

We are B.L.U.E.

Blue Juice is a graphic design and digital agency based in South Africa, serving the world.

Our **BLUE values** define who we are and how we work.

We are **Bold, Lively, Unique** and **Effective** in all that we do.

CELEBRATING 18 INCREDIBLE YEARS OF DELIVERING THE JUICE



Working in an untraditional way to deliver *the juice!*

We might not be a cool drink on a hot day but we definitely know how to refresh your marketing, brand, and employee engagement, giving you the perfect burst of energy and impact.

We believe in delivering real value. Our expertise lies in crafting unique employee and consumer brand solutions through forward-thinking branding, integrated design, and cutting-edge digital strategies.

Since 2007, we've honed our skills, grown our client base, and built an agency that competes on an international level. We may be small, but we're mighty, moving mountains and pulling off the impossible time and time again.

Our success comes down to three things: living our values, embracing an unconventional approach, and building strong, trust-based relationships with our clients. When these elements align, we deliver *the juice!*

Our **BLUE values** form our company culture and guide us in all we do.

[click the letters below to find out more](#)



BOLD

We are a visionary design and branding agency, blending creativity with strategic thinking to shape bold, future-ready solutions. We embrace new challenges with confidence and courage, tackling every project - big or small - with fearless creativity and lasting impact.



LIVELY

We are passionate, quirky, energetic and fun which reflects in our work.



UNIQUE

We are a collective of bold, original thinkers. Our strength lies in our diverse perspectives, coming together to craft fresh, unexpected solutions that stand apart.



EFFECTIVE

We work as a unit to deliver value through efficiency.



Our Mission

We continuously evolve and innovate with our clients in the digital, design, and interiors industries, staying agile, cost-effective, and culture-driven to create impactful value.

Our Objective

We set ourselves apart through exceptional service, partnering closely with our clients and their teams to deliver expertise in marketing, branding, and employee engagement - providing tailored solutions for lasting success.



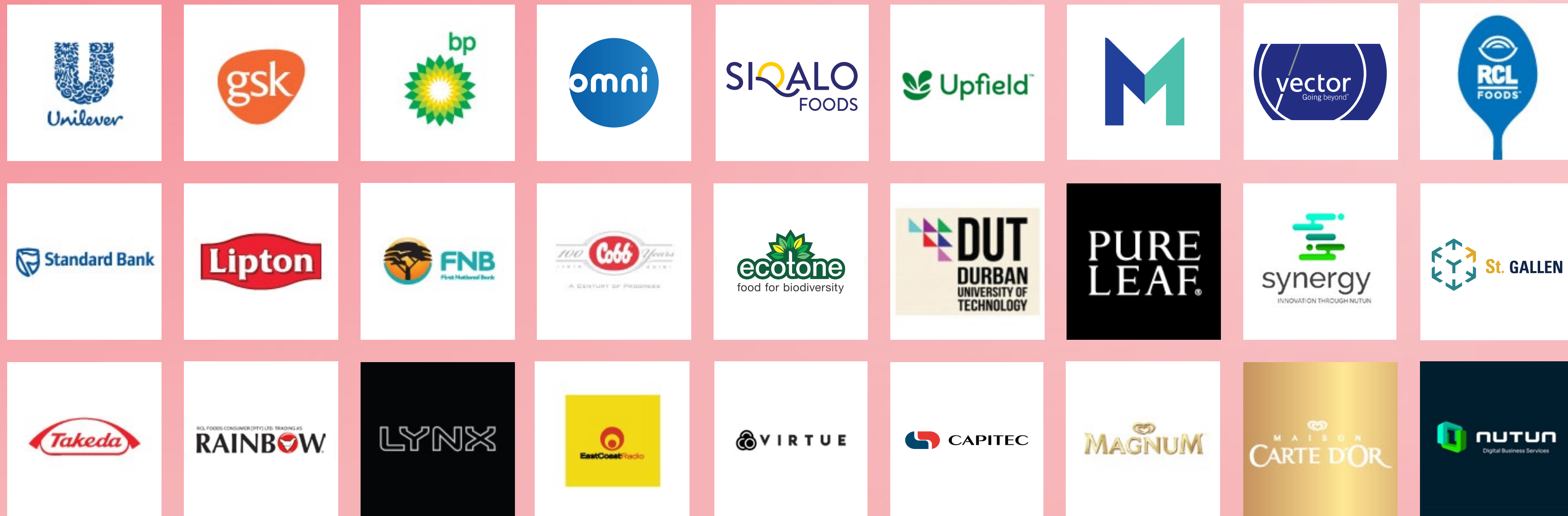


We provide an end-to-end service offering:

- Strategy planning
- Brand positioning & identity
- Employee engagement communications
- Integrated marketing campaigns
- Consumer marketing & product packaging
- PowerPoint design & templates
- SharePoint intranet development
- Website development, SEO, Google My Business
- Video & animation production
- Social Media management
- Copywriting
- Viva Engage set up, management & templates
- Custom MS Teams backgrounds & screensavers
- Mascots and illustration

Our Clients

We work with some of the world's leading corporations while also fueling the growth of ambitious start-ups and mid-sized companies through powerful branding, marketing, and employee communications.



Agile, always adapting

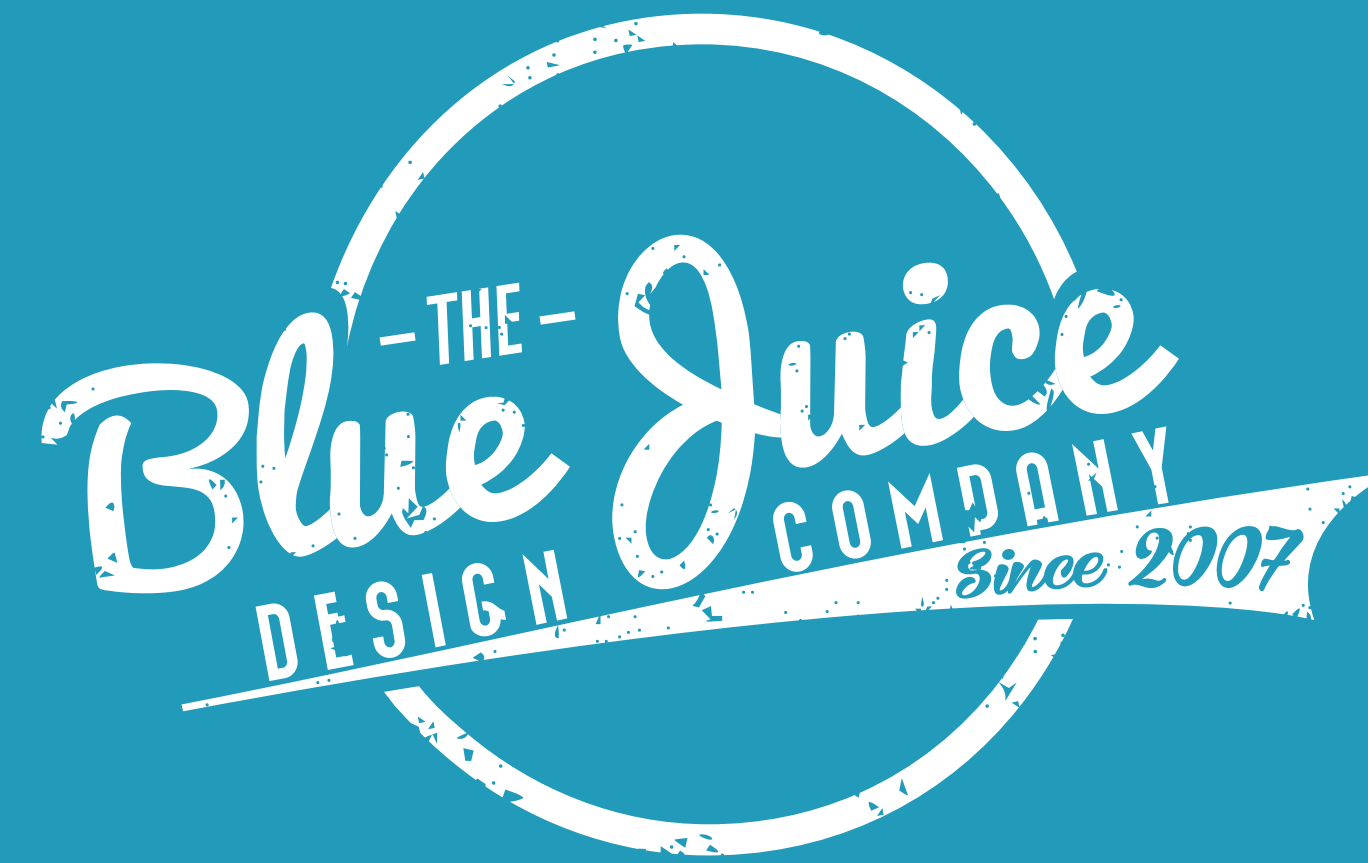
The world is evolving at a remarkable pace, with new technologies and business models reshaping industries daily. To drive the success of our clients' communications and marketing campaigns, we stay ahead of the curve by constantly adapting to the shifting landscape. Our agile approach ensures we continue to meet our clients' needs with precision and impact.

While we embrace change, our focus remains firmly on creating thoughtfully designed, human-centered work with creativity and intent, ***not simply mass-produced by Artificial Intelligence.***



Our work speaks for itself...

Our portfolio includes a diverse range of work spanning corporate projects, external advertising, packaging, digital and branding. We take pride in delivering intelligent and tailored solutions that firstly deliver the desired result, and secondly to leave a lasting impact.



www.bluejuicedesign.com