

Typography

Fonts

Lexend Exa

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%#@#&!

OUR PLAYBOOK

Lexend Deca

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%#@#&!

Building your
marketing foundation

Muli

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%#@#&!

Get your company from MVP to
Product-Market Fit, build your first marketing
team and lay the foundation for growth.

Hierarchy

14pt

PREHEADER

LEXEND EXA

18pt

PREHEADER

LEXEND EXA

48pt

H1 Head

Lexend Deca

36pt

H2 Head

Lexend Deca

24pt

H3 Head

Lexend Deca

18pt

H4 Head

Lexend Deca

18pt

H5 Headline

Muli bold

18pt

Body 1

Muli semibold

18pt

Body 2

Muli regular

14pt

Body 2

Muli regular

18pt

Button

Lexend Deca

Usage

LEXEND EXA
Uppercase

Lexend Deca
Sentence case

WHAT WE DO

Kalungi is built to help B2B SaaS companies through any
of the three stages of marketing maturity, what we call
Start, Scale, and Profit.

Muli bold
Sentence case

Muli regular
Sentence case

Coach

Even if you don't have
time or money yet, you're
making marketing
decisions around
positioning, pricing, and
building your first website.

Start

Get your company from
MVP to Product-Market
Fit, build your first
marketing team and lay
the foundation for growth.

Scale

Drive exponential growth,
scale your marketing team
and level up your
marketing functions.

Profit

Explore new verticals,
diversify your marketing
channels and optimize
costs-to-service.

Quotes

“

The marketer can change her story, but she can't easily
change the worldview of the person she seeks to sell to.

Seth Godin

Muli regular
96pt

Muli regular
18pt

Muli regular
14pt

“

Product/Market Fit is a funny term, but here's a concrete way to
think about it: when people understand and use your product
enough to recognize it's value, that's a huge win. But when they
begin to share their positive experience with others, when you can
replicate the experience with every new user who your existing
users tell, then you have Product/Market Fit on your hands.

Josh Porter, [Rocket Insights](#)

Container

Rectangle with corner radius 15
Drop shadow effect
288pt Muli regular quotation mark, masked
within container

Headshot

Full color circular image
Noncircular image masked with circle shape

Text

Preheader Lexend Exa 12pt
Name Lexend Deca 20pt
Quote Muli regular 14pt



CEO, STAVE

Greg Clock

I didn't have the time or expertise to undertake marketing.
Kalungi has a very well thought out approach... and the fact that
you can get their team on a fractional basis is unbelievable.



MARKETING LEAD, LIGR

Kirk Skinner

Having a great product, we wanted to make sure we didn't miss
any crucial stages in our marketing setup. And Kalungi were
perfect for the business. They have a strong framework to help
SaaS businesses and we will highly consider using them again.



CEO, CLARIO

Matt Redlon

Kalungi will take what you have
where you need to be. They have
process that was evident from o



CEO, FRAXION

Stanton Jarman

Kalungi has a recipe, resources
the willingness to mentor and b
marketing people.