

Alyssa

# Portfolio

2024





*We Are*  
**FOR EVERY KIND  
OF RUNNER**



**2022**

# We are Runners

**MR Price Sport - Retail Sports and Apparel brand**

In the lead-up to Comrades and its qualifiers, Mr Price Sport launched the “We Are Runners” winter campaign to celebrate runners’ journeys.

Through stories of resilience and dedication, this campaign highlighted the motivations that keep runners going, whether it’s personal growth, the thrill of the race, and the community that surrounds them.

As part of the campaign, we curated running kits for every runner, “We Are Runners” encouraged athletes of all kinds to find their stride with gear made to support every step of their journey.

By sharing inspiring stories, we motivated athletes of all levels and encouraged them to explore a curated collection of running gear suited for every type of runner.





Mens Turtle Neck Top  
From R159.99

“I RUN TO BE BETTER.  
RUNNING IS MY WAY OF  
TRACKING GROWTH WITH  
ENDURANCE AND SPEED”  
- LESLEY



Mens  
Running Gear  
From  
**R79<sup>99</sup>**



Crop Tops  
From R69.99



“I RUN FOR THE JOURNEY,  
NOT FOR THE FINISH LINE”  
- BRITTANY



Ladies  
Running Gear  
From  
**R79<sup>99</sup>**



Mens Elite  
Running Kit  
From  
**R229<sup>99</sup>**

**maXed**  
ELITE



Ladies Elite  
Running Kit  
From  
**R229<sup>99</sup>**

**maXed**  
ELITE



Mens  
Dri Sport®  
Shorts  
From R179.99

Ladies Crop Tops  
From  
**R69.99**

We Are  
**RUNNERS**

I RUN FOR THE ADRENALINE HIT

Ladies Running Tees  
From R99.99

I RUN FOR THE JOURNEY, NOT FOR THE FINISH LINE

Begin Run Shoes  
R299.99

I RUN TO BE IN TUNE WITH MY BODY

Available in select stores. Online at [www.mrpricesport.com](http://www.mrpricesport.com) or on our app.

**mr price sport**

OFFICIAL TECHNICAL PARTNER OF  
**COMRADES MARATHON**

**2022**  
THE RETURN **SISHAY'IBUYA**


Window banners




FOR THE BEGINNER RUNNER. FOR THE SOCIAL RUNNER. FOR THE DEDICATED RUNNER. FOR THE COMPETITIVE RUNNER



FOR THE BEGINNER RUNNER. FOR THE SOCIAL RUNNER. FOR THE DEDICATED RUNNER. FOR THE COMPETITIVE RUNNER




NEW INLADIESMENSKIDSFITNESSSPORTSOUTDOOR




# BEGINNER RUNNER

At Mr Price Sport, we believe we're all runners. No matter what level you think you are - whether you've run countless kms or just trying your hand at it. Every step is one in the right direction, as long as you're wearing the best running kits, made by us.


NNER. FOR THE SOCIAL RUNNER. FOR THE DEDICATED RUNNER. FOR THE




Mens Running Tees  
From  
**R159<sup>99</sup>**




Ladies Running Tees  
From  
**R139<sup>99</sup>**




"I RUN FOR THE ADRENALINE HIT"  
- CADEN



I RUN TO FEEL PART OF A COMMUNITY"  
- LESLEY




Mens Dri Sport® Shorts  
From  
**R139<sup>99</sup>**




I RUN TO FEEL PART OF A COMMUNITY"  
- LESLEY

[SHOP RUNNING](#)





OFFICIAL TECHNICAL PARTNER

SUNDAY,



2022  
THE RETURN SISHAY'IBUYA



Available in selected stores, online at [www.mrpricesport.com](http://www.mrpricesport.com) or on our mr price app.  
Please note that delivery of selected products may have been affected due to COVID-19.





CARBON PROPEL  
TECHNOLOGY



MOULDED  
FOOTBED

The Running Shoe finder for every kind of runner.

Running Shoes  
From  
**R399<sup>99</sup>**

SHOP FOOTWEAR







LOW-MID MILEAGE RUNNER

Begin Run  
**R359<sup>99</sup>**

Mens Stride Running Shoe **R389.99**

Mens Gravity Running Shoe **R399.99**

BALANCED

Ladies Stride Running Shoe **R359.99**

ENHANCED

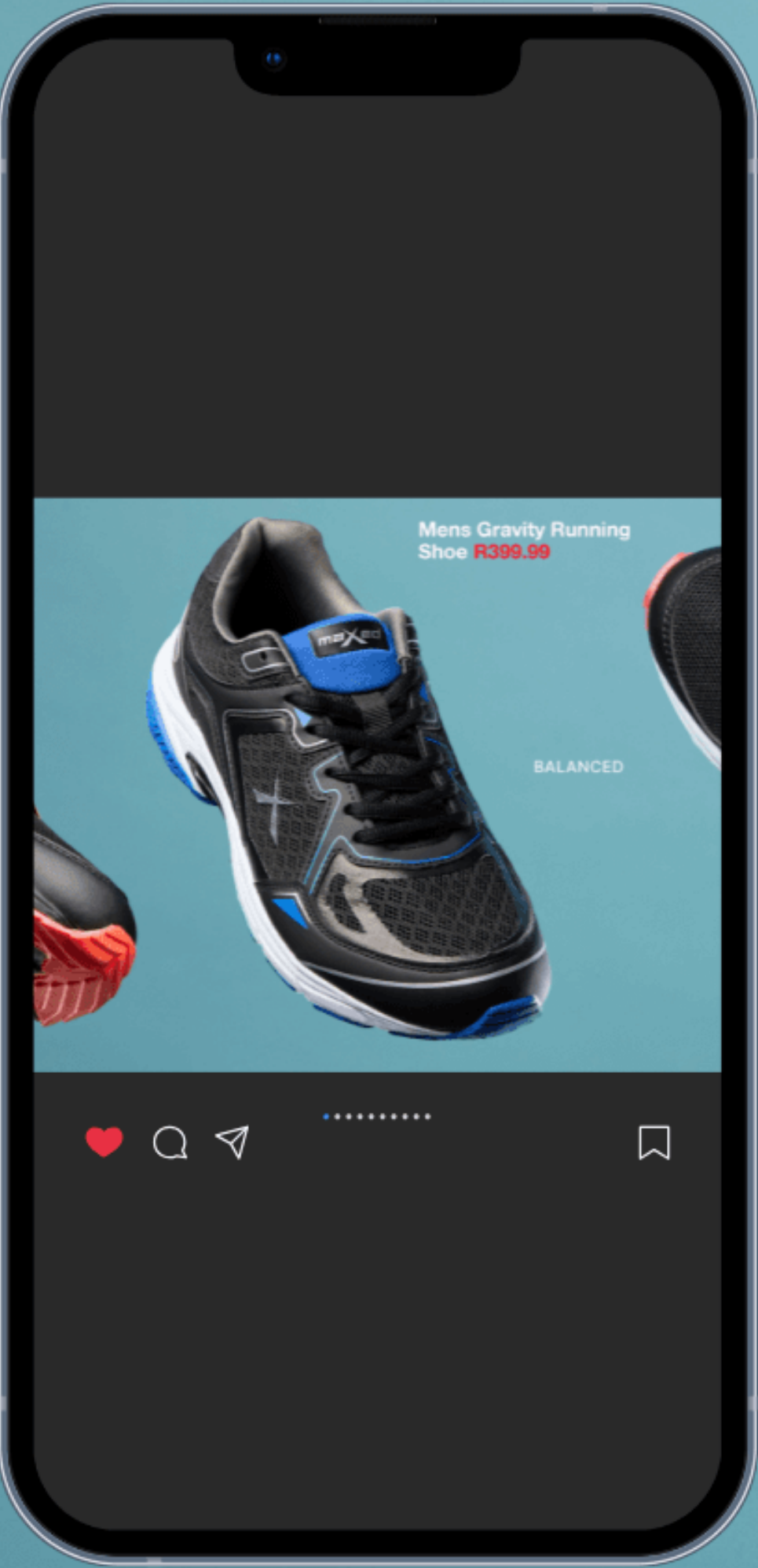
Ladies Gravity Running Shoe **R399.99**

ENHANCED



Every single runner is important. No matter how far you run, where you run, how you run.


**maXed**





[Our Purpose](#) [Shop](#) [Learn](#)

frii[s]mith

[Log in](#)  1

A range of scientifically  
formulated skin care products  
developed by real people who  
understand skin.



We believe in **energising the skin** with active elements and nutrients to encourage healthier skin cell activity. The increased integrity of the skin creates effective absorption of ingredients and ensures that your skin is fed with exactly what it needs to be at it's healthiest and most beautiful.



2019

# Website for the Australian market

**Frii[s]mith - female owned skincare brand made with signature ingredients.**

Frii[s]mith needed a website to launch and sell their new skincare range. I led the development of the content and website, collaborating with a strategist and copywriter.

reflecting the expertise of the female scientist and healthcare professional founders.

After a branding workshop, we aligned the site direction with the client's brand values - promoting fresh, confident faces and the belief that women should feel great in their own skin. The messaging focused on skincare education,

To complement the brand's natural-positive ethos, we incorporated visual elements like foliage, crystals, and natural textures, symbolising the ingredients used in their products.





## Enhance your skin's energy production.

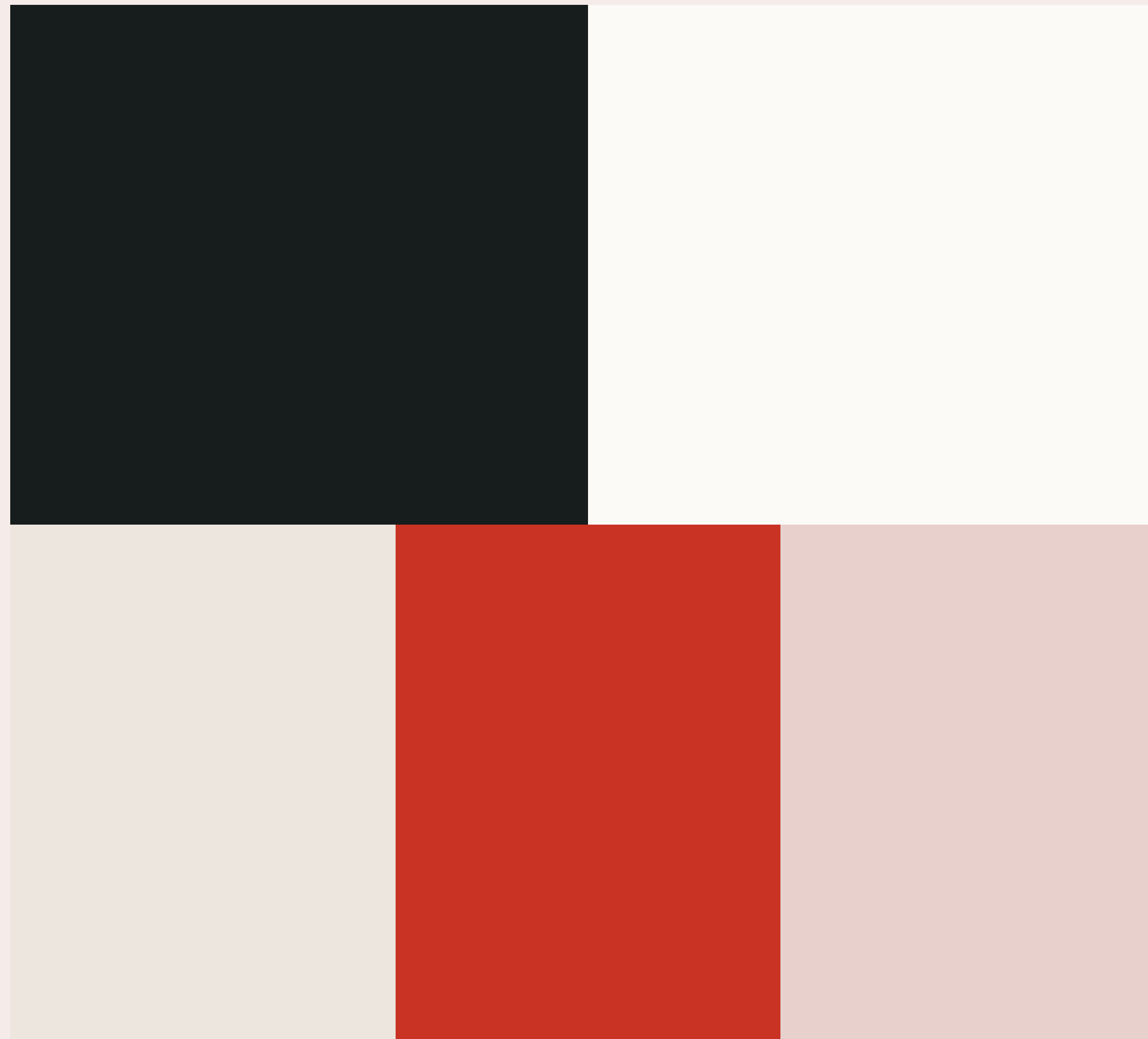
This serum feeds ingredients directly into the cell, delivering what it needs to function optimally.



We believe in **energising the skin** with active elements and nutrients to encourage healthier skin cell activity. The increased integrity of the skin creates effective absorption of ingredients and ensures that your skin is fed with exactly what it needs to be at it's healthiest and most beautiful.

[Shop now](#)





UI colour palette





I am [power] Active Cleanser  
\$50.00




[Our Purpose](#)[Shop](#)[Learn](#)

[Log in](#)

1

Shopping Cart



I am [power] Active Cleanser

Remove

Quantity

1

Total

\$50.00

Special instructions for seller

Subtotal

\$50.00

Shipping & taxes calculated at checkout

Check Out


[Our Purpose](#)[Shop](#)[Learn](#)

frii[s]mith


[Log in](#)

1

A range of scientifically formulated skin care products developed by real people who understand skin.




We believe in **energising the skin** with active elements and nutrients to encourage healthier skin cell activity. The increased integrity of the skin creates effective absorption of ingredients and ensures that your skin is fed with exactly what it needs to be at it's healthiest and most beautiful.




Skin enriching elements

We have combined science with earthbound energies and practices to create products that give the skin all the things it needs to thrive.

[Get to know our hero ingredients](#)





The reason why we do what we do.

**Integrity**

Honesty above all other things. We have carefully and thoughtfully formulated our products using a variety of natural ingredients scientifically proven to enhance the skin as an organ. We want your skin to age proactively, and in order to achieve that we have used only the best vitamins, minerals and compounds in our products.

**Loyalty**

We are in this for the long haul and you and your skin are our main priority.

**Expertise and evidence based**


Your skin is your largest organ and a canvas that conveys so much more than what meets the eye. Our in depth knowledge and years of experience coupled with empathy and a passion for driving positive change fuels the frii[s]mith brand.

[Learn about our story](#)

frii[s]mith

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout



OR

Contact information

Already have an account? [Log in](#)

Email

☒ Keep me up to date on news and exclusive offers

Shipping address


First name

Last name

Address

Apartment, suite, etc. (optional)

City



I am [power] Active Cleanser

\$50.00

Subtotal


\$50.00

Shipping

Calculated at next step

Total


AUD \$50.00




I am [power] Active Cleanser

\$50.00

[frii\[s\]mith.myshopify.com/products/i-am-power-active-cleanser](#)





The driving force of our business, it's who we are and the reason why we do what we do.

[Read about our approach](#)

Hero Ingredients

So you want to know more you little book worm. Welcome to our ted talk.

found in **I am [power]** Active Cleanser

Bulgarian Rose Water

A light, rose petal infused water.

Maintains the skin's PH level

Anti-inflammatory

High percentage of antioxidants essential to strengthening skin cells and defending against free radical damage

watch walkthrough video



put on  
courage





2019

# Rebrand

**Liza Clifford Studios - Bra assessing, fitting and educating.**

Following a rebranding workshop, I was tasked with redesigning Liza Clifford's brand identity. I evaluated the existing identity, considering its 10-year history and how it aligned with the new strategy. Throughout the process, I kept the client closely involved, ensuring clear communication on how the rebrand was visually translated.

My work included revamping the logo, developing a new colour system and visual language, and redesigning packaging, thank-you cards, digital and printed stationery, as well as outdoor signage.





old logo



new logo

















put on  
courage

expecting me  
you've been  
expecting me

put on  
courage

you've been  
expecting me

put on  
courage

you've been  
expecting me

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expecting me

put on  
courage

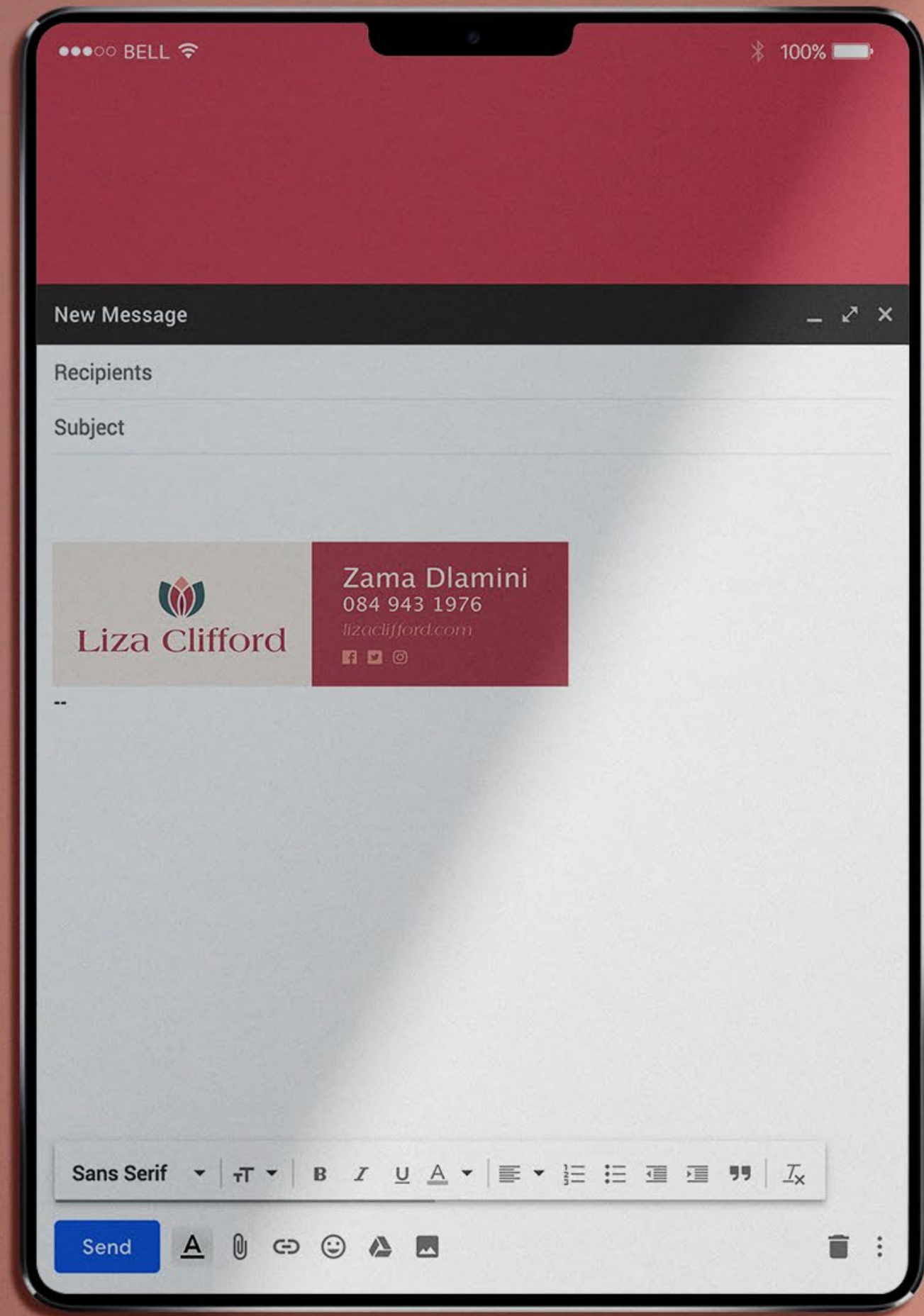
you've been  
expecting me

put on  
courage

you've been  
expecting me

you've been







# The purpose of this brand guide.

Our brand is never just one thing. It is our culture, values, interactions, perceptions, realities, design, language, people, identity, and stories. All of these work together to create something far greater than their sum. They create an entity that means something, that represents a relationship in the minds and hearts of those who interact with it. In order to keep and build on what we as the Liza Clifford brand stand for, we have to behave in a way that is clear, consistent, and confident.

These guidelines serve as the "front door" to our brand. As marketers and communicators, your role is critical to our success. We have an opportunity

to entrench our brand in the minds of all who touch or are touched by our people, products, and services. By providing consistent, positive brand experiences for our audiences, we will be successful.

Within these guidelines, we provide an overview of Liza Clifford's corporate logo configurations and delineate their appropriate use. These design elements and usage guidelines have been created to allow creative flexibility to the Agency Operations, while ensuring visual consistency and brand integrity across myriad communication channels.

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Photography Guidelines	
To ensure our images represent our brand personality and, in turn, engage viewers and help them feel part of the experience pictured, make sure the photographs you select or shoot for Liza Clifford.	
1. Capture authentic moments.	People should be shown at ease and content rather than posed, staged or overly cheerful. Viewers are naturally more drawn in when people in a photograph appear real and truly engaged in their activity. Subjects should appear in natural positions and situations as if enacting a scene rather than being static or overly posed.
2. Utilise authentic lighting.	Lighting should look natural even if it is artificial. Over-use of studio lighting can create an inauthentic feel. Avoid shooting people on an isolated white background, which results in a loss of the environment's context.
3. Present natural environments.	Do not clip people and objects out of their original environment. Do not show overly manicured environments. Allow little imperfections such as glare from a window, a slightly messy desk, or someone in mid-thought.
4. Consider the point of view.	Explore interesting angles, a creative point of view makes subjects look engaged rather than just spectators. Crop an image and control depth of field to isolate subjects and emphasise their story.
confident, bold, authentic.	
8	

Clear space and minimum height	
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.	
The minimum clear space of the logo is the width of the letter 'L'. This minimum space should always be maintained as the logo is proportionally resized.	
The minimum height of our primary logo is 18mm. Please use an appropriate secondary logo for applications under 18mm height. The minimum height of our secondary logos is 12mm.	
Logo misuse	
A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, distorting, or modifying it in any way. This includes accessorising the logo with extra elements. Only show our logo in the colour palette outlined in this document.	
Here are a few examples of some ways you should never consider using the logo.	
A. Background Colours	D. Vector First
Don't use the logo on backgrounds that visually compete.	Use the vector version of the logo to avoid low resolution pixelation.
B. Distortion	E. Drop Shadows
Please ensure that the logo has not been squashed or distorted in any way.	The logo should never have a drop shadow.
C. Special Effects	
Please do not apply any special effects.	
6	

Typography	
Typography is a powerful tool when used consistently. Our fonts best represent the loving, inspirational feel of the brand and should be used across all print and web applications.	
headlines + accents	
Americana Reg Italic	
Americana Reg	
Americana Bold	
Americana Extra Bold	
subheadings	
SF Pro Text Light Italic	
SF Pro Text Bold Italic	
body copy	
Nunto Sans Light	
Nunto Sans Reg	
Nunto Sans Bold	
Nunto Sans Black	
Download links	
Americana SF Pro Text Nunto Sans	
7	

Primary Colours	
Our brand colour palette is vibrant and warm. It is flexible enough to appear strong and sophisticated as required.	
When selecting colours it is important to consider the contrast ratio of the colours you would like to pair in your design. To make sure our brand is always legible please adhere to the WCAG AA accessibility standards. This means keeping a colour contrast ratio of 4.5:1 for regular text and 3:1 for large text and graphical elements.	
Use <a href="#">this online resource</a> to test your colour combination ratios.	
Twilight Teal	
pantone 2220 C   CMYK: c65 m38 y44 k24   HEX: #5a7d74	
Dusk	
pantone 5265 C   CMYK: c77 m75 y46 k51   HEX: #383042	
Athena	
pantone 216 C   CMYK: c39 m81 y45 k51   HEX: #682e3e	
Goodnight Kiss	
pantone 2061 C   CMYK: c33 m82 y38 k27   HEX: #913c59	
Protea Pink	
pantone 2046 C   CMYK: c23 m71 y44 k12   HEX: #d55b67	
Soft Blush	
pantone 790 C   CMYK: c9 m47 y36 k0   HEX: #e39d91	
Cherry Blossom	
pantone Warm Gray 1 C 60% tint   CMYK: c6 m9 y12 k0   HEX: #f2e9e2	
Midnight Grey	
pantone 433 C   CMYK: c71 m64 y59 k63   HEX: #333135	
8	

Lifestyle Photography	
We use imagery that focuses on people and what is important to them. Along with capturing Liza Clifford's personality, these images demonstrate the important role Liza Clifford plays in the day to day lives of our customers, allowing us to tell our unique story in an authentic way.	
Imagery should capture authentic life interactions and expressions between people who happen to be caught in the moment. Avoid imagery where people are overly posed or staged. If conceptual photos are necessary, they should be real, clever, and relevant to the message.	
Do capture real-life moments and natural imperfections.	
Champion women that do not fit mainstream beauty standards.	
Do not depict women in a sexualised manner.	
Do include a diversity of people (age, race, etc).	
Find clever and interesting ways to communicate concepts through photography.	
Do not use cliché images for confidence, wellness or any other concept.	
11	





L ✦ C



PUT ON COURAGE



I'm what you've  
been waiting for.

✦ put on ✦  
courage ✦





sponsor



# BIG WALK

#TheBeatGoesOn

**Register at [durbanbigwalk.co.za](http://durbanbigwalk.co.za)**

**Entries now open**



**2020**

# Re-Imagining a Campagian

**East Coast Radio - Big Walk 2020**

The East Coast Radio Big Walk is KwaZulu-Natal's largest mass participation event. Unfortunately, due to the pandemic, it was postponed indefinitely.

In collaboration with a copywriter, we aimed to build on the 2019 theme of #WalkToTheBeat for 2020. I focused on creating a fresh look using only ECR colours.

We developed the new theme, #TheBeatGoesOn, along with thought starters. My design features an electric aesthetic, emphasising texture, shape, and contrast. The rich background resembles a speaker while conveying a sporty vibe.





eastcoastradio



eastcoastradio



eastcoastradio







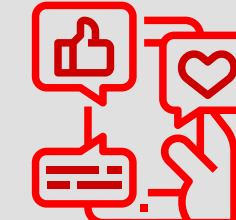
## On Air

We'll play an intro of a song and have listeners call in to finish off a verse of that song.



## On Air

Let's ask our listeners call in and we play an instrumental of a song and ask them to complete the beat by doing impromptu beat boxing to carry the beat.



## Social Media

Let's put out posts of song lyrics and have an online relay where people finish off the lyrics line by line in the comments.



The Big Walk lock up was adapted to co-ordinate with the new theme look and feel.



2019 lock up









 thrive  
zero



An abstract graphic design on the left side of the page. It features a large, dark grey organic shape on a light beige background. Inside this shape is a teal-colored plus sign with a downward-pointing arrow. To the right of the plus sign is a thick orange circle. Above the orange circle are two vertical teal lines. Below the orange circle is a dark red organic shape. At the bottom left is a light orange organic shape. At the bottom right, two horizontal teal lines extend from the dark red shape towards the right edge of the page.

2018

## Zero packaging

**Thrive Pharmacy - Branding for a pop up food store.**

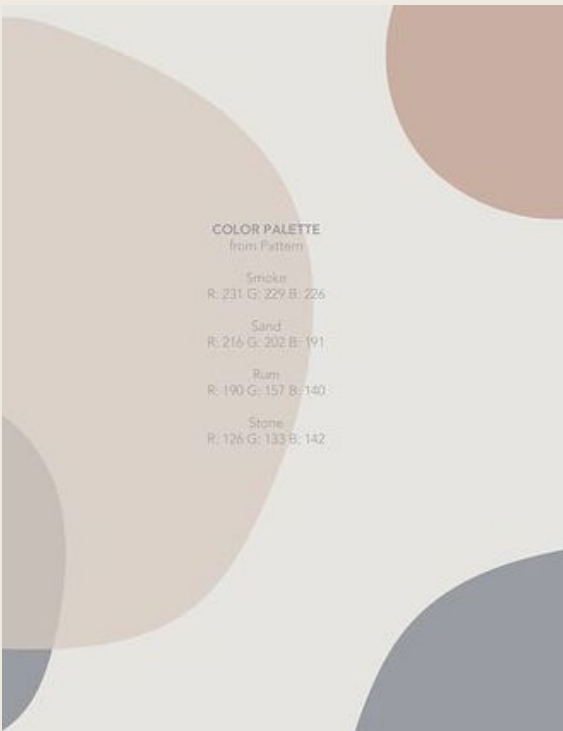
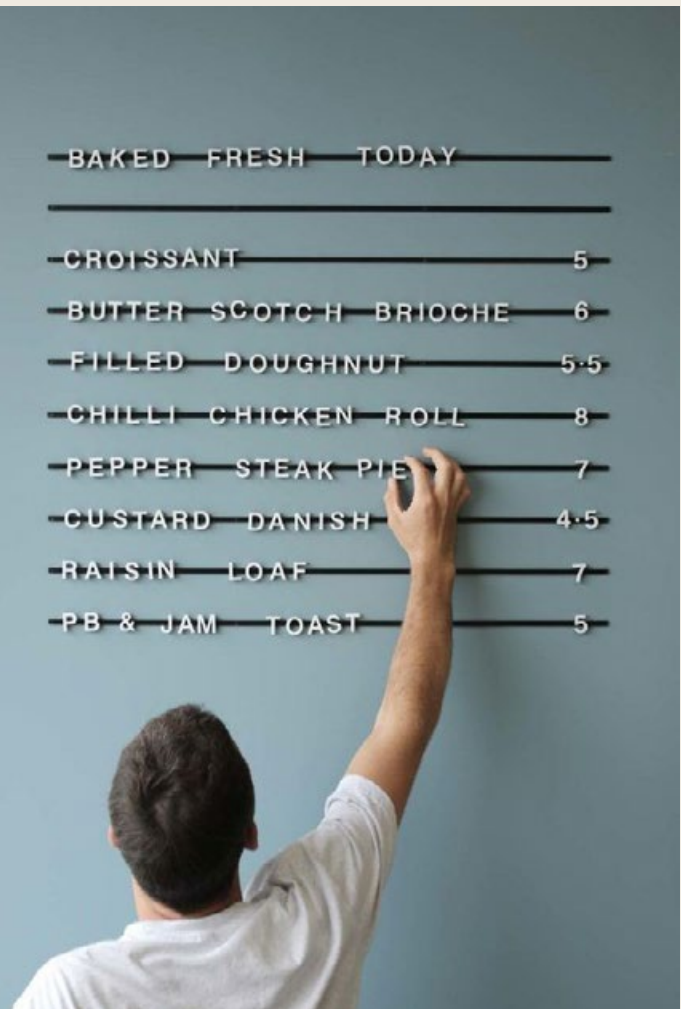
Thrive Pharmacy needed a distinct brand identity for Thrive Zero, a pop-up, bring your own packaging store for pantry items.

Since Thrive Zero wouldn't include a dispensary, the branding had to stand apart while aligning with its purpose: to champion sustainable living and highlight the earth's raw resources.

Targeting 18-35-year-old health-conscious, eco-minded women, I crafted a vibrant, playful identity that felt like a relaxed, approachable extension of Thrive Pharmacy.

Expanding the existing turquoise and grey palette, I introduced a display font and a mix of shapes and colours, creating a fresh, friendly look for Thrive Zero.

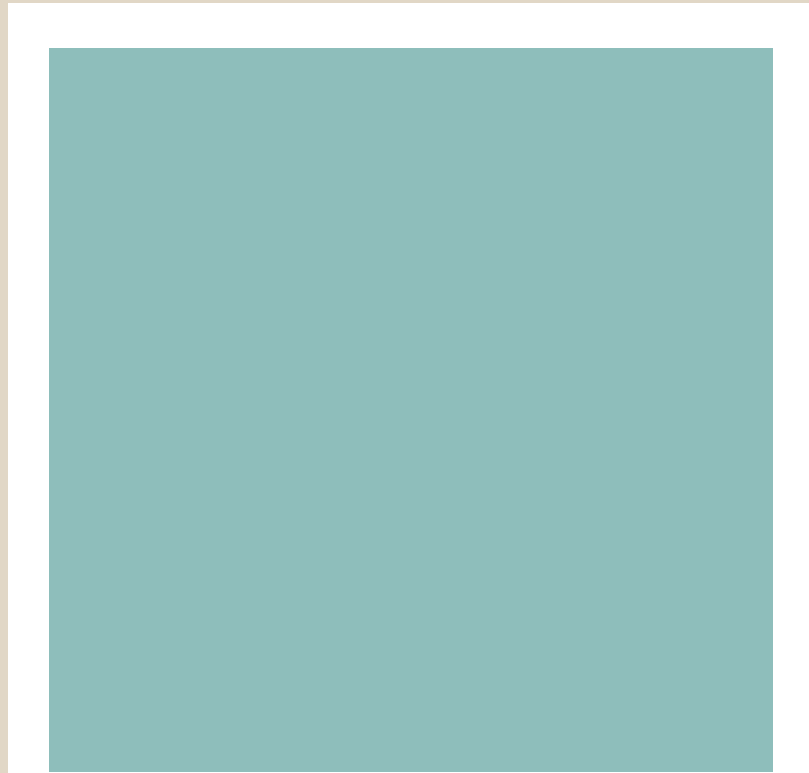




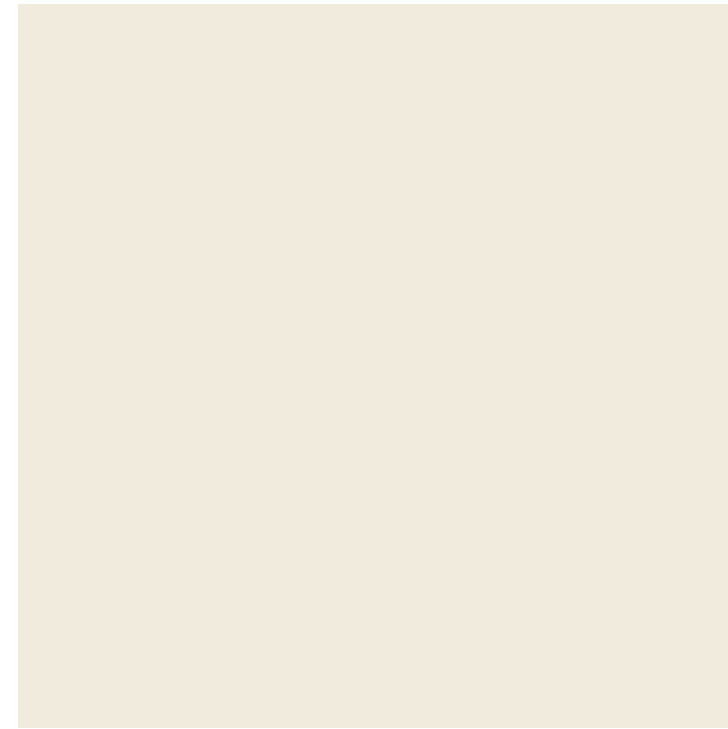








BLUE SPIRULINA



COCONUT FLOUR



BENTONITE



LIQUORICE ROOT



ALMOND BUTTER



GOJI BERRY

The colour system is drawn from food and nature. It is full bodied, warm and rich.



DISPLAY HEADINGS

**MORGANITE BLACK**

<https://gumroad.com/l/jPYXU>

HEADINGS

**GEOMETRIA BOLD**

<https://www.cufonfonts.com/font/geometria>

BODY COPY

geometria medium







thrive  
zero

thrive  
zero

thrive  
zero

INFO@THRIVEZERO.COM  
+27 (0) 32 222 2323

WWW.THRIVEZERO.COM

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zero


WWW.THRIVEZERO.COM





**HOW IT WORKS**

 **WEIGH**

 **FILL**

 **WEIGH AGAIN**

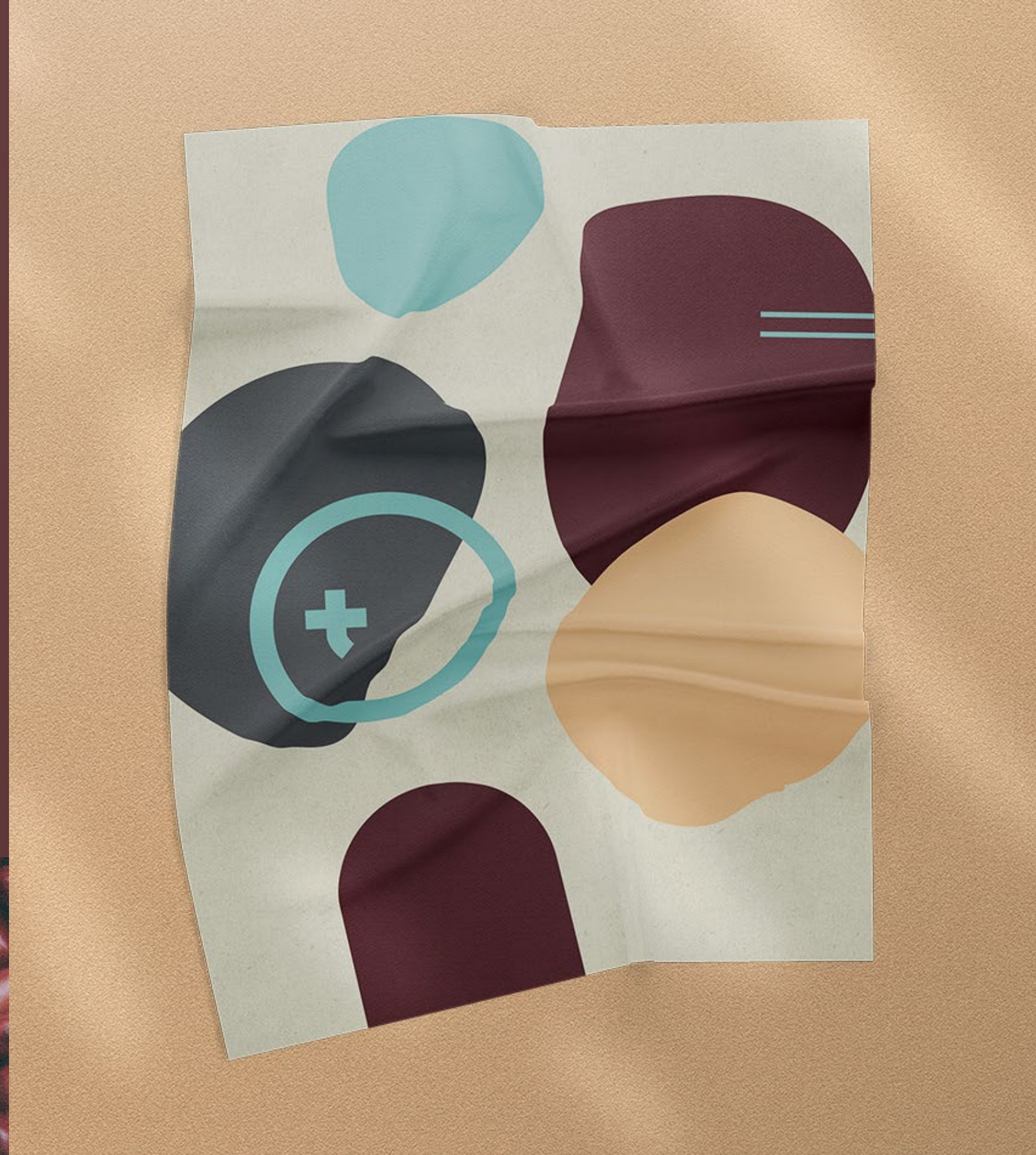
 **PAY**



 **ALMOND FLOUR**

 **thrive zero**







mark gold

[Fine Jewellery](#) [Bridal](#) [Watches](#) [Our Story](#) [Gallery](#) [Contact](#)

Handcrafted fine jewellery  
pieces by master jewellers.

CONTACT US





2019

## Expanding on a brand identity for web.

**Mark Gold - Bespoke jewels hand crafted with precious metals, precious & semi-precious gems & diamonds.**

I was tasked with designing Mark Gold's first website, aimed at creating a minimalist yet glamorous online presence to reflect their high-value pieces.

With limited creative assets and no new photography, I expanded the brand identity to support a sleek UI. To keep the header light, I used only the wordmark and selected a 70s-inspired typeface to blend

minimalism with glamour. A tan and bright pastels colour palette was crafted to unify hues across all elements.

The website was designed on Squarespace, chosen by the client for its user-friendly interface, with custom CSS added as needed for a refined touch.





## Colori

Our Colori range is a collection of Italian inspired jewellery design crafted with rare stones sourced from around the world. These stones are colour-matched to create an exceptional piece to be coveted by generations to come.



mark gold

[Fine Jewellery](#) [Bridal](#) [Watches](#) [Our Story](#) [Gallery](#) [Contact](#)

Let us help you celebrate  
your love story.



EARRINGS

COLORI

Visit our new store at The  
Umhlanga Arch

[instagram](#) [facebook](#) [contact](#) [privacy](#)



*Refined Swiss horology from Giuliano  
Mazzuoli.*

[EXPLORE WATCHES](#)



mark gold

[Fine Jewellery](#) [Bridal](#) [Watches](#) [Our Story](#) [Gallery](#) [Contact](#)



Handcrafted fine jewellery pieces  
by master jewellers.

*bracelets and necklaces, we bring a unique  
set of capabilities through some of the top  
jewellers in South Africa to masterfully  
bring our clients' visions to life.*



## Rings

erse selection of bespoke rings that form part of our custom jewellery ranges. Tailored to fit  
ed for visual impact that makes a

PUZZLE™

RINGS

Visionary design. Finely handcrafted. One of a kind.



Learn more about our over thirty  
year legacy.

OUR STORY

visit site







2018

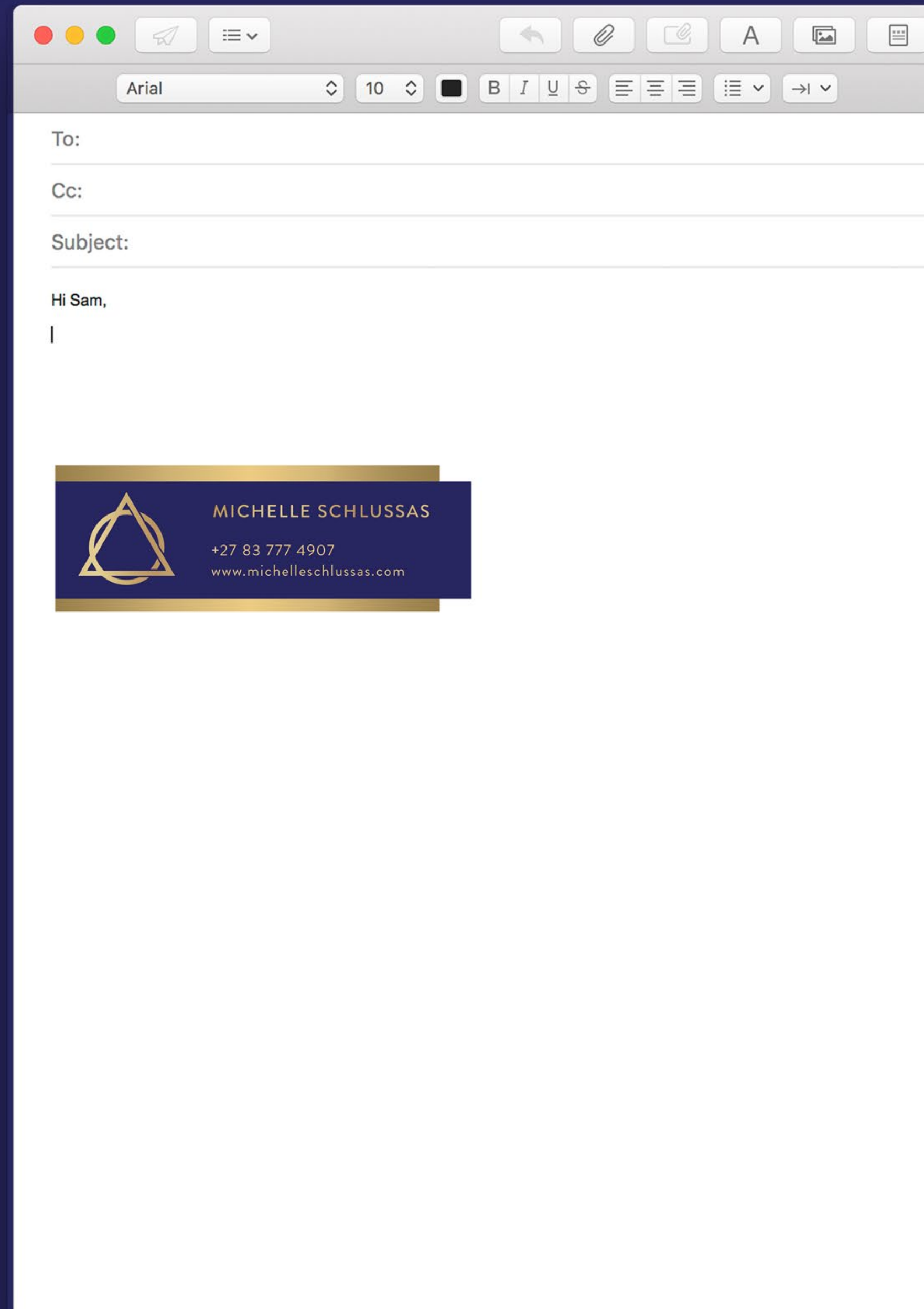
# Branding an individual.

**Michelle Schlussas - a consulting psychologist, works with corporate teams and individuals to overcome fears and build confidence, fostering strong, collaborative workplaces.**

Michelle Schlussas needed a website but was initially hesitant about building a personal brand, having faced previous unsuccessful attempts with other designers.

Through a thoughtful, collaborative approach, I connected with her on a personal level, using her preferred colours and symbolism to craft a visual identity that resonated deeply. This project is a prime example of capturing the essence of an individual to create a professional, authentic, and beautiful personal brand.







SSAS

ABOUT SERVICES+ WORKSHOPS BLOG CONTACT



FIND YOUR BALANCE, THE REST WILL FOLLOW.

GAIN

Gain clarity in your career and life with

## PERSONAL DEVELOPMENT COACHING

Private one on one sessions with Michelle, equipping individuals to perform actions that affect positive transformation in their lives. Focus areas are career, health, relationships and wealth. Michelle uses the holistic patterns within the human experience, pulling from various modalities in her background to create a space for sustainable transformation.

MICHELLE SCHLUSSAS

ABOUT SERVICES+ WORKSHOPS BLOG CONTACT

## WORKSHOPS

MICHELLE'S WORKSHOPS ARE CUSTOM DESIGNED FOR HER AUDIENCE. HER APPROACH IS TO INSPIRE COLLABORATION RATHER THAN COMPETITION.



// 01

### Executive Workshops

Growing individuals, developing teams, embracing diversity. Michelle encourages people to look past labels and deliverables and truly understand those they work with.



// 02

### Work Culture Workshops

Agility, flexibility, innovation and adaptation through healthy corporate culture. In the words of Peter Drucker, "Culture eats Strategy for breakfast."



// 03

### Creative Workshops



// 04

### Leaning Into Your Personal Strengths





[COVID-19 SA RESOURCE PORTAL](#)

[ABOUT](#)

[MENUS](#)

[GALLERY](#)

[CONTACT](#)

[@](#) [f](#) [p](#) [in](#)

Catering is more than just providing food, it's also about people. Nothing brings people together like good food. The table becomes a meeting place of nourishment, joyous celebrations, and shared moments.

[MENUS](#) [GALLERY](#) [CONTACT](#)





katheryn@toyourtaste.co.za  
072 620 8584  
toyourtaste.co.za



KATHERYN STONE  
katheryn@toyourtaste.co.za  
072 620 8584  
toyourtaste.co.za



2018

### To Your Taste - Professional chef services

Before this project, To Your Taste lacked consistent branding. The brief called for an identity that felt feminine, classic, and understated.





Nothing brings people together like good food.

TO YOUR  
TASTE



Questionnaire



Congratulations on your engagement!

Hi, I'm Katheryn. Head chef and owner of To Your Taste. I am so excited to be working with you and ensuring that your special day is a success. I take a very personal approach when it comes to planning and delivering your catering needs. In order for me to ensure that your vision and dream becomes a reality, I would like to get more information and some finer details from you before I compile a menu to suit your tastes and preferences.



katheryn@toyourtaste.co.za  
072 620 8584

toyourtaste.co.za



Your Menu

I feel that it's important for you as the bridal couple to love the food that is served at your wedding. That is why I enjoy tailoring menus to suit your taste and preference.

Hiring

Each venue is unique in what they supply. If you have chosen a venue that requires additional hiring of crockery, cutlery and equipment, I will quote on this separately to the menu and staff.

If you'd like me to get a quote on specific crockery or gold/copper cutlery, I'd be happy to – that will come at an additional charge and a deposit.

Serving items such as platters, boards, etc. will be quoted on once we have finalised your menu.

The same applies for the kitchen equipment. For farm weddings, I require a kitchen tent

with lighting and adequate power and a water source.

Staff

The staff cost is separate to the food cost. I use well-trained waiters and a floor manager who will take very good care of you and your guests.

Having good waiters to serve your guests is crucial. This ensures slick service of the food and clearing (amongst many other things) which will help you keep as close to your planned order of events as possible.

Payments and Cost

The first payment is due on confirmation of the booking. This includes 50% of the food cost, hiring, and staff.

The remaining 50% is due 2 weeks before your wedding day, along with the final confirmation of your number of guests.

katheryn@toyourtaste.co.za  
072 620 8584

toyourtaste.co.za



General Information

Name of bride and groom:

Wedding Date:

Name of venue:

Number of guests (estimate):

Time of ceremony:

The Menu

Do you have a budget in mind for the food? If so please let me know below.

Style of menu:

☐ Harvest table, main course, dessert, late night snack.

☐ Canapés, starter, main course, dessert.

☐ other:

Theme or colour palette of your wedding decor:

katheryn@toyourtaste.co.za  
072 620 8584

toyourtaste.co.za



The Menu

Food that you love:

Food or ingredients that you don't want to see on your menu:

Allergies or dietary requirements of family or guests that you know about at this stage:

Do you have a wedding cake supplier, or would you like me to provide a quote?

☐ I have a wedding cake supplier

☐ Please provide a quote

1. What are your favourite cake flavours?

2. What style of wedding cake do you have in mind?  
eg. 3 tiers fully iced, individual cakes with fresh flowers, etc.

Service Providers

Do you have a wedding coordinator?

Who is doing the bar service for your wedding?

katheryn@toyourtaste.co.za  
072 620 8584

toyourtaste.co.za



I look forward to being part of your special day!



katheryn@toyourtaste.co.za  
072 620 8584

toyourtaste.co.za















2018

# The power of a meaningful brand experience.

BeautyZone - a KZN-based retailer, specialises in personal care, wellness, traditional African healthcare, and beauty products, catering to diverse

**The challenge** was to make BeautyZone's annual December beauty sale catalogue more valuable for customers and boost sales.

After discussions with the client, we identified two key issues: many catalogues ended up as litter, and lower-income customers, though makeup enthusiasts, often stuck to familiar products.







Show them what you're made of...

Eyeshadow from **R14<sup>99</sup>**

Cosmetic brushes and sponges from **R5<sup>99</sup>**

Face Powders from **R11<sup>99</sup>**

Foundation from **R11<sup>99</sup>**

**Pro Tip**  
Apply primer to your face before your make up and end with a spritz of setting spray to keep your skin fresh and your make up lasting all day.

**Steps to your perfect look:**

Foundation - apply with a makeup sponge for an even finish.

Dark contour - define your nose, forehead, chin and cheek-bones using a darker contour cream or powder. Remember to blend!

Highlighter - illuminate your cheeks, brow bone and nose using a shimmery highlighter.

Eyebrows - fill in your brows using a dark powder and thin brush.

Eyeliner - make your eyes pop by applying eyeliner to your top lid.

Eye shadow - add some shimmer to your eyes using a golden shade.

Mascara - lengthen your lashes by applying a coat of mascara.

Lips - perfect your pout with a pop of colour.

The solution was to create a broadsheet-magazine hybrid.

Combining educational content with sale items. This approach offered makeup application tips and “get the look” guides to encourage cross-selling.

Cover

**GLAMOUR PARTY**  
07 - 24 Dec 2018

The ultimate guide to your unique look the festive season

Collaborating with the Marketing and Sales teams, we balanced engaging content with product promotion for maximum impact.



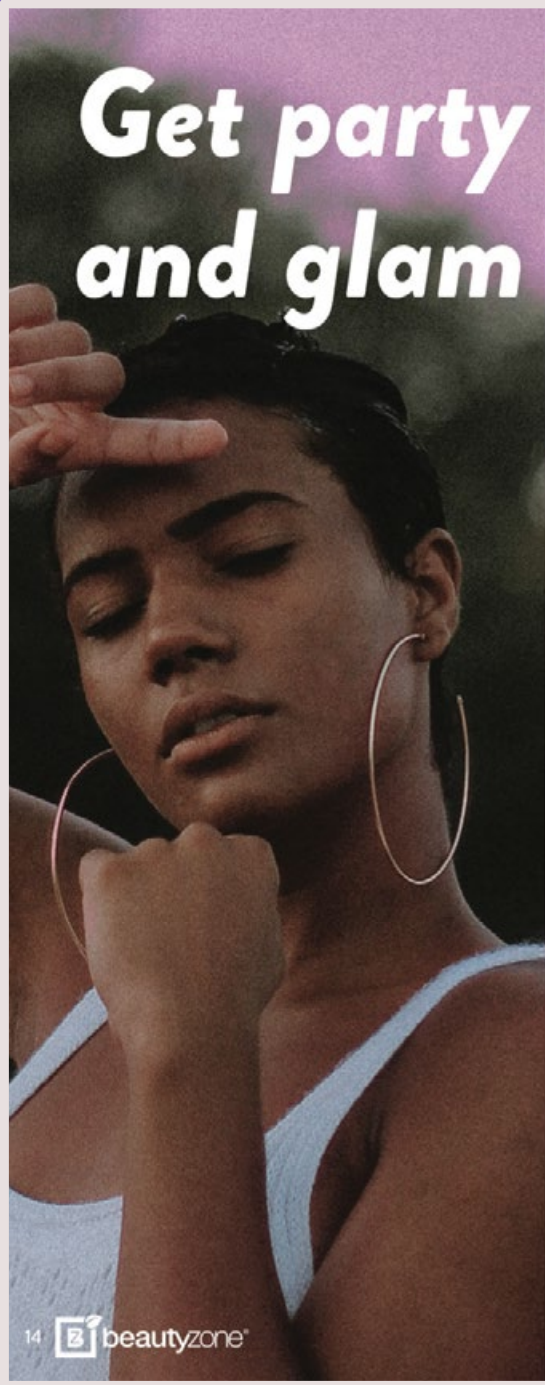


# Results


The sale achieved record-breaking success.

Floor staff were enthusiastic to share the booklet, and customers reported feeling valued and enjoyed lingering in stores. The boost in staff morale was a welcome surprise for the client.

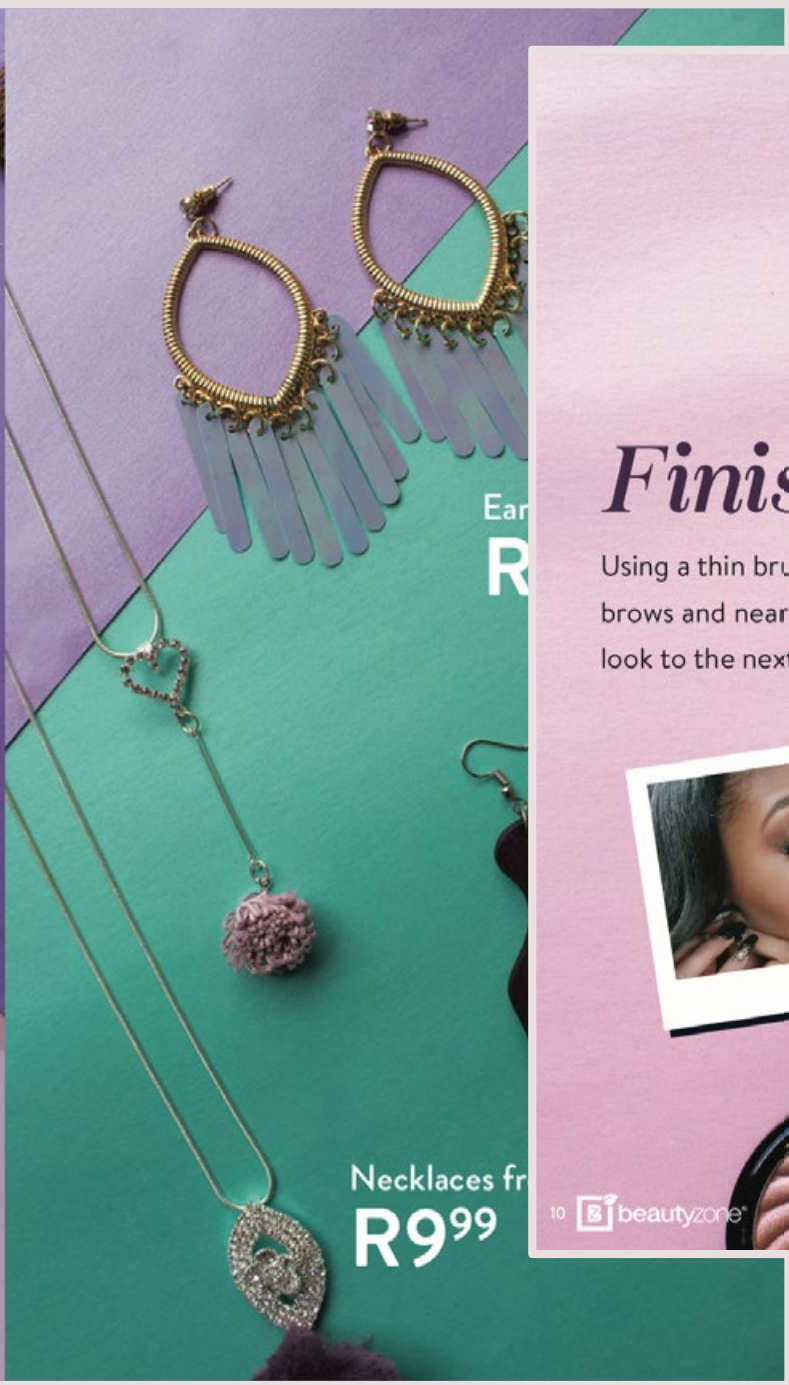
### Get party ready and glam up.



14 beautyzone

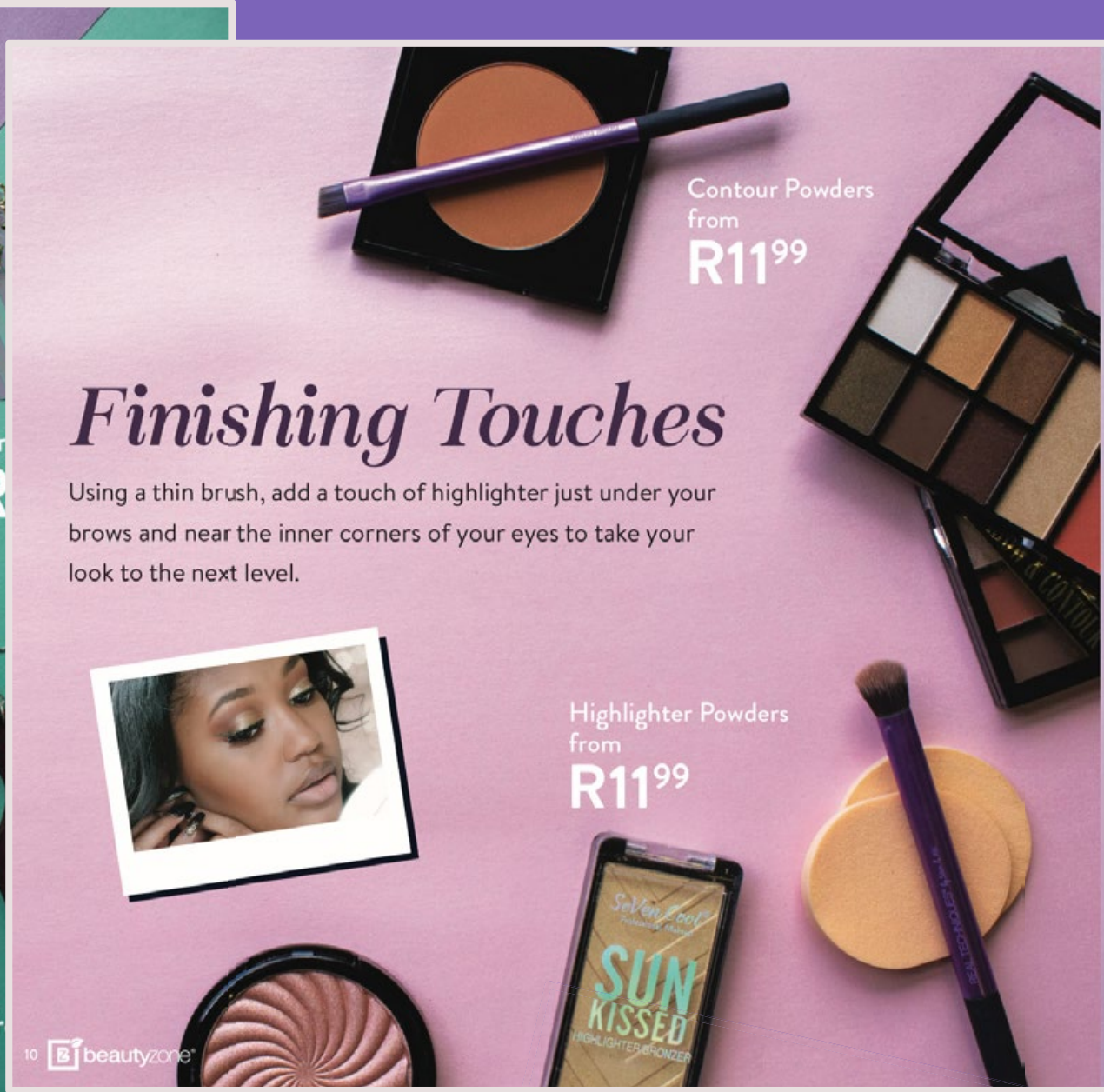


Tassels are so in! Whether you wear them on your ears or around your neck - we've got your summer style covered.



Necklaces from **R9<sup>99</sup>**

### Finishing Touches




Contour Powders from **R11<sup>99</sup>**

Highlighter Powders from **R11<sup>99</sup>**

Using a thin brush, add a touch of highlighter just under your brows and near the inner corners of your eyes to take your look to the next level.

10 beautyzone

### Dare to be eye-catching



Mascara and Eyeliners from **R4<sup>99</sup>**



Gentle Magic Range from **R8<sup>99</sup>**



Ponds Flawless Radiance Range from **R24<sup>99</sup>**



EAD tissue oil Range from **R9<sup>99</sup>**



Nivea Perfect & Radiant Range from **R59<sup>99</sup>**



Garnier Even & Matte Range from **R19<sup>99</sup>**



Snail Care Range from **R29<sup>99</sup>**



Dove Soap White Only 2 for **R19<sup>99</sup>**



E45 Cream 500g **R159<sup>99</sup>**



**Pro Trick** Use tissue oil to rid your face of dark marks or scars. For best results, gently dab a small drop on the affected area before bed.

7 beautyzone

### CHANGE YOUR LOOK FOR EVERY SPECIAL OCCASION.

A wig is a fast and easy way to change your look this festive season. Keep your wig in good condition by brushing it every time you wear it.



assorted wigs from **R60<sup>00</sup>**

Assorted brushes available in stores.

2 beautyzone

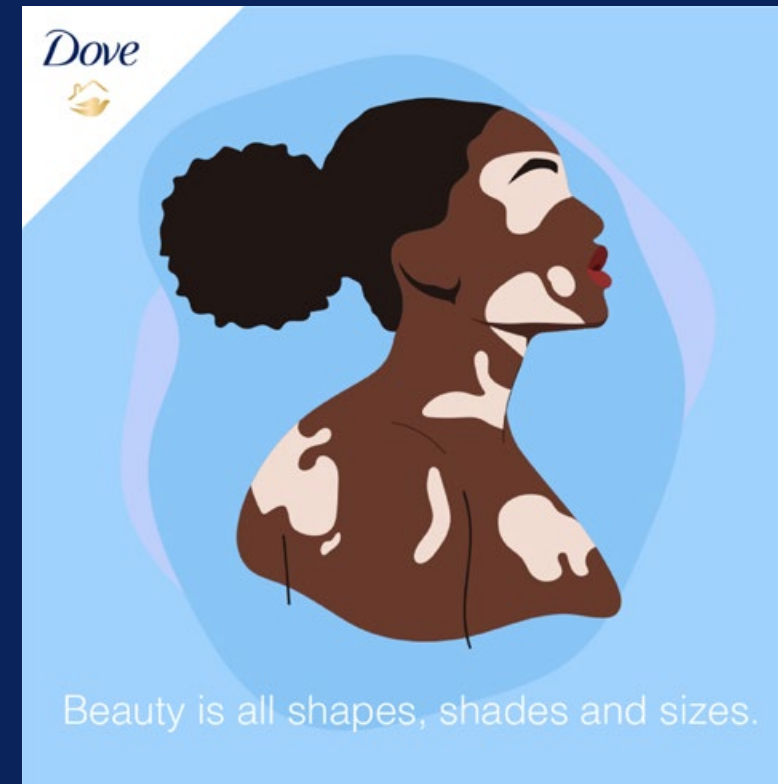




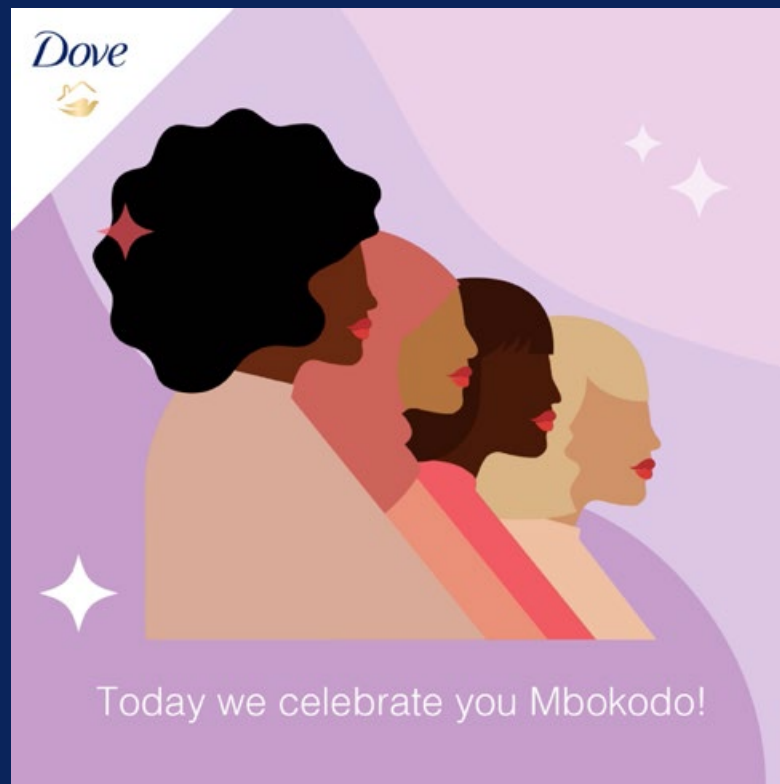
#OwnYourTone



Refreshing Scents by Dove  
#FragranceDay



Beauty is all shapes, shades and sizes.



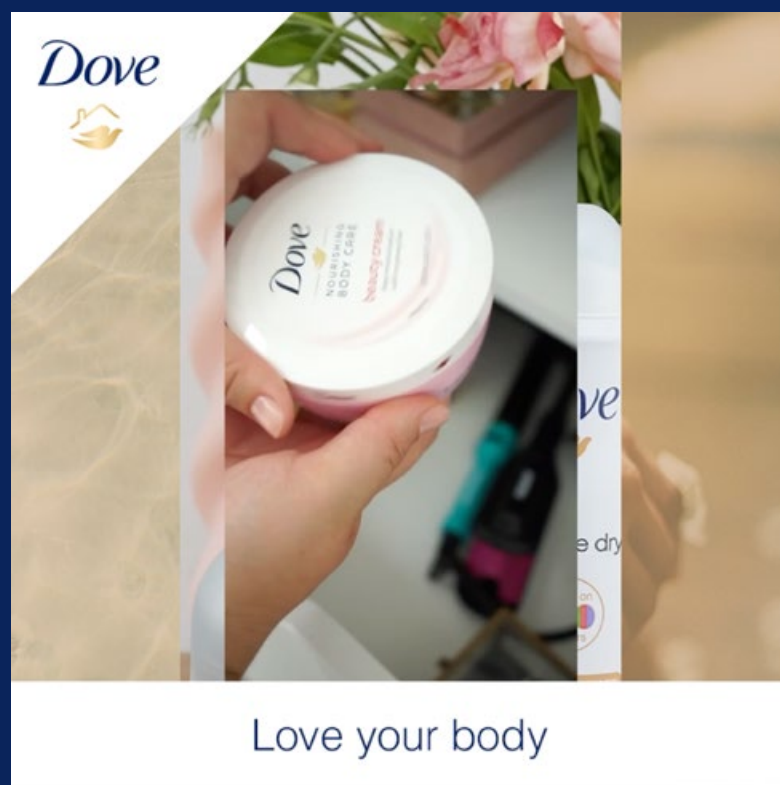
Today we celebrate you Mbokodo!



happy  
Mother's  
Day



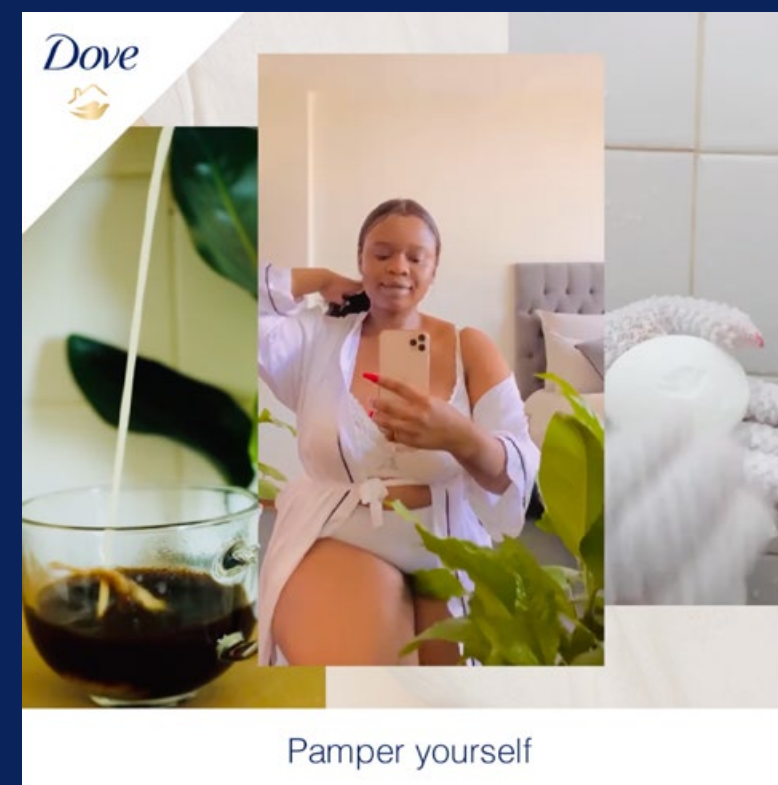
Goodbye Marks. Hello Confidence.



Love your body



Start your day with Dove.



Pamper yourself

2021

# Dove master brand

Facebook organic and paid content creation.  
Showcased are stills from videos.

[view in motion](#)





2016 - 2017

# Toughees

Instagram and Facebook content ideation and execution.



“  
YOU REALLY ARE  
GOOD ENOUGH,  
PRETTY ENOUGH,  
& STRONG ENOUGH.  
- AL CARRAWAY



“  
THERE IS A WOMAN AT  
THE BEGINING OF ALL  
GREAT THINGS.




“  
YOU DID NOT WAKE  
UP TODAY TO BE  
MEDIOCRE.



“  
I REGRET TAKING  
SUCH GOOD CARE  
OF MY SKIN.  
- SAID NO ONE EVER



“  
SUCCESS IS NEVER  
OWNED. IT'S RENTED,  
AND RENT IS DUE  
EVERY DAY.



**SKIN CARE TIP**  
Sleep is a necessary process for repairing skin after a day of exposure. Inadequate sleep is linked to fine lines, uneven pigmentation and reduced elasticity of the skin.




“  
A LITTLE PROGRESS  
EACH DAY ADDS UP  
TO BIG RESULTS.




“  
DO IT WITH PASSION  
OR NOT AT ALL



“  
THE GREATEST LESSON  
OF LIFE IS THAT YOU ARE  
RESPONSIBLE FOR YOUR  
OWN LIFE.  
- OPRAH WINFREY



“  
NOTHING IS SO  
NECESSARY FOR A MAN  
AS THE COMPANY OF AN  
INTELLIGENT WOMAN  
- LEO TOLSTOY

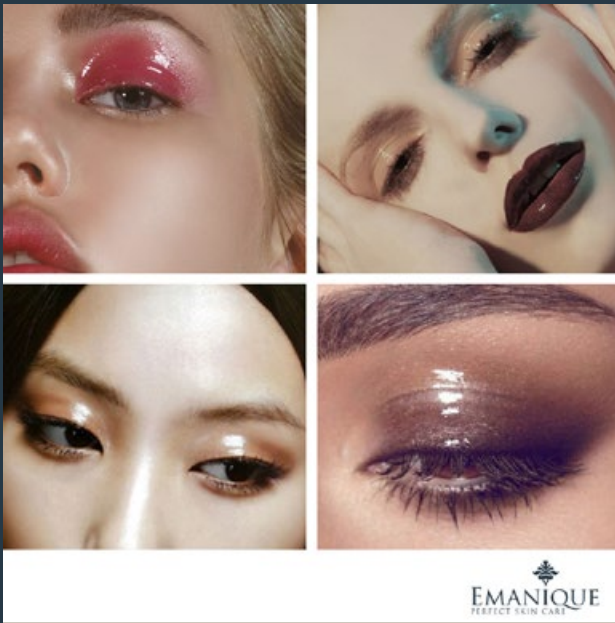


**IF YOU HAVE OILY SKIN**

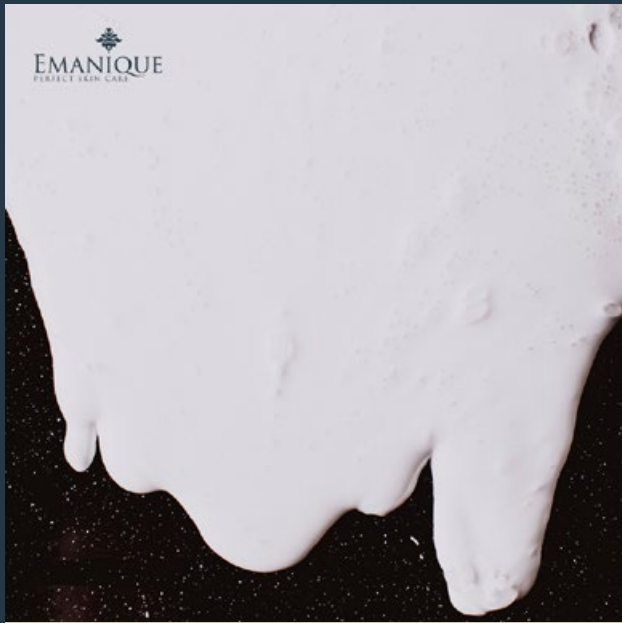
DON'T USE PRODUCTS WITH SHIMMER      USE MATTE INSTEAD



“  
EVERYTHING IS HARD  
BEFORE IT IS EASY.



“  
BEAUTY IS NOT  
CAUSED. IT IS.  
- EMILY DICKINSON



2016 - 2017  
Emanique - Skincare brand  
Instagram and Facebook  
content ideation and  
execution.

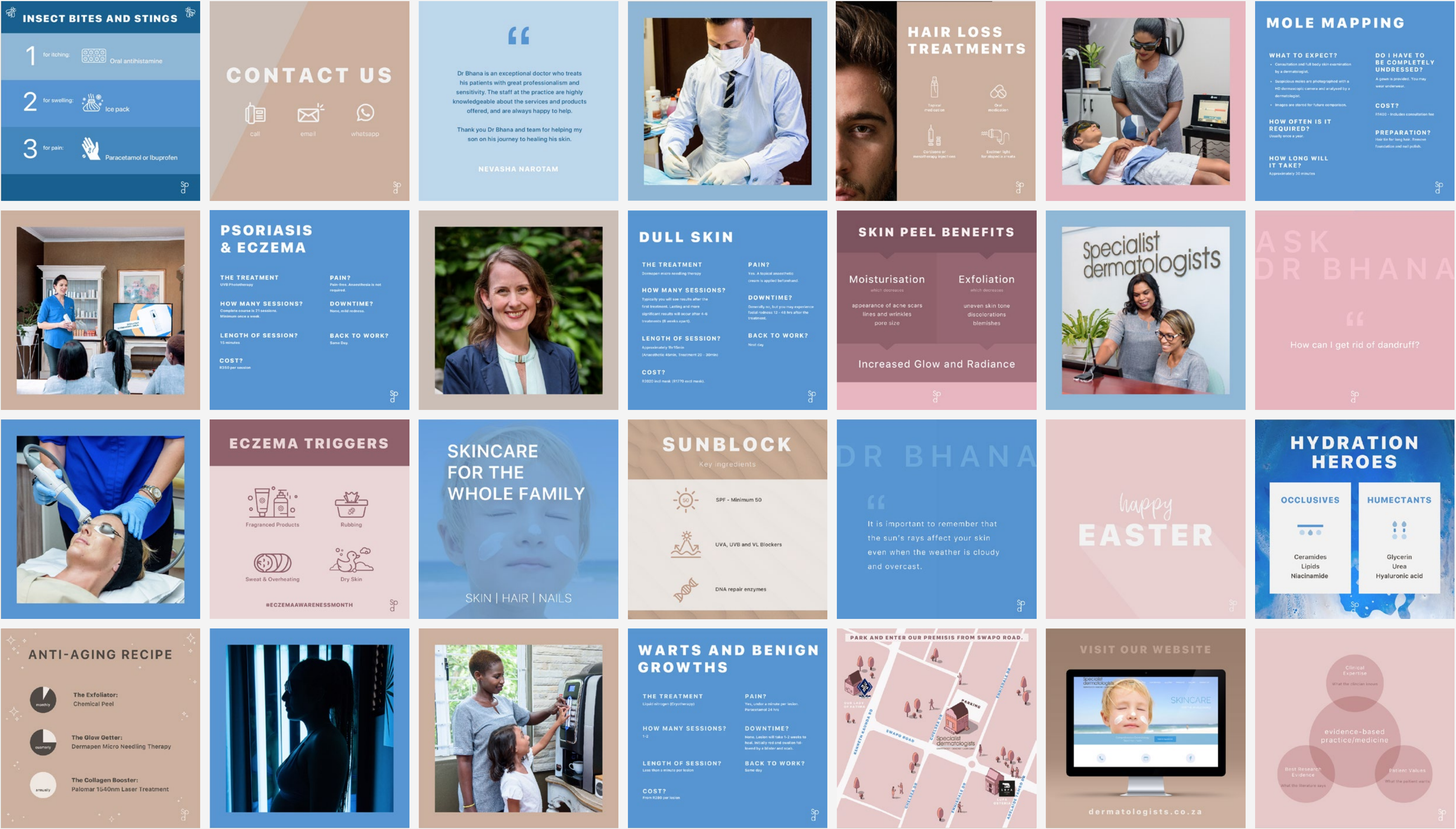


2019  
Specialist Dermatologists

Specialist dermatologists sought a cohesive and professional Instagram feed to make a strong first impression on potential patients.

Recognising that many referred patients turn to Instagram for information, they aimed to enhance their online presence.

I developed a comprehensive Instagram content strategy, designed a series of templates for each content pillar, and art directed a photoshoot to capture the necessary images.





Simply Colour  
by Shaves

Interior  
**Walls and Surfaces**  
5 litres    Light Base

Washable

Wipe away dirt

Anti-bacterial

Protects against mould

Eco-friendly

No VOCs, lead or solvents

Low odour

No nasty smells

Manufactured By  
Simply Colour  
by Shaves

PAINTING MADE EASY

**Prepare Your Surface:**  
*For Previously-Painted Surfaces*  
Remove any loose or flaking paint, wipe with a damp cloth and allow to dry.

**Additional Steps You May Need to Take**  
Unpainted walls: apply an undercoat  
Exposed metal: apply primer and undercoat  
Gloss or oil paint: lightly sand  
Chalky surfaces: lightly sand and apply plaster primer

**Get Painting:**  
*Always stir with a flat paddle before you start.*  
Don't thin out the paint or add anything else to it.  
Apply with a brush, roller or airless spray.  
Leave paint to dry for 2 hours before applying the next coat.  
Apply at least 2 coats to get the best results.  
Don't paint in cold or wet weather.

**When You're Done:**  
Clean up your tools with water  
Dispose of paint responsibly by XXXX  
Never pour leftover paint down the drain

**Any Questions?:**  
If you have any questions, visit [www.simplycolour.co.za](#) or call us on [number] and we'll be happy to help.

Simply Colour  
by Shaves

Interior  
**Primer**  
5 litres    Light Base

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Simply Colour  
by Shaves

Interior  
**Trim**  
5 litres    Light Base

Washable

Wipe away dirt

Anti-bacterial

Protects against mould

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Low odour

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2019  
Packaging  
design

For Simply Colour by Shaves





# DESTINATION

## ISLE OF MAN



2018

# Isle of Man start up branding

## Destination Isle of Man - Relocation services.

The founders of DIOM sought a distinctive brand identity infused with South African flair, along with a clever and unique logo.

I initiated the process by mapping the brand's core attributes, which provided a solid foundation for developing a stylescape. This stylescape embodies the themes of adventure and relocation, featuring nature photography that inspires and modern illustrations of

young-at-heart adventurers planning their next journey. It also highlights the peace of mind DIOM offers its clients by supporting them every step of the way.

After finalising the logo, I expanded the illustration palette and established guidelines for combining art and photography, ensuring a cohesive colouring approach.





## CULTURE

"Can-do"

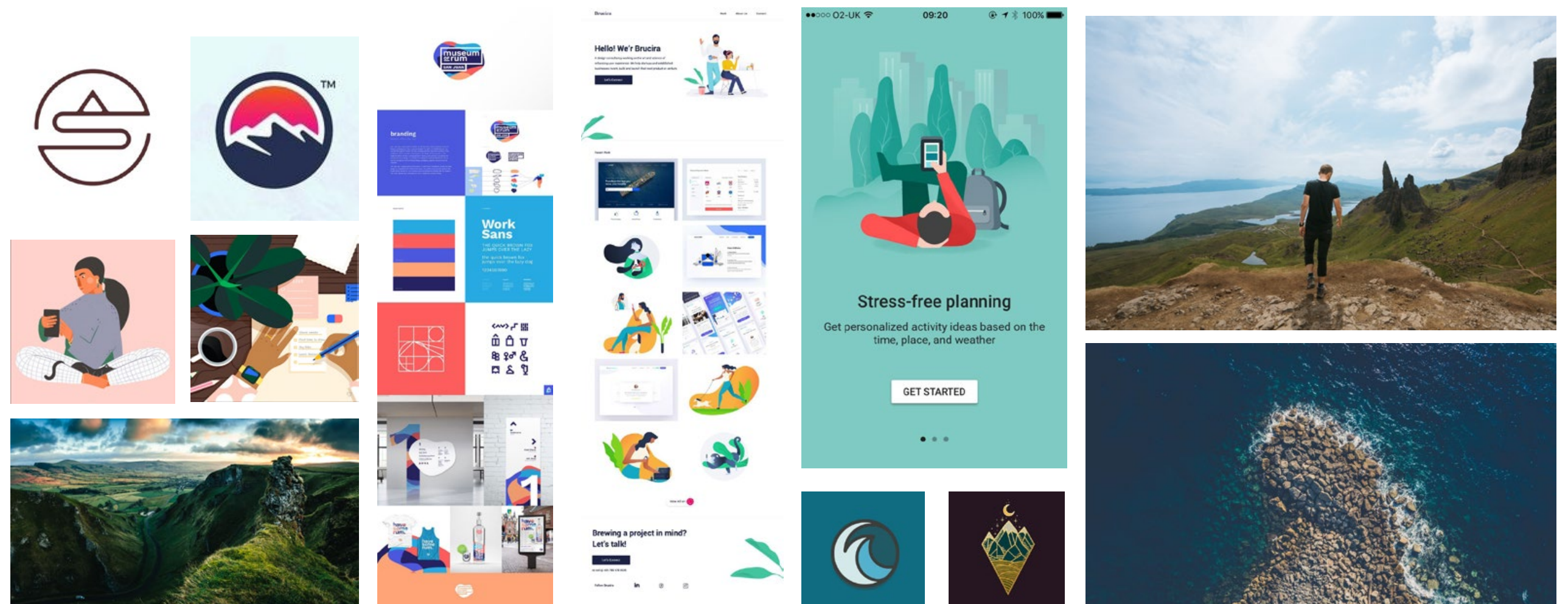
## Driven

Safe

## International Connection

Fresh

# Stylescape

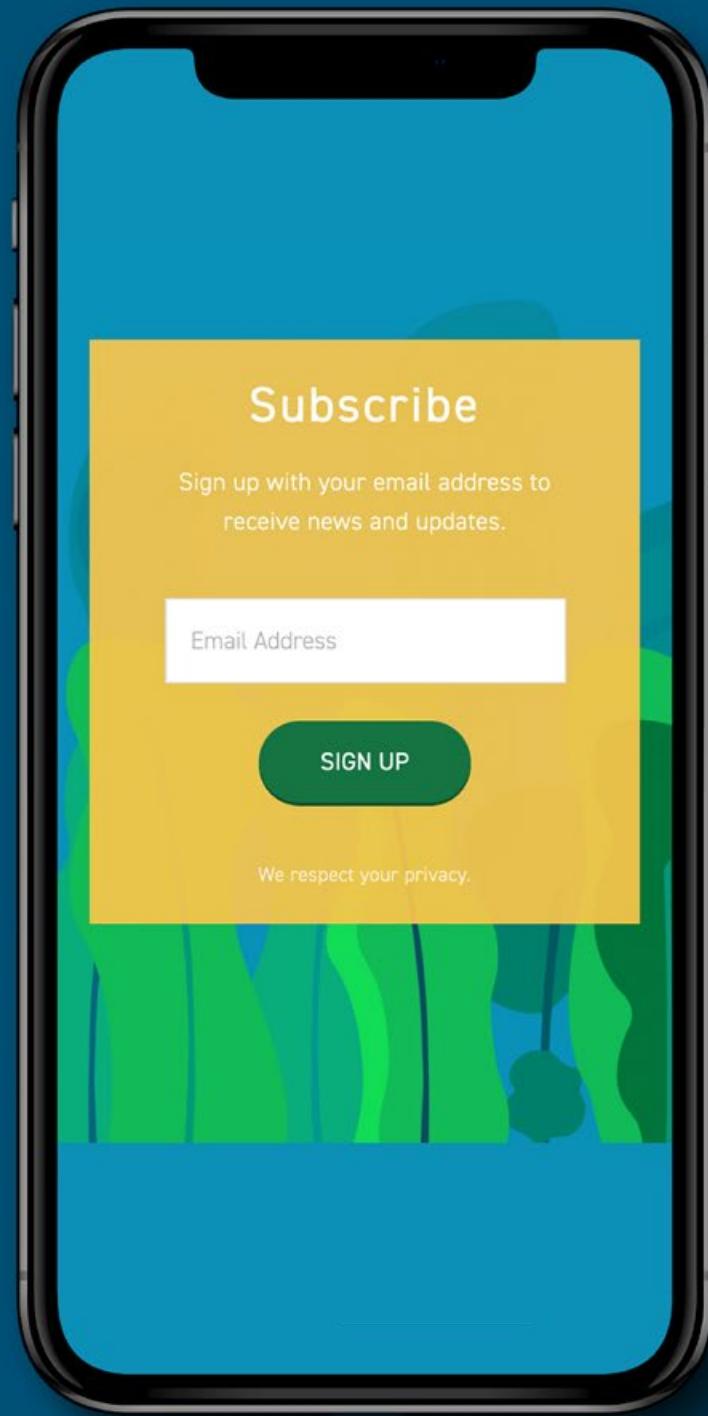




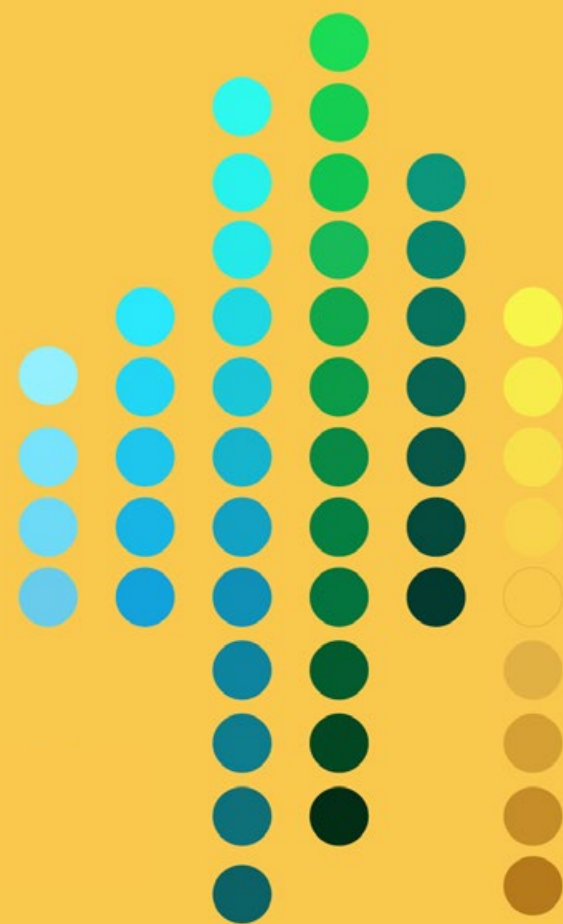
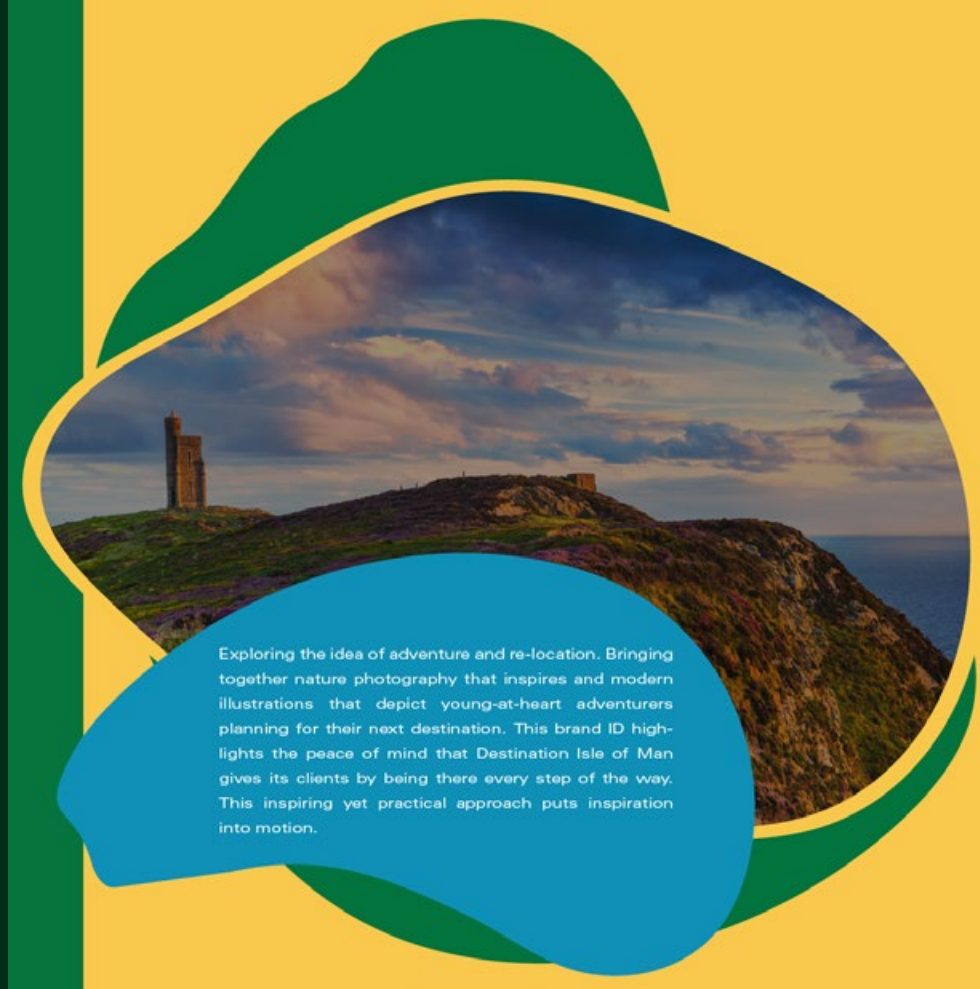


A friendly and vibrant palette of greens and blues, complemented by a warm yellow.





## DESTINATION ISLE OF MAN







Alyssa Naicker

**Designer & Multi-Disciplinary Artist**

hello@alyssa.co.za

084 943 1975



