



Miki
ИНТЕРНЕТ *ZOO* МАГАЗИН

Identity and Design of MIKI.kz Online Pet Store

The logo and visual identity were developed for the online pet store MIKI.kz - a company specializing in the sale of goods for pets.

The visual concept of the brand is aimed at creating a feeling of trust, coziness and warmth. The design reflects MIKI.kz's aspiration to be a leader in the pet products industry, providing customers with the best.

Logo

Development of visual identity for online pet store MIKI.kz, including creation of corporate identity, logo and key brand elements.

Website design:

Website layout
UI/UX design
Page design
Illustrations for sections Icon development

Printed products:

Booklets and flyers
Souvenir production
Development of branded accessories

Social networks and content:

Social media design
Post design
Advertising materials

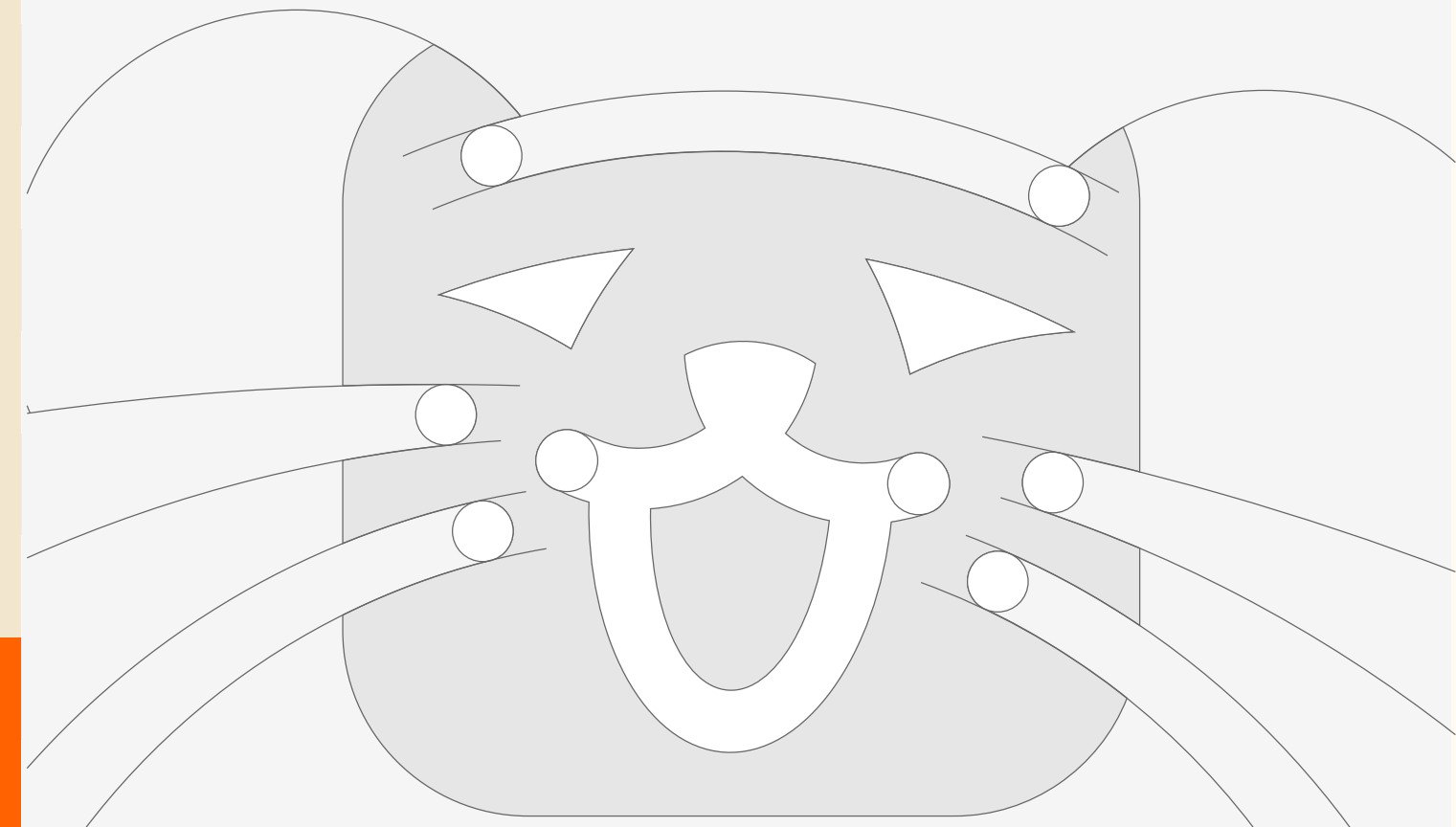
Elements of corporate identity:

Letterheads
Envelopes
Business cards...

Company's mission:

**To develop
a culture
of keeping
pets**





Murr... your home!

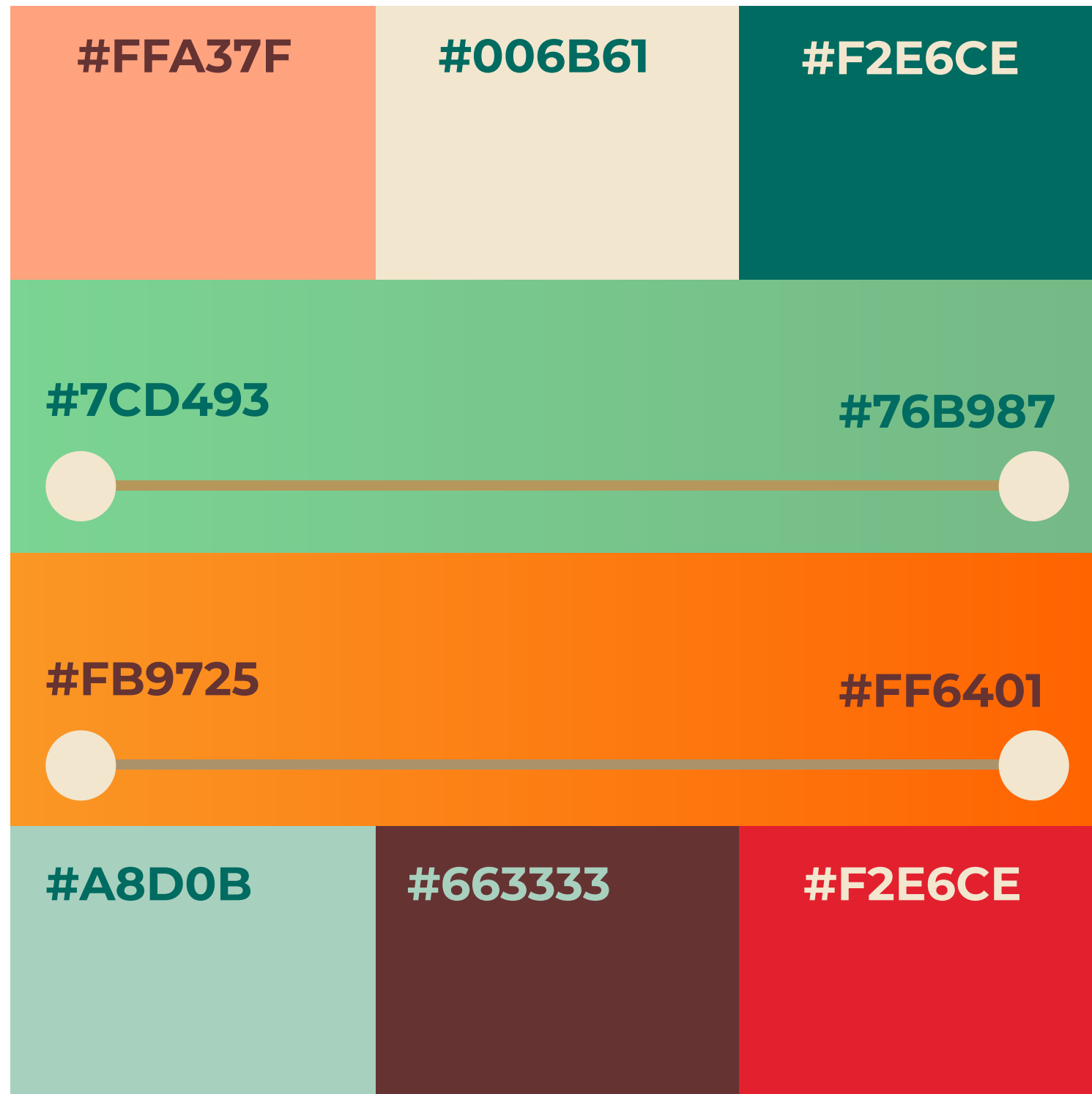
The logo of MIKI.kz represents the stylized face of a smiling kitten, symbolizing happiness and friendliness. The shape of the logo resembles a shopping bag, which emphasizes the main activity of the company - sale and delivery of goods for pets.

The font with smooth lines and sharp corners emphasizes the seriousness and reliability of the brand, and the handwritten style "ZOO" adds personality and dynamics.

The colors of the logo have the following meaning:
Red and orange - symbols of energy, warmth and activity.
Green - association with freshness and harmony with nature.



Color palette



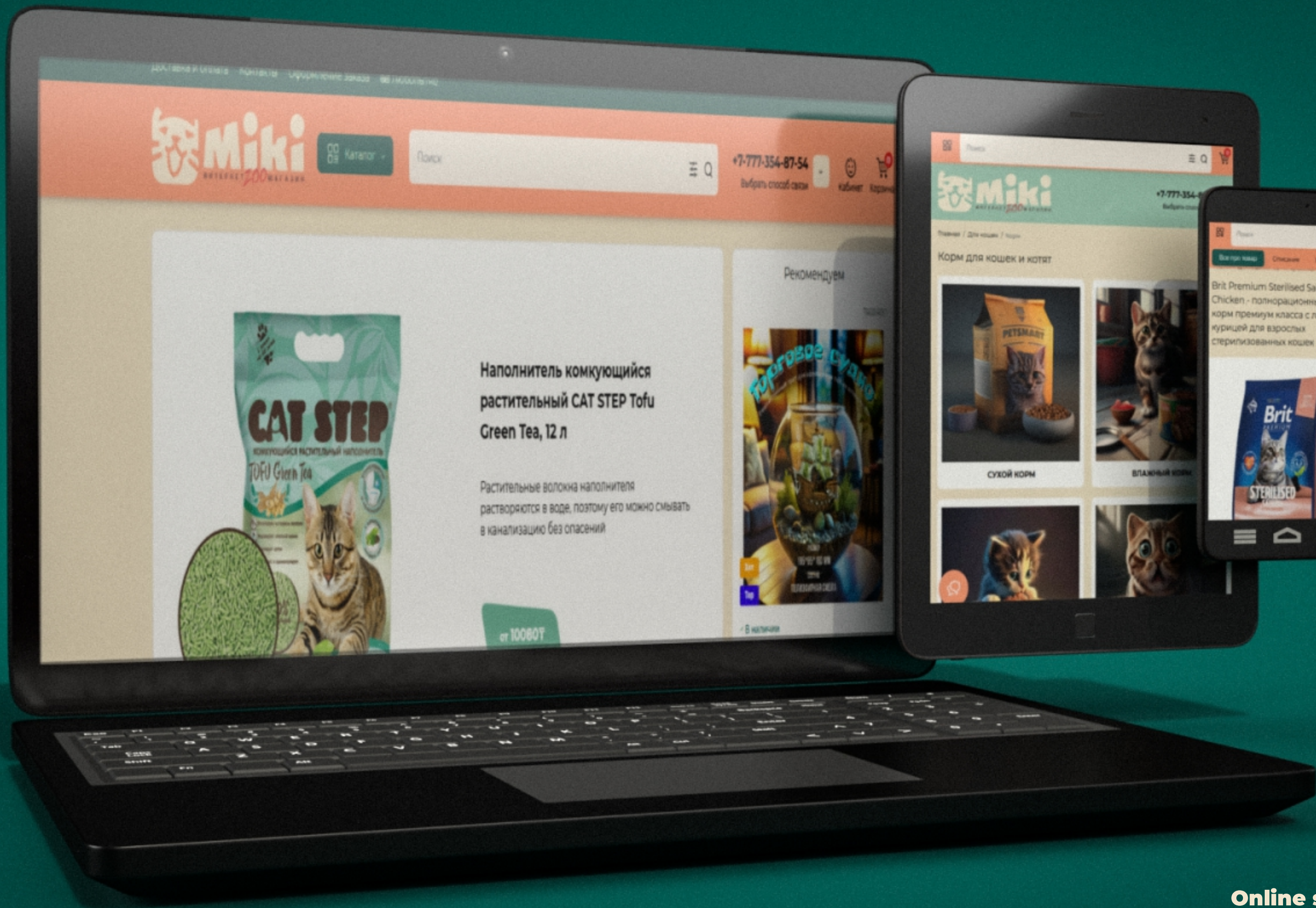
Fonts

The logo is made in a design font developed for the brand. Recommended font for business documents, promotional materials, websites and other related materials. This font provides a consistent style and professional look across all platforms.

Aa | **Montserrat Black**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

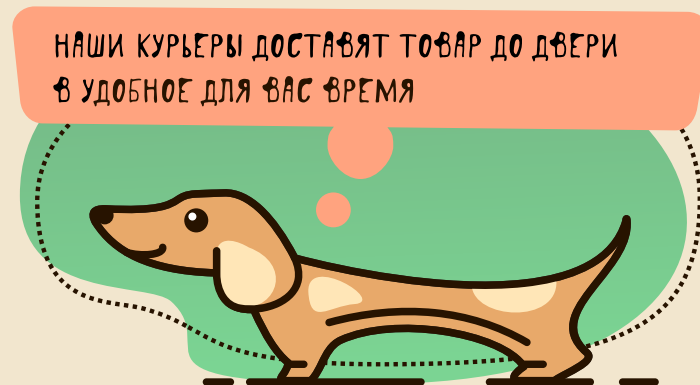
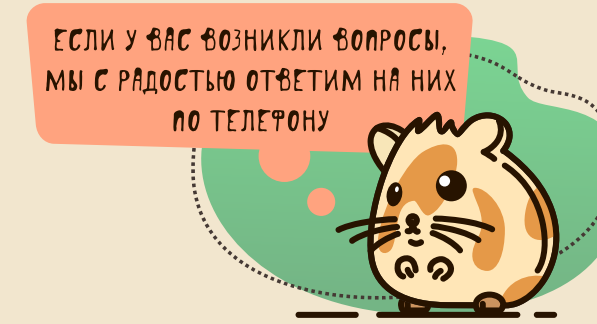
Aa | Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AA | LONDON
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



Online store

Created icons and illustrations for the website

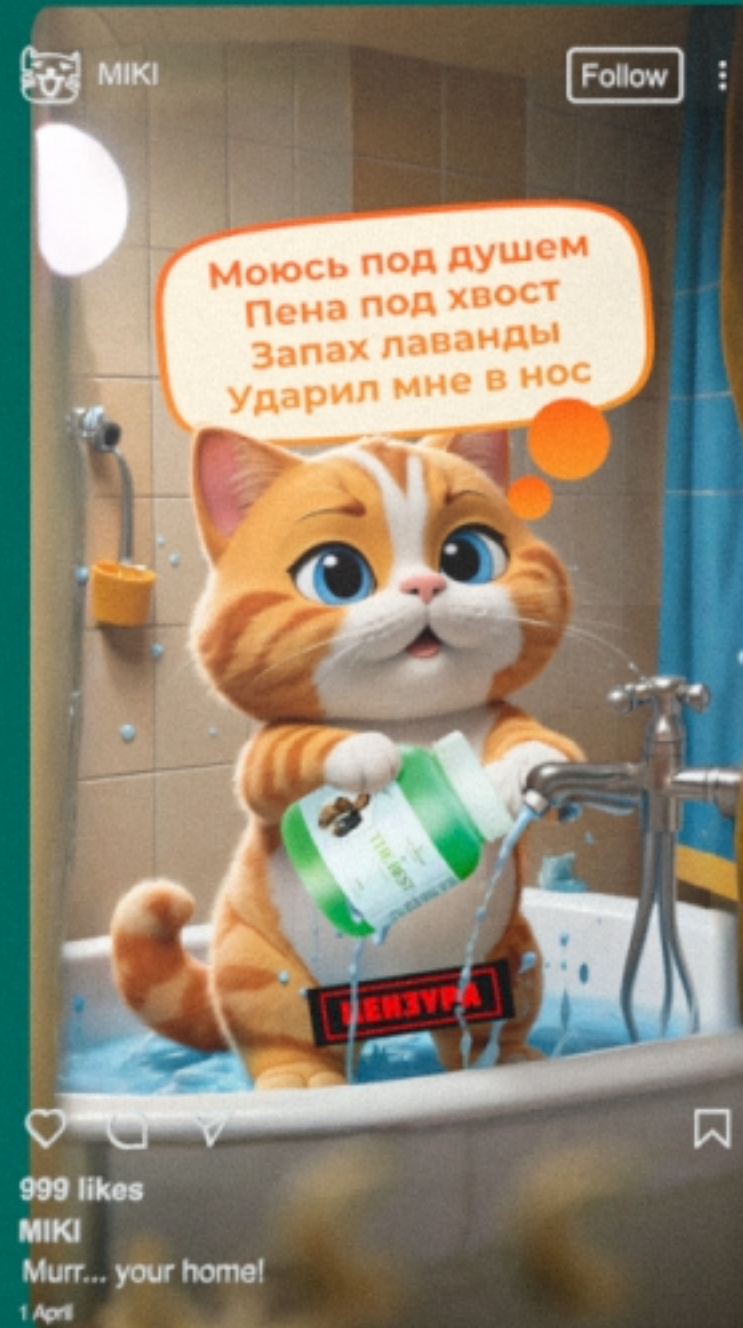




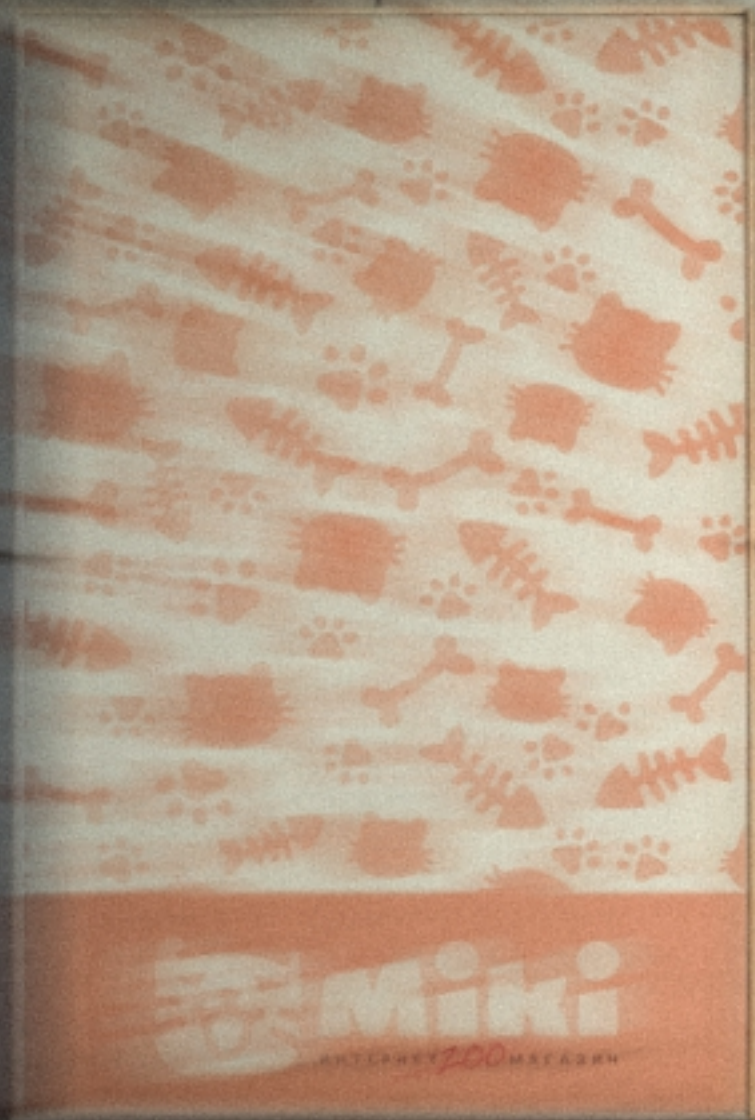
I'm Miki | Pet Products Specialist

Pet Products

Stay with me and I will tell you about pet products. Or visit my website to buy the best pet products for your pets



Created character Miki, who creatively enlivens social networks MIKI.kz

The Miki logo, consisting of a stylized orange cat face and the word "Miki" in green, is positioned at the top. Below it, a beagle dog is sitting on a grey cushion, looking up and barking. The background is dark grey.

LARGE SELECTION
OF PRODUCTS FOR PETS

The goal of our company is to develop
a culture of keeping pets

The Miki logo is at the top. Below it, a beagle dog is sitting on a grey cushion, looking up and barking. The background is dark grey.

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The identity and design of the online pet store MIKI.kz reflect the company's key values: care for pets, reliability and convenience for customers. The design will further strengthen the connection with the target audience, opening up new opportunities for growth and interaction.

Author:

Denis PAHOMCHIK

