

Our clients consider having access to our team as having their own design and marketing department... without the headaches of in-house staff. By using our services, our clients save in overall overhead and employee costs, gain control of their brand communications, produce powerful creative and, best of all, get on-time and personalized service.

Specialty Restaurants Corp.

“Kulture Konnect is the most dependable company I have worked with thus far from high-attention to detail and never misses a deadline to a robust creative talent that I have not seen before. I never question their ability to execute a project and appreciate their dedication to every project no matter the importance.”
Jessica Van Voorst, Marketing Director

CHALLENGE

Do a complete brand overhaul for The Rusty Pelican, located in Key Biscayne, FL. The challenge here was to create a hip, stylish, fresh and modern brand that would go hand in hand with the brand new interiors of the restaurant. We needed to find fonts, colors and design elements that would complement this high-end restaurant in Miami.

SOLUTION

The Kulture Konnect team put together a brand guidelines page that outlined the specifics of the new Rusty Pelican look and feel. We created a stationery set where a simple and clean font was chosen. This brand has been translated into all of their in-store collateral, including menus, posters and banners. It has also been implemented in all of their advertising, including magazine ads and email marketing. The new brand has helped in generating new revenue for Specialty Restaurants Corporation.

