



● Project
○ Branding

Brand Identity
Kensi

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Brand

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**Effortless style at laid back prices.
That's the Kensi effect.**

Introduction

Brand Attributes

These are the key brand attributes we identified as important to the brand experience:

Fresh

Modern

Playful

Urban



Inspiration / Rationale

Customised lettering creates a strong visual presence and balance. The rounded unicas 'E' creates a pleasing rhythm with the 'S'. The result is a well proportioned yet playful mark that is enduringly modern. It's fresh, clean and ready to represent a wide variety of brands and styles within its lineup or when the time comes for it to become a label in its own right.



KENSI

KENSI

Brand

Formats

The logo may be represented in a number of different ways depending on the size and space available for application.

Horizontal

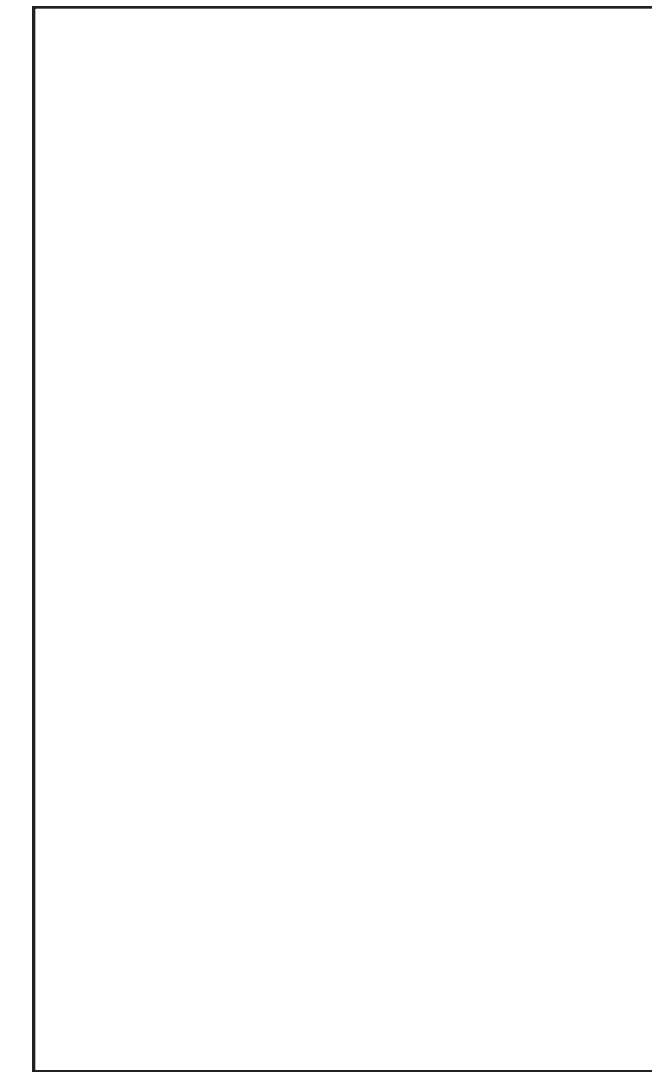
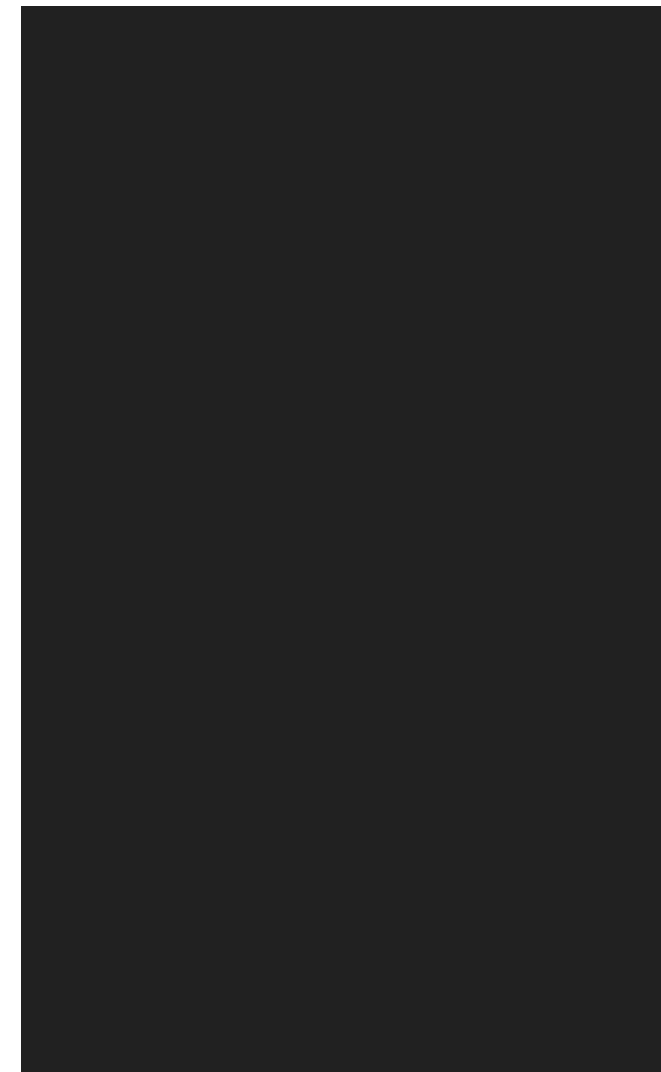
KENSI

Icon

K

Colour Theory

These are the primary colours selected for use in all marketing and promotional applications. These colours should be used by all contractors and suppliers when working with the brand.



Website Colours Spring Summer 2021

Being a fast fashion brand we specified a seasonal palette to keep the website fresh.



Raven

Hex	#212121
RGB	33, 33, 33
CMYK	0, 0, 0, 100*
PANTONE	Black

White

Hex	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PANTONE	-

*For a darker richer black use the following 40, 30, 30, 100

Fonts

The following fonts are to be used for all online and offline typography.

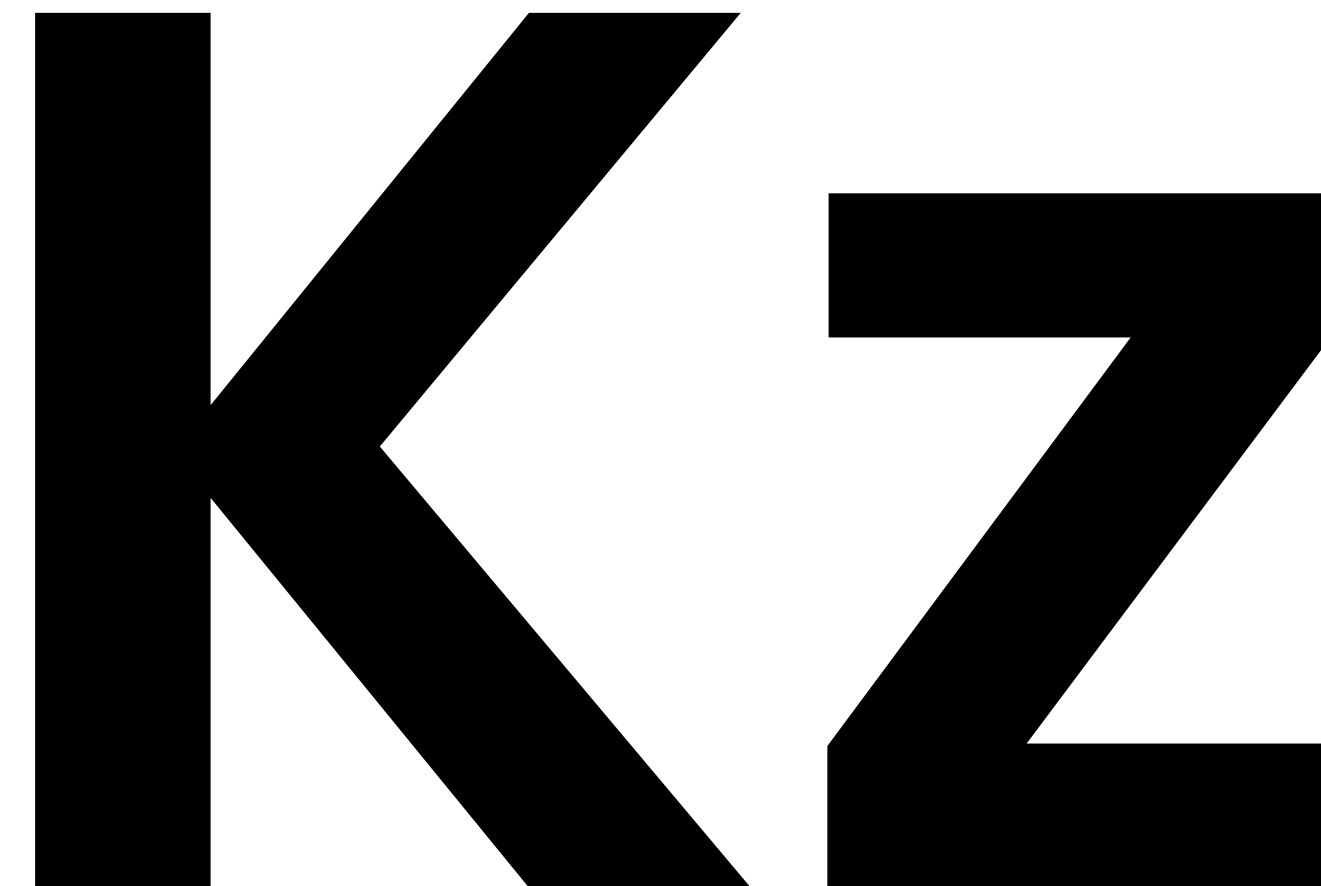
Poppins

SUGGESTED WEIGHTS

Light
Regular
Semi Bold
Bold
Extra Bold

The quick brown fox jumps over the lazy dog

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

The image shows two large, bold, black letters, 'K' and 'Z', in a geometric, sans-serif font. The 'K' is composed of thick vertical and diagonal strokes, while the 'Z' is formed by thick horizontal and diagonal strokes. They are positioned side-by-side, demonstrating the font's heavy weight and clean, modern aesthetic.

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

Brand

Patterns

Using the Icon a number of patterns can be generate which can be used on packaging as well as marketing materials including backgrounds and textiles.



Application

Trims

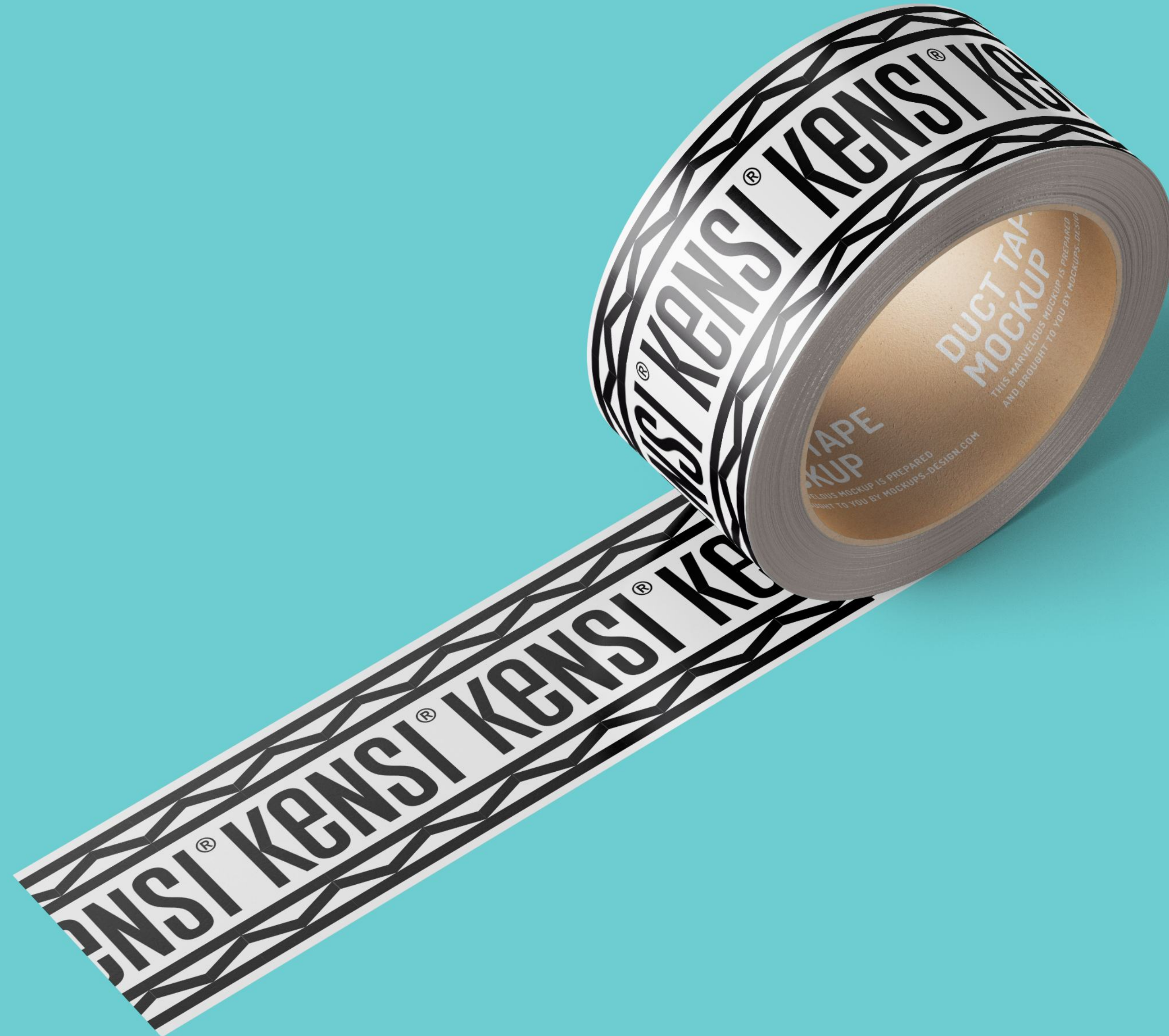
This image illustrates how the brand could be applied to garment trims.



Application

Packaging

Stylish Packaging tape to let your customers know when their goods have arrived.



Application

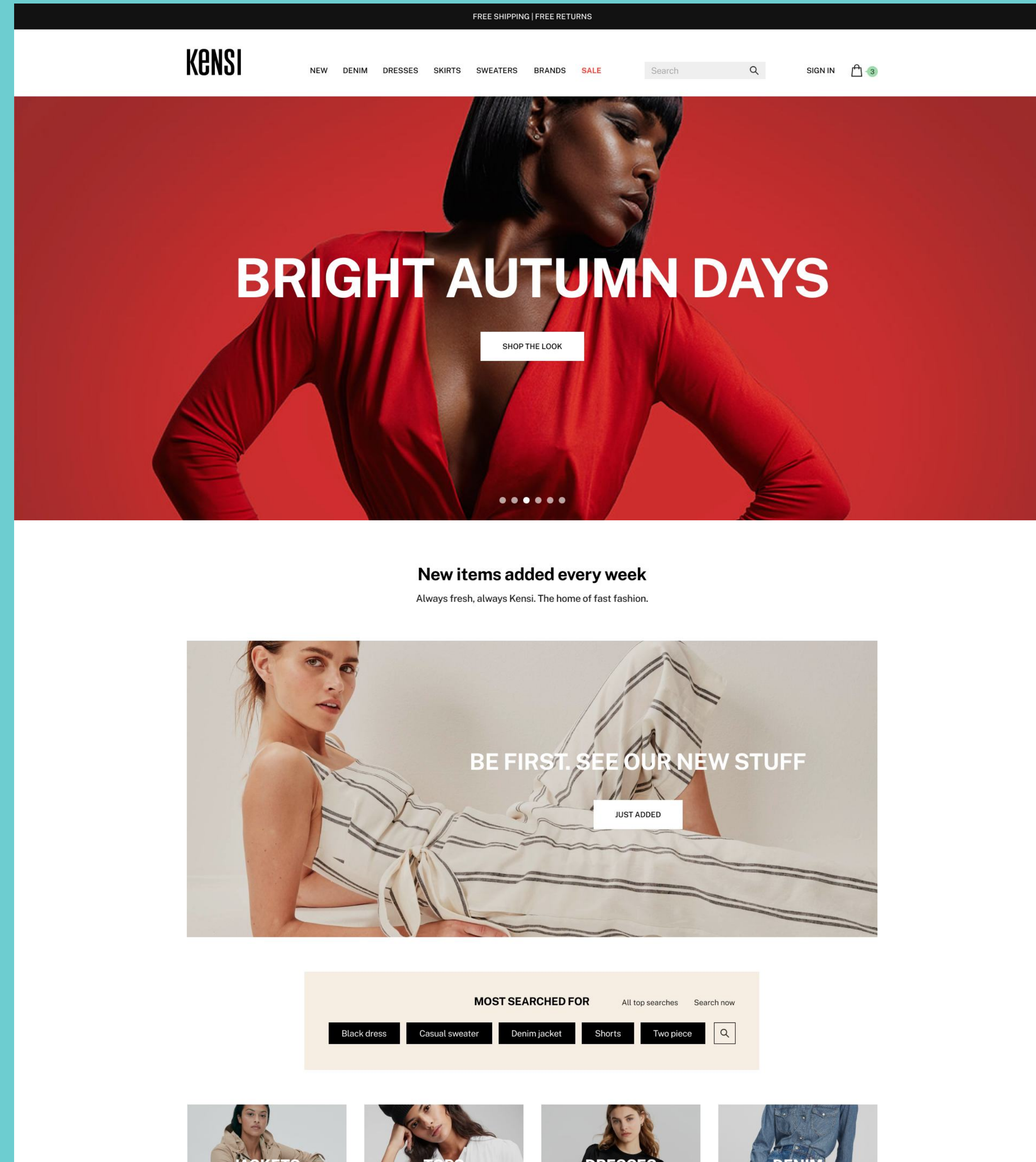
Packaging

Bags and other packaging carry the brand into the real world and onto the high street.



Application
Website

This was the design for the home page and illustrates how we combined the updated brand assets, fonts and colours.





Unleashing brands that demand attention

Building brands that refuse to be ignored is what we do.

Visit website

Discover our work