

STUDIO

**KIN
ASYA**

KINAYA MGAZA

all things graphic design

 Kinaya Mgaza

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 @studiokinaya

CREATIVE DIRECTOR, THINKER AND DOER.

Hello, meet Kinaya, who has an undeniable passion for graphic design and works hand in hand with small businesses. Kinaya is able to bring each and every one of her client's visions to life.

From brand strategy and identity to print collateral and digital design, Kinaya has developed exceptional skills with Adobe Creative Suite, including Photoshop, Indesign and Illustrator. As a passionate creative, Kinaya is always on trend with what's going on in the design world, ensuring her clients receive premium and eye-catching designs.





Pointe Balance

Brand Identity

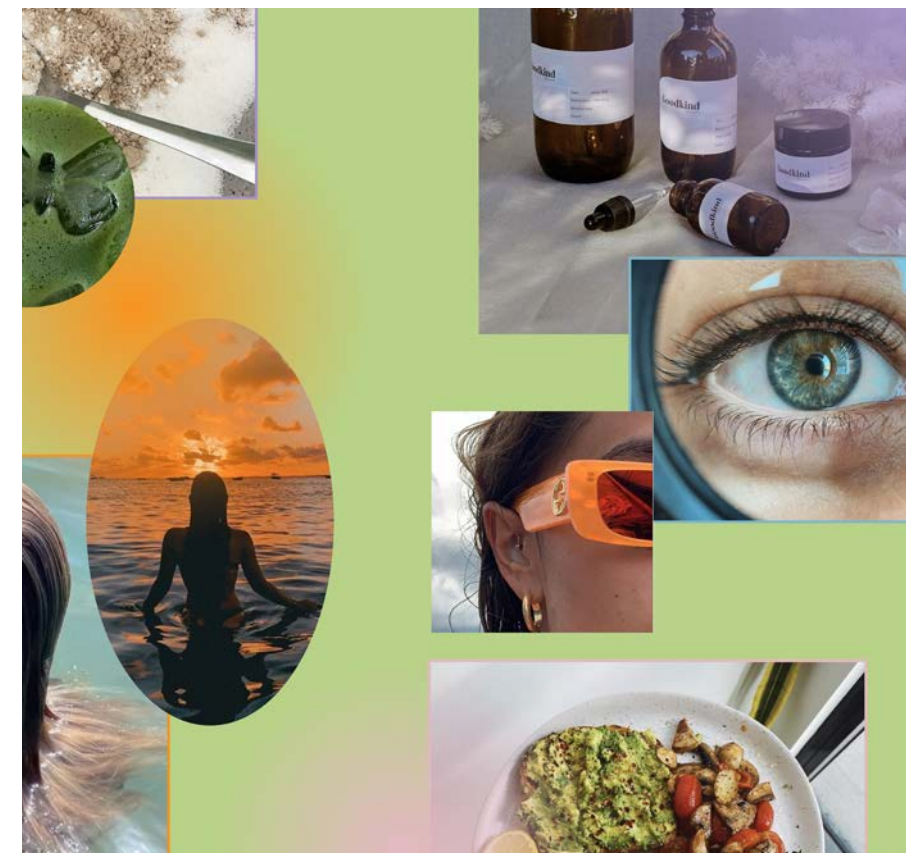
Pointe Balance is a naturopathy brand focusing on healthy habits and a balanced lifestyle. Founder of Pointe Balance, Bella, a sunset enthusiast and trained former ballet dancer, was after a unique brand identity that was confident, elegant and trustworthy. The custom bold, manipulated typeface allows Pointe Balance to fearlessly stand out from the crowd, whilst capturing the fun loving aspect of Pointe Balance and the flow and balance of a healthy mind, body and spirit.

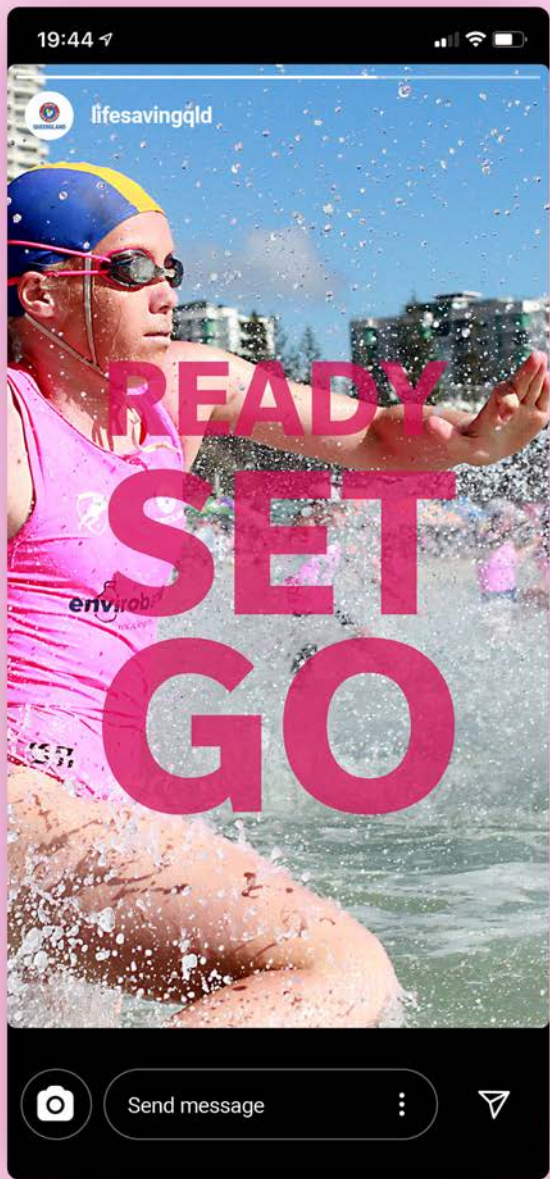
What we did

Visual Identity, Brand Strategy,
Brand Identity, Logo Design

How we did it

Illustrator





2021 State Championships

Social Media Collateral and Merchandise Design

Each year Surf Life Saving Queensland celebrates surf sports with their annual Youth State Championships and Seniors and Masters State Championships - two weekends of action packed and unforgettable experiences for both competitors and spectators. Working within the brand guidelines, Kinaya was able to create a unique and eye-catching design that was powerful and successful across multiple disciplines (social media, print, merchandise). The repetition of circular elements as well as the use of colour, creates an eye-catching yet sophisticated visual, capturing the excitement of the event.

What we did

Visual Identity, Layout Design, Illustration, Merchandise Design, Social Media Marketing Collateral

How we did it

Illustrator, Indesign, Photoshop





Kibila Magazine

Cultural Design Magazine

Influenced by Kinaya's Tanzanian nationality, Kibila Magazine challenges traditional design trends and celebrates the importance of culture through the use of colour and texture. The unique art style reflected throughout this project creates an eye-catching visual whilst maintaining a premium appearance. The bold choice in grid layout, textured elements and photography allows Kibila Magazine to take the viewer on a journey, celebrating the colourful and audacious nature of Tanzanian culture.

What we did
Visual Identity, Branding, Layout Design, Illustration, Photo Editing, Photography, Editorial Design

How we did it
Illustrator, Indesign, Photoshop





Brook Sparkling Water

Creative Direction and Packaging Design

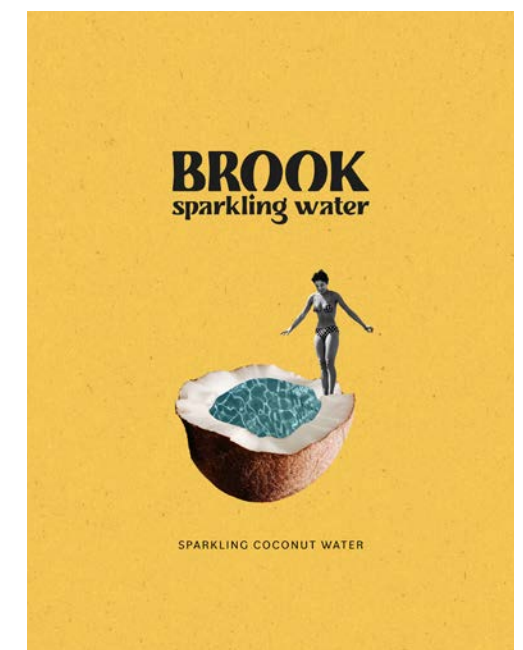
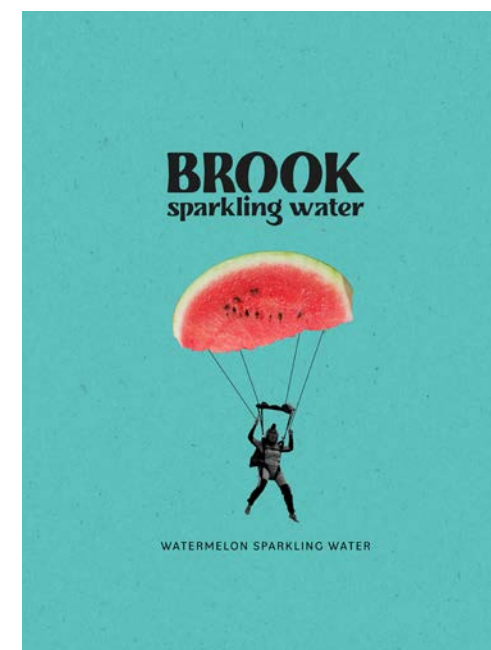
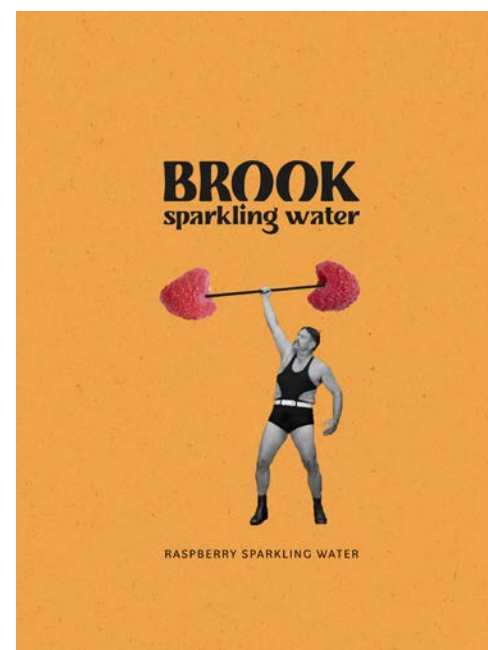
Brook is a sparkling water brand who make and sell refreshing fruit beverages. Unlike their competitors, Brook's nostalgic packaging is reminiscent of summer, adventure and excitement, maintaining and achieving primal shelf presence over their competitors. The vintage nostalgic element is achieved through the use of colour, shape and texture. Whilst the manipulated collage element to the packaging creates a unique selling point to the brand, and captures the brand's personality perfectly.

What we did

Visual Identity, Brand Identity,
Packaging Design, Photo Editing

How we did it

Illustrator, Indesign, Photoshop



THE HANDMADE TYPE

By Laurie Stanton | Artwork by Marx Mik
Graphic designers are turning their hands (and tablets) to creating bespoke typefaces that hit the brief and catch the eye.

TYPE IS SUCH A UNIQUE WAY TO EXPRESS WHAT YOU WANT TO SAY

Nunc blandit libero ac volutpat maximus. Cras imperdiet facilisis sapien, at consequat enim viverra sit amet. Duis in justo tincidunt, ullamcorper justo non, tincidunt elit. Donec ipsum augue, scelerisque sed cursus et, consequat vel eros. Praesent vestibulum suscipit ex rutrum gravida. Aenean eget erat malesuada, placerat odio luctus, malesuada velit. Aenean at pulvinar diam.

Maximus quis leo sed condimentum. Aenean tellus moris, sagittis nec diam non, finibus dapibus ligula. Vivamus porta felis lorem, eget condimentum mi efficitur vitae. Proin reliquid neque ut, aliquet auctor Vestibulum cursus libero ut tellus rhoncus faucibus. Cusabitor nulla augue, ultricies et faucibus in, mattis laoreet felis. Proin ut nunc ullamcorper, maximus massa id, lobortis ligula.

Maecenas arcu dui, eleifend in euismod sed, sagittis dapibus eros. Aenean pellentesque egestas gravida. Aenean non enim id tellus varius dictum a nec felis. Donec viverra dui sit amet massa sagittis, ac venenatis felis placerat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Proin sit amet diam nec ipsum tempor lobortis. Integer fringilla finibus nisl, id sollicitudin diam lacinia tincidunt. Donec urna nulla, feugiat non risa nec, dapibus sodales elit. Suspendisse potenti. Aenean eget vulputate elit. Proin finibus a libero ut convallis. Integer vitae dui in arcu molestie sollicitudin gravida vitae ligula. Sed et urna ut mauris lobortis convallis.

THE HANDMADE TYPE 01

The Handmade Type

Handmade Typography Magazine

The Handmade Type, a self-initiated project in collaboration with Billy Blue College of Design, celebrates the art found within handmade typography. The collage inspired visual becomes a bold and colourful statement as well as an engaging point of interest. The Handmade Type defies all conventional design trends with its unapologetic choice in colour. The collage inspired artwork coupled with the framed block work creates a fun and colourful editorial layout design.

What we did

Photo Editing, Editorial Design,
Visual Identity, Layout Design

How we did it

Indesign, Photoshop



A large, elegant, black cursive script logo, possibly representing the initials 'LB', is centered in the background. It features fluid, sweeping lines with a large loop on the left and a smaller loop on the right.

L A S H E S & B E A U T Y

JP Lashes & Beauty Rebrand

Branding Identity

JP Lashes & Beauty were after a minimal and timeless logo design that reflected their elegant beauty brand. The logo design features a calligraphic style typeface coupled with a modern sans serif type. The logo design created for JP Lashes & Beauty has extreme versatility and will remain timeless for years to come.

What we did

Visual Identity, Branding, Illustration

How we did it

Illustrator, Photoshop





For The Love Music Festival Visual Identity

Visual Identity and Branding Collateral

For The Love is an Australian music festival that celebrates the love of music, sun and surf. In the rebrand of the iconic music festival, it became apparent that the identity needed to effectively reflect this love of surf and music. Kinaya Designs was able to create an identity that appeal to the target audience and stood out from competitors. The warm colour palette is symbolic of the sunset colours as the beach side festival continues into the night.

What we did

Visual Identity, Campaign Collateral, Creative Director, Merchandise Design Illustration, Photo Editing

How we did it

Illustrator, Indesign, Photoshop





The
Australian
Ballet

Presents

CINDERELLA

Everyone's favourite fairytale - with a twist



Australian Ballet.jpg © Jeff Busby

Ballerina

SYD

Sydney Opera House
January – March 2019

MLB

Arts Centre Melbourne
April – June 2019

BNE

Powerhouse Theatre
July – September 2019

ADL

Adelaide Festival Centre
October – December 2019

Suitable for children
154 minutes / 2 intervals

For more information:

www.australianballet.com.au



The
Australian
Ballet

Principal partner:



TELSTRA



The
Australian
Ballet

Presents

CINDERELLA

Everyone's favourite fairytale - with a twist



Australian Ballet.jpg © Jeff Busby

Australian Ballet Promotional Brochure

Duo Tone Tri Fold Brochure Design

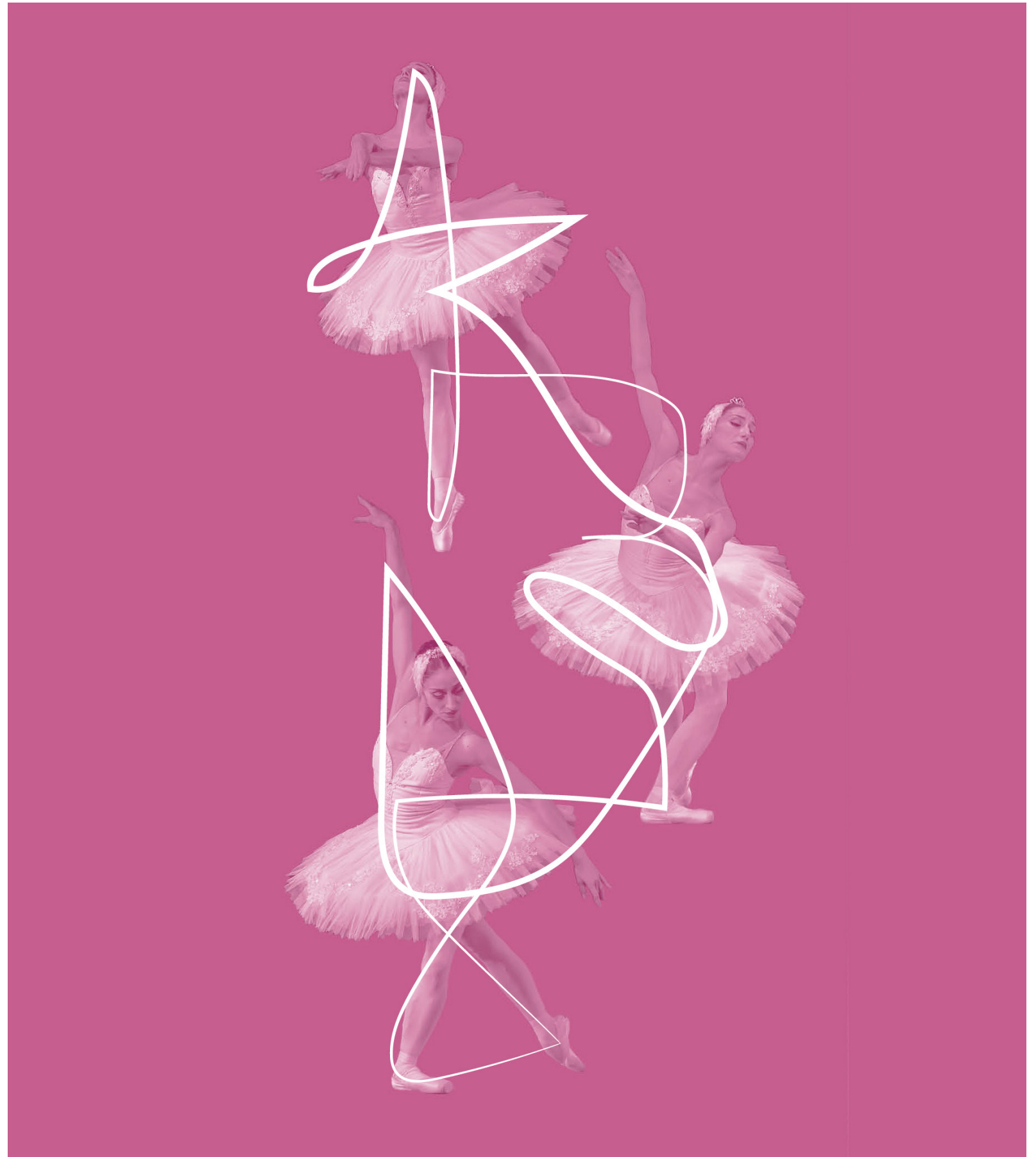
In honour of the Australian Ballet's Cinderella, the design of this tri-fold brochure captures the elegance and art of the classical ballet company. The sophisticated design and style of the tri fold brochure is a commitment to the artistic style and vibrancy of The Australian Ballet. Each of the illustrative ballerinas exist to inspire, delight and challenge the audience. This, alongside the duo tone design allows each art piece to captivate the audience. Overall, the design of this promotional brochure highlights Kinaya's willingness to take daring risks throughout her designs.

What we did

Visual Identity, Layout Design,
Illustration, Photo Editing

How we did it

Illustrator, Indesign, Photoshop





Lira Beauty

Beauty/Makeup Brand

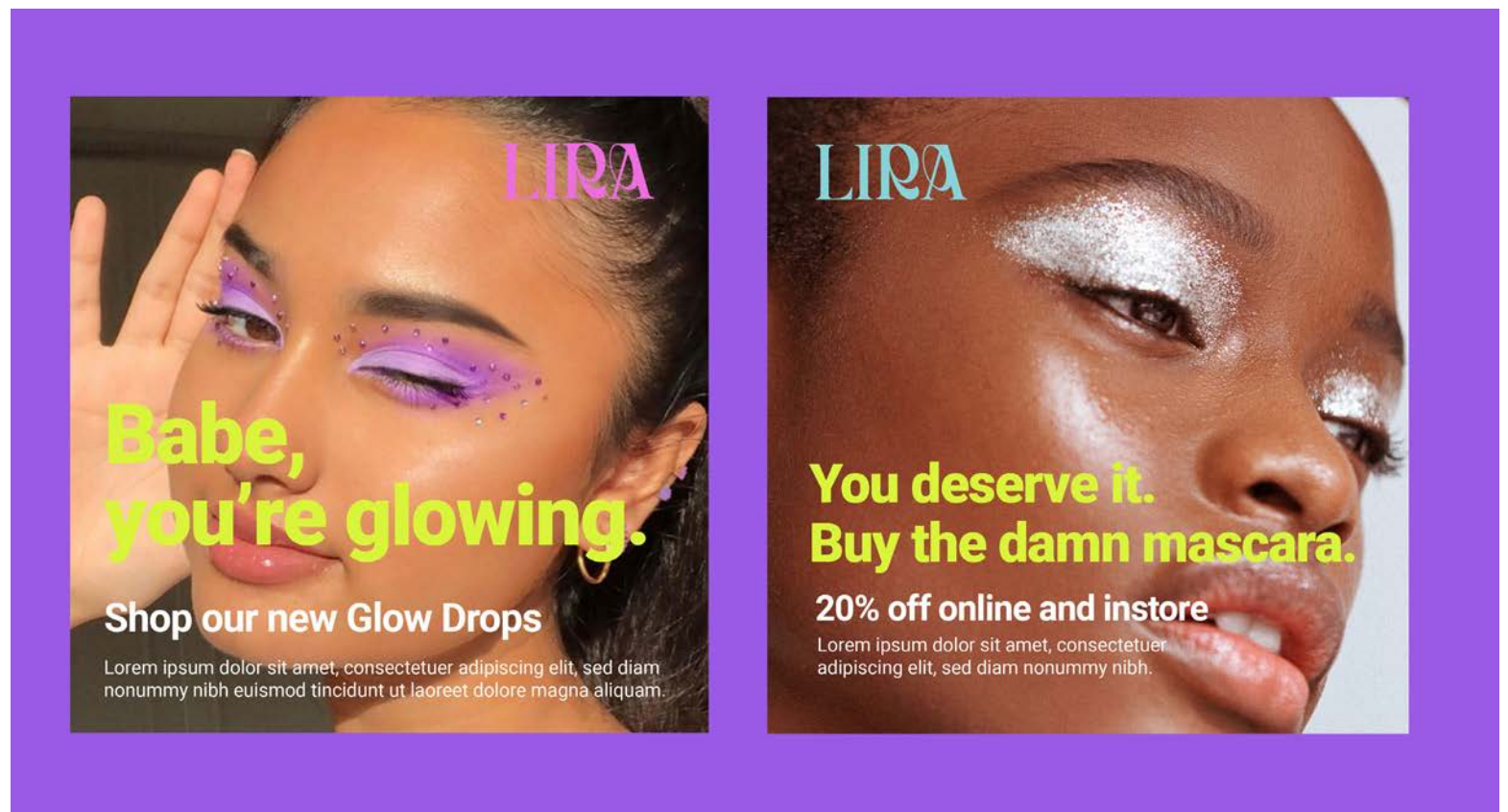
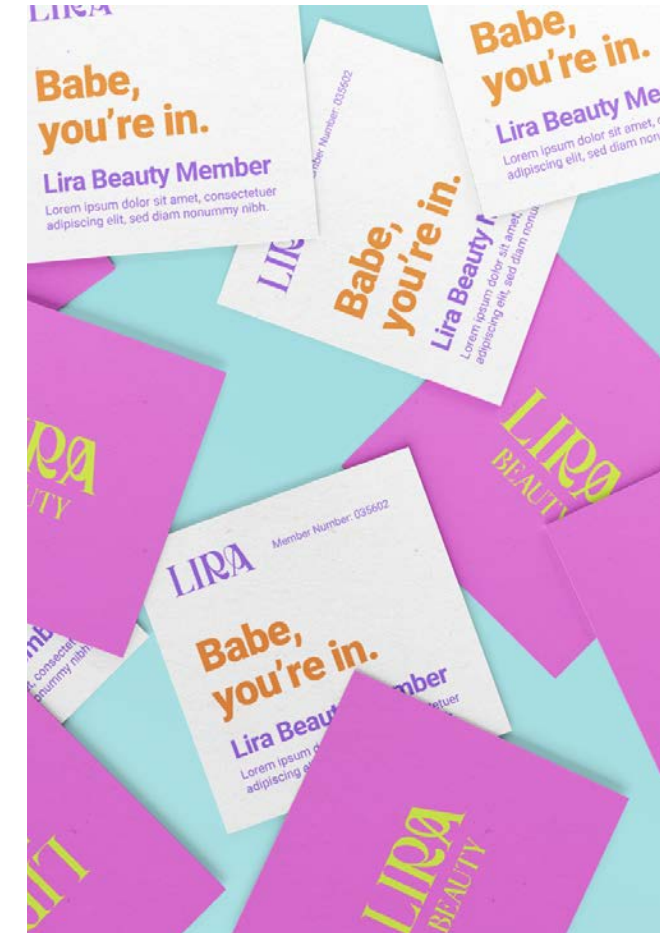
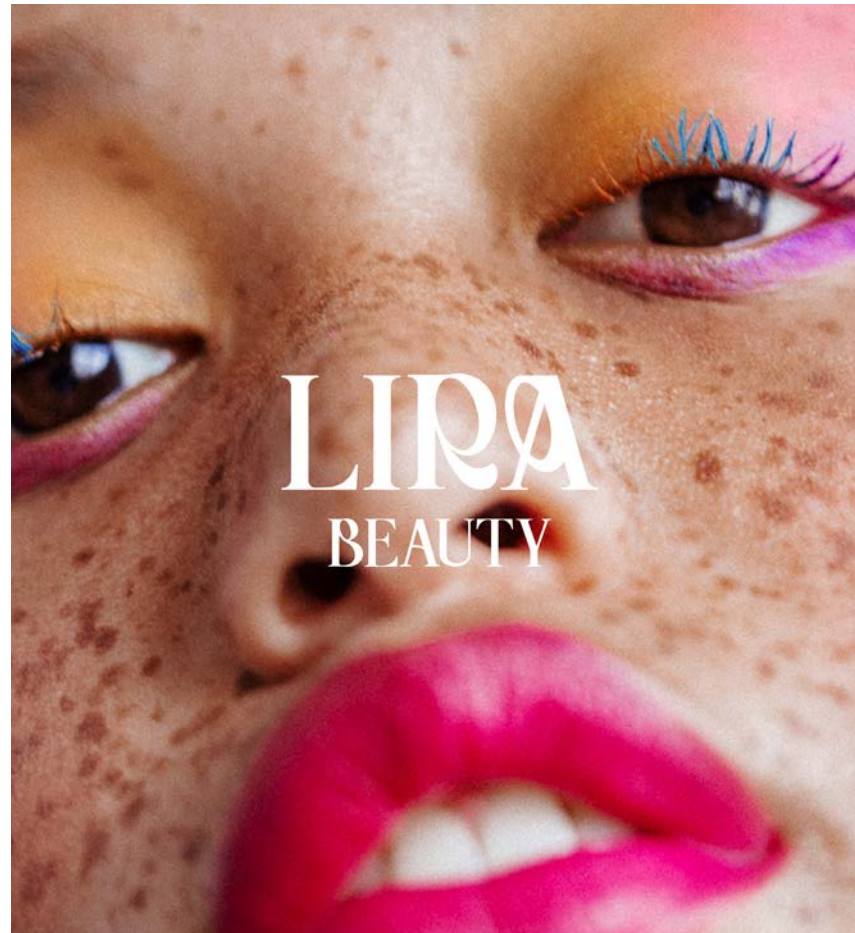
Lira Beauty is an innovative makeup brand that dares to be different, and isn't afraid of being bold with their products and branding. The brand identity and print collateral all use a bold, electric colour palette that aims to remind their audience that you can still have fun with makeup and you don't have to play it safe. The display serif logo features custom ligature elements to capture Lira Beauty's bold and daring personality, whilst still maintaining the brand's fun and youth. The bold brand identity is a force to be reckoned with and is a stark contrast against their competitors, not to mention, the shelf presence of their packaging is impeccable!

What we did

Visual Identity, Branding, Layout Design, Illustration, Photo Editing, Photography, Editorial Design

How we did it

Illustrator, Indesign, Photoshop



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**KIN
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SO, LET'S WORK TOGETHER!

I look forward to hearing from you soon

in Kinaya Mgaza

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