

KK FOODS™

Rebranding & visual identity



Logo – guidelines

KK FOODS 2



Guidelines for redesigning the logo

- no box for the logo
- byline to be more readable
- logo typography to be more “classic & oldschool”
- transform “KK” into a graphic element

Logo – typography

KK FOODS 3

KK FOODSTM
fresh fruits & vegetables from Africa

KK FOODSTM
fresh fruits & vegetables from Africa

KK FOODSTM
fresh fruits & vegetables from Africa

KK FOODSTM
fresh fruits & vegetables from Africa

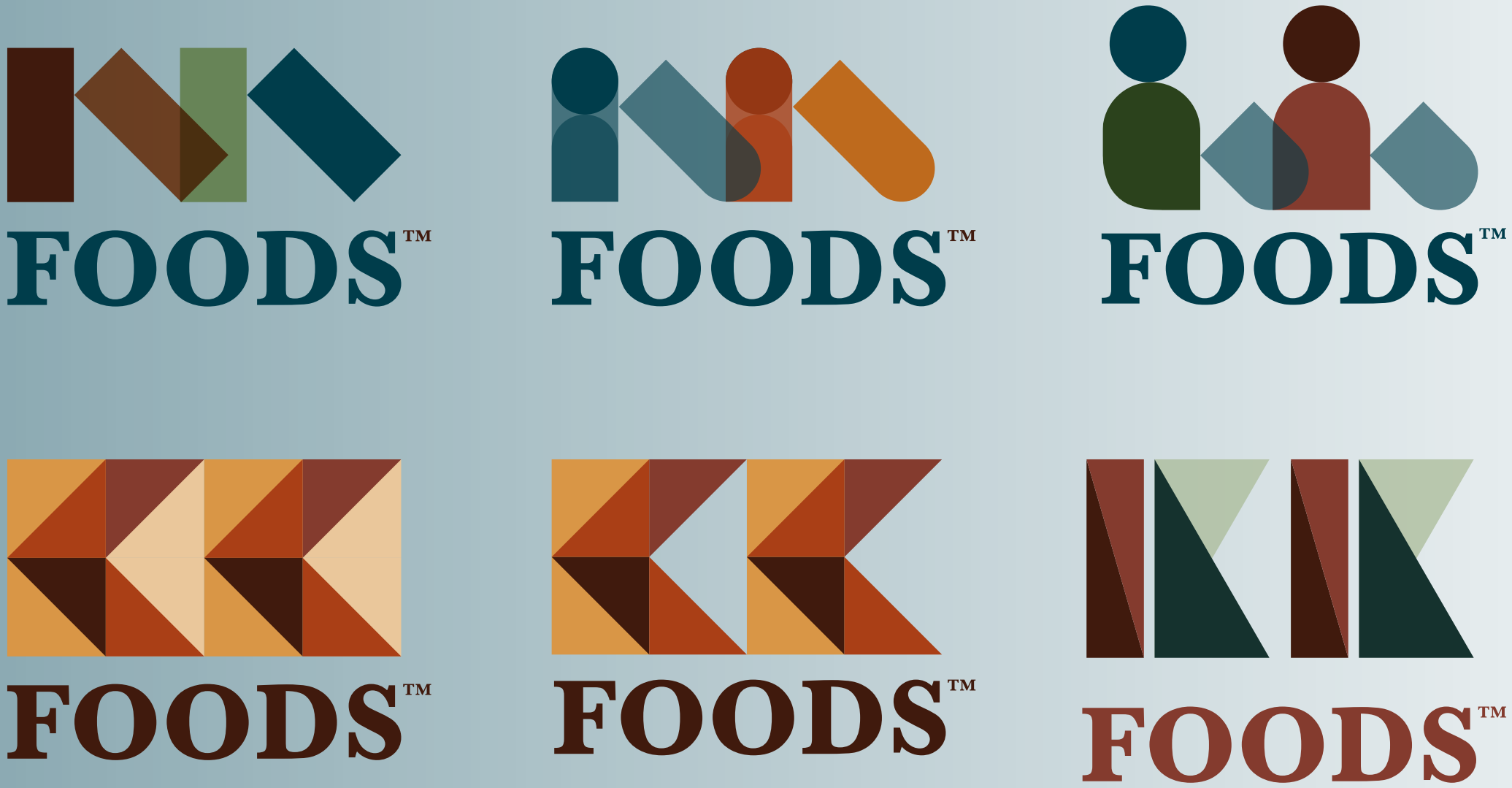
KK FOODSTM
fresh fruits & vegetables from Africa

KK FOODSTM
fresh fruits & vegetables from Africa

KK FOODSTM
fresh fruits & vegetables from Africa

Logo design – sketching

KK FOODS 4



Logo design – final

KK FOODS 5

KK FOODSTM
fresh fruits & vegetables from Africa

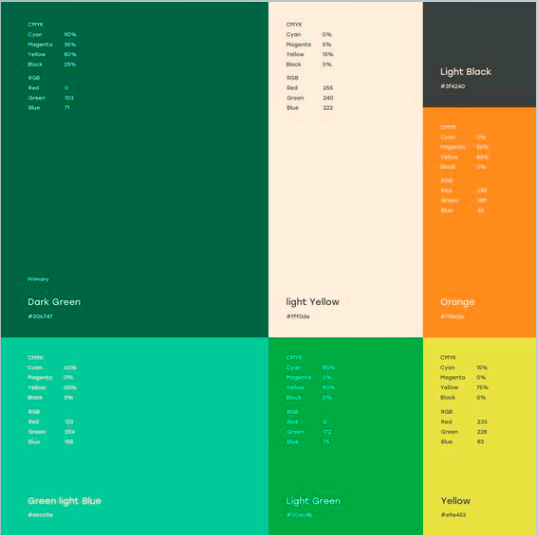
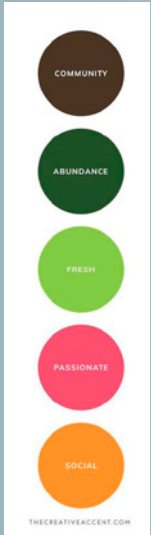
KK FOODSTM
fresh fruits & vegetables from Africa

KK FOODSTM
fresh fruits & vegetables from Africa



Colours – inspiration

KK FOODS 6



Sun, fire, earth, water, air

The sun and the four elements



Visual language – Pictures

KK FOODS 8

KK foods products

As it is now, pixelated and with watermark



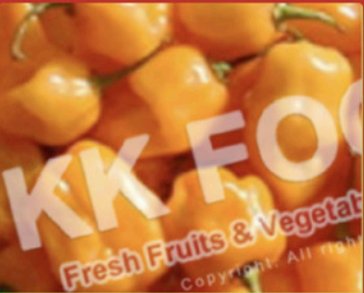
AFRICAN EGGPLANT



BULLET CHILLI



SHORT TAI CHILLI



HOT PEPPER



KARELLA



HOT PEPPER OIL



OKRA



PAPUDI PEAS



PASSION FRUIT



PEPPER PASTE



GUNDA



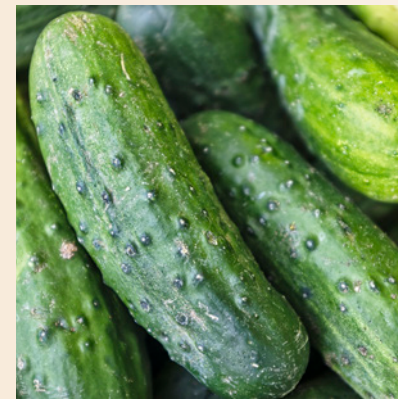
APPLE BANANA

Visual language – pictures

KK FOODS 9

Product pictures

Available and free usage



Visual language – storytelling

KK FOODS 10

Telling and building the story “from soil to table” – *the story of KK foods*

Tell a story with all your steps from start till final product

Tilling the soil, nourish and fertilize the soil

From seed, to sprout, to plant, till final product

Harvest the plants and fields

Storage of vegetables

Packaging and delivery of the products



Visual language – graphic for website

KK FOODS 11

- Simple, hand drawn sketches/elements
- Has similar transparency like the logo
- Can be used for small details, dividers, detailed backgrounds for textboxes...
- Nice way to present all the colours and storytelling

