

**KAIZEN
KREATIV**

Who is Kaizen Kreative?

I'm Xian! (ex-sharn)



Bold & Distinct Brand Identities!

KAIZEN

Kaizen is a Japanese term that translates to "continuous improvement". Kaizen focuses on small, manageable steps toward improvement. The goal is to foster a culture of continuous learning, innovation, and efficiency to achieve long-term success.

QUIRKY PERSONAL ECCENTRIC
BOLD IF NO ONE
INSPIRING CREATIVE
DIFFERENT
DARING
ECCENTRIC NO ONE QUIRKY
EXCITING
AUTHENTIC BOLD
UNIQUE
CREATIVITY UNFORGETTABLE
DARING JESSICA WALSH FUN

IF NO ONE
HATES IT,
NO ONE
REALLY
LOVES IT

We believe in the power of standing out, turning heads, and sparking conversations.

Client: Zest Sorbet Parlor

Brief

The client was looking for a sleek, professional logotype for our sorbet parlor based on the Sunshine Coast.

The company is called Zest sorbet parlor. They had been running this business for 5 years and specialise in boutique sorbet flavours.

Target Market

Zest Sorbet Parlour's target market includes health-conscious individuals aged 25-45 with a moderate to high income, food enthusiasts of all ages who appreciate artisanal experiences.

Brand Mission

Mission is to delight our customers with a unique and refreshing experience through our boutique sorbet flavors. For the past five years, we've been dedicated to crafting the perfect blend of flavors that awaken the senses and create moments of joy and indulgence.

Squiggle element to imitate the ripple effect in sorbet & add personality. Also can be utilised as a brand mark




ZEST



SORBET PARLOR

Professional and sleek typeface as desired.



Rounded geometric typeface with texture to further play on the texture of sorbet.

Colour Palette



The client was after a professional and sleek look. They wanted to incorporate the colours white and charcoal, along with some accent colours. So we played on zest and added a lime shade along with a mango inspired shade to make the brand pop.

Typography

HEADINGS
BROTHER 1816 PRINTED
EXTRA BOLD

Body Copy:
Poppins Bold

These fonts were strategically selected to communicate the brands personality. Professional and inviting was the goal. So we opted for rounded geometric sans serif typefaces to communicate that persona.



Client: Haus of Mane

Brief

Haus of Mane is a home based salon owned & operated by Madison Mcpherson. Haus of Mane was created when Madison saw fit to venture out & cease working for others. The goal of this rebrand is to stand out from competitors, create a clear brand recognition & improve social presence.

Target Market

The desired target audience are fun females between the ages of 18 - 35 that take pride in their appearance.

Brand Mission

Haus of Mane's brand's mission and values is to provide high quality and a caring 1 on 1 service, unlike commercial salons.

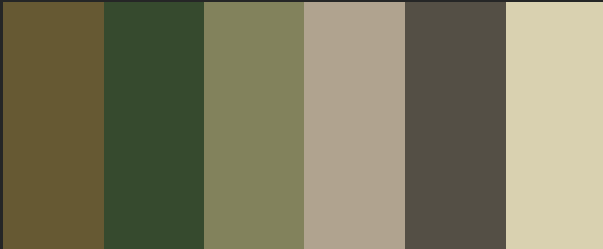
A fun and organic shaped serif font to provide a professional and inviting feel to the brand.



Haus
OF Mane

Little touch of quirk and personality by rotating the 'OF'

Colour Palette



The client was really wanting a colour palette that was nature inspired and featured green. We created this colour palette that has a mature feeling and the green shade doesn't overpower the palette with a "healthy" or "natural" marketing message.

Typography

Headings:
LT Cushion Bold

Body Copy:
LT Cushion Light

These fonts that were selected are from the same type family, so they compliment each other well with the contrasting weight differences. The serif fonts help communicate a sense of luxury and high quality to aid her brand's values.

Haus ^{FM} Mane



Client: Pop & Play Sensory

Brief

Pop & Play is pop up 'Tuff' Trays – taking the concept of traditional large bulky 'Tuff' trays, and making them fold for compact easy storage, transport and play. They're after branding that resonates with their fun brand.

Brand Mission

We make play easy & fun! Pop & Play wants to communicate the idea of fun, playful and imagination.

Target Market

Children & Young families, who recognise the importance of play for creating both childhood memories and developmental opportunities

Fun & easily readable font wrapped around the character to make the design compact.



Winking face to really emphasise the playfulness of the bra



POP & PLAY

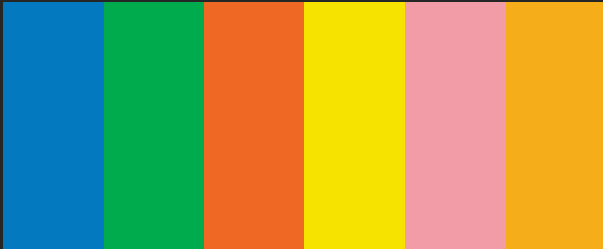


SENSORY



We delivered on the client's desire to have a character shaped similar to the sun.

Colour Palette



Rich and fun colour palette that really catches the eyes of the desired target audience and reinforces the brand's personality of fun, playful & imaginative.

Typography


Headings:
Brother 1816 Printed
Bold

Body Copy:
Brother 1816 Regular


Legibility was a primary concern so sans serif fonts were selected for the brand. These fonts in particular are quite rounded and support the brand's inviting and fun nature.







← Pop&PlaySensory ⋮




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Pop & Play Sensory
Business
Creating joyful moments through easy sensory play for little ones 🌈
✨ Explore our colorful world of fun and learning!
linktr.ee/pop&playsensory






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 Customers  Testimonials  Sensory Tips  FAQ's

What they've said about me...

"Xian @ Kaizen Kreative is so talented I'm extremely happy with my business logo and overall marketing design. As initially I thought I could structure and design my own. Found out the hard way ended up wasting time, resources and funds. If you need a professional or fresh outlook to your business Kaizen Kreative will do the job highly recommend!"

- Toni from Enki Soul Healers

"All I can say is Service is 10 out of 10 She goes out of her way to get your vision across. She put in so much hard work and in effort in anything that she does. Totally my go to for all my content creation needs"

- Carmel from Nutrition With Carmz

"Xian is a wiz when it comes to all things graphic design. I've used her for my branding and now I'm back asking her to sort out new business cards for me as I know she will do a way better job than I ever could!"

Not only is she super talented and goes the extra mile to listen and know all about you and your biz, she's a fabulous human too. No false pretences, no using jargon you won't understand, she makes sure everything is explained clearly and makes the whole process seamless. Thank you Xian and Kaizen Kreative!"

- Sian from Sheal Jewellery

Ready for your business to stand out?

Get in contact today!

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Instagram: [kaizen.kreative](https://www.instagram.com/kaizen.kreative)

