



PORTFOLIO



Kale & Pepper

| WEB, DESIGN &
SOCIAL MEDIA STUDIO

[DATE]
MONDAY
20 JUNE 2024

[DESIGN]
MAGDALENA
CAMPBELL

[DEVELOPMENT]
SEAN
CAMPBELL



ABOUT

Hello!

We're Sean and Magdalena Campbell, founders of Kale & Pepper - named for our two very loved (and maybe a bit spoilt) Maincoons.

We founded Kale & Pepper with a mission to help brands across the globe evolve their visual language and reach their full potential.

But while we're creatives, we're also focused on making sure that what we do ensures measurable success for our clients.

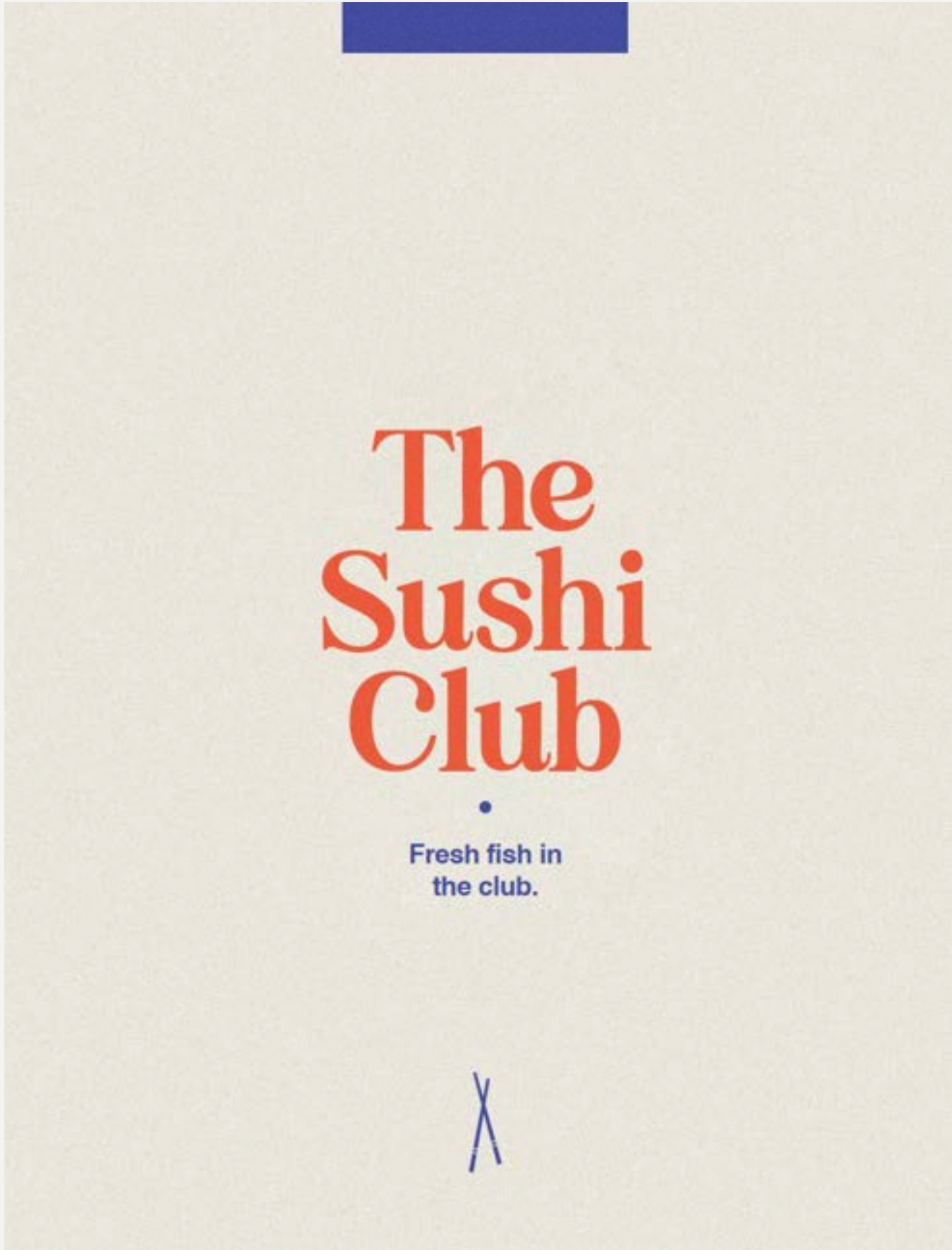
That's why we take pride in project managing everything we do, ensuring a seamless line of communication with our clients, and unique deliverables that make real impact.

We get up and go in the morning, supercharged to make a difference. And from freelancers to corporate clients, we stand as a strategic partner for companies we truly believe in.

We're happy to deliver individual design projects, such as a brand identity, or to work on integrated projects spanning multiple platforms. Regardless of the basis on which we work, we focus on mapping out the best path for your brand goals to be achieved.

(left)

Photographer Sinjin Sullwald, Hair & Make-up Marlinette Newman & Florals by Kadou



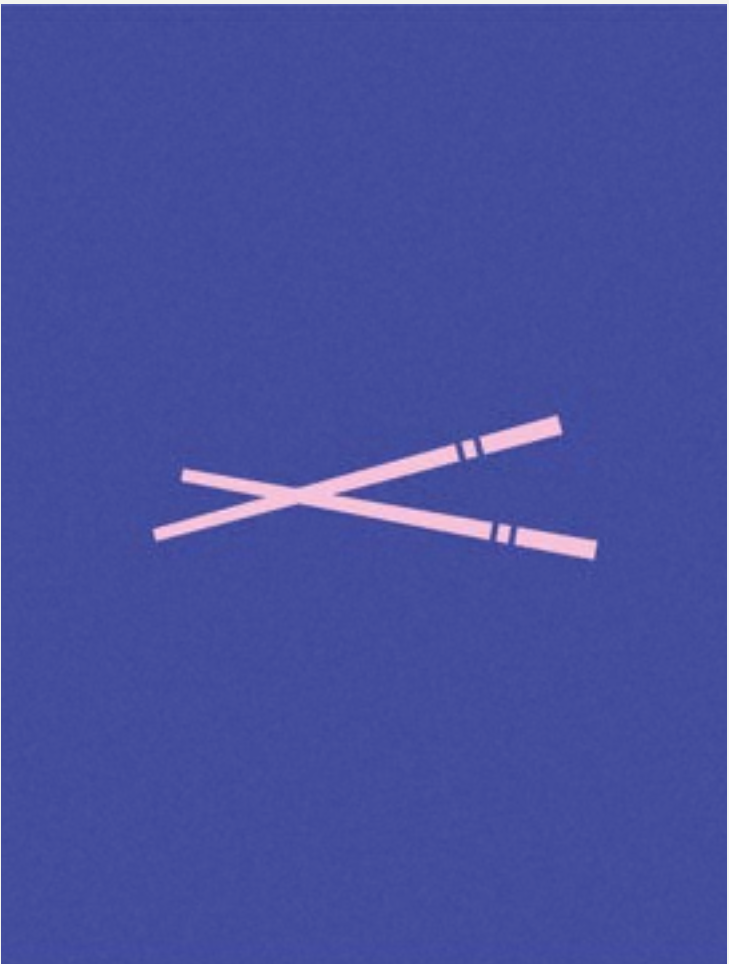
(above) Logo Design & Illustration



(above) Image from Pinterest



(above) Bold Colours & Textures



(above) Simple illustration for branding purposes.

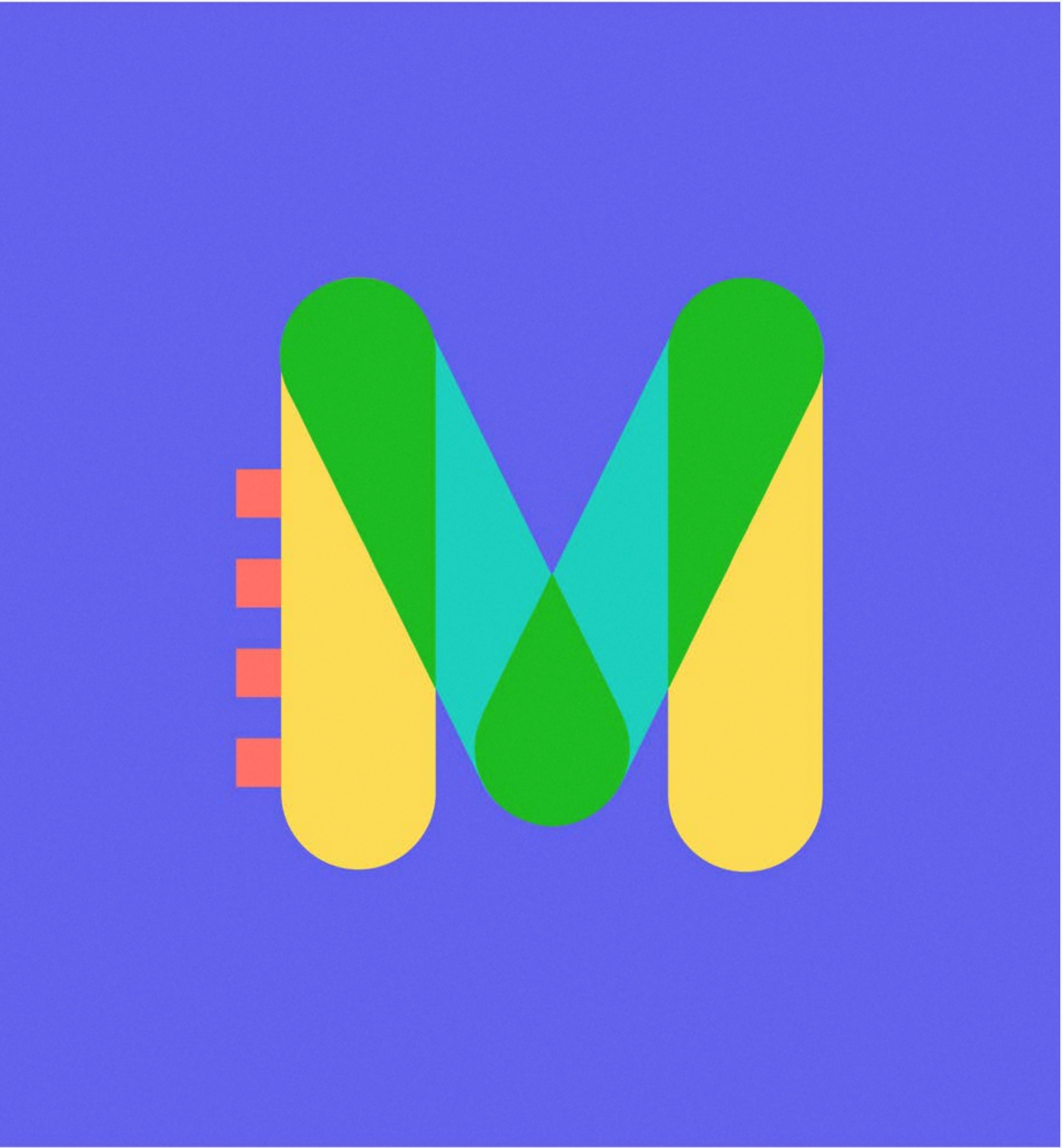
THE SUSHI CLUB



BRANDING

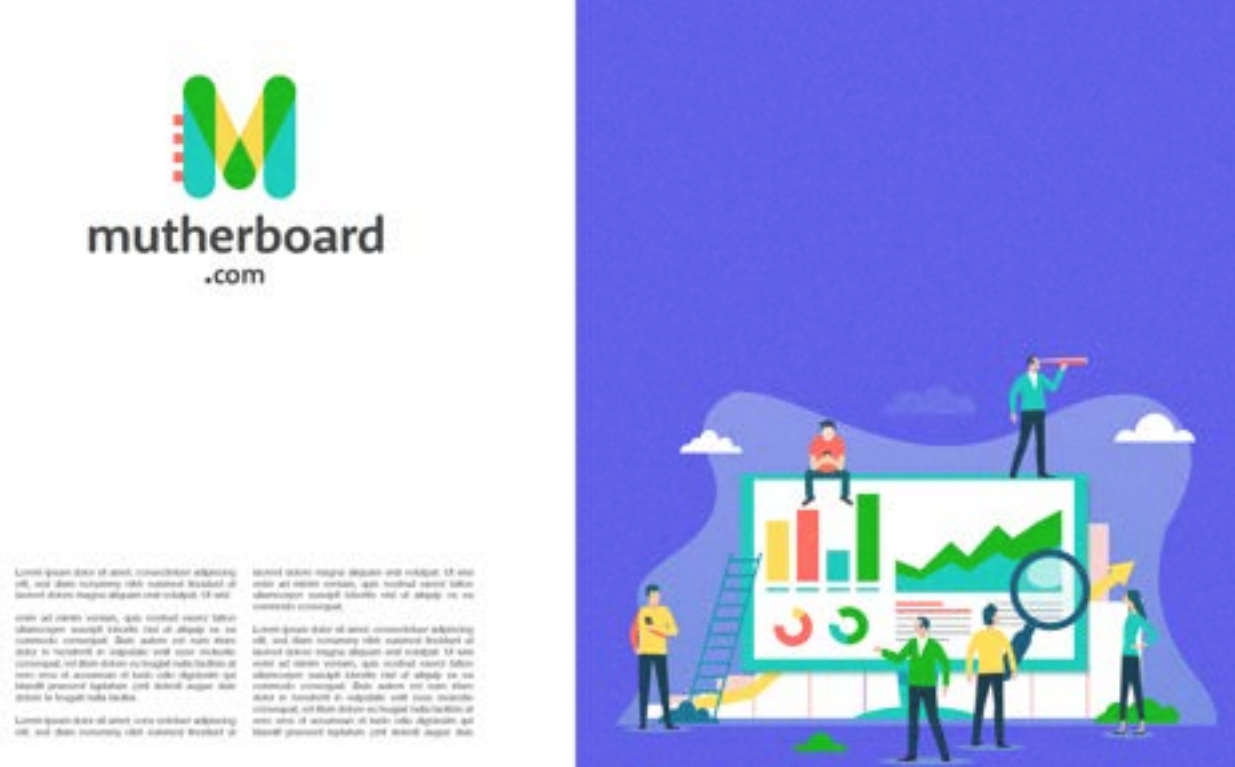


(above) Logo Design for Mutherboard

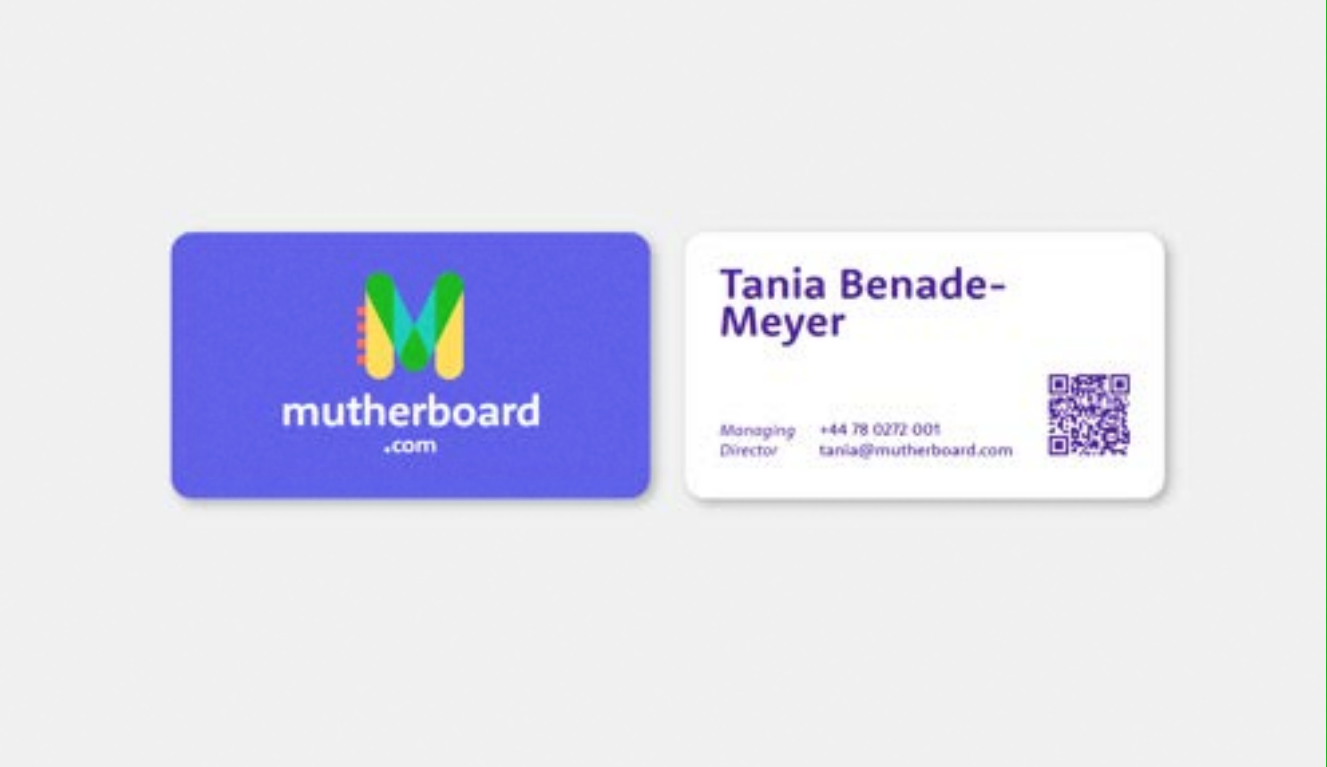


(above) DIGITALLY ILLUSTRATED LOGO

CORPORATE IDENTITY

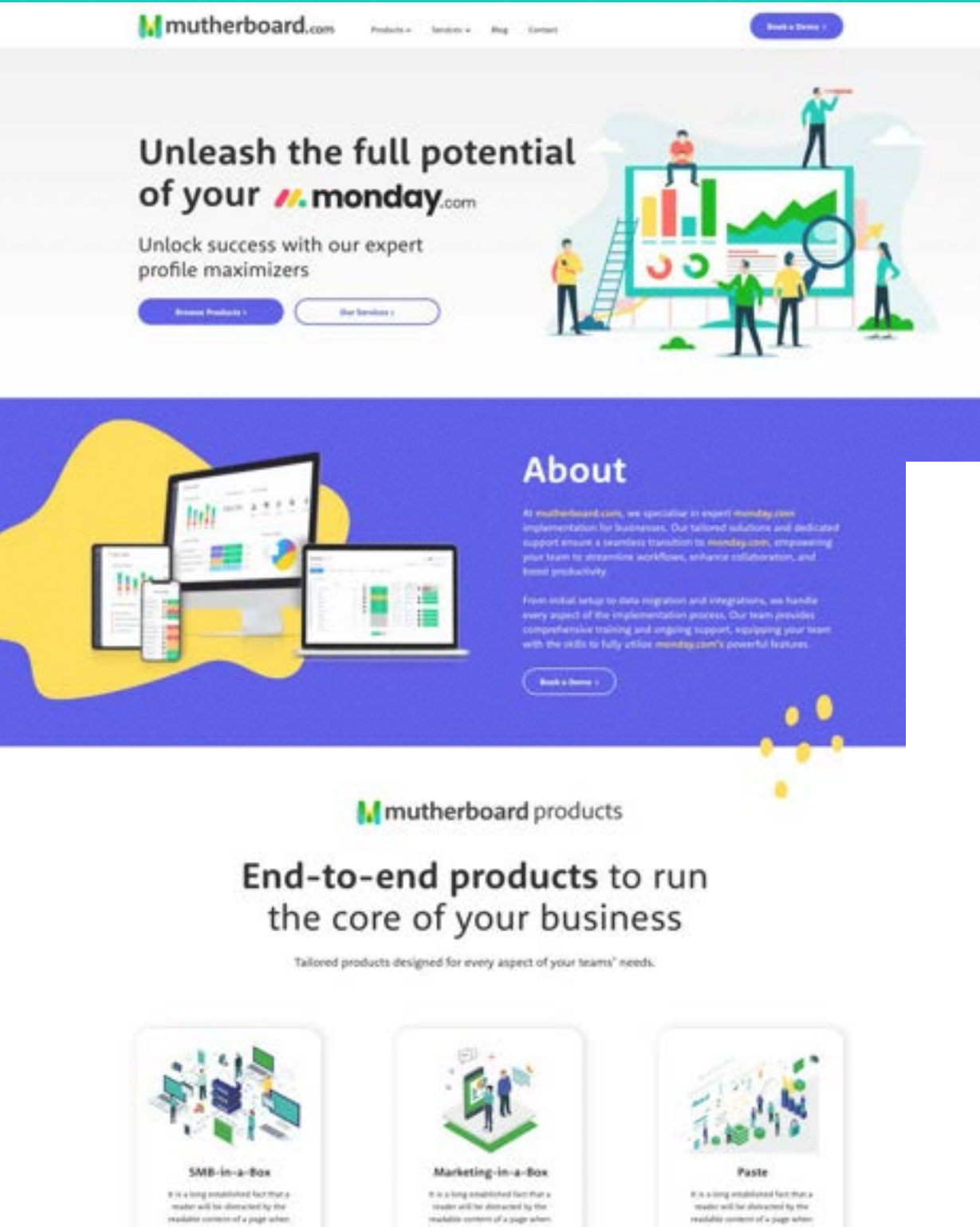


(above) Layout Design including Pitch Deck & MailChimp Mailers

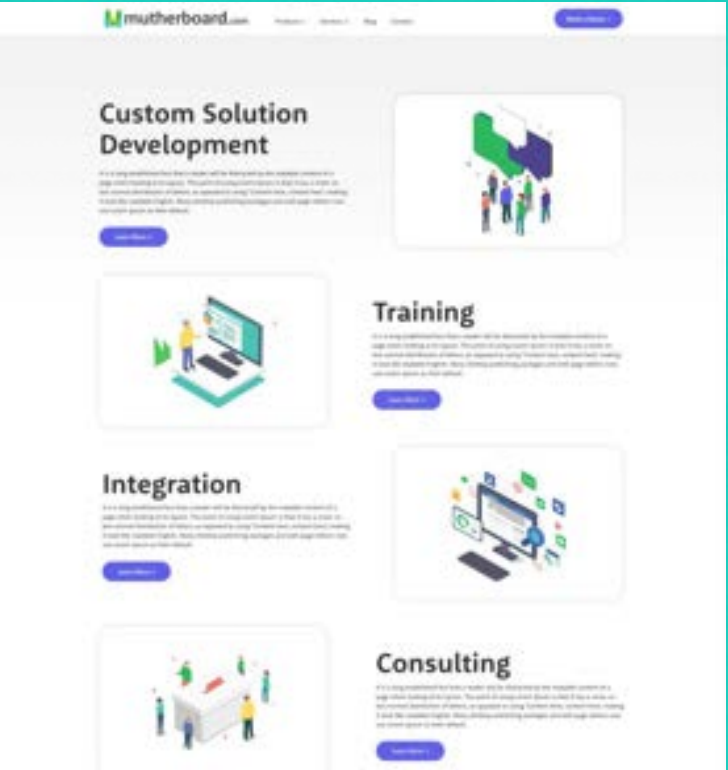


(above) Business Card design & Corporate Identity

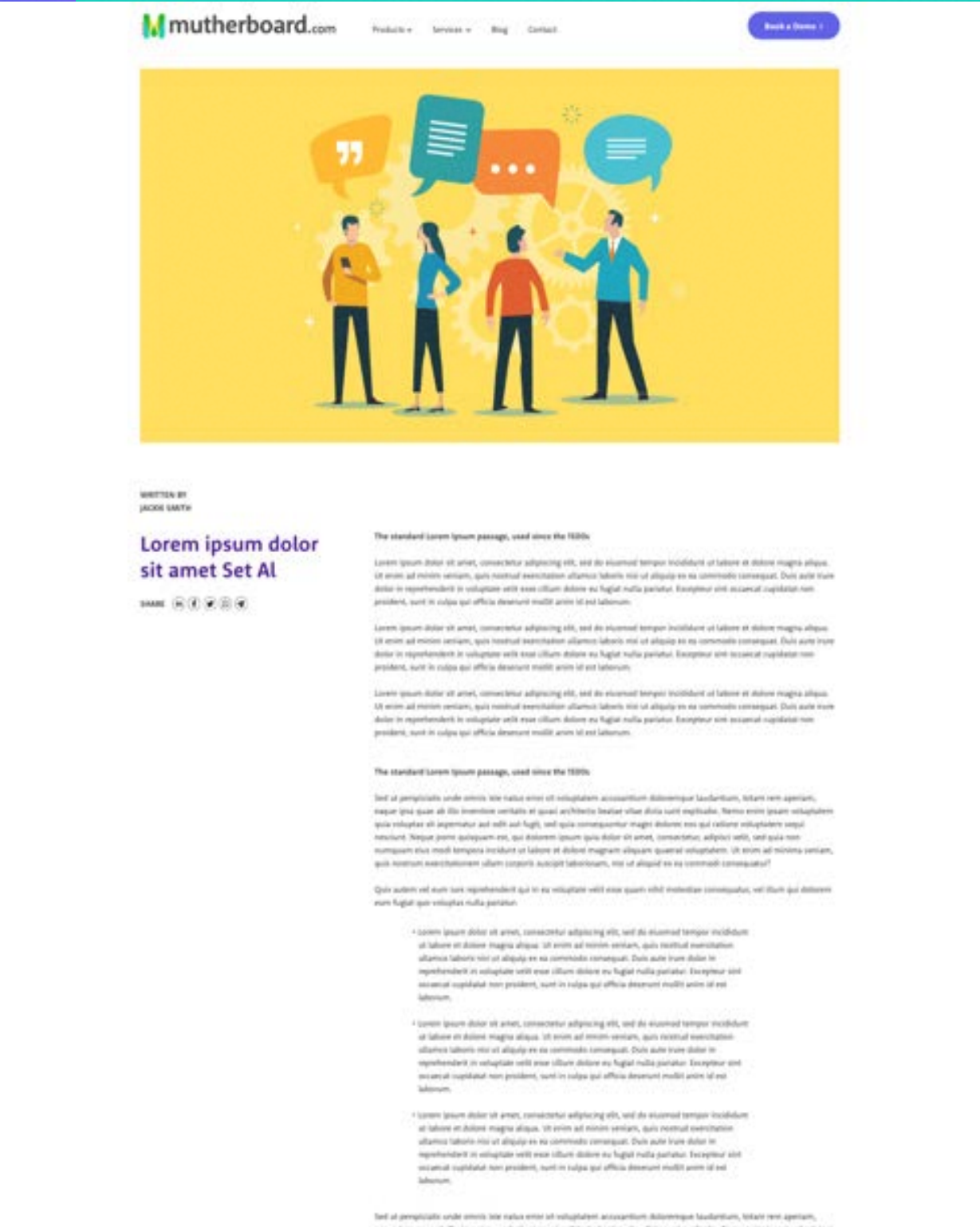
CUSTOM UX/UI
DESIGNED
WEBSITE



Home Page



Services



Blog Page

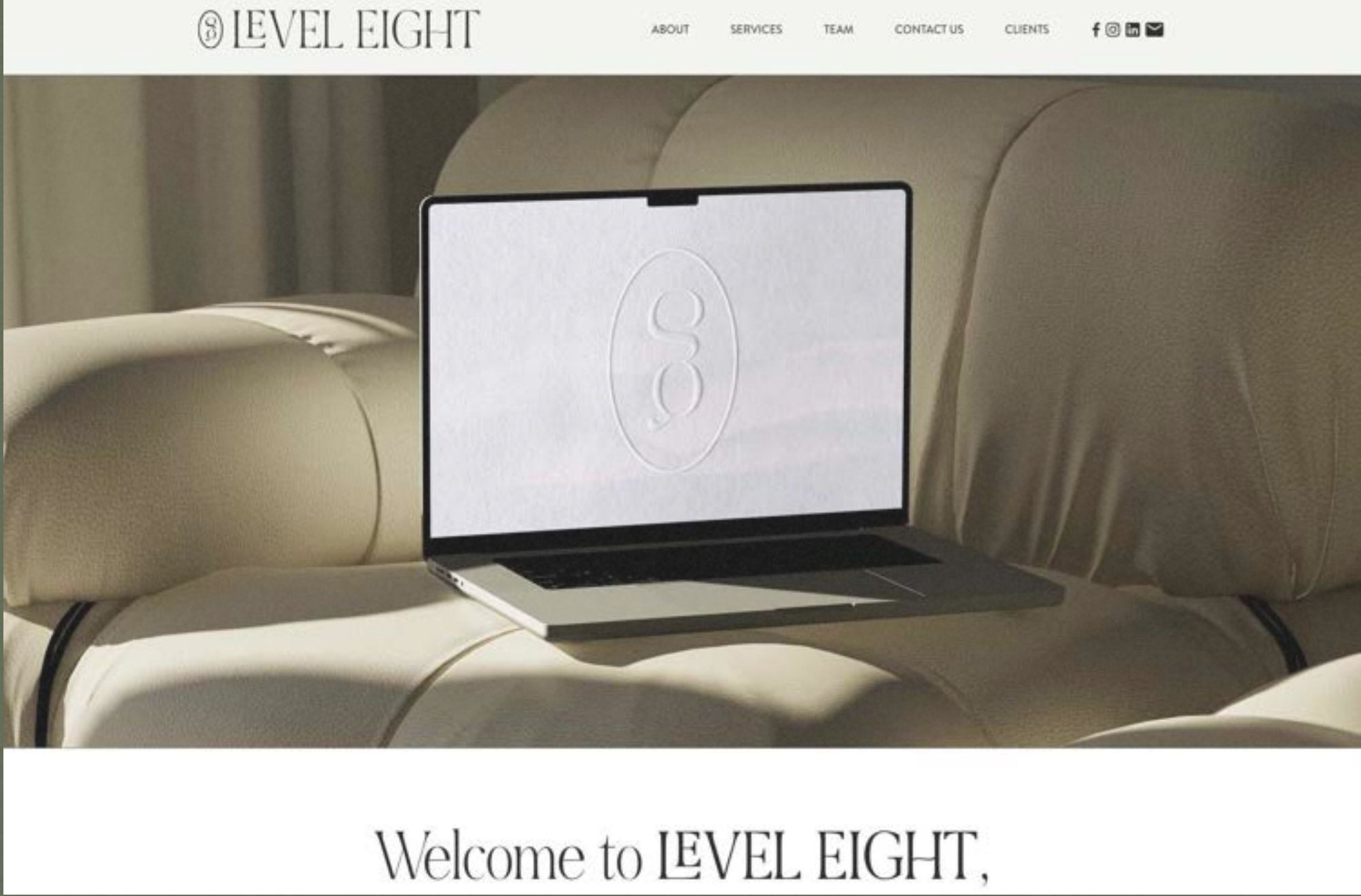


(above) Business card design and mock-up

BRANDING

"I am so happy with how everything is turning out. We did a little drop for our campaign, and the sub mark on the cards looks fantastic. Everyone already feels so proud to be associated with the brand. Thank you for your professionalism and patience with us."

- Wendy Gengan



(above) Custom designed web site.



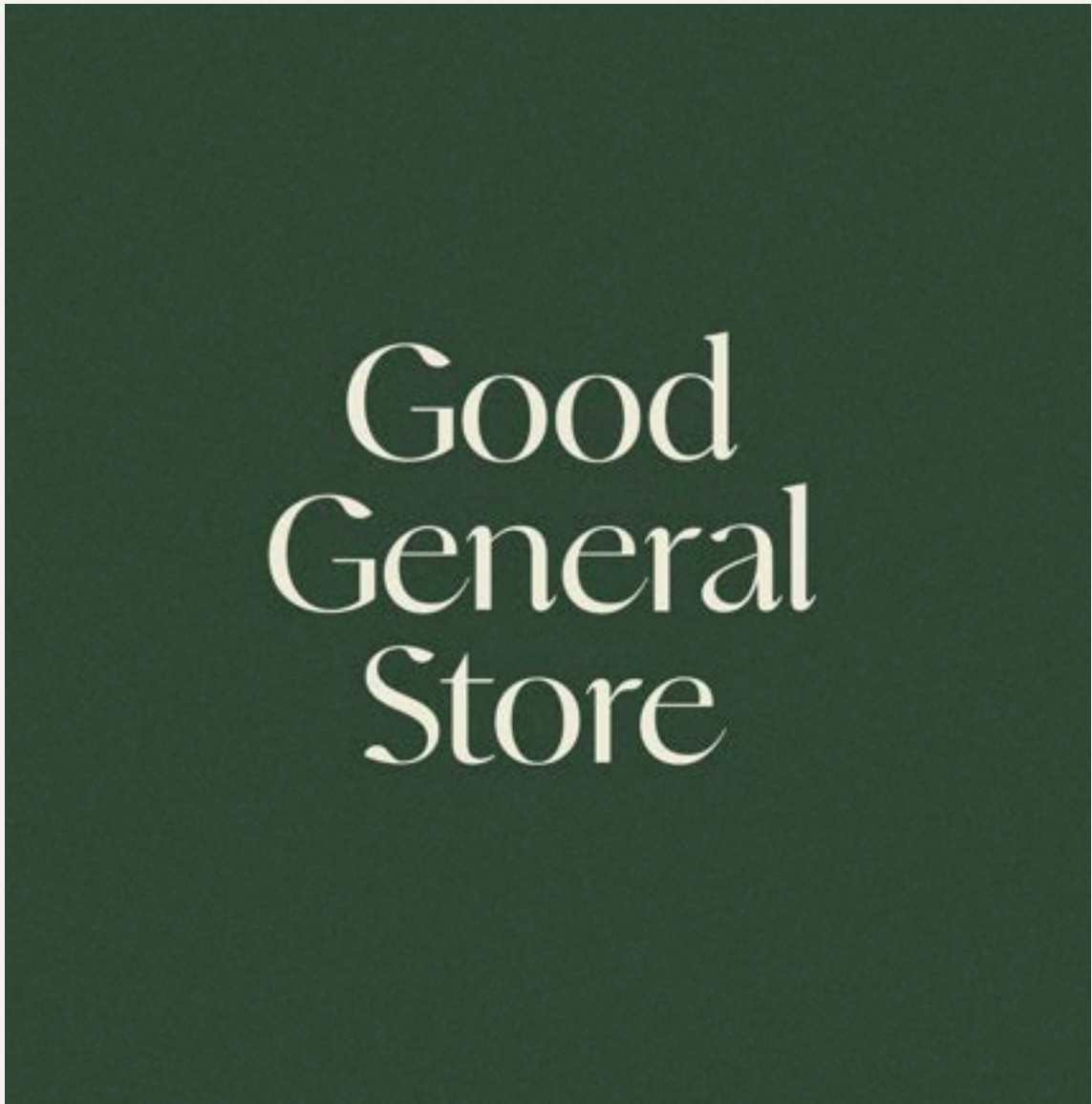
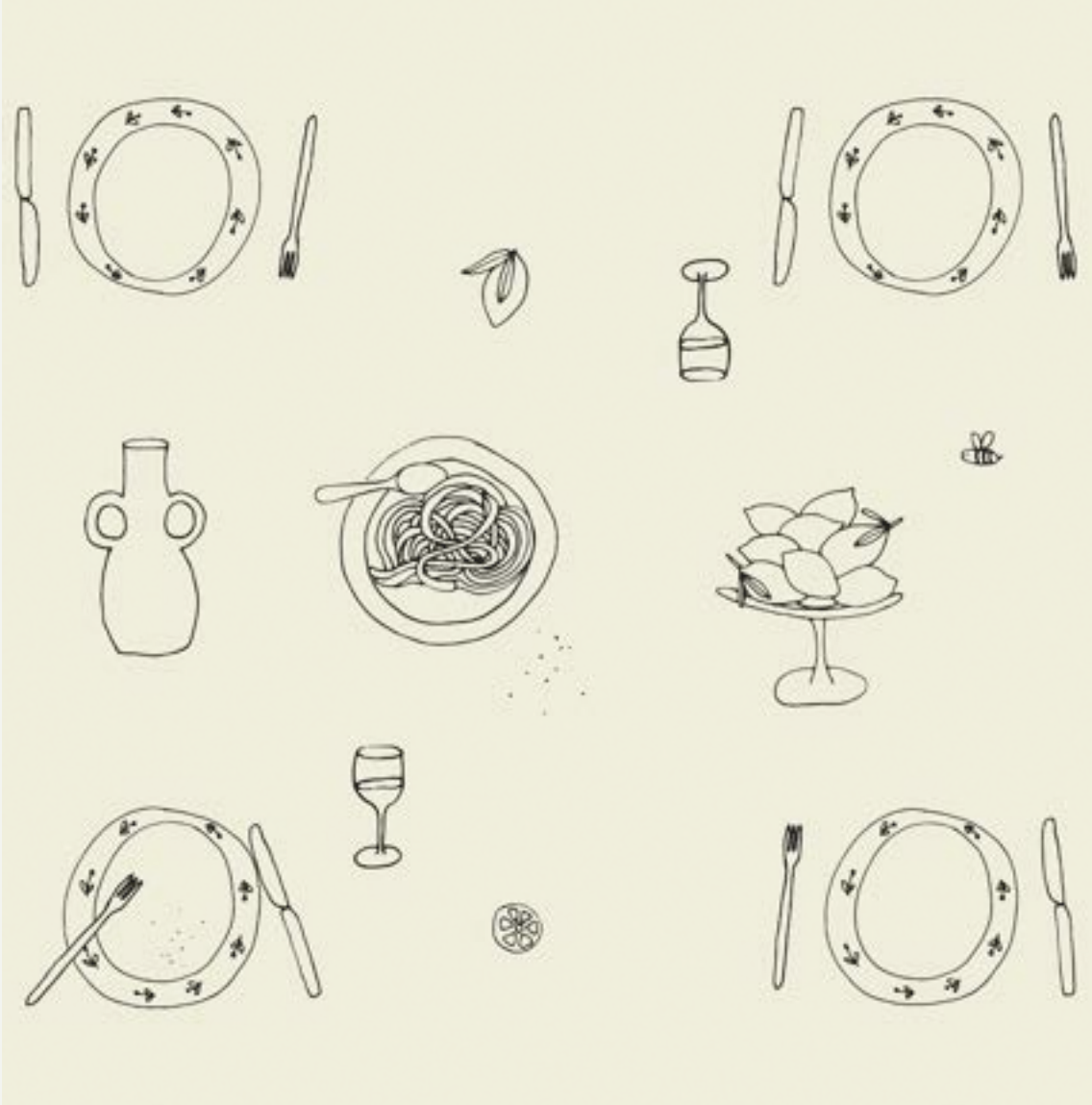
CREATED ILLUSTRATIONS OF DURBAN, JOHANNESBURG, AND CAPE TOWN FOR COFFEE CUPS AS PART OF A COUNTRY ROAD MARKETING ACTIVATION IN THOSE RESPECTIVE CITIES.

NICOLE MASON





BRANDING



ELA

by Daniela



RESORTWEAR
made in Africa, *with love*



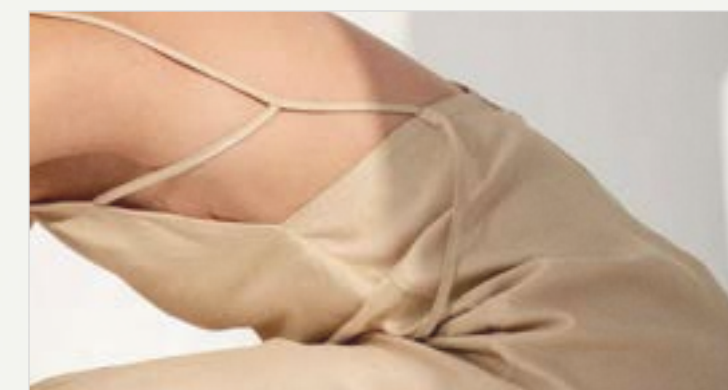
01



02



03



04



BRANDING

Hanneke Barlow is an extraordinary accountant and entrepreneur who, while raising and homeschooling her three beautiful children, created a social media page to capture their daily experiences. I had the pleasure of creating her branding.

BRANDING & ILLUSTRATION



(above)
Wine label design and illustration for
Joostenberg

ILLUSTRATION & WINE LABEL DESIGNS

Over several years, I collaborated with Tyrrel Myburgh to redesign and redraw illustrations for each of Joostenberg's wine labels.

Since the launch of the new labels, Joostenberg has achieved significant success internationally.

I DEVELOPED COMPREHENSIVE BRANDING FOR PURE LIVING, WHICH INCLUDED A HAND-ILLUSTRATED LOGO, CORPORATE IDENTITY, PACKAGING DESIGNS, AND LEAFLET INSERTS, ALL OF WHICH RECEIVED HIGH PRAISE FROM FRANE. LEVERAGING MY EXPERTISE IN INTERNATIONAL PACKAGING DESIGN WITHIN THE CORPORATE SECTOR, I DELIVERED EXCEPTIONAL RESULTS THAT HIGHLIGHT MY PROFICIENCY IN THIS FIELD.

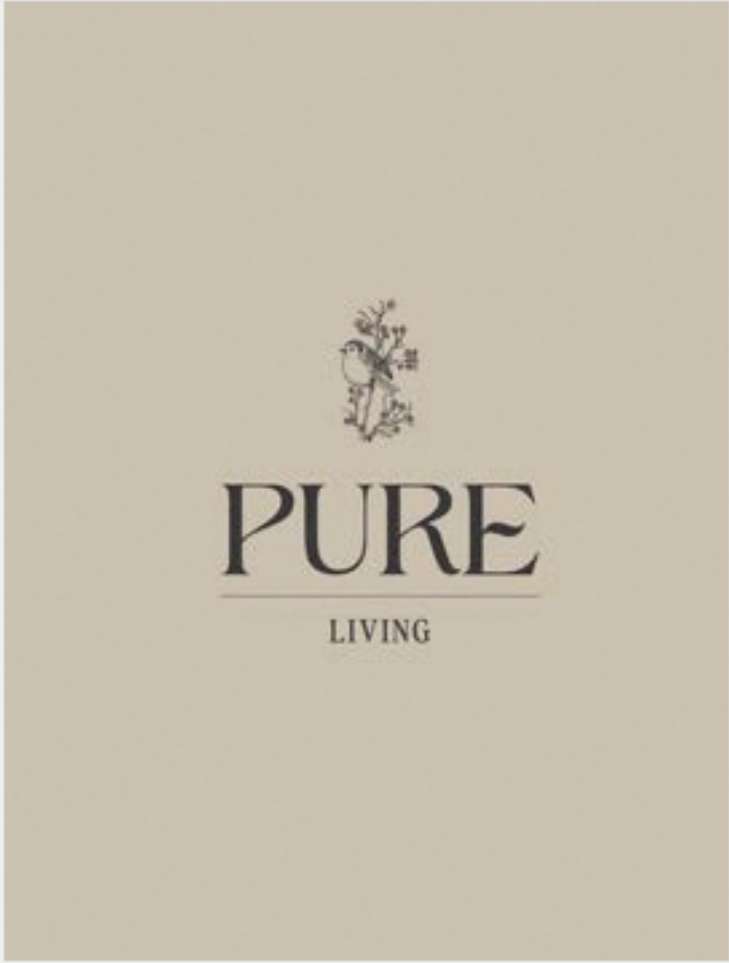
BRANDING & PACKAGING

Client: Frane Jacobs
St Francis





01



02



03



04

“BRANDING BROUGHT TO LIFE BY MARIA MAGDALENA ATELIER, A CREATIVE GENIUS
AND DREAM TO WORK WITH.” - DANIELA CANNY



(above)
Icon illustrated element

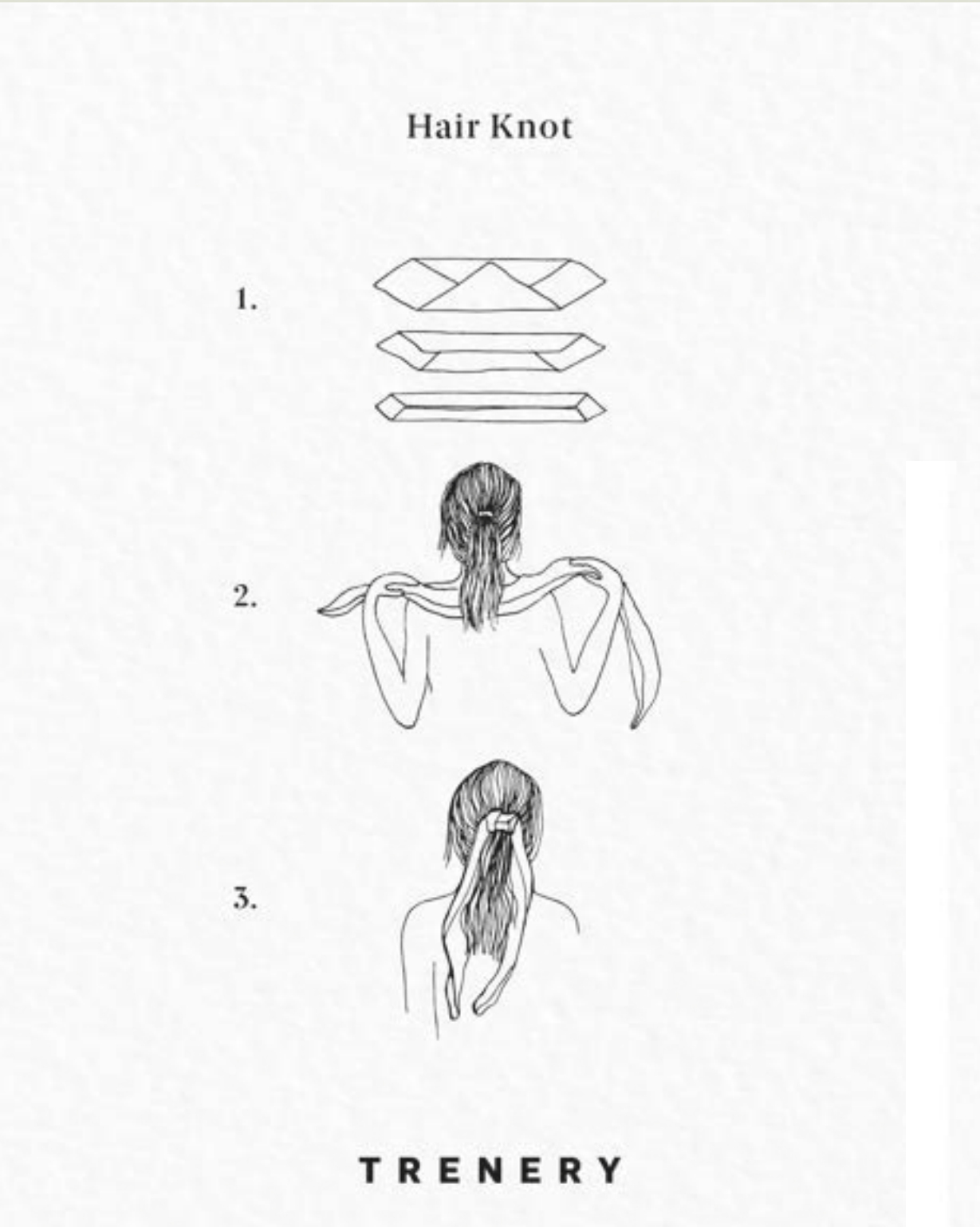
I crafted the branding and corporate identity for ELA by Daniela, a Cape Town-based slow fashion brand, emphasizing its unique ethos and sustainable practices. This involved designing a cohesive visual identity that reflects the brand’s commitment to quality and timeless style. My work helped position ELA by Daniela as a distinguished name in the slow fashion industry.

BRANDING

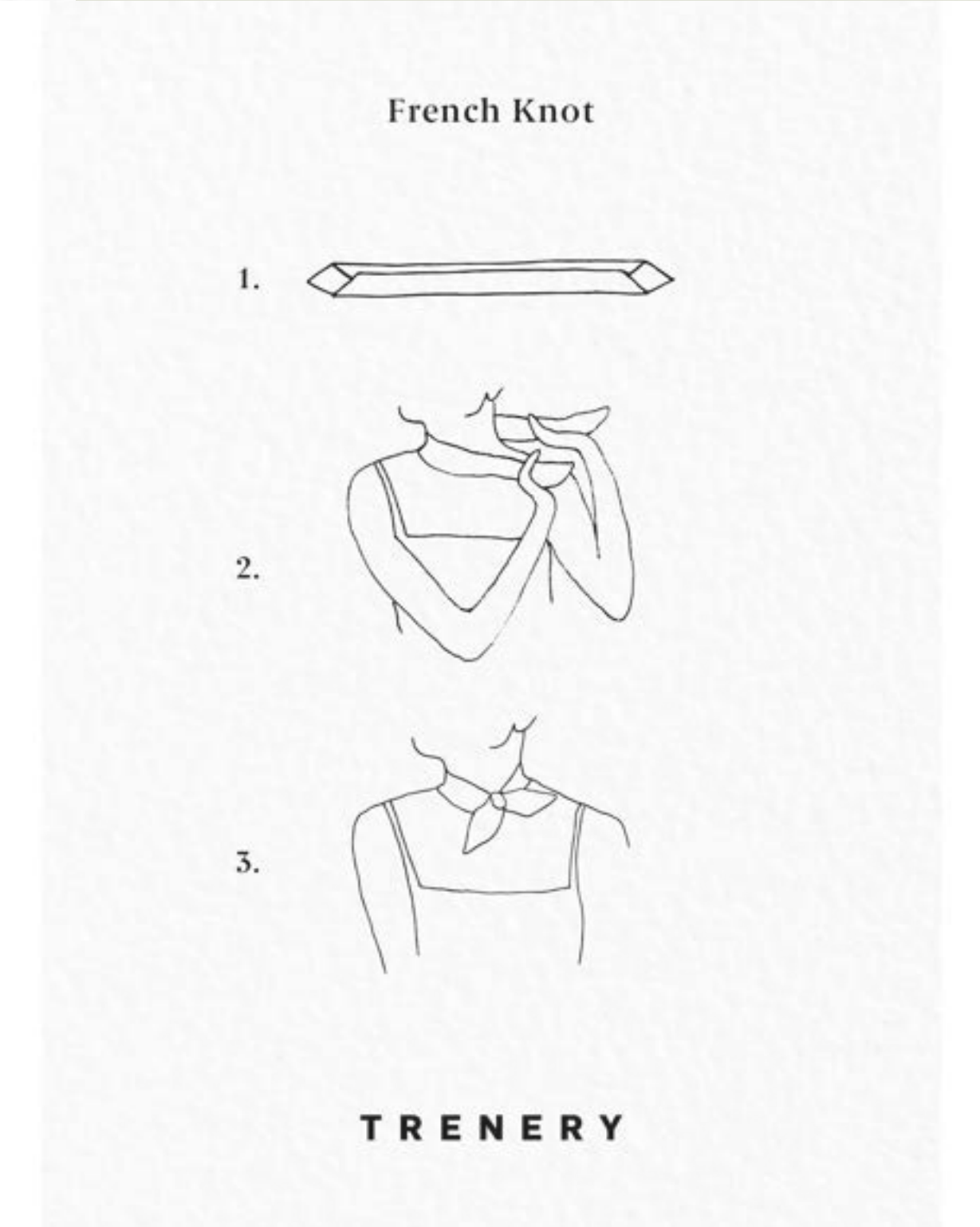


(above)
Illustrated logo design and branding

ILLUSTRATION & GRAPHIC DESIGN FOR TRENER Y



Hair Knot



French Knot



Handbag Fold



BRANDING, ILLUSTRATION, CORPORATE IDENTITY AND WEBSITE DESIGN CONSULTING
WORKING WITH A THEME



“Working with Maria Magdalena Atelier was such an easy choice. I’ve known Mags for a few years now; on a professional and a deeply personal level. She is just one of those people when you meet her, it just clicks. Grateful to have a woman like you in my life. Grateful for your talent and for making magic.”

- Klara McClunan

Client	Klara McClunan
Project	Branding, CI & Website
Year	2023

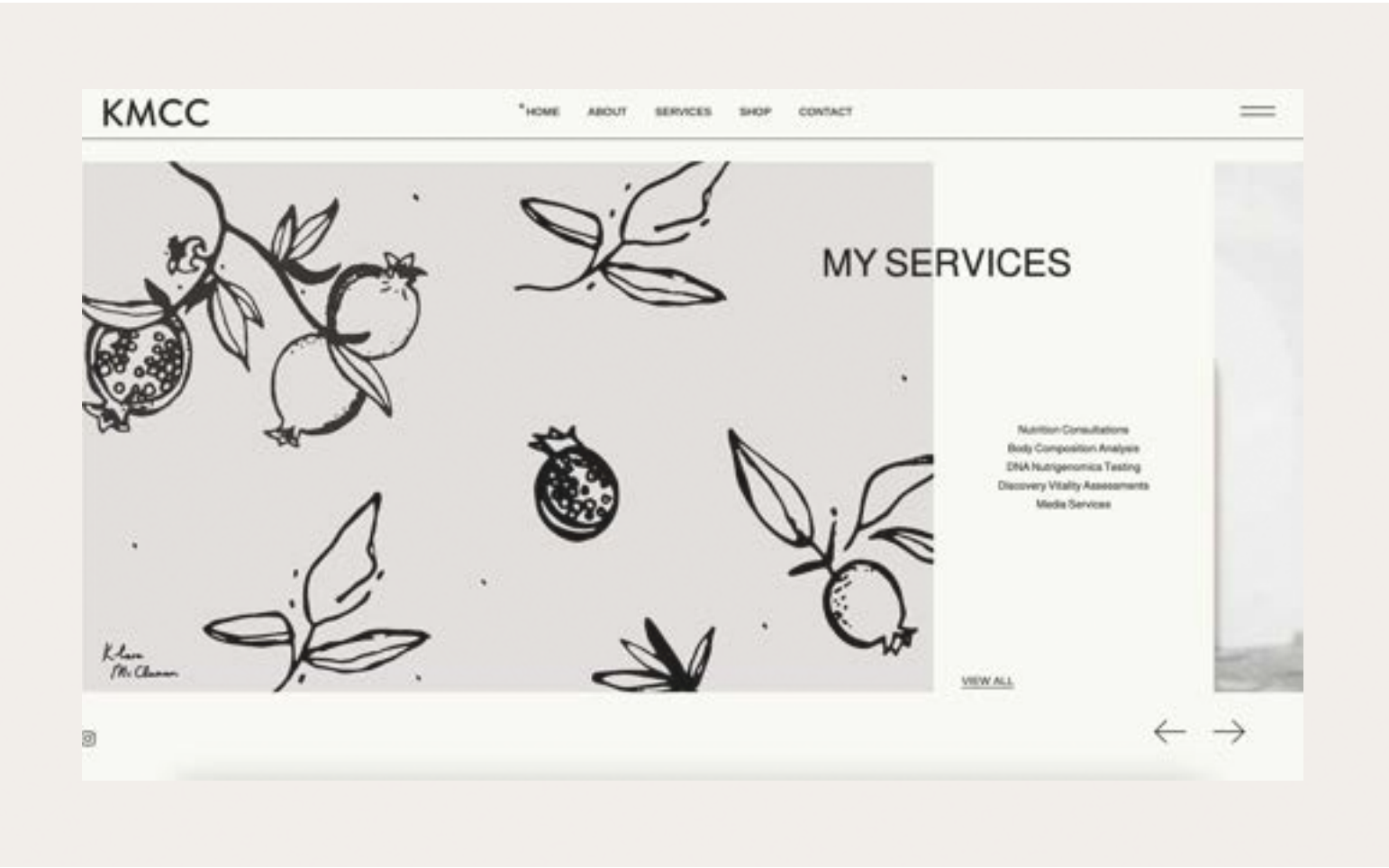
CLIENT

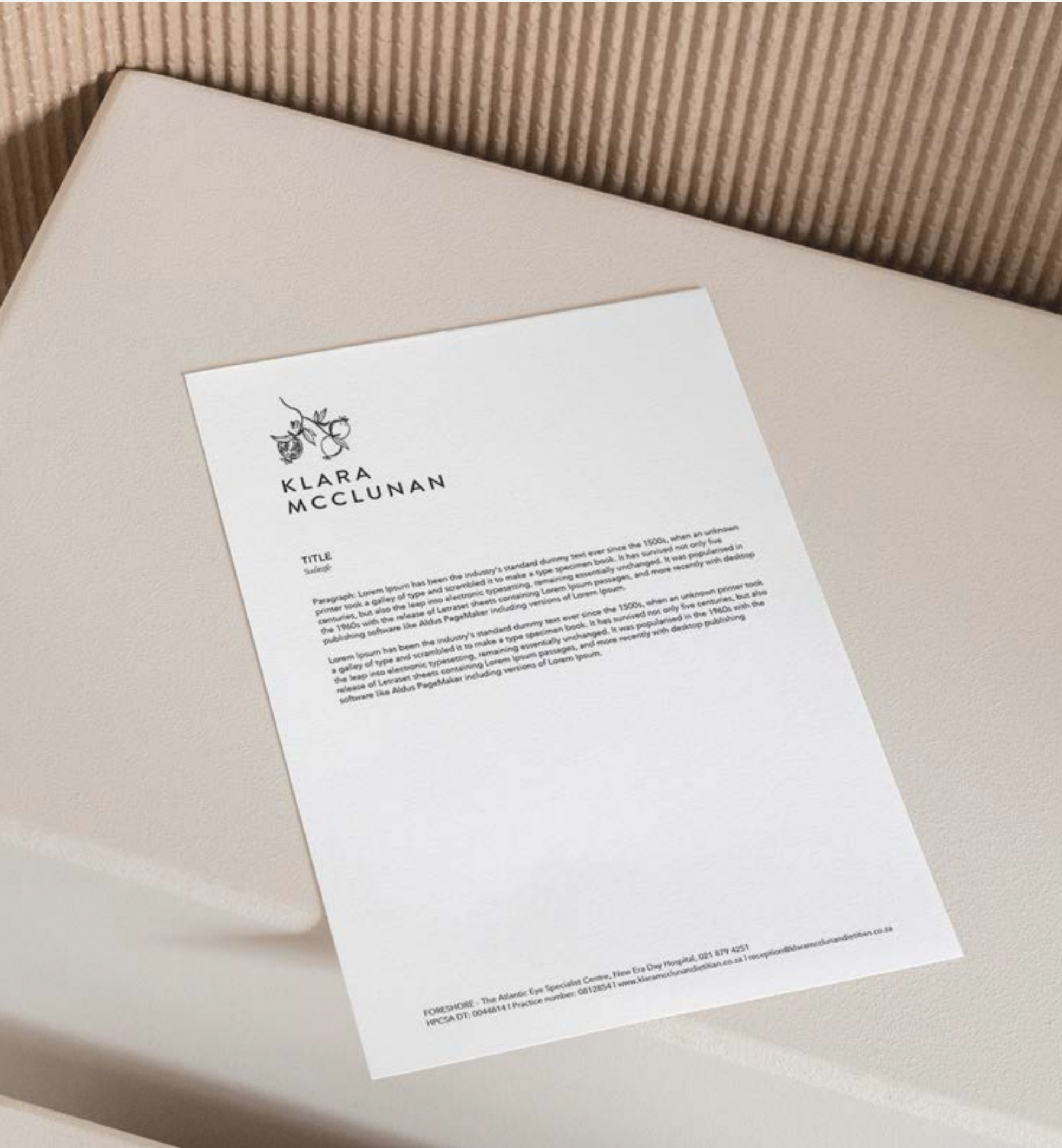


CORPORATE IDENTITY

Klara McClunan,
Cape Town.

[Project Description] I hand-illustrated and designed the branding and corporate identity for ELA by Daniela, and provided design consulting hours for her website, ensuring it adhered to the chosen theme.





(above) Header design in Word.

EXAMPLE PROJECT

(above)
Photograph of Klara McClunan based
on the moodboard I created for her.
Photographer: Paige Wood



“WORKING WITH MARIA MAGDALENA ATELIER WAS AN EASY CHOICE.
GRATEFUL FOR YOUR TALENT AND FOR MAKING MAGIC.”
- KLARA MCCLUNAN



(above)
Logo and Illustration



Lumi DESIGN

EST 2022



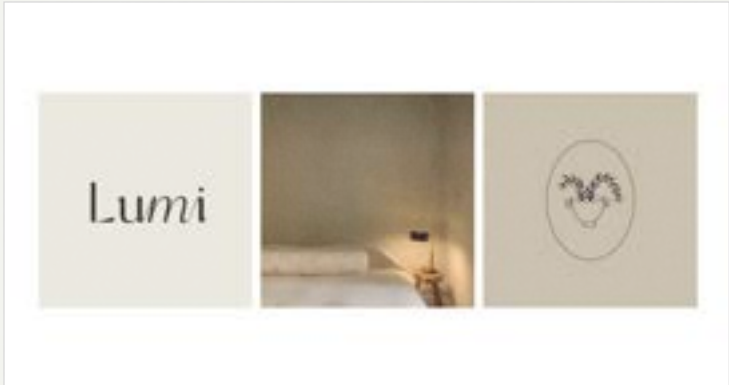
01



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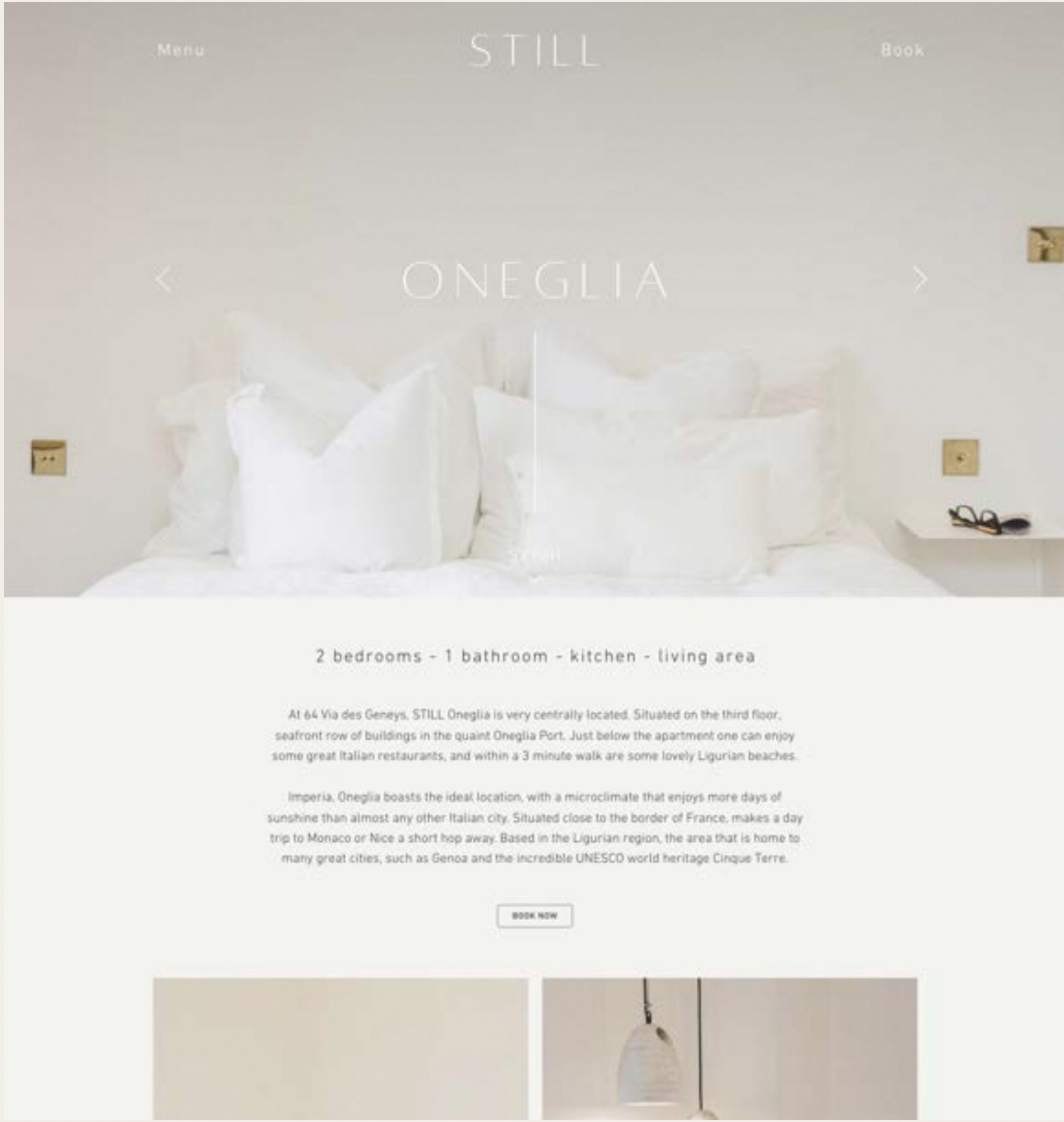
03



04

DESIGNED A CUSTOM UX/UI WEBSITE FOR STILL, DELIVERING AN INTUITIVE AND VISUALLY COMPELLING USER EXPERIENCE TAILORED TO THEIR BRAND.

BRONWEN JONES



INTRODUCING THE STILL COLLECTION

Welcome to the STILL collection, where serenity meets charm in the heart of Italy and South Africa. Embrace the essence of 'being STILL' as you immerse yourself in our accommodations. Our spaces were chosen based on their story, with love and attention to the region and what it offers. We love to understand the history, a process, a background. Both regions know for their olives, beautiful nature and community. The spaces are designed to honour that story, a minimalist aesthetic that exudes timeless style. Each property within the STILL collection offers a sanctuary, where every detail is thoughtfully crafted to create an atmosphere where one feels at ease and 'at home.' We love to share our passion for food, good wine and movement. Whether you seek a serene escape along the Ligurian coast in Oneglia, Italy or a secluded retreat in the quaint Karoo town of Prince Albert in South Africa, the STILL collection invites you to indulge in a truly unforgettable stay.



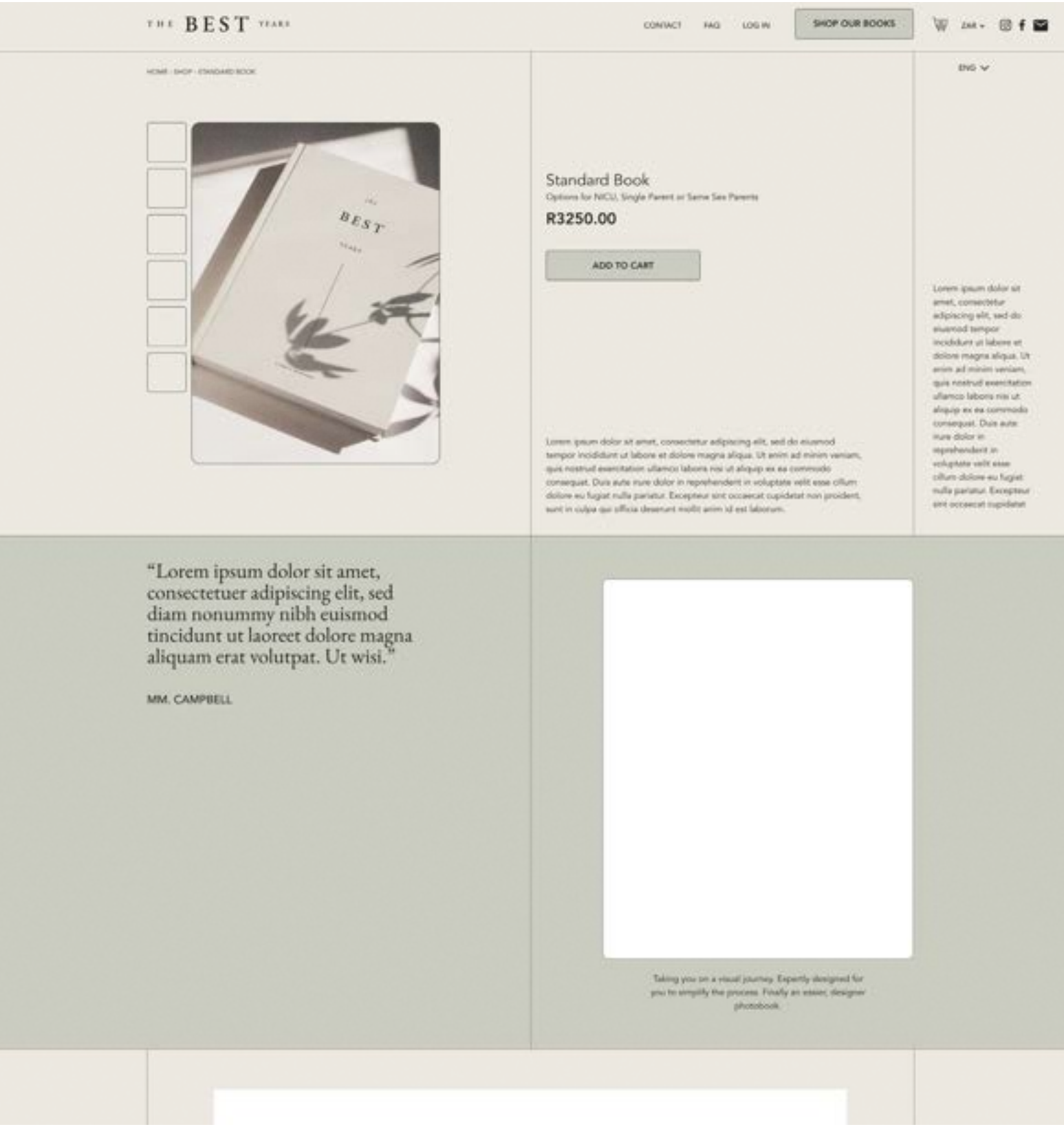


(above)
Branding, Corporate Identity and Book
Design for The Best Years

BRANDING, BOOK- & UX/UI DESIGN

It was an honor to contribute to this project, from branding and book design to web design. Unfortunately, the client had to pause the project for personal reasons.

ONE OF MY FAVOURITE WEBSITE DESIGNS TO DATE. I HOPE THEY LAUNCH THE PROJECT ONE DAY. IT IS TRULY SPECIAL.



(above) Insert your image description here.





Mel Wines

CHAMPIONING FRANSCHHOEK

WINE EXCELLENCE



Mel Wines

—
SANGIOVESE
ROSÉ 2022



(above)
Branding, illustration and wine label
design for Mel Wines

BRANDING & WINE LABELS

I thoroughly enjoy taking projects from inception to completion. For Mel Wines, I crafted the logo, branding, and corporate identity, designed all their wine labels, and ultimately developed their website.

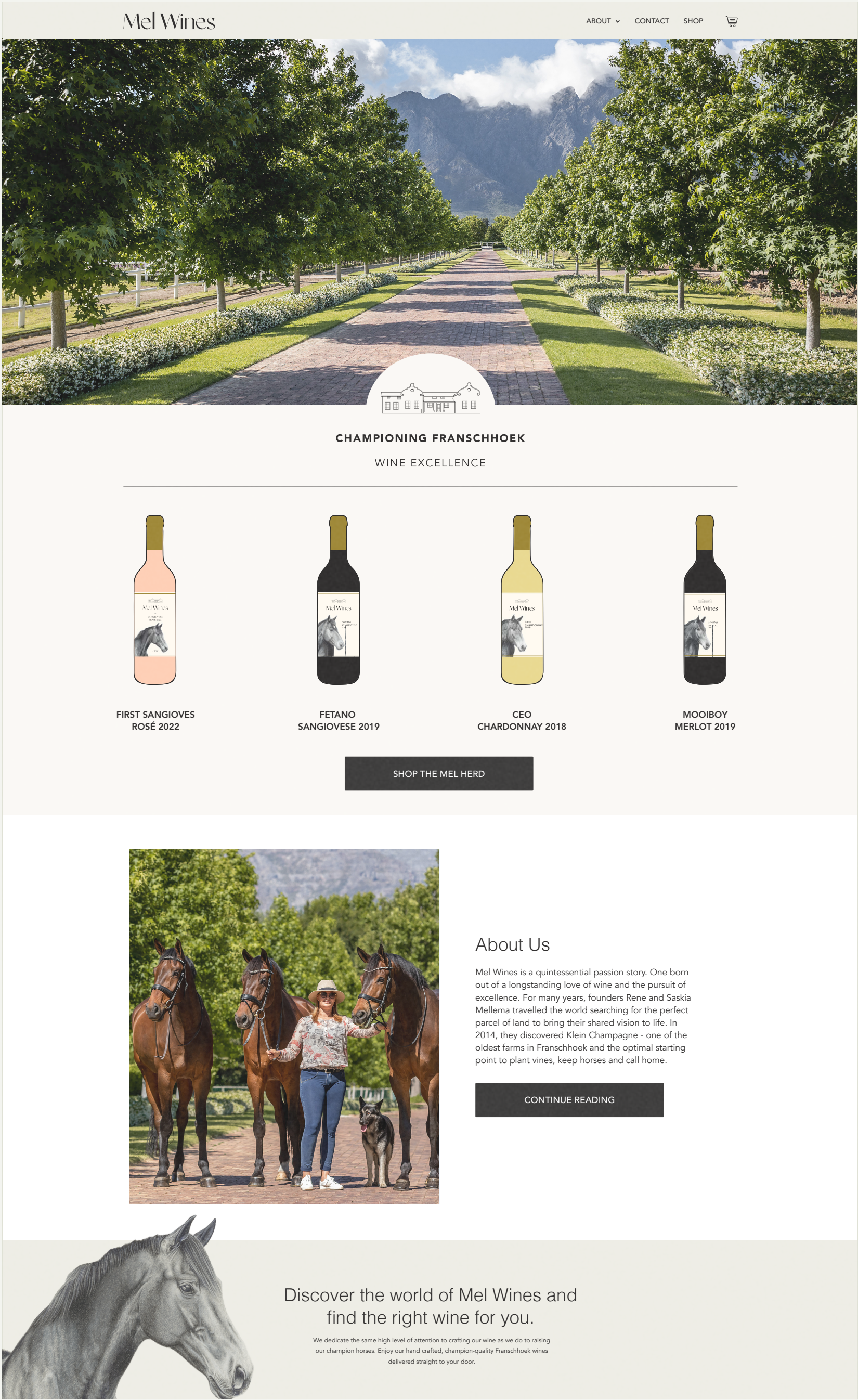
Client
Project
Year

Saskia Mellema
Mel Wines
20203

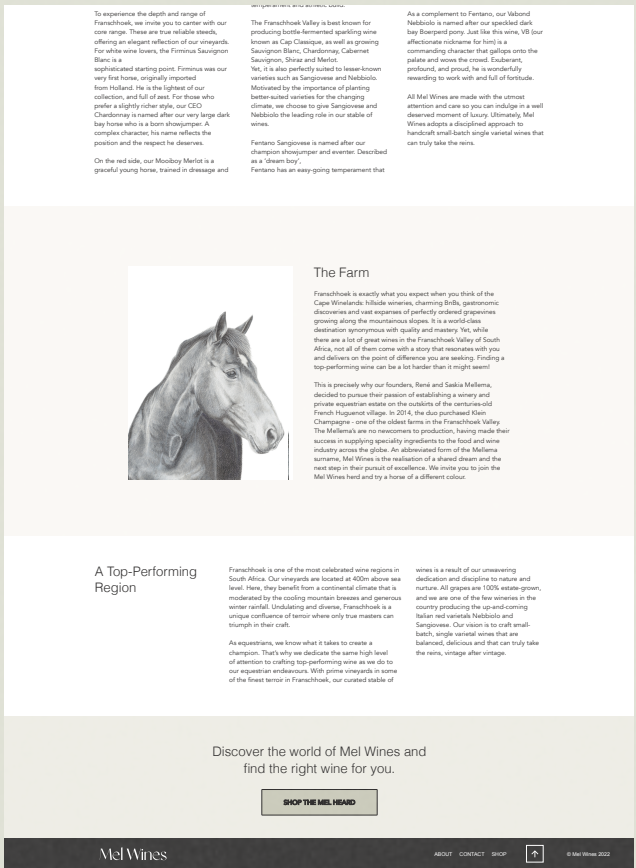
I thoroughly enjoy taking projects from inception to completion. For Mel Wines, I crafted the logo, branding, and corporate identity, designed all their wine labels, and ultimately developed their website.

UX/UI DESIGN

[CLIENT]
SASKIA MELLEMA



(above) Insert your image description here.



(above) Insert your image description here.



(above) Sean Campbell



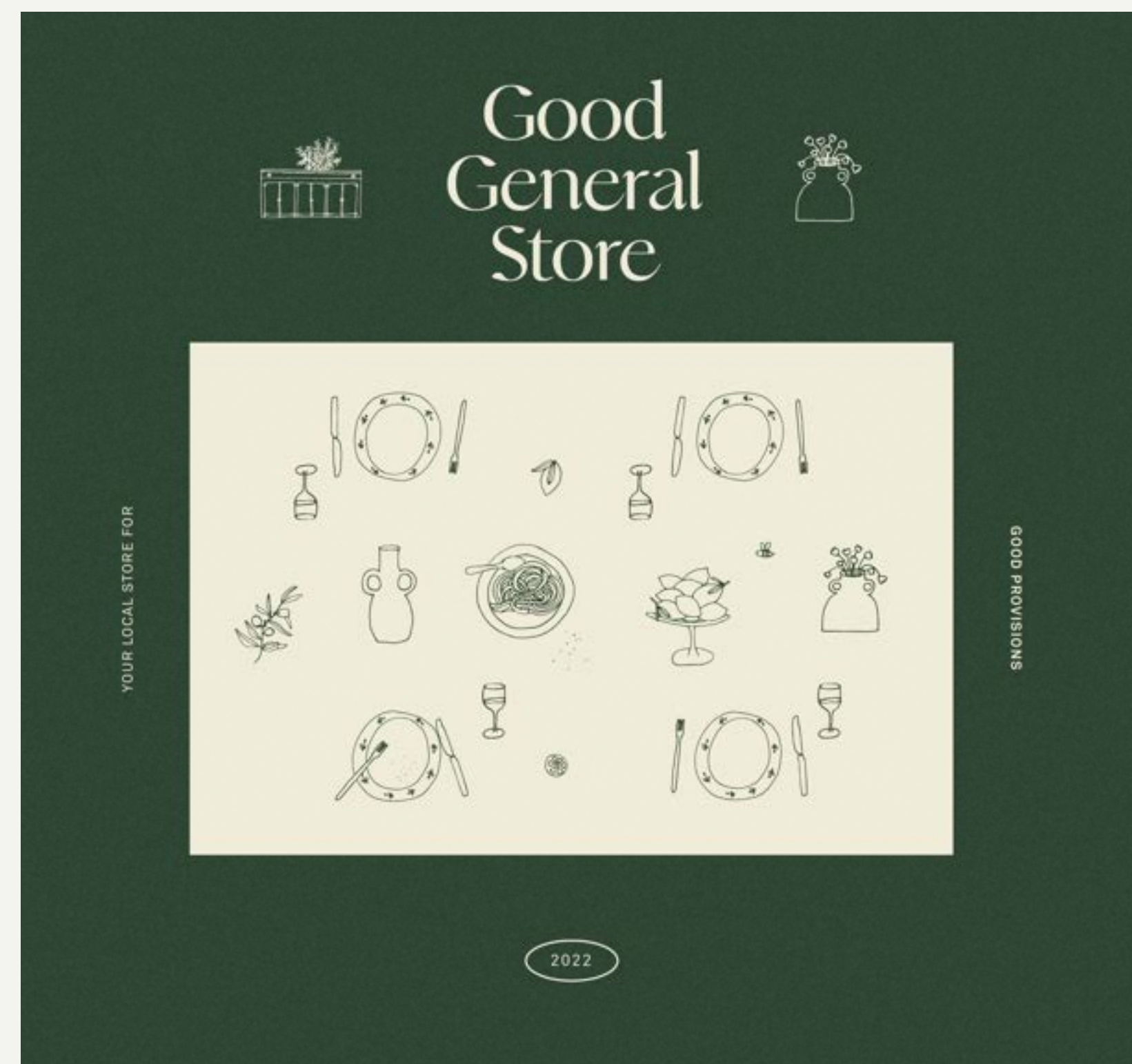
(above) Magdalena Campbell

IG.@
KALEANDPEPPER_

WWW.
KALEANDPEPPER.
COM

HELLO@
KALEANDPEPPER.
.COM

CONTACT



GRAPHIC &
WEB DESIGN

PORTFOLIO
2020 — 24

KALE & PEPPER

EMAIL HELLO@KALEANDPEPPER.COM

IG [@KALEANDPEPPER_](https://www.instagram.com/KALEANDPEPPER_)