



Jelly

PRESS KIT · 2026

be the change

ABOUT JELLY

Jelly is a digital agency focused on marketing strategy, content and performance marketing. On the technology side, Jelly has the know-how and an extensive track record in developing websites, e-commerce and Artificial Intelligence systems.

Founded in December 2010 by Gonçalo Malho Rodrigues, Jelly has a solid team of 20 people, more than 150 active clients and hundreds of projects delivered since it was founded. In 2022, Jelly became majority-owned by the asset manager Route66.

2010

Founded in December

150+

Active clients

20

Team members

2022

Route66 becomes majority shareholder



Gonçalo Malho Rodrigues

Founder of Jelly

When he founded Jelly in 2010, he already had a business up and running. With a background in marketing, communication and technology, Gonçalo Malho Rodrigues has developed and led digital projects, taking on the challenge of aligning marketing, communication and technology with brand strategy.

At Jelly, he leads the agency's strategic vision, helping the team and clients make better decisions in an increasingly complex, and therefore more demanding, digital context.





Maria Félix da Costa

COO

Maria Félix da Costa brings Jelly a combination of solid academic training and hands-on experience. With a degree in Marketing Management, she complemented her studies with two postgraduate degrees and several specialised courses, standing out for her constant drive to keep up with the digital market. She is currently attending an International Master's focused on performance.



SERVICES

Marketing

Branding

Marketing strategy

Content

Performance marketing

Technology

Websites

E-commerce

Artificial Intelligence systems



CLIENTS AND CASE STUDIES



Cetelem

Digital brand communication



Slide & Splash

Digital marketing strategy (content and performance) + website



Generali Tranquilidade

Communication design



Savills

Digital marketing, events and brand activation

Other clients

Novobanco

Montblanc

Decathlon

Heineken

Native Açaí

Hilton

Marriott

TDA

Vorwerk

Central de Cervejas



The word "Jelly" is written in a red, bold, serif typeface. The letters are closely spaced, and the overall style is classic and elegant.

Primary · red



The word "Jelly" is written in a white, bold, serif typeface. The letters are closely spaced, and the overall style is classic and elegant.

White



The word "Jelly" is written in a black, bold, serif typeface. The letters are closely spaced, and the overall style is classic and elegant.

Black

Colour. Red on light backgrounds; white on red, dark or photography; black when red isn't possible.

Space and size. Clear space equal to the cap height. Minimum 80 px on screen and 20 mm in print.

Don't. Recolour, distort, rotate, add effects to, or redraw the logo in another typeface.

COLOURS AND TYPOGRAPHY

Jelly Red
#DD364A

Deep Red
#9D141C

Coral
#FF9AA5

Lavender
#C3ABFF

Chartreuse
#DCE277

Slate
#2A384A

Ink
#151719

Aa

Bree Serif
Headlines

Aa

Poppins
Body text



High-resolution photos and portraits available at jelly.pt/press or on request from press@jelly.pt.

PRESS CONTACT

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