Dassler, Adidas has today grown to the largest sportswear manufacturer in Europe and the second biggest sportswear manufacturer in the world. Besides sports footwear and apparel, Adidas makes equipment and accessories for almost every sport category.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Superstar Center Design

## Challenge

In 2001 Adidas US business grew nearly 40%, in 2002 Adidas was looking to fuel the growth, Tracy McGrady was made the brand's basketball icon, and the company wide focus was to acquire more of the best players to increase the marketing efforts with a multiple-players branded team. Lifetime endorsement contracts was drafted and the management was seeking ways to create the most inspiring Adidas brand pitch that articulated the foundation and heritage of the brand with the 3-Stripes to new icon athletes, teams, and their constituents.

## Solution

The Adidas Superstar book presents one of the all-time greatest sport icons Muhammad Ali, his poetry, his figure, historic performances, and indisputable presence through curated words and visuals of monumental proportions. The Adidas Superstar Book portrays the integrity behind the man that symbolizes over 50-years of legendary events and Championships to have ever endorsed the brand with the 3-Stripes.

The Adidas Superstar book inspired the events with private jets, luxury residence presentations, autographed exclusive memorabilia, new personalized identities, architectural designs, groundbreaking product with signature packaging, and drove the blitz OOH advertising campaign in Akron Ohio for the Adidas Superstar offer made to LeBron James.

*"The brand pitch was instrumental in Kevin Garnett and Tim Duncan signing multi-million dollar Adidas brand endorsement contracts."*

# Adidas – Kobe Bryant Sub-Brand

CULTÉVA

The connection between personality and name creates a new international sub-brand



## Background

Founded in 1949 by the cobbler Adi Dassler, Adidas has today grown to the largest sportswear manufacturer in Europe and the second biggest sportswear manufacturer in the world. Besides sports footwear and apparel, Adidas makes equipment and accessories for almost every sport category.

## Challenge

With arguably the most talented basketball player in the NBA Kobe Bryant as the brand athlete, Adidas had yet to increase business nor brand recognition, and was challenged to (1) strengthen the recognition for Adidas as a basketball brand, (2) increase recognition for Kobe Bryant as an Adidas athlete, and (3) create a long-term campaign to position Adidas-Kobe as a sub-brand.

## Solution

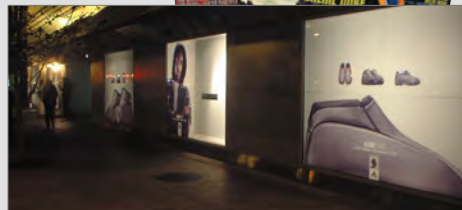
The Adidas-Kobe campaigns celebrates Kobe living his life like he plays the game of basketball. His style and sophistication is the force that drive Kobe's creative approach to an amazing out-of-this-world game style.

The Adidas-Kobe was a company-wide sub-brand initiative. This 2-year long integrated marketing initiative was a new approach to product design and marketing tactics that inspired global advertising campaigns, style events, a wave of websites, sophisticated micro-sites, sleek retail appearances and collateral, and urban events and OOH.

*"The 2-year company-wide effort and international campaign push, positioned Adidas as the National #1 best-selling footwear in US, set sales records, increased brand recognition, and grew category business with over 480%"*

## Services completed

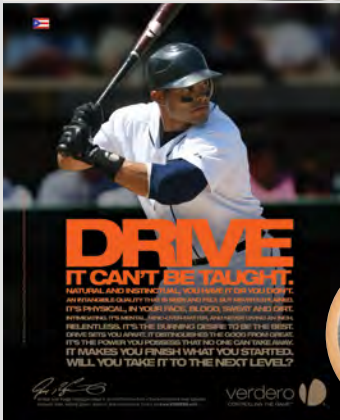
- 1 Mission & Vision
- 2 Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Retail Store & Fixture Design



# Verdero – Controlling The Game

Owned by player...Worn by players  
The new face of baseball

CULTÉVA



## Background

CTG Athletics, acquired the Verdero brand in an effort to expand its product assortment and grow overall business. The combination of both companies offered high performance baseball cleats, batting gloves, and compression apparel with wooden bats, catchers mitts, and accessories. With connections to manufacturing and aggressive-growth distribution plans, the only missing piece was creating a brand structure that could tie it all together.



## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- ✓ Retail Store & Fixture Design

## Challenge

Cultéva was approached by the owner of the minority owned baseball company CTG Athletics from Bronx, New York, to assess the opportunities for the two companies to gain brand recognition and rapid growth, and use the findings to create a complete brand solution ready to go to market and introduce to new Verdero brand to the trade industry.



## Solution

Cultéva merged the two names and created a one-brand solution to maximize brand exposure with a limited marketing budget. Cultéva also develop a unique brand platform—combining the voice of the major league level competitive athlete cobbled with a vibrant Latin-American inspired flair—positioning Verdero as a professional level baseball brand who is controlling the game. Cultéva created turnkey solutions to launch Verdero to the baseball patriot throughout multiple seasons. Cultéva reshaped the local Bronx company CTG Athletics into Verdero, as a national contender in the fiercely competitive sporting goods industry.

*"Recognized as the next cool brand by independent research pole after 2 years on the market. Signed MLB All-Star Ivan Pudge Rodriguez. Verdero worn during World-Series and All-Star Games."*

# Mosley Tribes – Shades of Life

CULTÉVA

An active lifestyle brand redefines living in the sun  
Creating a new brand rooted in the past

## MOSLEY TRIBES™



### Background

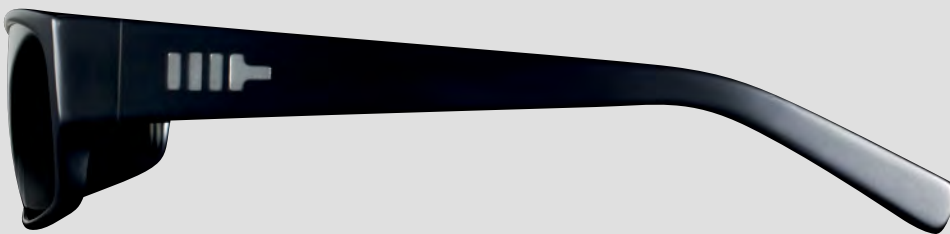
Oliver Peoples is a brand name of high end eyewear started in Los Angeles, 1987. Oliver Peoples introduced the stars in West Hollywood to the retro-inspired eyewear collection created by founder and renowned designer Larry Leight. The brand gained mainstream popularity by the end of the 1980s. Oliver Peoples is headquartered in Los Angeles and available internationally.

### Challenge

Under seasoned leadership of Bill Barton, president of Oliver Peoples the brand was rapidly growing, and was under scrutiny to find even more ways to keep expanding. Cultéva was challenged to create a new, younger, more affordable, Californian, stand alone brand independent from the well-established icon Oliver Peoples.

### Solution

Cultéva thoroughly mapped out the founding ideology of the senior management—Larry Leight and Bill Barton—before creating the active urban lifestyle brand platform. Cultéva then named the brand Mosley Tribes; a new name with an old Californian soul. A new brand destined to redefine living in the sun. An active urban lifestyle brand. Inspired by palm trees and breeze, sunrises and sunsets. A never-ending story shaped by the people who enjoy the different Shades of Life.



### Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Retail Store & Fixture Design



*“Launched nationwide in hi-end department stores through to designer boutiques, and almost quadrupled its sales in the 2<sup>nd</sup> year in business. Oliver Peoples and Mosley Tribes was acquired by Oakley in 2006, and Oakley was subsequently purchased in 2007 by Luxottica Group S.p.A., the world’s largest eyewear company.”*

# Oliver Peoples – Extraordinaire

CULTÉVA

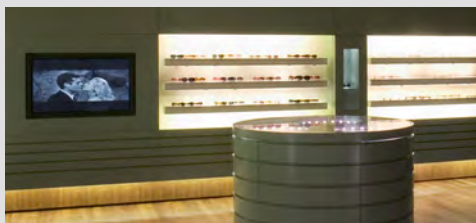
Defining a new look for an established franchise

A star-studded lounge boutique for easy browsing



## Background

Oliver Peoples is a brand name of high end eyewear started in Los Angeles, 1987. Oliver Peoples introduced the stars in West Hollywood to the retro-inspired eyewear collection created by founder and renowned designer Larry Leight. The brand gained mainstream popularity by the end of the 1980s. Oliver Peoples is headquartered in Los Angeles and available internationally.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Retail Store & Fixture Design

## Challenge

Under seasoned leadership of Bill Barton, president of Oliver Peoples the brand was rapidly growing, and was under scrutiny to find even more ways to keep expanding. Cultéva was challenged to design a new store and franchise concept for the well-established icon Oliver Peoples at South Coast Plaza in Orange County, California.



## Solution

Cultéva created Oliver Peoples Extraordinaire a star-studded lounge boutique for easy browsing featuring the best of the best in frames and lenses transforming ordinary people to fashionably extraordinaire.

Cultéva designed an intimate space where the eyewear rotates enclosed in cases, floating in air, lit as jewels and placed on easy access open shelves. The precise personal spaces for fitting consultations are at an easy reach and built for the joy to please. An optician's room for adjustments and repair is anonymously positioned in the back. A fashionable lush couch feature plugs to download the newest OP mixed tunes onto your iPod while browsing the collection of celebrity OP sightings.

*"Opened 2006 and out-performed projected revenue with 184% within in the first 3 months. Received 3 prestigious NASFM Awards for Grad Prize for design, layout, and fixture of the year."*

# Pioneer – KURO

CULTÉVA

Naming a breakthrough product and a new industry technology rejuvenating a global icon



## Background

Pioneer was founded in 1938 in Tokyo, Japan by Nozomu Matsumoto making high quality audio speakers. Pioneer has grown to international stature as a manufacturer of audio and video products for home, automotive, and business environments.

## Challenge

Cultéva was challenged by TBWA/The Disruption Consultancy to create the name and nomenclature for the new premier Pioneer flat panel TV and the new Pioneer technology category.

## Solution

Cultéva developed 97 names reminiscent of the Pioneer culture and innovative technology. The KURO name was chosen by the executive management at Pioneer in Japan. The origin of KURO is the English translation of the Japanese word for the pitch black ink used for calligraphy in Japan.

Pioneer KURO represents the supreme experience of sight and sound. The new naming convention illuminates an entire brand. By producing the blackest of black in flat panel history and the highest contrasting images, Pioneer KURO is the breakthrough entertainment product defining a new industry standard for technological ingenuity. KURO characterizes a prestigious product signifying a paradigm shift. KURO identifies seeing and hearing like never before; an experience created by a true Pioneer.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- ✓ 3 Naming & Nomenclatures
- 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design

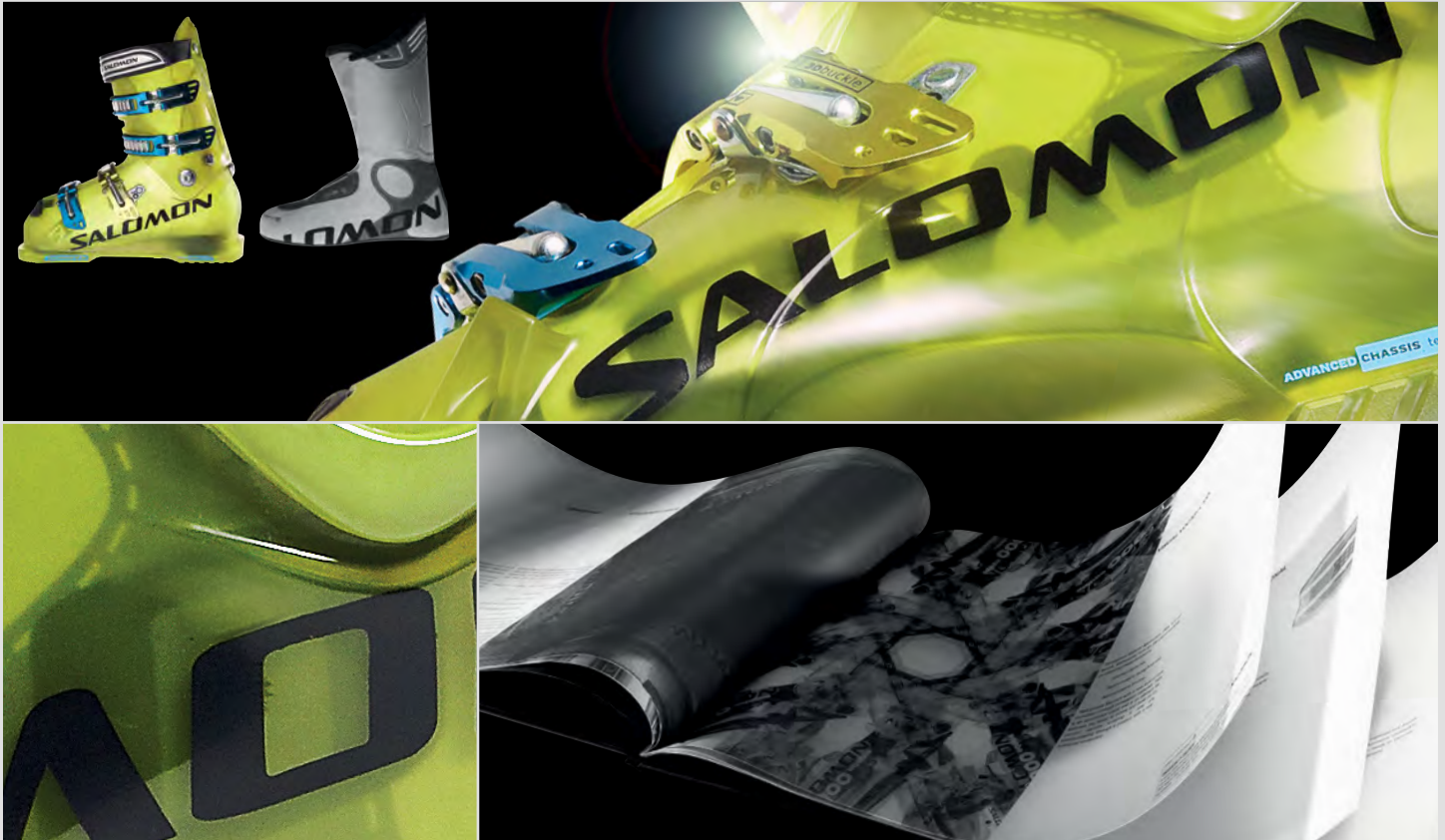


*"After launching the cornerstone Pioneer KURO worldwide in 2007, it has grown to a moniker for a full range of flat screens in 2009."*

# Salomon – Xtreme Functionality

CULTÉVA

Advanced product development to redefine a brand and attract a broader market



## Background

Salomon started making ski bindings in the French Alps, 1947. Today, Salomon offers technically advanced equipment and products to progressive mountain sports participants in over 160 countries.

Salomon creates revolutionary new concepts in bindings, boots, skis and apparel for both alpine and nordic skiing and develops innovative solutions to footwear, apparel and equipment for snowboarding, adventure racing, mountaineering.

Salomon is part of Amer Sports.

## Challenge

During the ownership of Adidas-Salomon Group, Salomon's director for advanced product development in Boulder Colorado was looking for a sporting goods industry expert's perspective and requested ideas on Salomon's functional alpine product concept.

## Solution

To maximize the brand recognition and future business potential for Salomon's functional alpine product concept the proposition developed was Salomon Transparent Material Application (TMA); an approach to design that exposes the functional characteristics of all Salomon alpine products. With the use of transparent material throughout most products, and coloring components to expose dimensional, structural integrity in layers of transparencies—method originating from Indonesian batik, textile coloring with a wax-resisting dyeing technique—Salomon TMA defines a new progressive visual design language for the collective product offering that increases brand recognition in the sporting goods consumer market.

*"Transparent extreme level skiboot launched in early 2000 and Salomon Second Skin Shell is still top-of-the-line skiboot in 2010."*

## Services completed

- 1 Mission & Vision
- 2 ✓ Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 ✓ Branding & Identity
- 5 Marketing & Messaging
- 6 ✓ Product Design
- 7 Retail Store & Fixture Design



# Microsoft – Concept presentation

A narrative for a new product and service that presents why and how it impact peoples lifestyle



## Background

Microsoft was founded in 1975. Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more. Microsoft develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services. Our products include operating systems for PCs, servers, phones, and other intelligent devices; business solution applications; desktop and server management tools; software development tools; video games; and online advertising. We also design and sell hardware including the Xbox 360 gaming and entertainment console, Kinect for Xbox 360, Xbox 360 accessories, and Microsoft PC hardware products.

## Services completed

- 1 Mission & Vision
- 2 ✓ Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 ✓ Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 ✓ Retail Store & Fixture Design

## Challenge

The entertainment division of Microsoft in Seattle was seeking a pitch tool to present a new product and service concept in an effort to secure a \$400mill development budget from the executive board members.

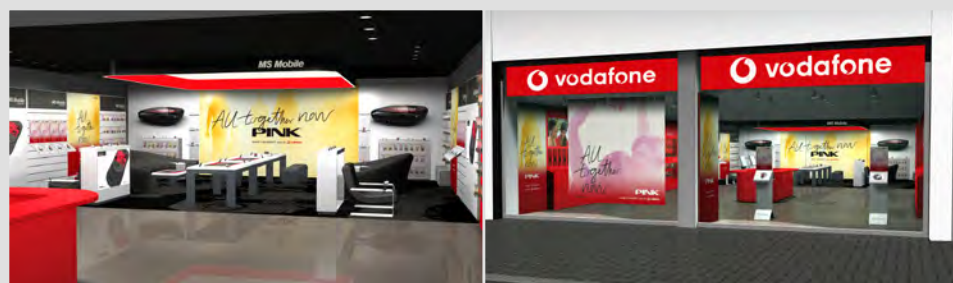
*"Thanks for all the great work your team did in such short order. All the work created certainly helped us deliver an effective message about our project [and secure support for further development]."*

*–Marketing Director, Microsoft*

## Solution

A benchmark presentation for a big-idea project was divided in two phases; the immediate pitch presentation needs and the follow-up with specific solutions.

The fast paced presentation solution was designed as a bound document with design features and material choices to reflect the product featured inside, shown together with a inspirational video. The follow-up project was the design for a complete launch concept with a logo, branding, tagline and a messaging platform, campaign execution, tactical ideas and a full in-store retail fixture and POP for a test market.



# Amphora – Beauty Shop

CULTÉVA

Creating a mass-luxury retail chain with sparkling identity and messaging to empower individual beauty



## Background

A group of visionary investors formed Marbella 936 to attract additional funding to design, develop, engineer, build and eventually own and operate the new boutique hotel downtown Panama City.

## Challenge

Among the flurry of growing national business, weakened unstable tourism, and expanding value-driven hotel chains in Panama City, there are increasing demand for a petite, high-quality, and service-

## Solution

The Marbella 936 presents a new aesthetic look and feel, and signature architecture. The Marbella 936 concept presentation reveals a series of tropical modern urban details making a unique hotel concept, as well as establishes the foundation of the new business opportunity. The final presentation was a bound hardcover in raw linen reminiscent of the authentic visual and verbal presentation of the new vision for Marbella 936, the design-conscious target visitors, the downtown location, planned services, hotel amenities, and local offerings Panama City.



## Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- ✓ 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design

minded boutique hotel. The presentation of new concepts and design outlines a financially challenging situation with multiple opportunities for growth in Panama.

*"Three types of local wood, original wicker, raw stone slates and white velvet beach sand are all part of creating a calm new atmosphere with friendly service that follows you into every suite where tropical modern urban amenities surrounds you."*

# Bike – Brand Rewamp

CULTÉVA

A new take on an old favorite - creating a refreshed design platform to reintroduce a century old brand



## Background

The athletic supporter became known as the “BIKE® jockey strap”, simply shortened to “jock strap”, which also found its way and practical use into any sports activity as the basic underpant. It became so popular amongst bicycle riders that the company named itself BIKE®. BIKE® Athletic, the jock’s apparent inventor and primary distributor, claims that it has shipped 350 million supporters in the past 130 years.



## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

Since 2003, BIKE® has been operating as a division of the Russell Corporation, a subsidiary of Birkshire Hathaway. Russell expanded the product range to include more football and baseball related products. BIKE® had annual revenues of \$30-\$50m.

In 2017, due to corporate restructuring within Fruit of the Loom, Russell discontinued manufacturing BIKE®. In 2018, Alex Angelchik purchased BIKE® looking to relaunch the famed brand as a volume-oriented value product with sport performance ranges of protection gear, technical and non-technical garments.

*“[...]I was amazed to see how my business goals for the future was transformed into a well-articulated narrative. The revamped brand appearance and product range is refreshingly bold and exactly what we needed. The final solutions developed by Culteva really manifests a new value platform for the brand that increase our commercial opportunity.”*

–Alex Angelchik, Owner, Peak Apparel Holdings

## Solution

Culteva started by refining the Bike logo to strengthen its recognizable characteristics.

The original brand story and timeline was examined to identify and modernize the brand position within the sport performance protection gear niche, and the company wide tagline “Protect Your Game” became the Bike® brand’s new strategic platform.

Then product concepts were designed by Culteva for protection products, functional performance products and non-technical sport performance products. Naming structures were generated, packaging designed, product line-up and merchandising with retail graphics was arranged and the presentation for the renewed Bike® brand was assembled.

The combination of new branding, product silhouettes and visual aesthetics created a recognizable design and increased brand presence to present a century old brand with a fresh, modern and vibrant appearance for retailers, wholesalers, company owners, multi-brand licensees and investors.

# Mono Spectacles – Hellbent

CULTÉVA

Razorsharp design, function, and performance  
Hellbent on making spectacular spectacles



## Background

In December 2007, the European owner and entrepreneur had worked up a plan based on extensive know-how about the rapidly growing in-ear headphones industry and operation. With connections to manufacturing and aggressive-growth distribution plans, the only missing piece was creating a brand that could tie it all together.

## Challenge

Cultéva was challenged to invent a breakthrough type of eyewear design and technology, and shape a brand around the most compelling inventions to validate a new business venture for investor groups.

## Solution

Cultéva created a new type of hingeless eyewear frame with anatomical fit and unrivaled comfort. Cultéva named the unconventional product, with the signature features, and iconic design for Mono Spectacles.

Mono Spectacles defines Sport Couture. Bright. Blinding. Suave. A patent pending temple and temple tip designed to increase comfort with form fitting function. Mono Spectacles are for the you-only-live-once ones. For the driven individual who is looking for the next big thing, Mono is hellbent on making spectacular spectacles.

## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- ✓ Retail Store & Fixture Design



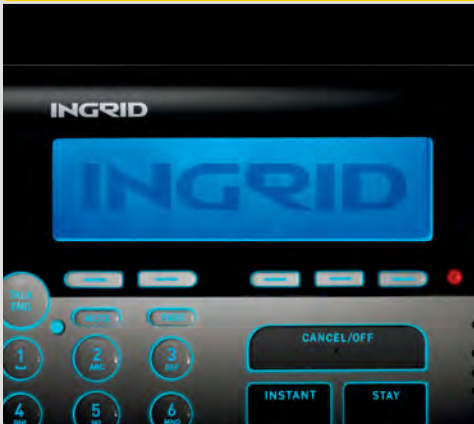
*"A complete new brand solution including product design and technology innovation project commissioned for a new business venture presentation."*

# InGrid – Cutting Edge Wireless Security

CULTÉVA

Designing a new blue-chip looking logo for a blue-chip type product

# INGRID™



## Background

The inventor and owner of InGrid, a patented technology for a new type wireless home security system. The new secure digital technology company is packaged as a phone, sold through mass-market distribution channels, and promises to make traditional analog security systems obsolete.

## Challenge

The owners of InGrid challenged Cultéva to design a new “blue-chip” looking logo for a cutting-edge wireless security system—a new patented technology rivaling competing products, and pushing to reinvent a new business model for the service offering surrounding home and property security.

## Solution

Cultéva designed the letterforms of the new logo for InGrid to represent a cutting edge brand identity. The new InGrid logo is timeless with a strong, solid, safe and secure presence that appeal to private surroundings and is inviting to residential home owners. A trustworthy wireless network of protection. A nearly unbeatable digital guardian of safety. InGrid is a paradigm shift in comparison to the traditional analog home security systems.

*“InGrid launched 2007-08 and is now available nation wide.”*

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design



# C-Pen – Digital Pen

CULTÉVA

New logo and letterform design for alphabet with numerals to revitalize a companywide brand profile



## Background

C-Pen® is the brand of the original handheld scanner solution with an in-system Optical Character Recognition software. The C-Pen® technology and products represents an easy and convenient tool to capture printed information (text, numbers, codes, etc), decode it and transfer it to computers and smartphones. With C-Pen®, as opposed to flat bed document scanners, the text or numbers of interest is selected and easily extracted and made available for further processing (translation, text-to-speech, general data entry, etc.) instantly and without any further manual interaction.

## Challenge

C-Pen® is a growing business and required the need for renewing the overall customer-facing image and business-to-business appearance to strengthen the appeal of the brand, software and portfolio of products.

C-Pen® was seeking a new logo and also an alphabet with numerals to modernize the brand appearances and renew product packaging, online presence, display and merchandizing, instruction collateral, sales tools and general marketing to meet challenges from an ever more demanding industry and diverse customer groups.

## Solution

Cultéva designed the new Eye-con logo for C-Pen® as a bold eye-catching mark representing the capabilities of the word recognition software and technology.

The new logo type for C-Pen® and its alphabet with numerals called See-font was designed to family with the dynamic Eye-con. The family of letterforms included a set of its own unique characteristics. The collection of capital letters and numerals was designed with the signature dynamic strokes emulating the ergonomic movement and function when using the C-Pen®.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design



*"The logo design developed by Cultéva has enabled us to reinvent our image and modernize our product's appearance. C-Pen has generated new valuable excitement in the market place after updating our identity with the new bold logo."*

—Peter Johansson, CEO, C-Pen

# NinaGreen – Brand Identity

CULTÉVA

Capturing the provocateur to captivate the elite inside Hollywood's motion picture industry



## Background

Nina Green is an actress and relies heavily on exposure and public relations to establish name recognition, create appeal, and build brand equity within the motion picture industry in Hollywood. With a wide network of industry connections and a team of specialist coaches, Nina Green is focusing on feature film to maximize visibility, experience, and strengthen her acting talents.

## Challenge

Nina Green approached Cultéva to capture a personality with integrity that first represents her as an actress, and second works efficiently as a complete marketing vehicle to build name recognition through new on-camera performances and surrounding events, news, and announcements.

## Solution

Cultéva helped capture the real Nina Green. Numerous interviews and photoshoots brought out the authentic American-Scandinavian actress and model Nina Green, revealing a radiating charisma of diversity in talent, looks, and personality.

Cultéva collected a select set of words, photos, and footage portraying Nina Green's character, and create a dimensional collage of a vibrant and cultivated, exciting person.

Nina Green's promotional collateral and website meets the market demand for personal access through to a dynamic personality portrait.

## Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design



*"Signed with management agency for representation straight out of school. Actively engaged in commercial photoshoots, webisodes, pilots, and starting a feature film productions company."*