



KAI.MADE





CONTENT OF BRAND GUIDELINE:

1. About the Brand
2. Core Value
3. Mood Board Inspiration
4. Customer Target base
5. SWOT Analysis
6. Typography
7. Colour Palette
8. Digital and Print

THE BRAND:

ABOUT KAI MADE:

Kai made is a hand-made polymer earring brand founded by two sisters, Joanna and Irijah. Their products are inspired from their home country of Sri Lanka a small tropical island, south of India.

BRAND MESSAGE:

Breeze, Free, Nature, Tropical

PROJECT DETAILS:

The clients has requested:

- Revisiting their original logo
- Create a Social media poster for their brand
- Create instagram story designs
- Designing their business card



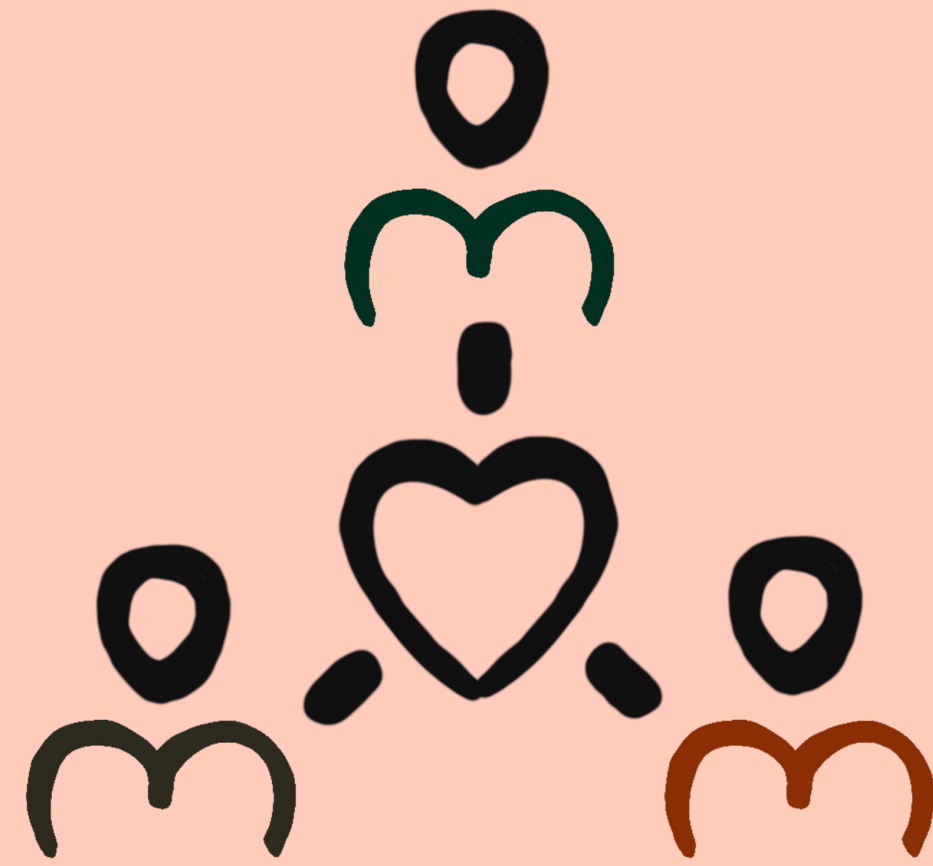
INITIAL COLOUR PALETTE:



Earthy, warm tones.

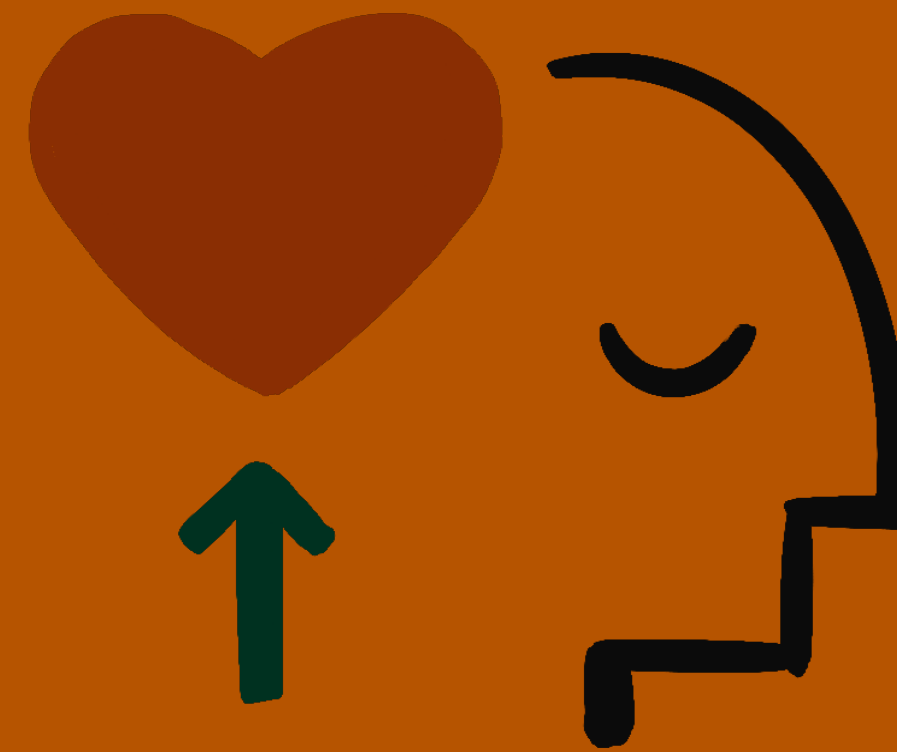


CORE VALUES:



LOYALTY

As a small start up business, primarily based on social media, is it easy to maintain a loyal following. Customers are encouraged to leave reviews and pose with products via social media to keep the community growing.



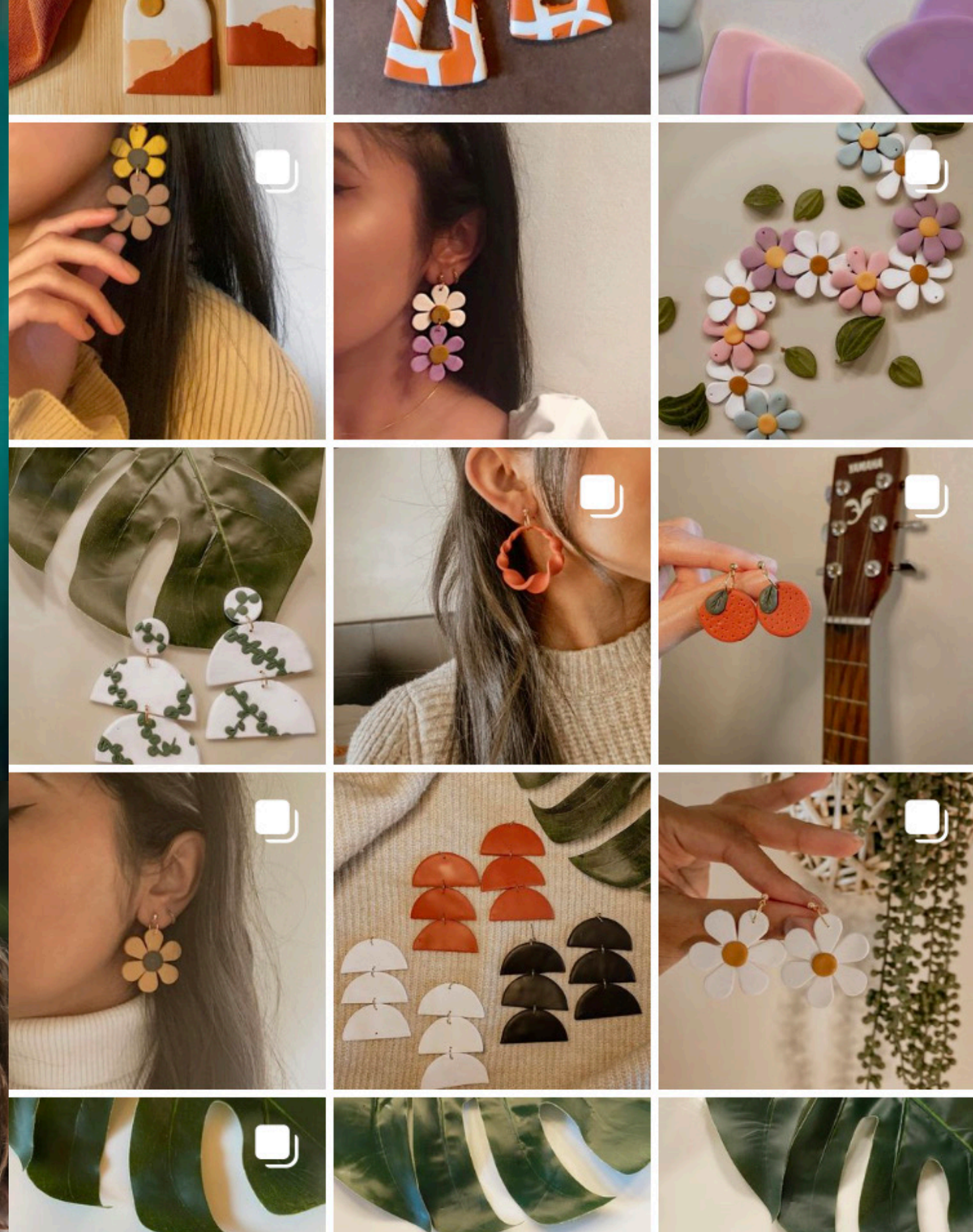
PASSION

Creating products is the passion and the purchase is a bonus. This is obvious with their use of high quality materials and careful packaging. Kai made are also passionate about what the brand represents, which is bringing culture closer to home.



DEPENDABILITY

As a pair Jo and Iry make a great team and are known in the community to be very reliable, which in turn brings them sales. They are very fast and polite when dealing with mishaps, and go the extra mile to bring satisfaction.



GEOGRAPHIC:

Brand is based in the UK, but ships products internationally. Reaches audience via Instagram and their Etsy store.

DEMOGRAPHIC:

- Females
- Ages 18-40.
- Middle class
- Novelty buyer

PSYCHOGRAPHIC:

- Fashion oriented
- Holiday/Beach lover
- Relaxed Aesthetic
- Likes one off products
- Hand-made over branded jewellery

BEHAVIORAL:

- Gift givers
- Finds value in home-made goods
- casual and evening people



DIPIKA



Female, aged 21, student. Found an ad shared by another student via instagram. Reminds her of her trip home

JANETTE



Female, 40. Married with kids. Casually browses Etsy as a past time for sentimental gifts.

SWOT ANALYSIS:

STRENGTHS:

- Small business run by two people.
- Hand-made goods provide sentimental value.
- Theme is quite unique. Aesthetic fits most styles.
- Word of mouth advertisement.

WEAKNESSES:

- The concept is not unique, so much competition.
- Hand-made products may not attract high spenders.
- Time consuming to produce products. Harder to make big sales.

OPPORTUNITIES:

- If done well, business could potentially grow into a bigger business.
- Good market
- most people wears earrings, so competition can cross over
- Can produce custom orders, as a small business.

THREATS:

- Competition - why choose Kai made?
- It would be a challenge to make it on the front page of Etsy and Instagram.
- Potentially could be accused of plagiarism, for designs.W

MAIN FONT:

COPPERPLATE

Logo and Header font -
Gives of a timeless feel. Both bold, professional and chic.

A A
(**A E I O U**)

ACCENT FONT:

Optima

Filler text -
Fresh and fun. compliments the header.

Aa
(**a e i o u**)

EXTRA FONT:

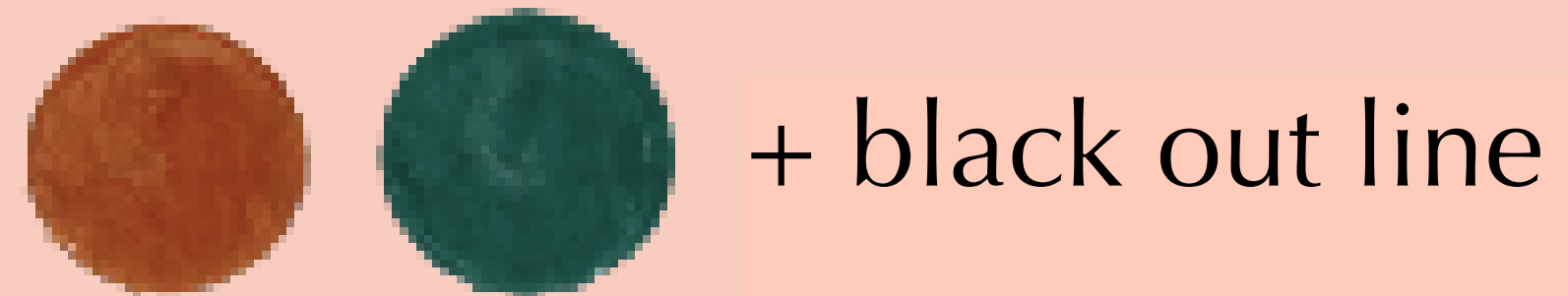
Seravek

Very similar to Optima, however can be substituted in when a more bolder, professional feel is needed.

Aa
(**a e i o u**)

COLOURS:

LOGO COLOURS:



ACCENT COLOURS:



Can be used for business card design, as well as general social media post.

The colours used does not have to be exact, however must fit with the brands aesthetic.



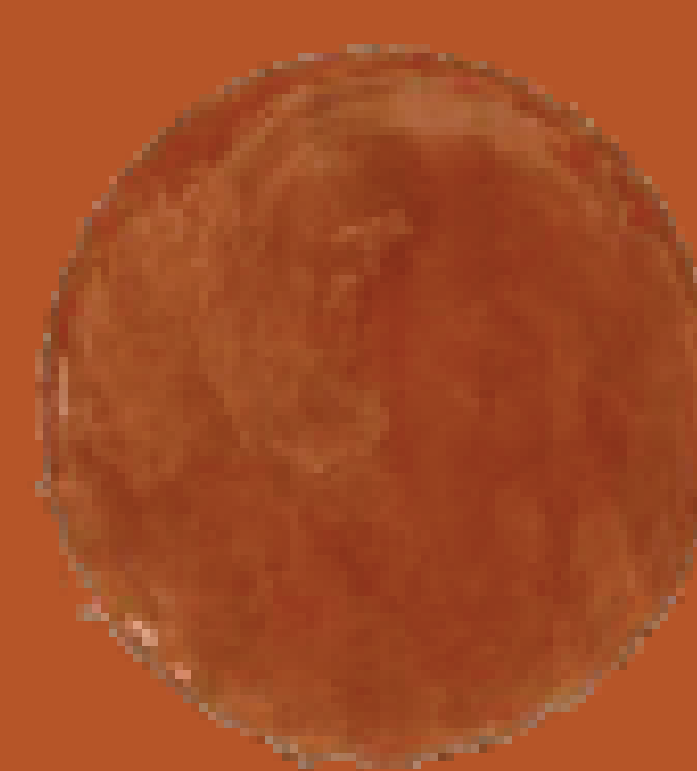
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B: 87



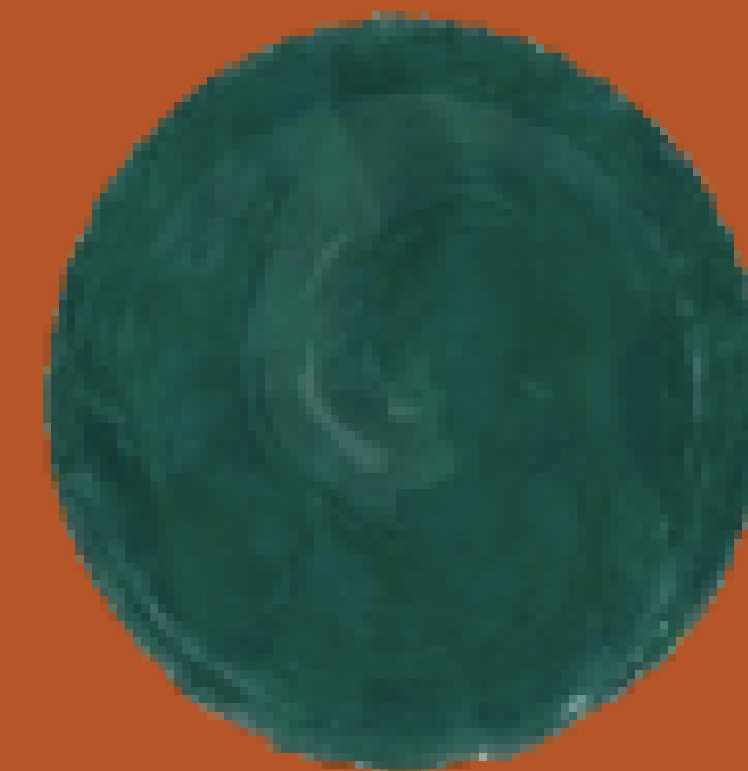
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B: 86



R: 192 G: 102
B: 0



R: 163 G: 51
B: 0



R: 0 G: 81
B: 72

DIGITAL - INSTAGRAM STORY POST



DIGITAL - GIF

GIF SLIDE ORDER

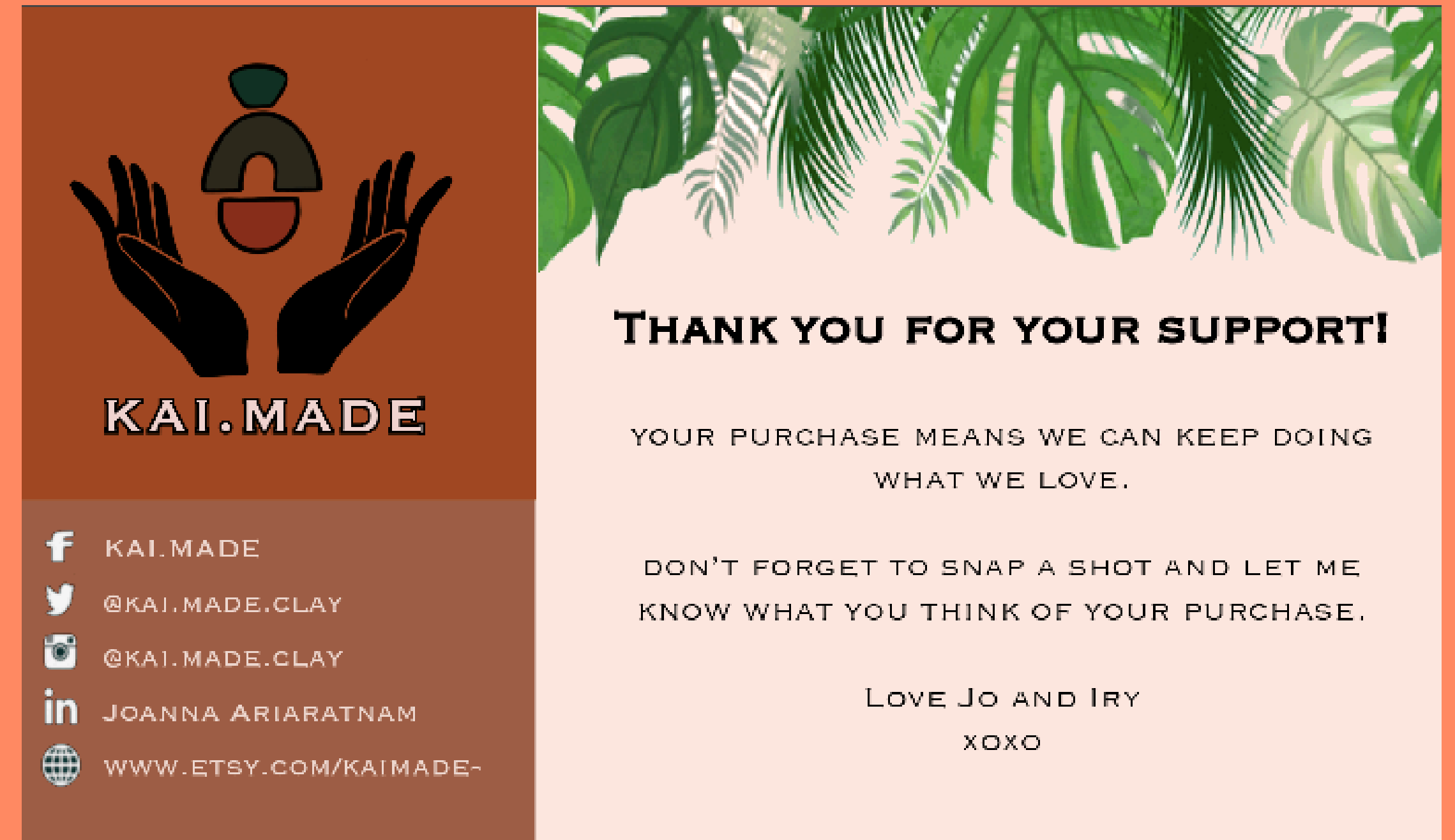


FINAL GIF FOR RAW

PRINT - BUSINESS CARD



FRONT



BACK