



Personal Branding Assignment

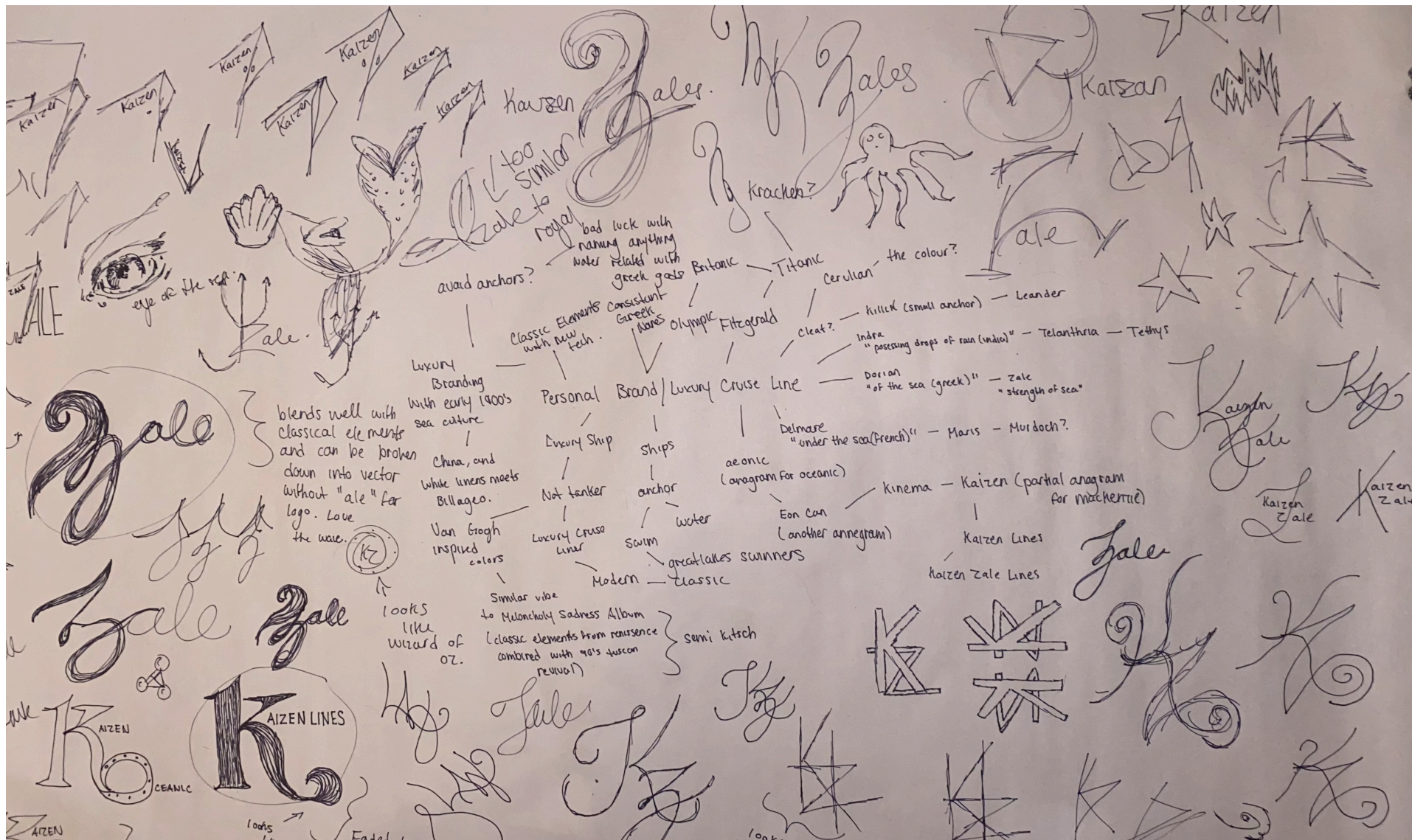
Kaizen Zale Lines

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ADV 325

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Thumbnail Designs



Personal Branding Strategy

Brand Vision

Kaizen Zale Lines is a luxury cruise liner, that will mimic the classic and luxurious ways of aquatic travel from the early 1900's. This glorious cruise line will introduce three starter ships, in which are traditionally built with classic aesthetics, mixed with modern technologies and safety procedure. Kaizen Zale Lines will be known for the high class form of travel, and the elegance which has been lost in these busy modern traveling times. Luxury on the seas will reintroduce enjoyable travel, as making the adventure an event, rather than just a mode of transportation. Kaizen Zale Lines will release three sister ships, by the names of Delmare (under the sea, french), Dorian (of the sea, greek), and Indra (passing drops of rain, greek). These three sister ships will be doing journeys in their respective names origins, Delmare will be located in the French coast, while Dorian will be located in the Mediterranean, and Indra will be located in the Indian Ocean, visiting Dubai and Singapore. The first fleet by Kaizen Zale Lines will be called the "Paralian Class," as paralian translates to "a person who lives by the sea." Kaizen Zale Lines wants to sell an experience, similar to that of 1900's water travel, and bring back the enjoyment of aquatic travel, and not just make it like every other ship which has low quality bedding, distasteful decor, and less than par liquor. We want to offer the best parts of previous ships like the Olympic, Titanic, and Britannic, but not be associated with the ill timed safety measures that resulted in the death of thousands. These smaller, more luxurious ships, will allow for better customer service, and more attention to quality and customer service instead of large amounts of people and large amounts of liquor, like other cruise liners like Royal Caribbean. We will be the defying factor, that brings water travel back in style, as it once was.

Brand Mission

Kaizen Zale Lines will reinfluence modern society to the luxury and comfortability of classic aquatic travel, while allowing for modern safety measures to be implemented in our ships. Kaizen Zale Lines wishes to reintroduce classic water travel, and set a societal ripple, which will inspire those to enjoy their travels, rather than just the point of the destination.

Brand Message

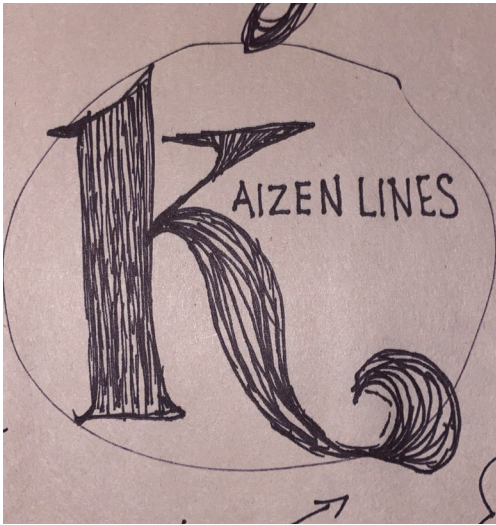
Kaizen Zale Lines inspires the adventurous and glamorous, implementing a celebration at sea, while being reassured with modern safety efforts. To enjoy the travel, more than the destination.

Brand Personality

Kaizen Zale Lines will be a higher end cruise line, combining luxurious 20th century travel, and 90's revival tuscan elements, mixed with whimsical bohemian style, and classic italian renaissance artwork, similar to Titian and Masaccio. Very mediterranean, mixed with european excellence, influencing our consumers to be flustered with their glamorous adventure. Kaizen Zale Lines will be mighty, and strong, with dominant, while having a soft touch, which will also be associated with our known sense of our passengers well being.

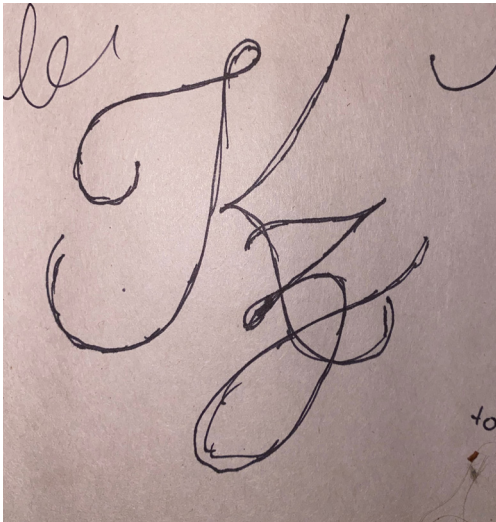
Target Audience

Kaizen Zale Lines target passenger is both men, and woman aged 20-60. Our ideal passenger will lead an adventurous lifestyle, and wish to be surrounded by elegance and classic maritime travel. They will be fairly active, and have professional jobs, whom wish for a break from reality and have some inspiration and luxurious adventure in their life. Kaizen Zale Lines ideal passenger will make 100K+ yearly, so they can enjoy the trip to the fullest. Our target consumer will be in a relationship, with their significant other, and enjoy life's romances in some of the wonders of the world.



Logo 1:

This logo was inspired by 50's aesthetics with french influence, with heavy line work within the extended k, giving a parisian aesthetic to it. The desire was to create a luxurious logo, which would match the rest of the cruise line. Yet, once it was attempted in illustrator, it ended up looking incredibly messy and was not the aesthetic the Kaizen Zales was aimed to go for. The symbolism behind the K represented the first word of the company, with is Kaizen, yet the dominance of the K resulted in a loss of the second word "zale," which was just as equally important as the other word.



Logo 2:

The style behind the logo was similar to the aesthetic of 1905 Ritz in downtown London, England. Classic monogrammed elements, allowing for an influence of class and tradition- as well as something that would never go out of style. As the creative process went on, this logo ended up looking like a persons signature, which was not the style Kaizen Zale was going for. The symbolism was the "K" and "Z" which make up for the name of the company, which would also be placed on the sides of the ships. Some how, this logo was not easy to break down or build up, leading to it not being used in the final product.



Logo 3:

The third and final logo presented represents everything this company is about. Class, elegance, aquatic travel, and tuscan elements. Reminiscent of peoples youths, and the utter elegance that is associated with the artistic style that follows. The symbolism of the "Z", shows a wave on top, demonstrating to the consumer that the brand is associated with the ocean. While also demonstrating the name, while having the ability for the logo to be broken down, or built up.

Logo



The style of the logo was inspired by 90s tuscan revival, and heavily influenced by the album for the Smashing Pumpkins, Mellon Collie and the Infinite Sadness. The whimsical bohemian style of the artwork, mixed with classic renaissance artwork, inspired a majority of the style combined in Kaizen Zale Lines. The font that was selected was to represent something that was familiar to audiences, as it has a minor signature effect, while still visually looking like a logo. Allowing consumers to associate the company with a person, instead of ships. Relating to consumers more, and allowing for higher business to consumer relationship. This logo has the ability to be easily broken down, or worked up when needed. The logo can be identifiable as itself, while the wording around it ties it all in and transports the consumer to what Kaizen Zale Lines is. The colour scheme that was selected, like said earlier, is meant to represent a whimsical bohemian style, combined with luxe aesthetics while also supporting italian renaissance art aesthetics. Heavy blues, dark and light, with rich reds and golds will be surrounding the textiles of the ships, bringing back the opulence to aquatic travel, while not appearing to be kitsch or campy in the consumers eye. The symbolism of the words as a whole, remains true to the company as well. As Kaizen is a partial anagram for my name, and Zale translates to "strength of sea" which is exactly what we will be.

Kaizen Zale Lines Colour Story



LA NOUVELLE MODE



Kaizen Zale

The logo for Kaizen Zale is written in a black, cursive script. The word 'Kaizen' is followed by 'Zale', which has a large, stylized 'Z' that loops around the end of the word.

Kaizen Zale

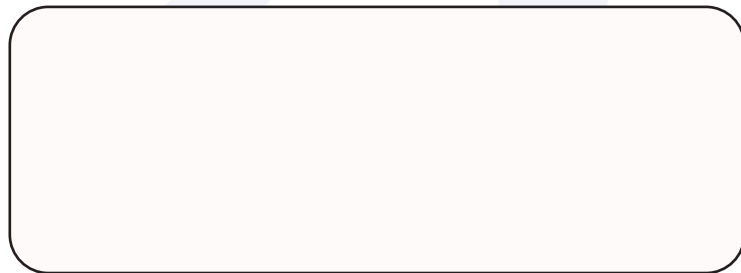
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Kaizen Zale Lines Paralian Class



Kaizen Zale Lines Passanger Transport



Side View



Front View

Kaizen Zale Lines will use Mercedes C-Class cars to transport passengers to and from port, depending on their mode of travel. There will be a fleet of 12 cars, that, in relation to class of ticket, will escort passengers to the ship and assure their luggage will be placed in the appropriate area, emulating a luxury liner experience. White Mercedes C-Class cars would be preferable, and would show the logo more intensely.

Creative Rationale

A majority of the inspiration behind this piece would have to do with an adoration of cruise liners and classic ships. For years, the greatest maritime disasters have been relevant, and have always peaked a large interest. As years have gone on, the innerworkings of ships like these and the functions have become an obsession. Rather than creating a makeup line, or a soap company, a luxury cruise liner company seemed to be more interesting and relevant. The creative inspiration behind it, as stated previously, has been heavily influenced by 90's whimsical bohemian, combined with classic renaissance artwork. Both of those elements seem to create an interesting, yet comforting aesthetic, that also exudes luxury. It's something that is never boring, or does not go out of style. It also brings a particular sense of nostalgia with the content, allowing consumers to immerse themselves into the numerous graphics, and taking each piece as their own with their own understanding. That romantic element that is also involved in the content, assists consumers to immerse themselves in the brand, and create a strong connection with it. As humans, we are all visual people, who adapt and are attracted to certain things. With having such a strong artistic style behind the brand, it will create a stronger attachment with consumers. The entire concept art behind the brand is pure romance essentially, from the colours, to the visuals. The colour in the logo is the perfect shade to embody the brand, as it represents the where the sky and the sea meet. A luscious hazy blue, which along with many questions as to how the ocean is blue, leaves for an enigmatic wonder, making the brand wonderlust. It is meant to really empower the brand, and create a full circle for who and what Kaizen Zale Lines stands for. Travel, romance, the times of one's life, and to enjoy the venture rather than the final destination. The visual combination of the sky and the sea, the magical concepts of birds in airplanes and woman in shells, allows consumers to be lost in imagination, and inspire to new perspectives.

As stated previously, a heavy portion of the creative content behind this piece would be the Smashing Pumpkins album, Mellon Collie and the Infinite Sadness. The album artwork is so magical and enigmatic, it was a perfect creative opportunity to immerse into maritime travel. The rich colours mean luxury, while the elements of the content also translate to luxury, but in a modern way. If a song could represent what the brand is about, it would be Cupid De Locke by the Smashing Pumpkins (listen to it if you have a second,) it is exactly what the visuals sound like, in the best way possible. Inspiring, romantic, enigmatic, nostalgic, and quite frankly, what it feels like to fall in love. Another reason to Kaizen Zale Lines brand personality, would be how it appeals to the target demographics. It can appeal to a twenty year old, just as much as a sixty year old. It's not too modern, and not too old, it's simply something that has not been done before.

Another heavy influence behind Kaizen Zale Lines, would be the repetition of well known cruise companies of the modern century. They keep getting bigger, more passengers, and cheaper and cheaper quality in service and environments. That is what this brand is about. It is bringing back the style and grace into ocean travel, rather than cheap tequila shots and three towels to a room. It is creating an environment for passengers to enjoy, and not just drink through the entire trip, and eventually forget. It is a brand that will give consumers an experience more than anything, visually, and environmentally.

End Note

I really enjoyed working on this project, it allowed me to combine my love of art with my love of ships. It may sound odd that a 23 year old woman has a factuation with ships, but I do. I am quite passionate about it. Being able to also include my art history and aesthetics into the project, made this project possibly one of my most favourites i have ever done. So thank you. Also, listen to Cupid de Locke if you have a chance, it really embodies my project very well, and is almost like the missing puzzle piece. Also, I know that the collage was completely unnecesary, but I felt it really gave the client the entire idea and aesthetic that will belong to the brand and company. Also Talk Show Host by Radiohead also embodies this aesthetic. Thank you.