

AMERA

BRAND
STORIES
FOR A
BRIGHTER
TOMORROW

Strategy.
Design.
Creative production.
For meaningful brands.

m.

BRANDING & CREATIVE

IDENTITY / PRINT / CAMPAIGNS / AI VIDEO

From attention to action.

zxp.ca

A VISUAL VOICE FOR YOUR BUSINESS

MAKE IT FEEL LIKE

YOU.

Distinct in form.
True to your business.



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



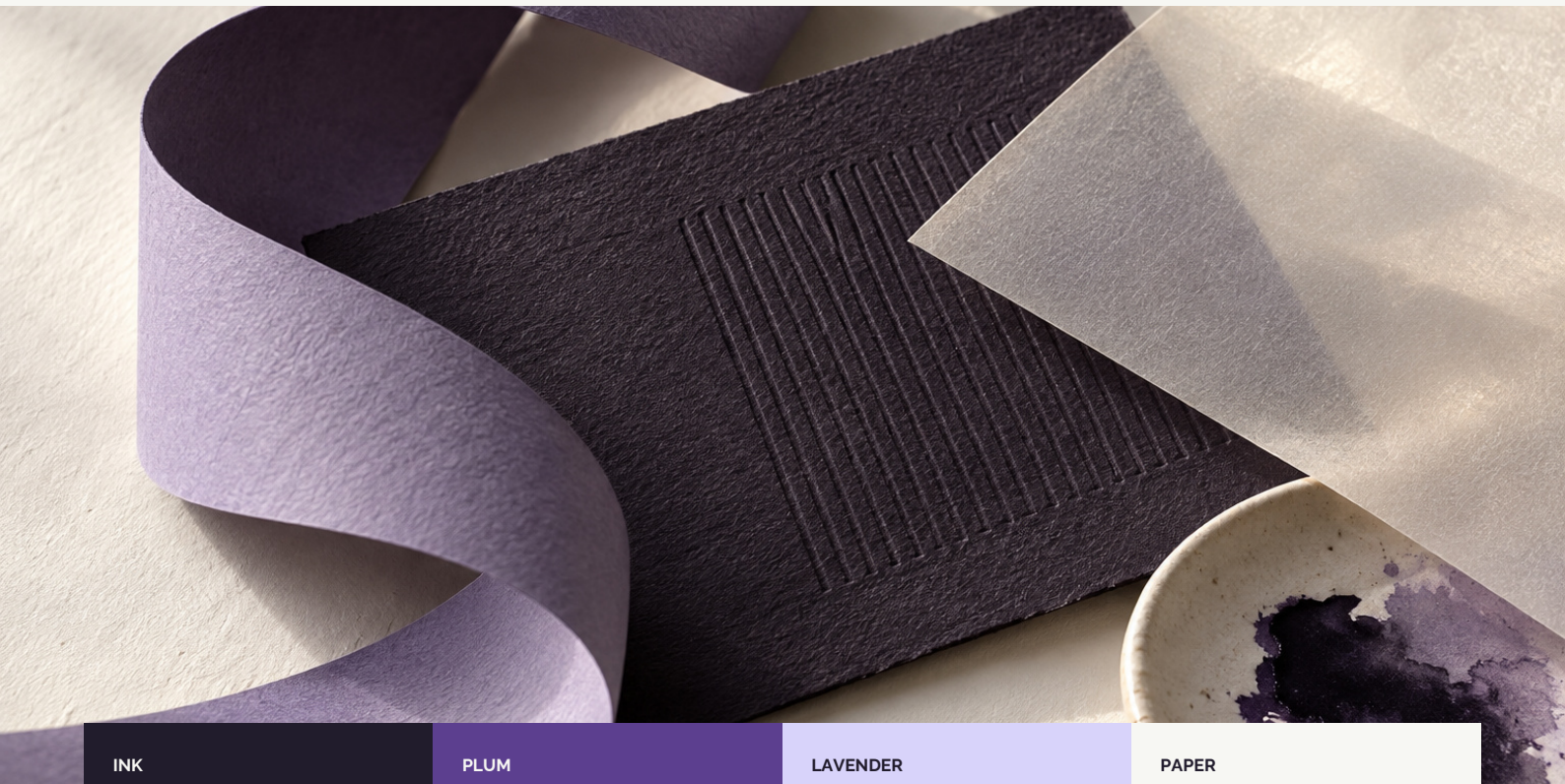
THE SMALL DETAILS.

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.

ILLUSTRATIVE PRINT STUDY



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

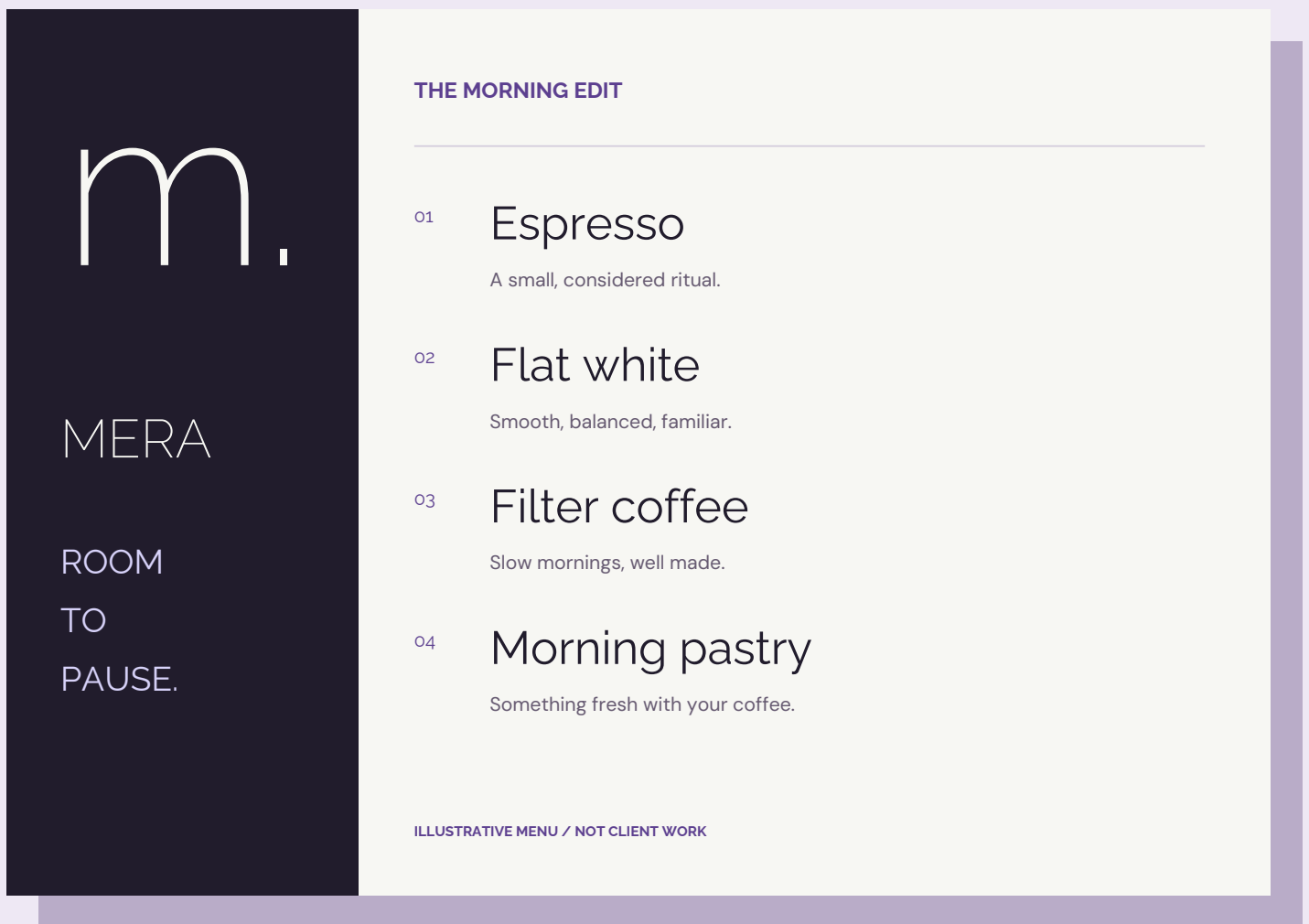
More space to explain the business, its services and its story.

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.

**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.

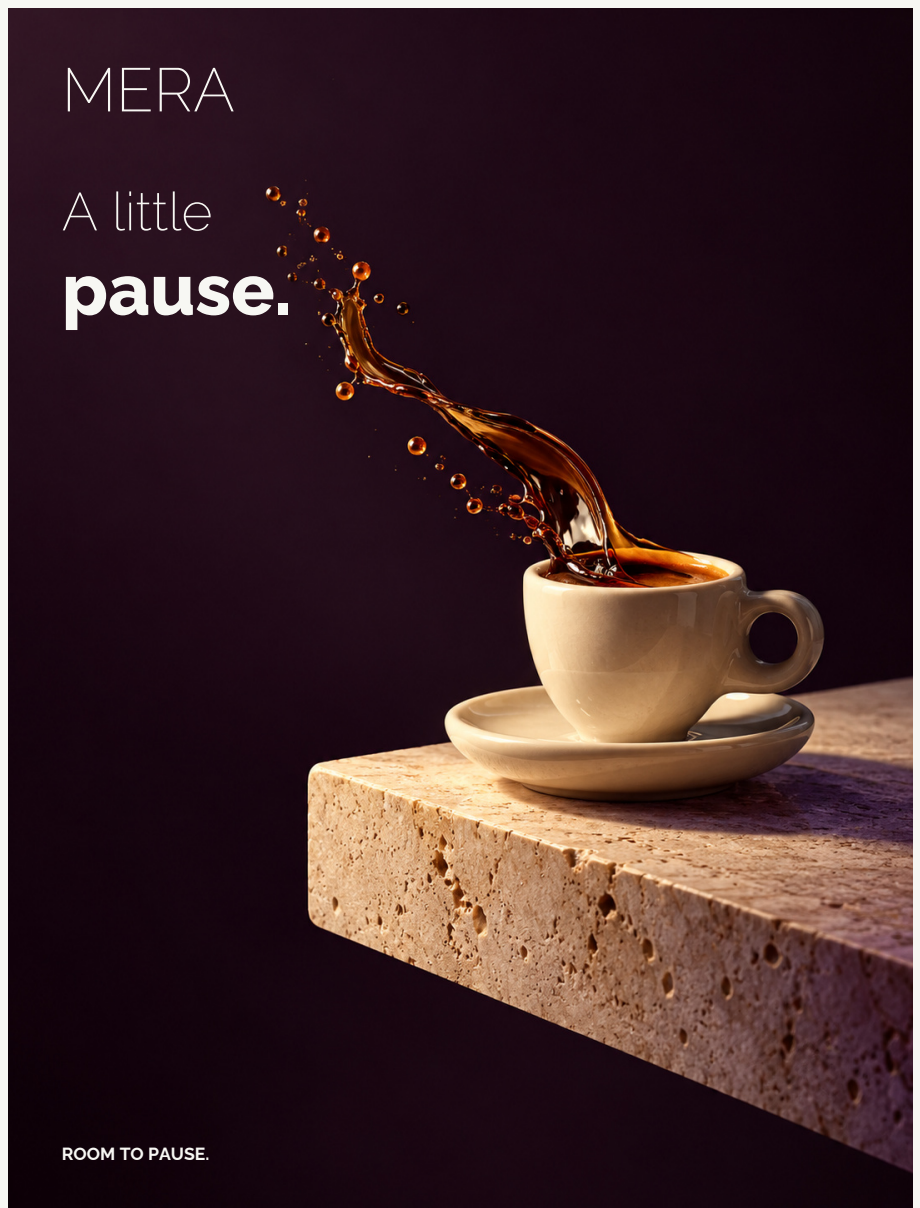
Advertising visuals.

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.

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

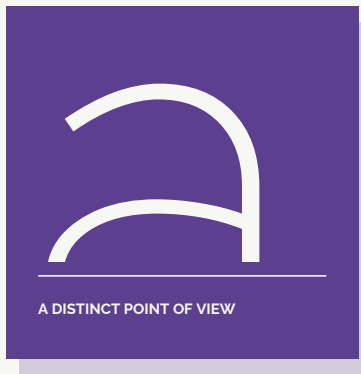
Pacing, transitions, and agreed
sound, voice or captions.

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.

DESIGNED AROUND YOU.

CUSTOM QUOTE

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

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.

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?

MAKE YOUR **NEXT MARK.**



LET'S CREATE SOMETHING THAT FEELS LIKE YOU.

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

EMAIL

info@zxp.ca

CALL

+1 (647) 500-8393

VISIT

zxp.ca