WHO WE ARE

K A N A K A

Means ‘people’, a term used by Polynesian people to refer to themselves.

Polynesians are a people steadfast on culture and traditions, and embraces elaborate war dances and distinctive tattoos for identification. They have positioned themselves on a global scale as a nation of victors, pride and perseverance.

Their beliefs have inspired KANAKA Design Studio – a Johannesburg based 100% black owned Brand Factory which operates collaboratively with different creative geniuses to provide strategic and creative solutions – to deliver a brand equity that guarantees return on investment.
### WHAT DO WE DO

<table>
<thead>
<tr>
<th>Strategic Planning</th>
<th>Brand and Communication Strategy</th>
<th>Document Design/Proposal Development</th>
<th>Below The Line Brand Strategy</th>
<th>Desk Research and Focus Groups</th>
</tr>
</thead>
</table>
OUR WORK ETHIC

BUSINESS NEED

HAND PICKED COLLABO TEAM

FULLY ENGAGED RESULTS
PEOPLE WE HAVE WORKED WITH
SOME OF OUR PROJECTS
Role:
CI Manual and Brand Development
2013 Eastern Cape, South Africa

This was a pitch project to Re-brand the schools look and feel to suit what the school stands for. Simplify the branding and make it stand out.

The design rationale here was to break down the logo into elements that are iconic and resonate with the school. Choose sans serif type face as its bold but yet commands authority. Gold and Blue colours work well for this school as it aims to empower and gravitate its learners to new hieghts.
Muzart is a South African band that we helped establish their identity, we designed their marketing and album artwork for their debut album. Muzart exploded onto the scene with their energetic and artistic arrangements. This trio turns every listener into a fan with their playful, expertly executed rhythms and riveting performances. Their sensational self-titled debut album ‘Muzart’ released in 2013 and is still doing exceptionally well, with their latest single, “Oh Yeah” currently on 5FM’s Top 40 Chart at #23.
KBL
St Louis Lager

Role:
Below The Line Brand Strategy
2014 Francistown, Botswana

KBL had a vision to bring buzz and stimulate consumption to Francistown, Botswana's second largest city. Building the iconic St Louis brand's unmistakably Botswana feel, we developed an integrated campaign that included radio and Facebook to get people excited about hosting the year's biggest new year's event in Francistown.
In 2014 for the third year running, Sprite Uncontainable kicked off at Back To The City. With the search for SA’s top talent in dance, emceeing and graffiti, Sprite came in with a twist this year – offering hip-hop fans (who might not necessarily have had the talent to express themselves in an artistic way) to nonetheless step up to the mic and tell us what makes them Uncontainable! Sprite’s global partner, the NBA, also jumped on board. The 2014 Finale was held at ZONE 6 Venue, Soweto with international acts Pharoahe Monch and Jean Grae.

Since this was an evolution of the campaign, the brand needed a more hip hop and grunge feel to represent the hip hop community, we used a treatment of green, yellow and black keeping to the brands corporate identity.
ENGAGE WITH KANAKA DESIGN STUDIO TO GET THE ADDED ADVANTAGE FOR YOUR BUSINESS.

Contact Us:
hello@kanaka.co.za
KANAKA design studio
+27 83 765 8311
www.kanaka.co.za