

#### PORTFOLIO



[DATE] MONDAY 20 JUNE 2024 [DESIGN]
MAGDALENA
CAMPBELL

[DEVELOPMENT]
SEAN
CAMPBELL



24

## ABOUT

[HELLO] MAGDALENA CAMPBELL [ROLE]
ILLUSTRATION, GRAPHIC & UX DESIGN

#### 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.

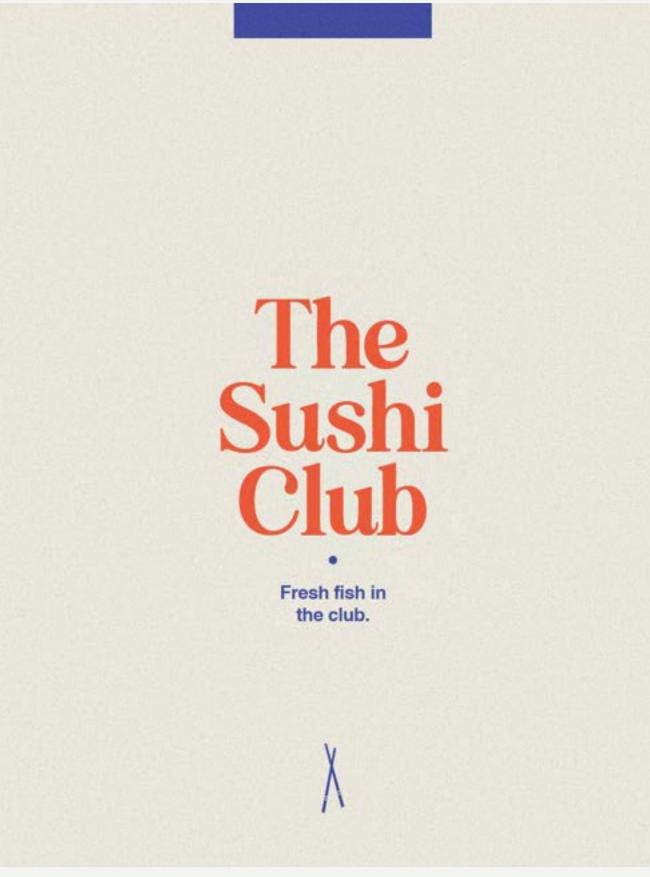
But while we're creatives, we're also focused on making sure that what we do ensures measurable success for our clients.

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

### THE SUSHI CLUB



(above) Image from Pinterest



The Sushi Club Logo, Illustration & Branding 2023



(above) Bold Colours & Textures

Logo & Branding project for a new Sushi Restaurant set to open in Johannesburg.



(above) Simple illustration for branding purposes.





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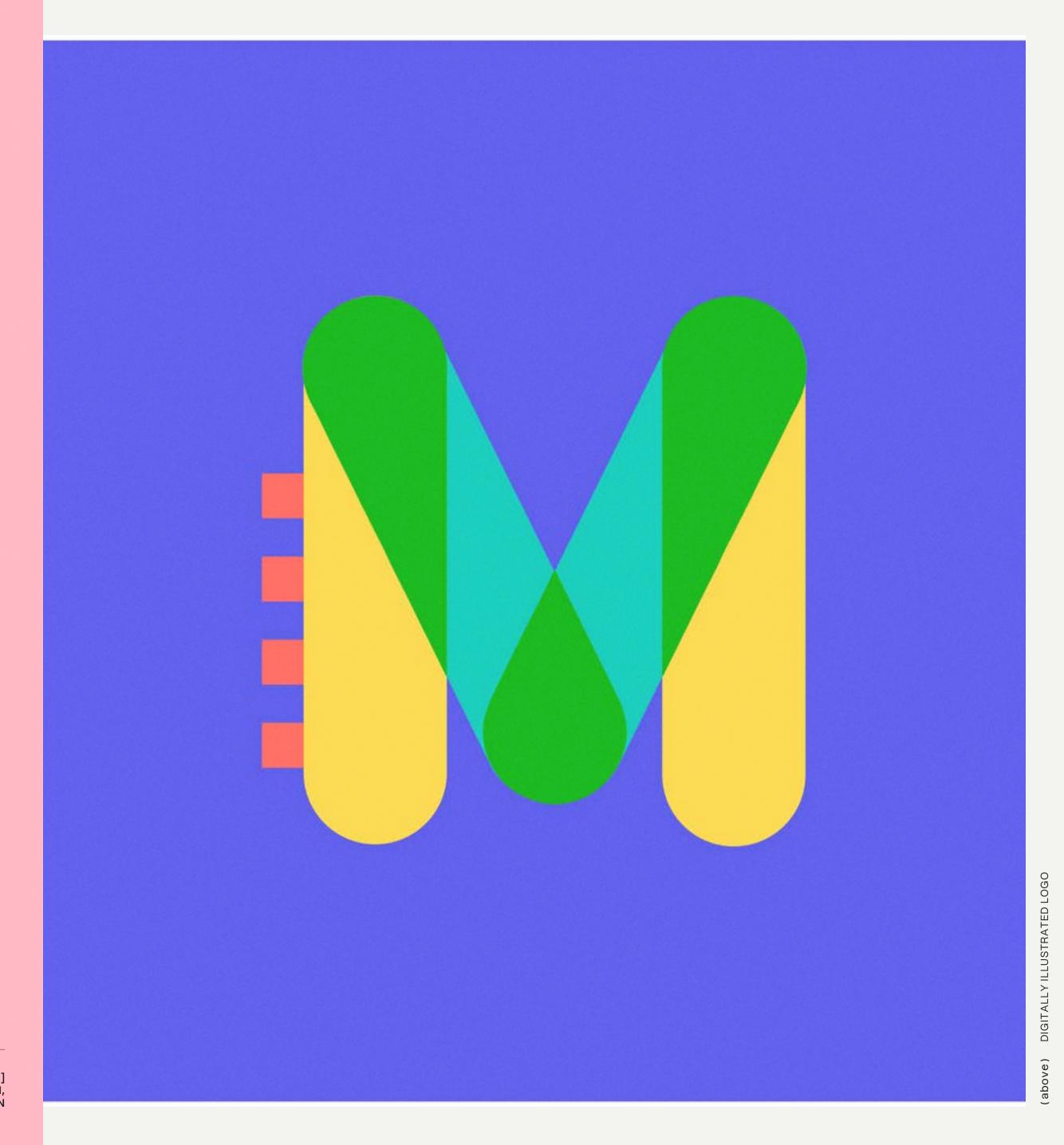


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### BRANDING



(above) Logo Design for Mutherboard

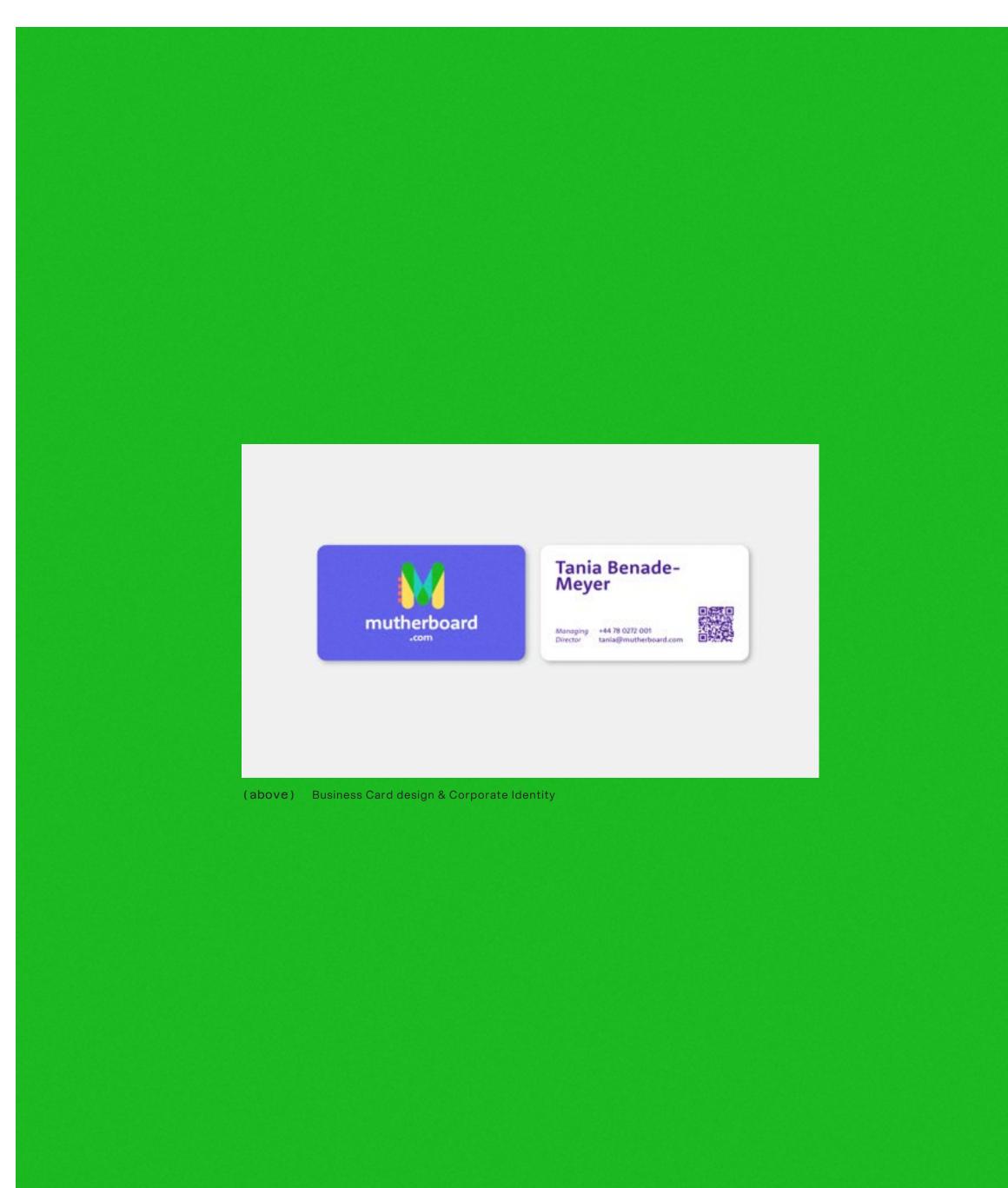


### **CORPORATE IDENTITY**



(above) Layout Design including Pitch Deck & MailChimp Mailers



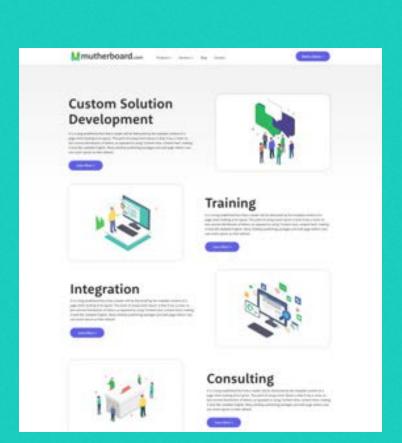


# CUSTOM UX/UI DESIGNED WEBSITE

Unleash the full potential of your monday.com
Unlock success with our expert profile maximizers

| Name | N





Services

BRANDING, ILLUSTRATION, ANIMATION,

CORPORATE IDENTITY & UX/UI DESIGN

Mmutherboard.com

New Yorks of Bing Cartast.

People (Special)

MERCHANIST .

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Blog Page

[CLIENT]
TANIA BENADE-MEYER 20 23



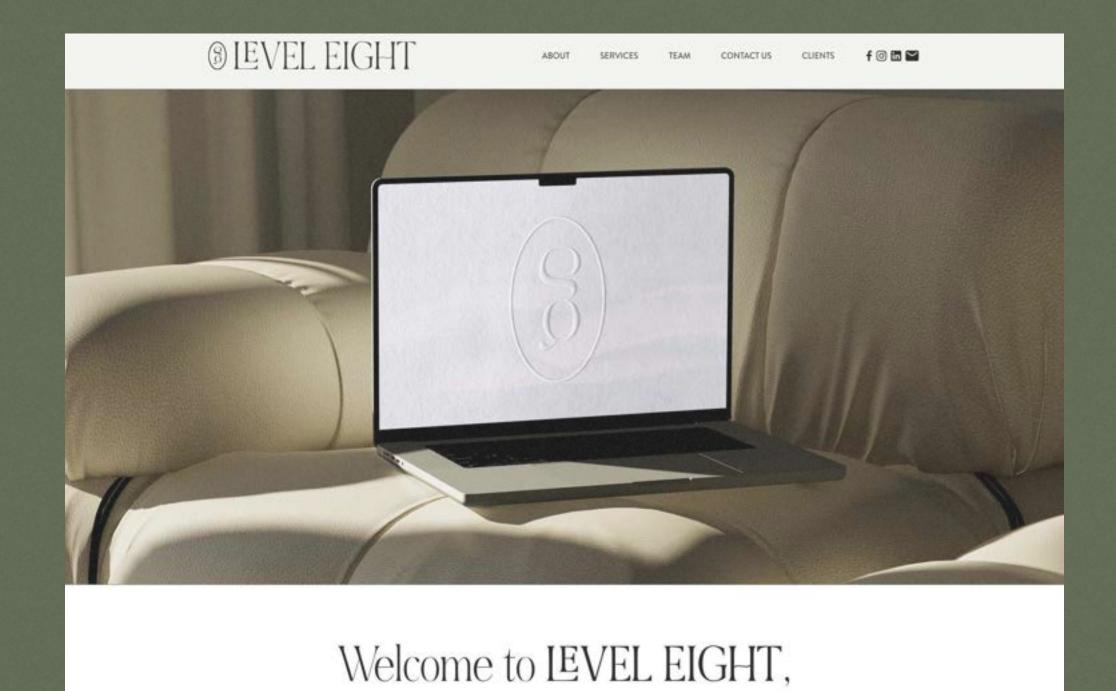
(above) Business card design and mock-up

## BRANDING

[CLIENT]
LEVEL EIGHT MARKETING 20 24

[ROLE] BRANDING, CORPORATE ID, WEB DESIGN & PITCH DECK "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



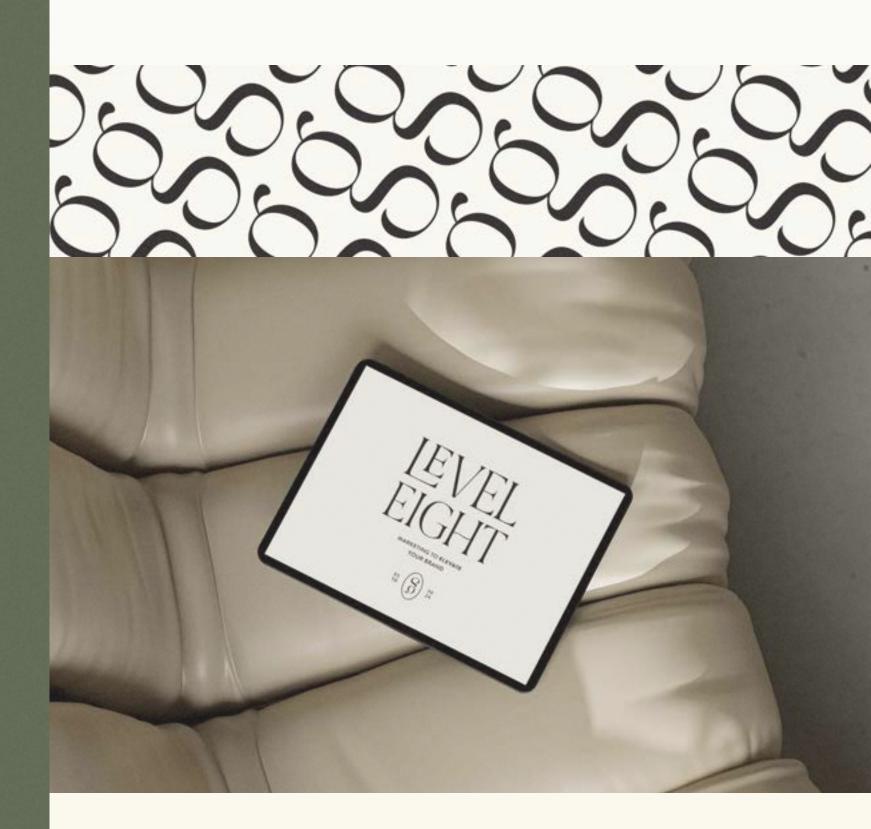
(above) Custom designed web site.

### EEVEL EIGHT

MARKETING TO ELEVATE YOUR BRAND



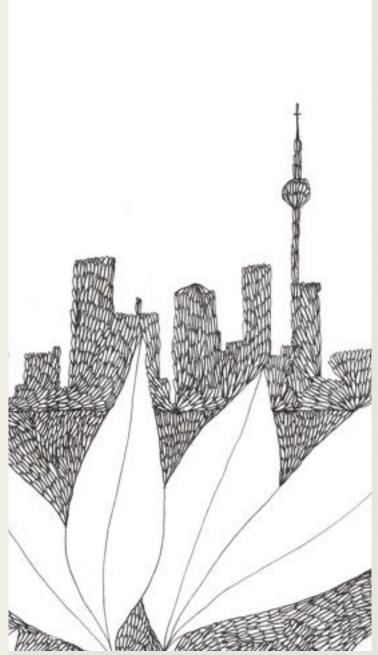
Logan & Wendy



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







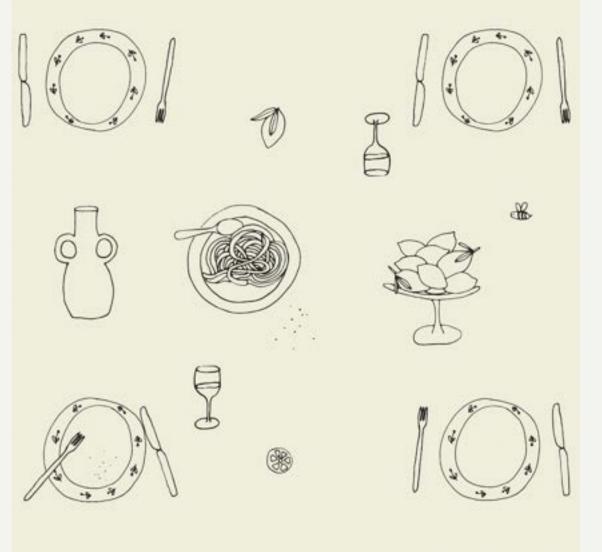
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# RANDING







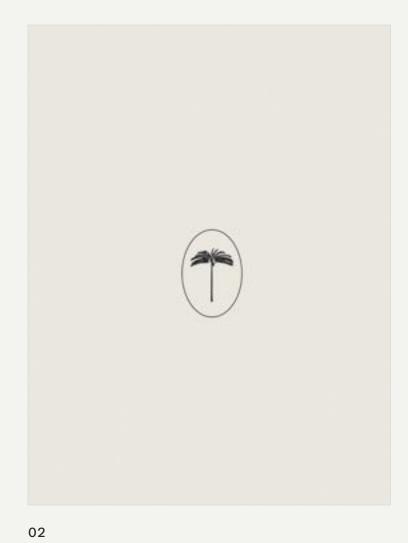
by Daniela

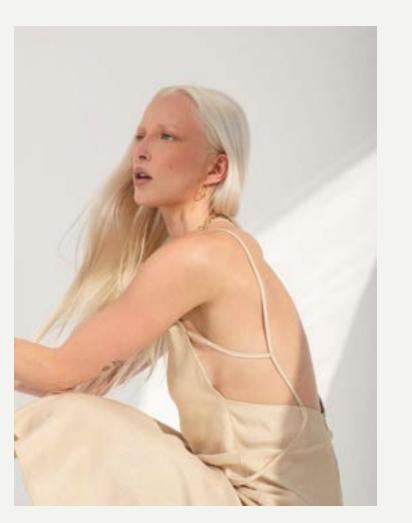


RESORTWEAR made in Africa, with love













### **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 &**

Client: Frane Jacobs St Francis

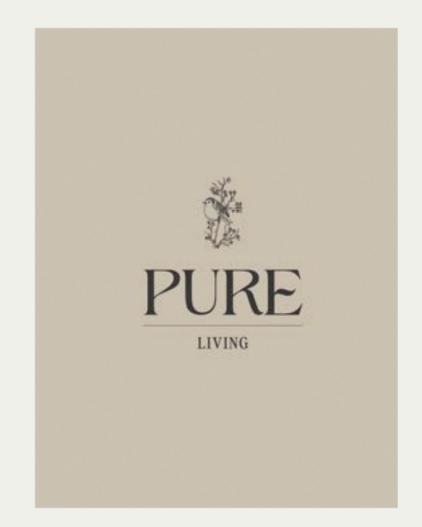
### **PACKAGING**







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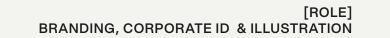
#### "BRANDING BROUGHT TO LIFE BY MARIA MAGDALENA ATELIER, A CREATIVE GENIUS AND DREAM TO WORK WITH." - DANIELA CANNY



(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





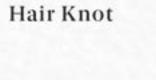


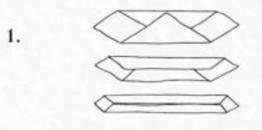




(above) Illustrated logo design and branding

## ILLUSTRATION & GRAPHIC DESIGN FOR TRENERY



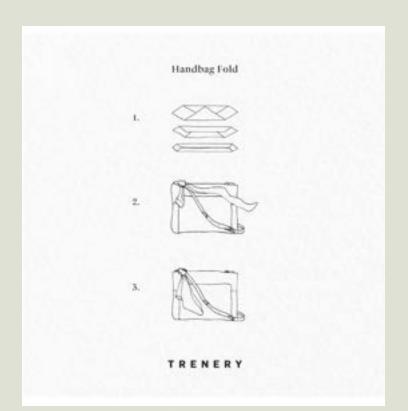




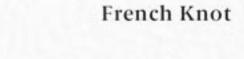


TRENERY

Hair Knot



Handbag Fold







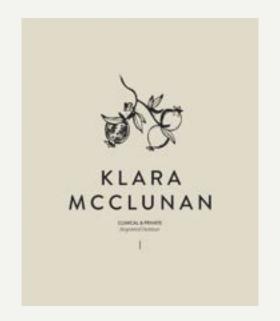


TRENERY

French Knot



#### 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 Project

[ROLE]

Klara McClunan Branding, CI & Website





### **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.

23

20

[CLIENT] KLARA MCCLUNAN [ROLE]
BRANDING, ILLUSTRATION, CORPORATE IDENTITY
AND WEBSITE DESIGN CONSULT





(above) Header design in Word.

### **EXAMPLE PROJECT**

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



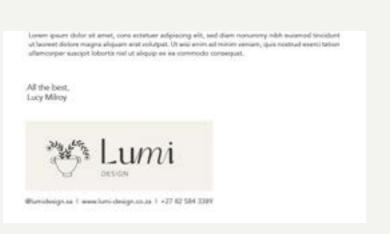
"WORKING WITH MARIA MAGDALENA ATELIER WAS AN EASY CHOICE. GRATEFUL FOR YOUR TALENT AND FOR MAKING MAGIC." - KLARA MCCLUNAN



(above) Logo and Illustration



EST 2022



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Lumi

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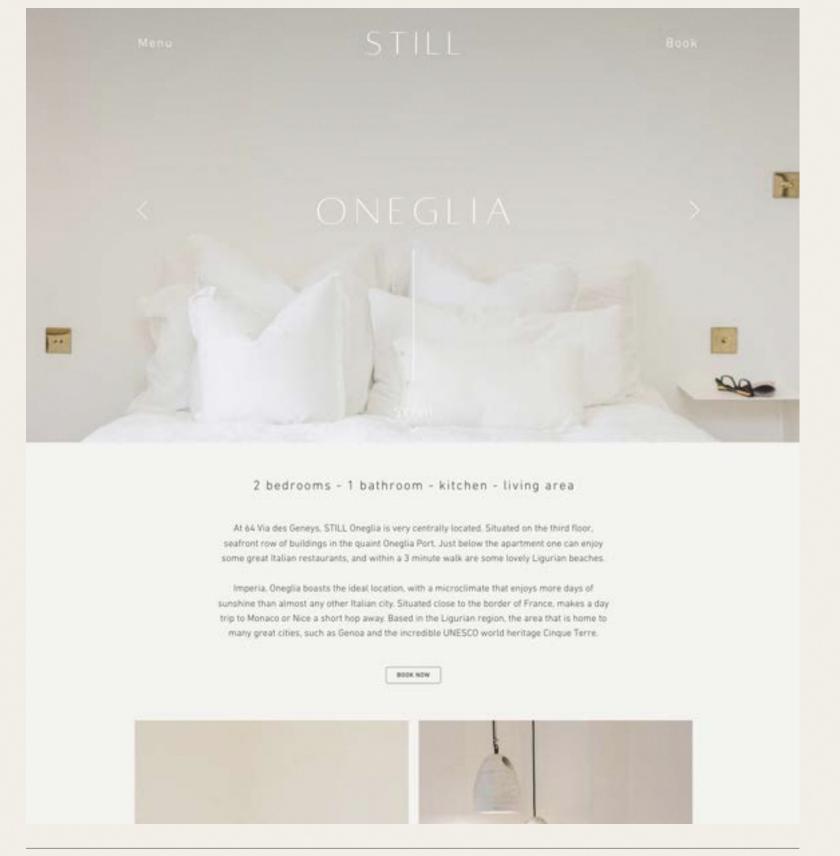
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[ROLE] LOGO, BRANDING, CORPORATE IDENTITY, ILLUSTRATION & WEBSITE

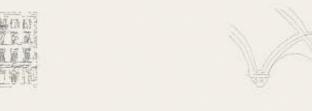
#### DESIGNED A CUSTOM UX/UI WEBSITE FOR STILL, DELIVERING AN INTUITIVE AND VISUALLY COMPELLING USER EXPERIENCE TAILORED TO THEIR BRAND.

**BRONWEN JONES** 









A two bedroom apartment in the seafront row of

buildings in the quaint Oneglia Port, Imperia Italy

STILL ONEGLIA

VIEW DETAILS BOOK NOW



STILL AMENDOLA

A two bedroom stay in the historic Palazzo Riccardi built in 1780, Imperia Italy

COMING SOON



STILL KAROO

The nine room De Bergkant hotel in a heritage Cape Dutch homestead built in 1858, Karon South Africa.

VIEW DETAILS BOOK NOW

### INTRODUCING

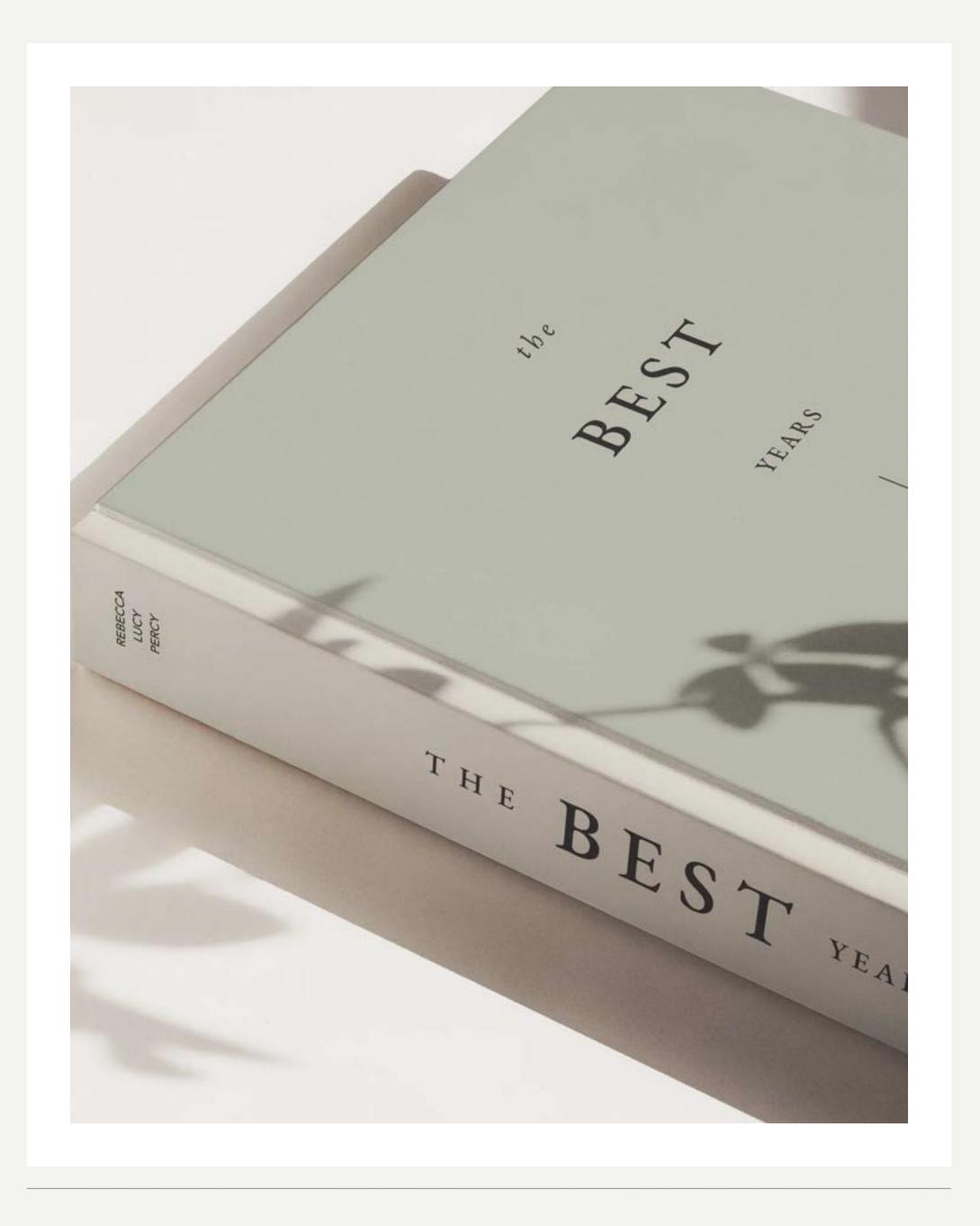
Welcome to the STILL collection, where serenity meets charm in the heart of Italy and South Africa. Embrace the essence of 'being STILL' as you immerse yourself in our accommodations. Our spaces were chosen based on their story, with love and attention to the region and what it offers. We lave to understand 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 Karon town of Prince Albert in South Africa, the STILL collection invites you to indulge in a truly unforgettable stay.





[CLIENT] BRONWEN JONES

23



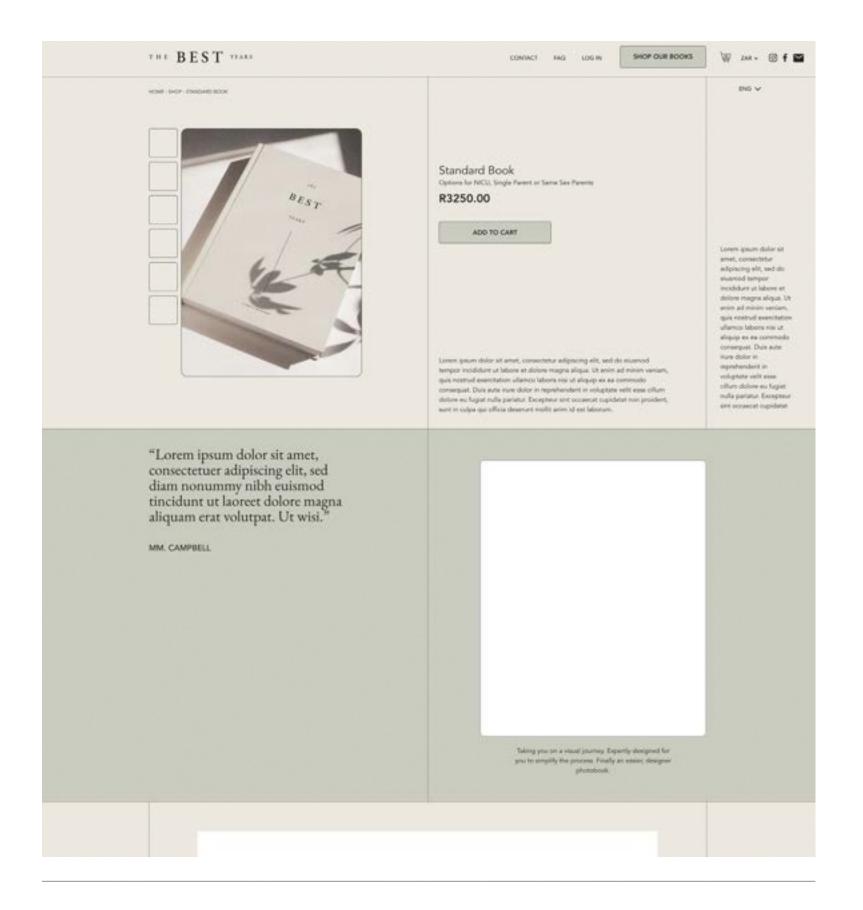


( above ) Branding, Corporate Identiy and Book Design for The Best Years

### 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.

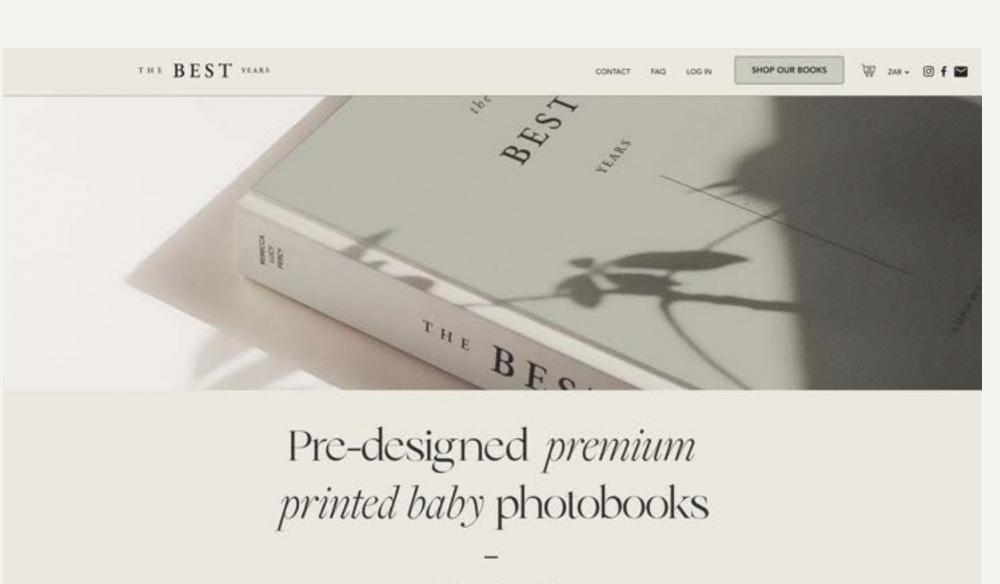




[CLIENT] KIRSTEN & MICHAEL PERCY

21

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DIGITALLY CREATED FROM NEWBORN - 1 YEAR



Shop





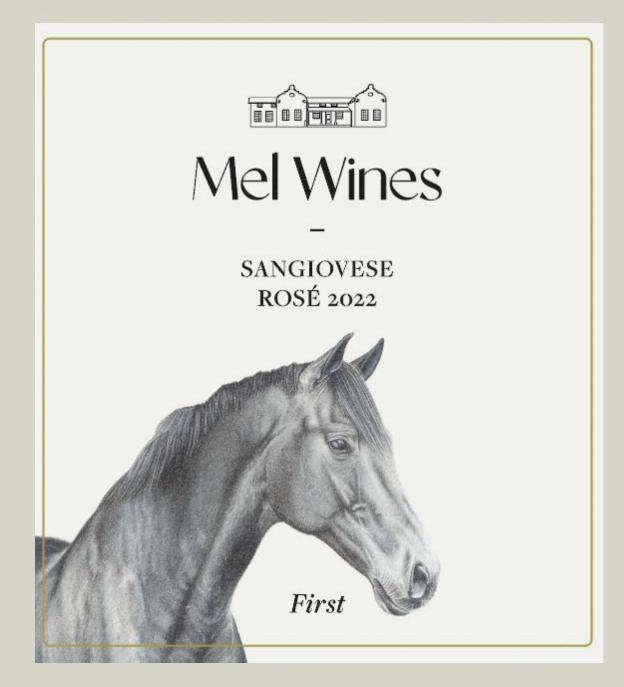




### Mel Wines

CHAMPIONING FRANSCHHOEK

WINE EXCELLENCE



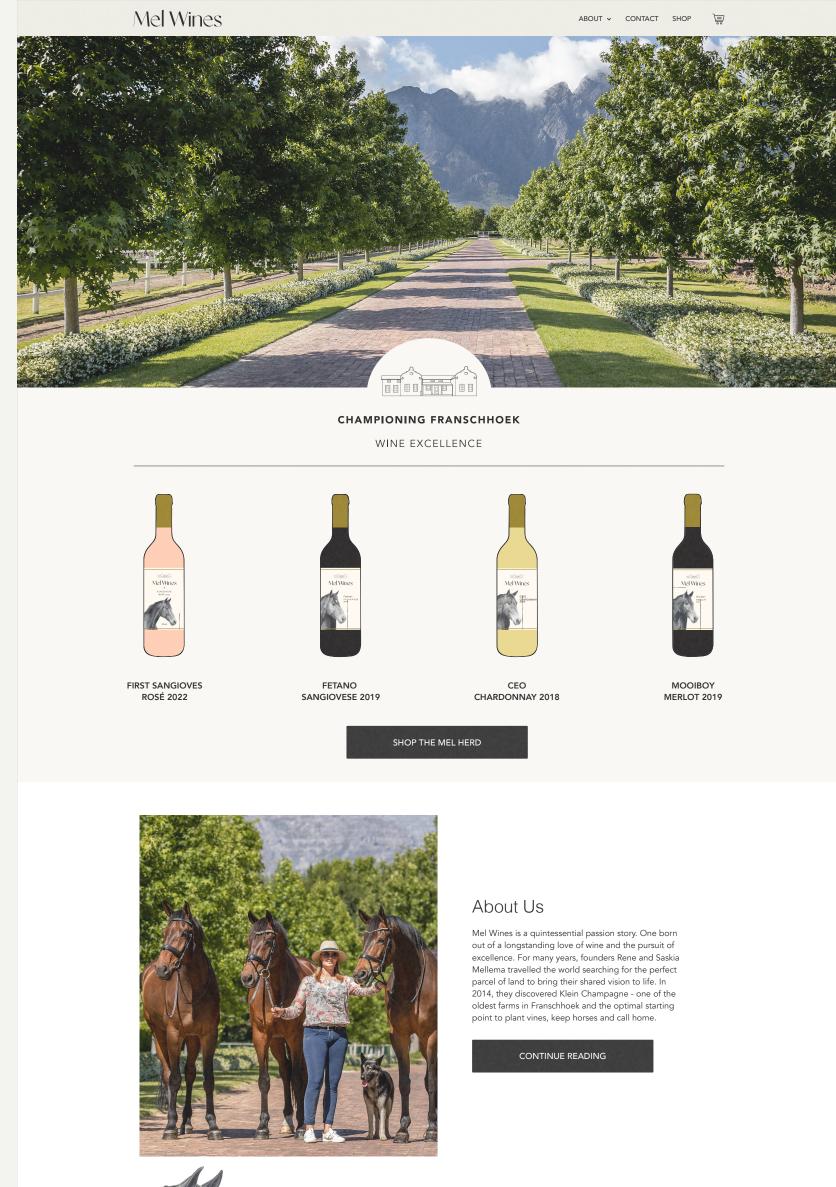
(above)
Branding, illustration and wine label
design for Mel Wines

## 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.

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

23

Discover the world of Mel Wines and find the right wine for you.



Championing Italian Varietals

(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