

Kenko Poke Bowl Branding

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The completed works are the result of branding for my contemporary takeaway poke brand, 'K e n k ō'. Due to the abundance of Western style poke restaurants in Australia, I decided to develop a brand which has an evident Japanese cultural influence. As a result of the typical consumer that poke bowls attract, I aimed to target the brand towards a young, health conscious demographic. In order to effectively reference the Japanese culture, I researched the Minimalism movement and further analysed the works of graphic designer Yuta Takahashi, whose works are distinctly parallel with the movement. The purpose of this task was to design a branding identity with accompanying packaging which was non gender specific, but rather communicated successfully to consumers wanting a healthy and cultural experience.

The Minimalist movement was a key point of reference throughout the process of creating my various applications. The distinct use of white space, minimal line and a limited colour palette produced a contemporary feel, which reflects the clean, healthy nature of poke bowls. This inspiration focused my experimentation as I was constantly drawing on the key principles of Minimalism, a movement which originated in Japan and thus further enhanced my cultural association. I sought to manufacture the classic Japanese aesthetic, with a modern and distinct twist as seen through my logo which comprises of the contrasting use of dark green and pale pink. Through utilising an existing typeface named 'F u t u r a', I was able to efficiently adapt sketched logo ideas using Adobe Illustrator in order to create a sophisticated design. The final result adheres to the design brief's requirement for a distinct, contemporary and timeless branding identity. I experimented with various bright and pastel colour palettes, however; I came to the conclusion that although these colours would attract a younger demographic, this would not be authentic to the Minimalism movement. The final logo has a suitable balance between playfulness (pink) and seriousness (dark green), producing a refined aesthetic that is non gender specific. Researching consistently throughout the process of my folio enhanced my understanding of traditional Japanese culture and inspired me to produce authentic and nuanced ideas. Through the explained processes, I was constantly encouraged to critically evaluate my work in order to produce resolved works which best represent my design style and brief.

I am very pleased with the final outcome of my practical explorations. The branding identity (logo, business/loyalty card, menu and UI interface) and accompanying packaging (takeaway bowl, chopsticks and bubble tea cup) are visually distinct, polished and serve practical purpose. Consistency across each application is created through the recurring use of the logo and colours which unites the branding, for seamless compositions unique to K e n k ō poke. All applications are evidently permissible due to the professional materials used, such as real takeaway products, for a contemporary finish. Ultimately, my practical works to a great extent meet the parameters of my design brief.

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