

# Plataforma de Servicios

Branding para tech companies y digital startups.



V3

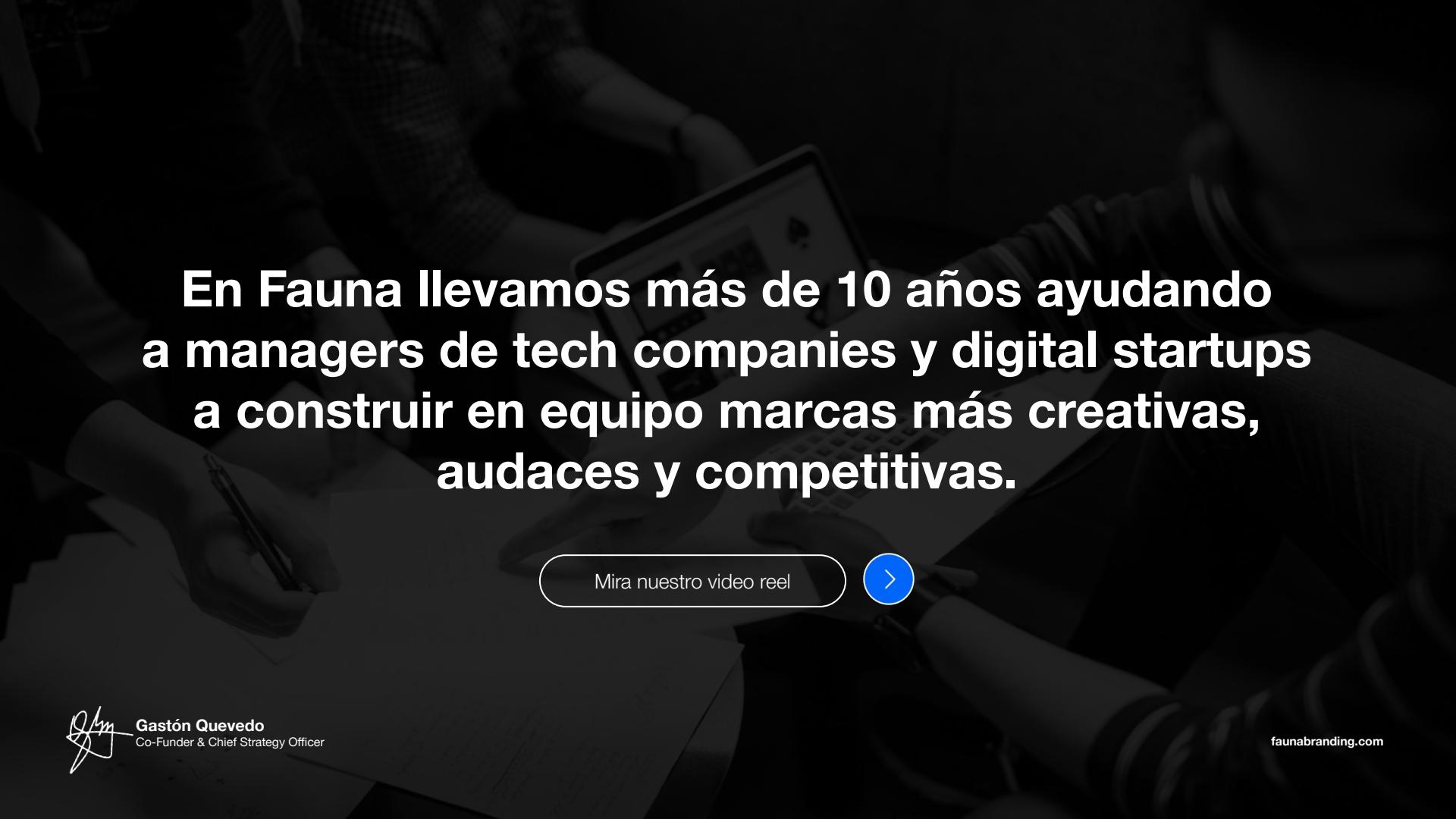
— 2023



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Email info@faunabranding.com  
Web faunabranding.com



**En Fauna llevamos más de 10 años ayudando  
a managers de tech companies y digital startups  
a construir en equipo marcas más creativas,  
audaces y competitivas.**

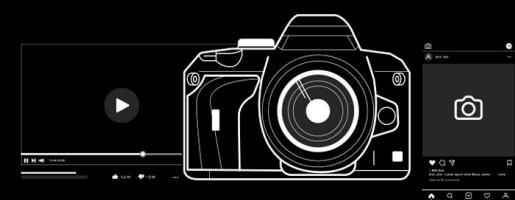
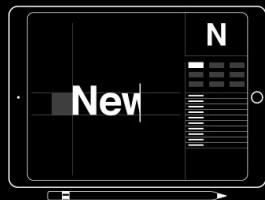
Mira nuestro video reel



# Branding Core

Capabilities

Desde el concepto hasta la producción, trabajamos en colaboración con tu equipo para crear identidad y contenidos de marca desde un profundo conocimiento de las audiencias. Soluciones creativas para resolver problemas de negocio. No Bullshit.



## Brand Strategy & Identity

- Brand Strategy Platform
- Naming & Tagline
- Brand Narrative
- Logotype System
- Visual System
- Brand guidelines

## Web & Digital

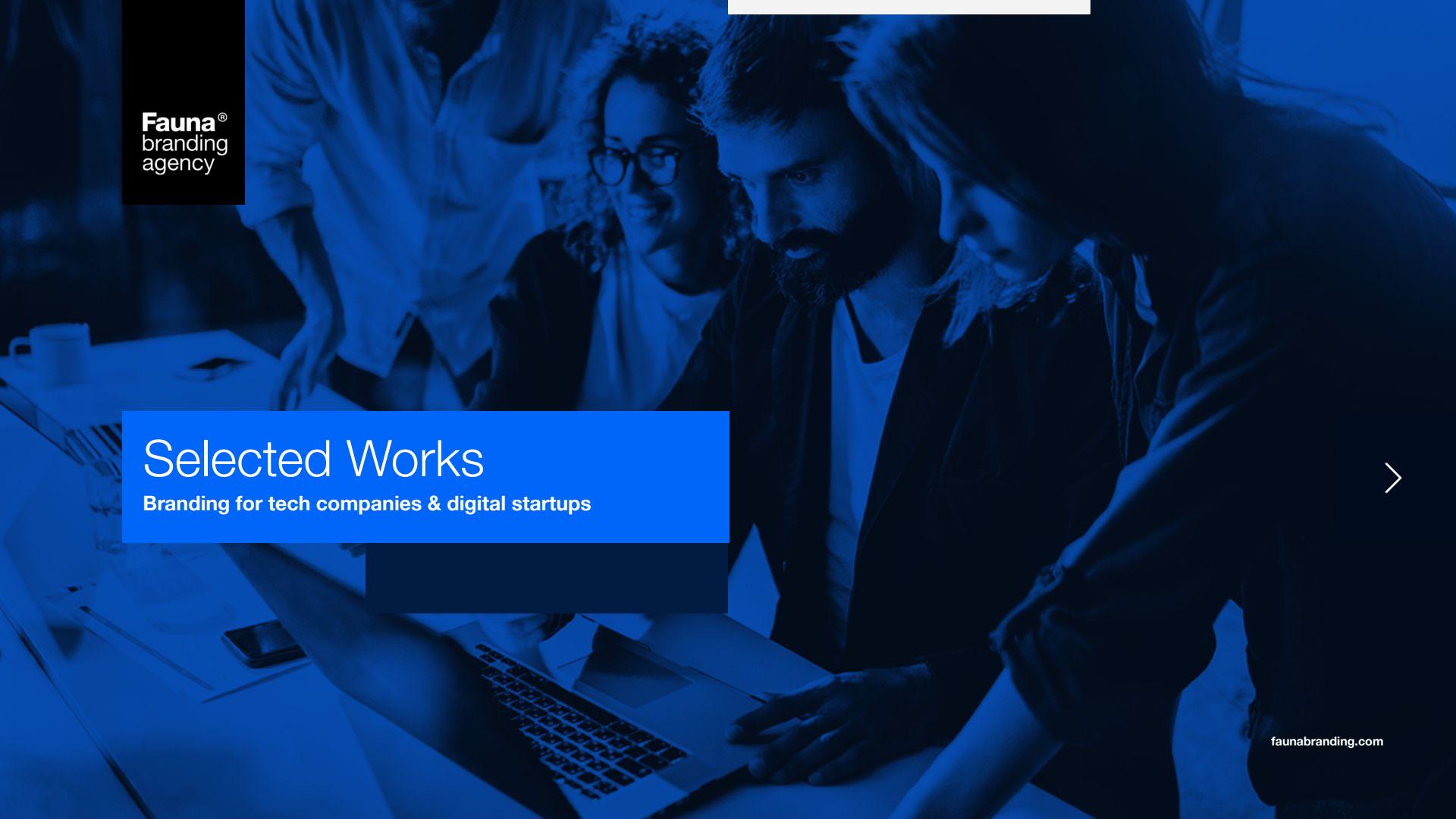
- Website Design & Development
- Landing Page
- Digital Setup

## Content

- Social Media
- Photo & Video
- Campaigns

# Our Method

			
1.0 Brand Strategy	2.0 Brand Identity	3.0 Brand Activation	4.0 Brand Management
<b>Visión y Esencia de la marca</b> <p>Durante esta etapa trabajamos en entender el Modelo de Negocio y sus Objetivos, sus restricciones, su mercado y audiencias.</p>	<b>Expresión formal de la marca</b> <p>En esta etapa construiremos la expresión formal de la marca. La forma en que será recibida y percibida por su público objetivo y audiencias.</p>	<b>La marca en acción, conectando con su público</b> <p>Llevamos el mensaje a conectar con su público objetivo. Una tarea que involucra, diferentes estrategias de conversión a lo largo de todos los touchpoints de la marca.</p>	<b>Análisis y gestión de la experiencia</b> <p>En esta etapa evaluamos el real impacto de la marca: "Aquellos de lo que nuestro público objetivo, entiende, siente, conoce y cree acerca de nuestra empresa"</p>

A blue-tinted photograph of a diverse group of professionals in an office environment. In the foreground, a man with a beard and glasses is focused on a laptop screen. Behind him, several other individuals are visible, some looking at the screen and others engaged in their own work. The scene conveys a sense of teamwork and innovation.

**Fauna®**  
branding  
agency

# Selected Works

Branding for tech companies & digital startups

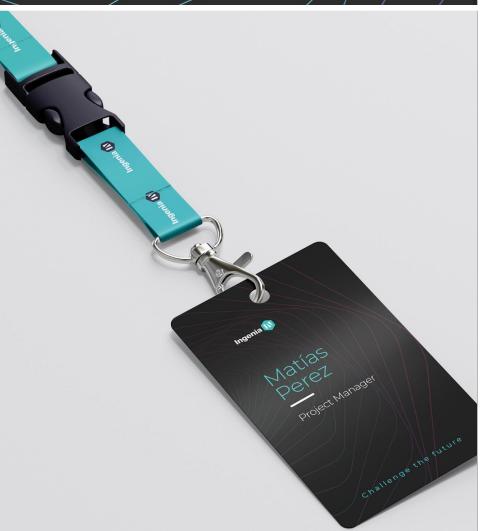
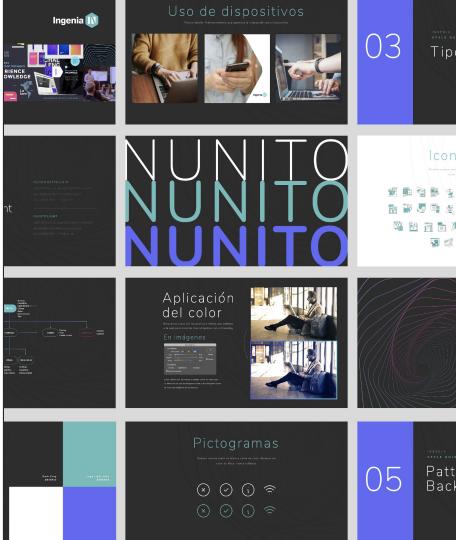




—  
Challenge  
the Future

Link to video







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Where  
the future begins

Link to video

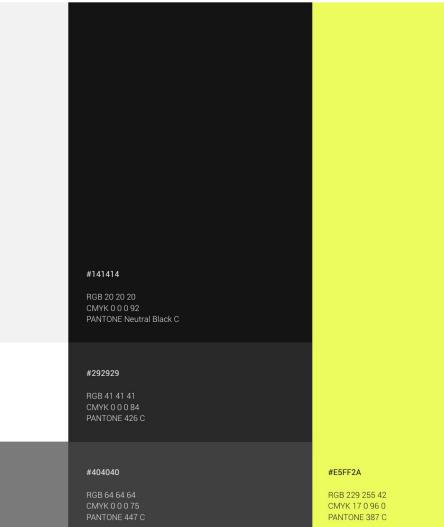
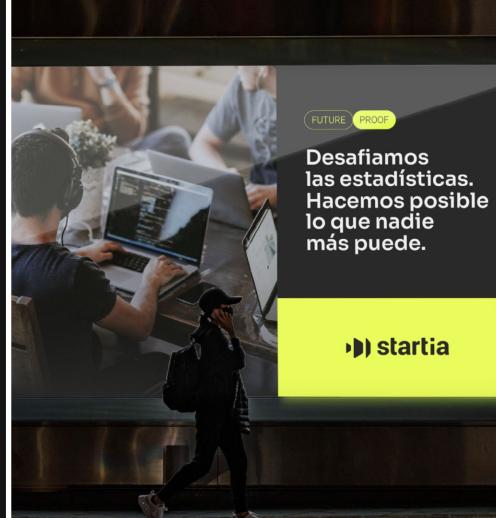


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FUTURE PROOF

# Where the future begins

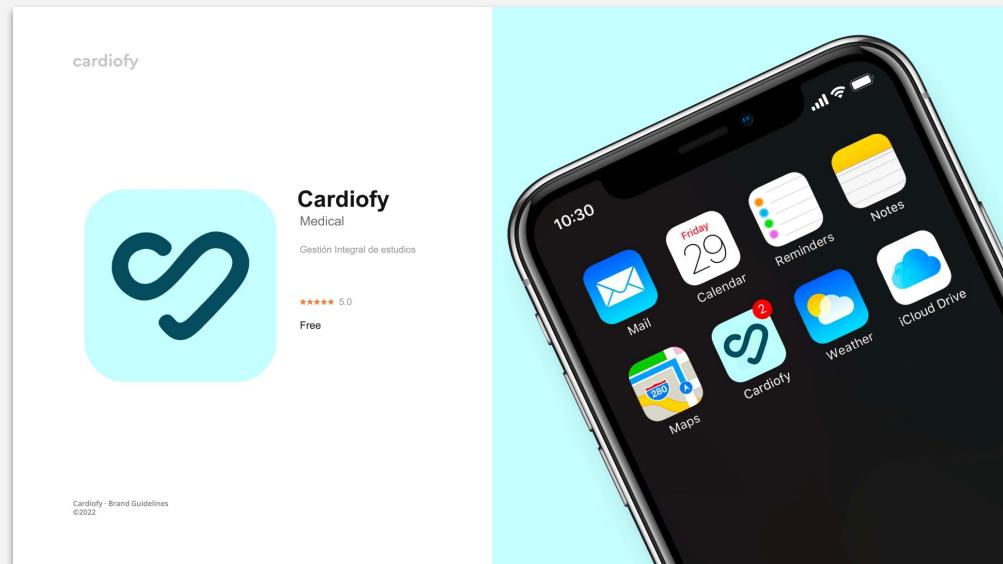
Business technology is any electronic object or system that helps employees accomplish tasks. The technology that employees.





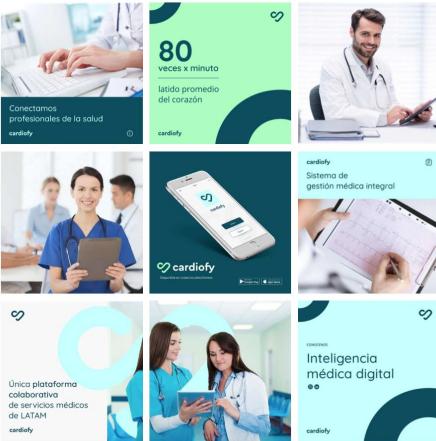
## Inteligencia médica digital

[Link to project](#)





Inteligencia médica digital



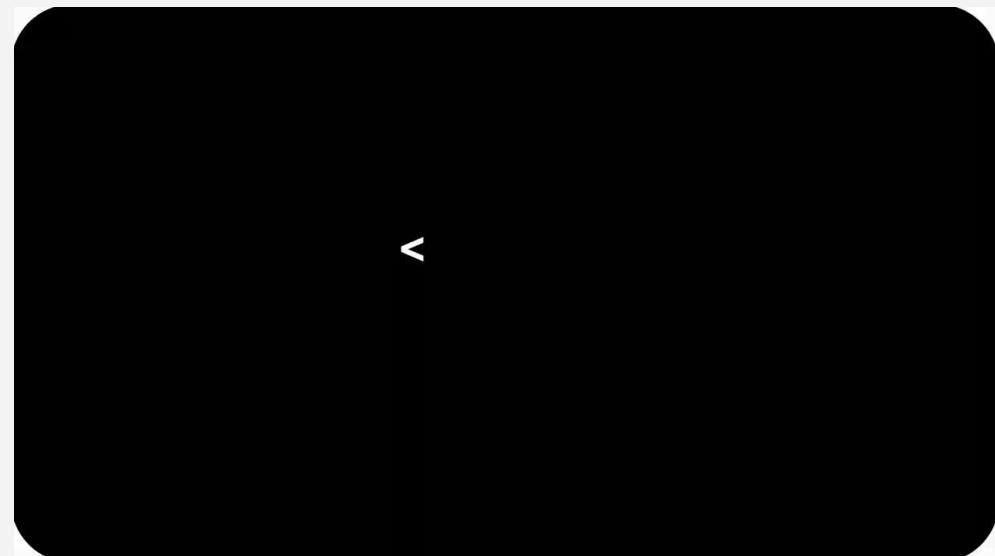
Plataforma médica  
de servicios médicos  
de LATAM



**devify**

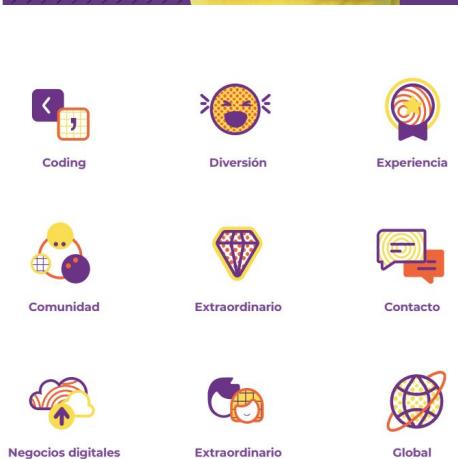
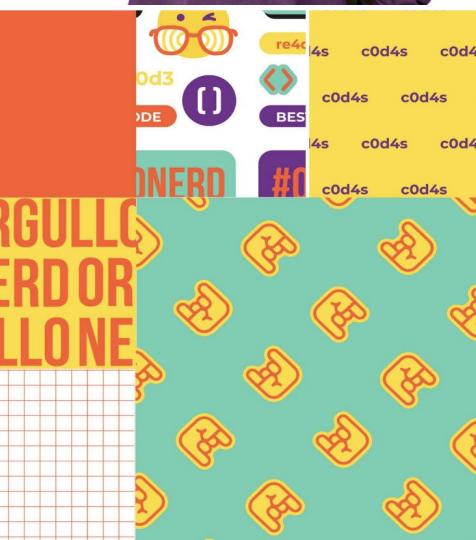
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The coding people

Link to video



# devify

The coding people

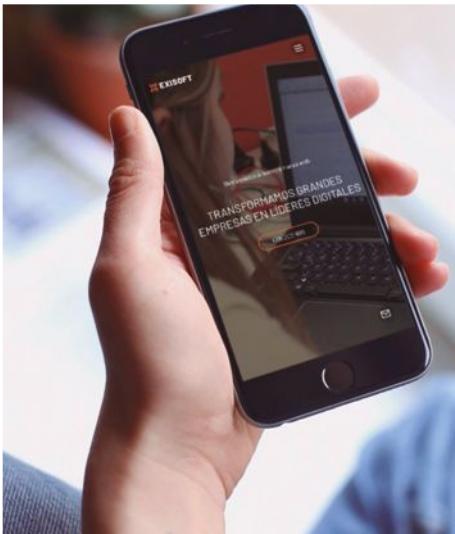
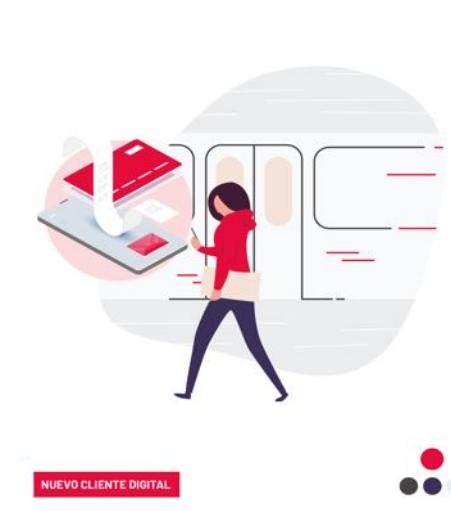
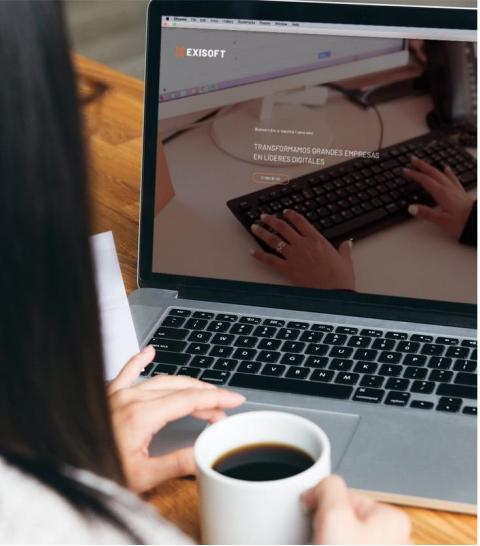




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Transforming  
big companies  
into digital leaders

Link to video







Launch your payroll  
product faster

[Link to website](#)



The screenshot shows the Salsa website homepage with a dark blue background. At the top, there's a navigation bar with links for PRODUCT, USE CASES, DEVELOPERS, BLOG, and ABOUT US, along with a "Get a demo" button. The main headline reads "Launch your payroll product faster". Below it, a sub-headline says "Grow revenue and delight your customers by launching payroll—without the engineering hassle". A "Get a demo" button is located at the bottom left of this section. To the right, there's a large graphic illustrating a payroll process. It features three circular nodes with dollar signs (\$), connected by arrows forming a loop. In the center is a white rectangular box titled "Run payroll" with a "Submit" button. Inside the box, there's a table with columns for Employees, Hours, Tips, and Payment. Three employee entries are listed: "Sasha, Rachel" with 60.00 hrs and \$390.00; "Owen, Wiley" with 10.00 hrs and \$77.44; and "Warr, Jason" with 70.00 hrs and \$1229.46. Each entry includes a "Deposit" link.

\*In partnership with Indicius



Making Analytics Fun,  
Frictionless And Ducking  
Awesome

[Link to website](#)



The screenshot shows a website landing page for "MotherDuck". At the top right are navigation links: BLOG, BELIEFS, and STAY IN TOUCH. The main title "MAKING ANALYTICS FUN, FRICTIONLESS AND DUCKING AWESOME!" is prominently displayed in large, bold, dark gray capital letters. Below the title is a light gray call-to-action button labeled "STAY IN TOUCH". To the right of the text, there's a cartoon illustration of a white mother duck and two yellow ducklings swimming in a pool. A yellow rectangular overlay on the right side contains promotional text for an event: "Party Like a Duck in San Francisco June 29th". It describes the party as a gathering with food, drinks, and games, hosted by the MotherDuck team immediately following DuckCon and Data + AI Summit. It includes a "Register Now" button. At the bottom right of the page, a small note states "\*In partnership with Indicius".



Storage platform  
for real-time apps

Link to website



Tigris

CONTACT US

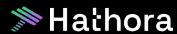
## STORAGE PLATFORM FOR REAL-TIME APPS

Tigris is the storage platform for real-time apps. Quickly and easily store and access any amount of data for a wide range of use cases, such as cloud-native applications, and mobile apps.

GET IN TOUCH



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Serverless cloud hosting  
for multiplayer games

Link to website



Click to go back, hold to see history

Announcing our \$7.6m Seed from Upfront Ventures and Founders Fund

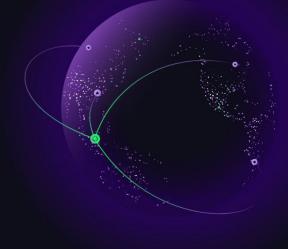
**Hathora**

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# Serverless cloud hosting for multiplayer games

Seamlessly build, deploy, and scale game servers globally

Get Started READ OUR DOCS →



A large, dark globe graphic with glowing purple and green dots representing network nodes or servers, connected by lines forming a network. A green dot is highlighted on the globe.

\*In partnership with Indicius



# Meet Our Team

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Fauners

Gastón Quevedo: Chief Strategy Officer

Male Caracotche: Chief Operating Officer

Pablo Turchet: Finance Manager

Carola Piccione: New Business Manager

Soledad Fernández: Client Experience Lead

Daniela Salinas: Account Manager

Alberto Gómez: Account Manager

Josefina Arlotta: Graphic Designer

Romina Aráoz: Graphic Designer

Santiago Guzmán: Brand Copywriter

Oriana Vidal: Social Media Manager





# Muchas Gracias

Fauna — 2023



Get in Touch



[faunabranding.com](http://faunabranding.com)

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