ZXP
STUDIO




# BRANDING & CREATIVE

IDENTITY / PRINT / CAMPAIGNS / AI VIDEO

From attention to action.

zxp.ca

A VISUAL VOICE FOR YOUR BUSINESS

# MAKE IT FEEL LIKE




SCULPTURAL LETTERFORM / ILLUSTRATIVE STUDY

A recognizable identity carries from your logo to the menu on the table, the card in a wallet and the campaign on a screen.

**THE IDEA**

What you want people to understand and remember.

**THE EXPRESSION**

The mark, colour, type and imagery that bring it to life.

**THE APPLICATION**

The pieces your customers actually see and use.

# DESIGN, **IN EVERY FORM.**

Explore the services. Then choose the pieces your business needs.

## 01 Identity.

04 Logo & identity

05 Colour & typography

## 02 In print.

06 Print & collateral

07 Menus & information

## 03 In motion.

08 Campaign graphics

09 AI video production

10 **Formats & delivery** >

11 **The creative process** >

12 **Scope & investment** >

13 **Your creative brief** >

14 **Contact ZXP** >

01 / **LOGO DESIGN & VISUAL IDENTITY**

# A MARK WITH **A POINT OF VIEW.**

A new logo or a considered refresh, shaped around your business and the impression you want to create.

**IDENTITY PROOF / 01**

MERA

ROOM TO PAUSE

FICTIONAL CAFE STUDY



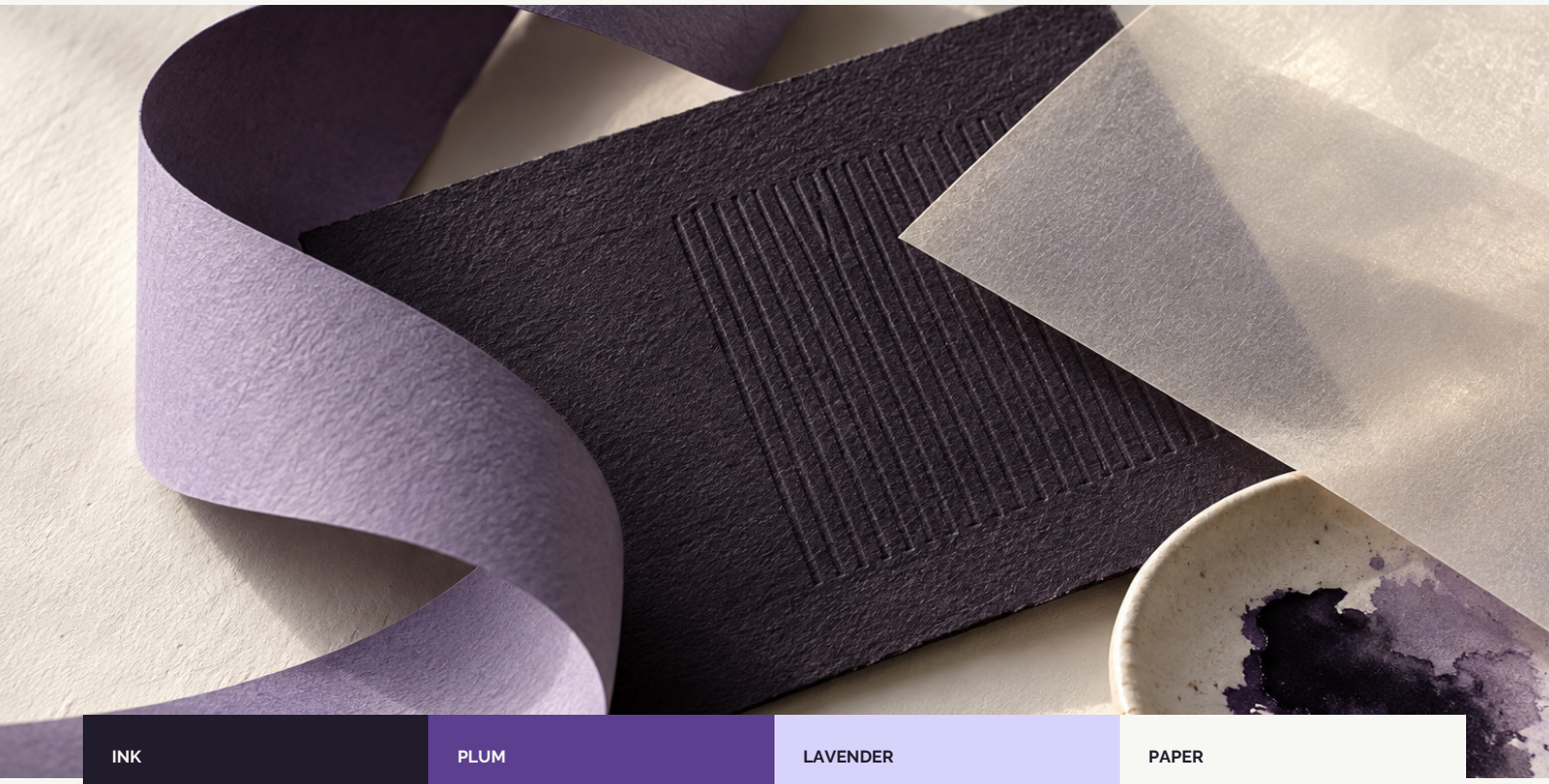

## THE SMALL DETAILS.

Direction gives the mark a personality. Refinement resolves proportion, spacing and legibility. Agreed variations help it work wherever it appears.

Your proposal defines the concepts, revision rounds, logo variations, formats and usage guidance.

02 / **THE VISUAL SYSTEM**

# THE DETAILS
# MAKE THE DIFFERENCE.



| INK | PLUM | LAVENDER | PAPER |
|---|---|---|---|
| #211C2C | #5C3F8F | #D8D3FA | #F7F7F3 |

**ILLUSTRATIVE MATERIAL & COLOUR STUDY**

Aa **Aa**

## TYPE WITH A ROLE.

A considered relationship between headlines, body copy and small details.

## COLOUR WITH CONSISTENCY.

An agreed palette and practical guidance for using your identity across the chosen materials.




03 / PRINT & MARKETING COLLATERAL

# SOMETHING **WORTH KEEPING.**

Design that carries your identity into the customer's hands.

**BUSINESS CARDS**

A concise introduction with the right contact details.

**PAMPHLETS & FLYERS**

A focused message for services, offers or a new opening.

**BROCHURES**

More space to explain the business, its services and its story.

Agreed print-ready files. Printing, stock, finishing and delivery are scoped separately.

04 / **MENUS & INFORMATION DESIGN**

# CLARITY, **BY DESIGN.**

Make the important information easy to find, read and choose from.

m.

MERA

ROOM
TO
PAUSE.

**THE MORNING EDIT**

01 Espresso

A small, considered ritual.

02 Flat white

Smooth, balanced, familiar.

03 Filter coffee

Slow mornings, well made.

04 Morning pastry

Something fresh with your coffee.

**ILLUSTRATIVE MENU / NOT CLIENT WORK**

**A CLEAR HIERARCHY**

Categories, descriptions and pricing arranged with purpose.

**A USEFUL FORMAT**

Dine-in menus, takeaway pieces, service lists or digital versions as agreed.

**CAREFUL CONTENT**

Your team confirms names, prices, descriptions and required information.

**A GOOD LAYOUT SERVES BOTH THE BRAND AND THE CUSTOMER.**

05 / **CAMPAIGN GRAPHICS**

# ONE IDEA.
# **MANY PLACES.**

## THE IDEA
## **TRAVELS.**

Turn an offer, launch or business message into a coherent set of creative assets.




Social graphics.

Advertising visuals.

Banners.

Campaign materials.

**01 / CAMPAIGN STUDY**

Fictional cafe concept.
Not client work.

One core message. Hierarchy, crop and layout adapted to each placement. Formats and quantities are confirmed in your scope.

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06 / AI VIDEO PRODUCTION

# GIVE THE **IDEA MOTION.**

Promotional films with a clear concept,
a recognizable look and a reason to watch.



PART OF YOUR BRAND & CAMPAIGN CREATIVE

**CONCEPT**

Message, script, storyboard and visual references.

**PRODUCTION**

AI-generated scenes, visual continuity and selected takes.

**EDIT & FINISH**

Pacing, transitions, and agreed sound, voice or captions.

AI-GENERATED CAMPAIGN STILL / ILLUSTRATIVE PRODUCT / NOT CLIENT WORK

# MADE FOR **THE PLACEMENT.**

The same idea needs different treatment on a phone, a website and a printed page.




9:16 / VERTICAL




1:1 / SQUARE




16:9 / WIDE

ILLUSTRATIVE ARTBOARDS / FINAL VERSIONS FOLLOW THE BRIEF

01 **Digital assets**

Agreed exports, dimensions and platform versions for the intended use.

02 **Print-ready artwork**

Files prepared to the agreed printer specifications and approved content.

03 **An organized handover**

Final files with clear naming and any agreed guidance, source files or templates.

# FROM BRIEF
# TO FINISHED.

A defined direction keeps the work focused and the feedback useful.



## 01 Discover

Audience, goals, personality, references and the pieces you need.

## 02 Direct

Choose a visual route and agree which approach to develop.

## 03 Refine

Resolve the details through consolidated feedback and agreed revision rounds.

## 04 Deliver

Approve the final content and receive the agreed files.

**THE WORK BEHIND THE WORK.**

**BRANDING / DESIGN / AI VIDEO**

# DESIGNED **AROUND YOU.**

## CUSTOM QUOTE

Based on the work, the deliverables and the creative starting point.

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01 **What are we creating?**

A logo, identity, menu, print piece, campaign, AI video or a connected set of assets.

02 **How much is involved?**

Creative direction, formats, quantities, revision rounds and production complexity.

03 **What can we build on?**

Existing ZXP website or brand work may provide direction and reusable assets. The quote reflects what is available and what needs to be created.

Printing, third-party assets, voice, music and other production costs are confirmed where applicable. Your proposal sets scope, timing, payment terms, taxes and additional costs.

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# GOOD DESIGN **STARTS HERE.**

Bring the essentials. We'll help shape the direction.

THE CREATIVE BRIEF

01 **The business**

What do you offer, and who should this speak to?

02 **The impression**

What should people feel, understand or remember?

03 **The materials**

What do you need, where will it appear and when is it needed?

04 **The starting point**

Share your logo, existing files, references and approved content.

05 **The decisions**

Who gives feedback and approves the final work?

**ONE WELL-DEFINED PIECE IS ENOUGH TO BEGIN.**

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# MAKE YOUR **NEXT MARK.**

**LET'S CREATE SOMETHING THAT FEELS LIKE YOU.**

Tell us about your business and the next piece you need.

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**CALL** +1 (647) 500-8393

**VISIT** zxp.ca