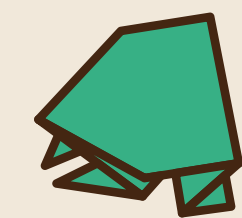
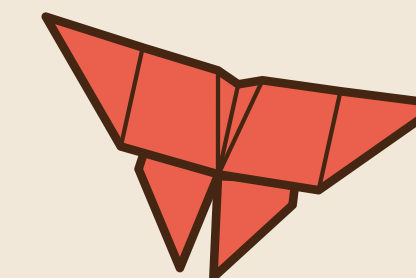
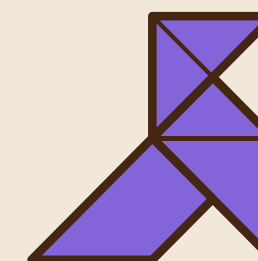
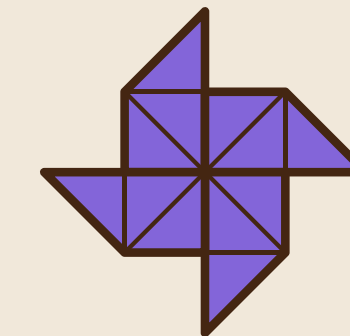
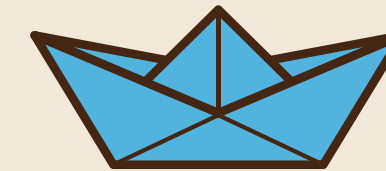
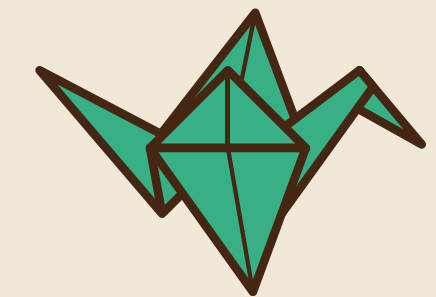
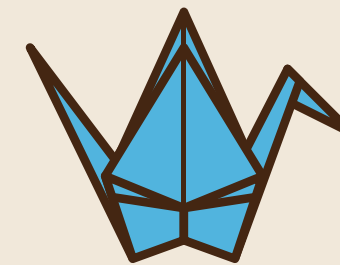






Introduction

Originating from the Japanese word Kami, meaning paper, Kami Kit is a company dedicated to providing children with enjoyable learning experiences through the power of origami. By providing comprehensive kits with a wide range of subjects ranging from team building to mathematics, Kami Kit strives to make learning a fun activity for children and inspire new generations of creative minds for years to come.





Brand Deliverables

- 1. Logo System
- 2. Kit Packaging
- 3. Website Design



1 | Logo Guidelines

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Symbol

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Logotype

The Kami Kit logotype may appear by itself on company materials such as the website and packaging.



Combination Mark Landscape

For third party applications such as press releases and other material managed by other companies, using the combination mark is required to aid in brand awareness. The landscape oriented mark is to be used where more horizontal space is available.

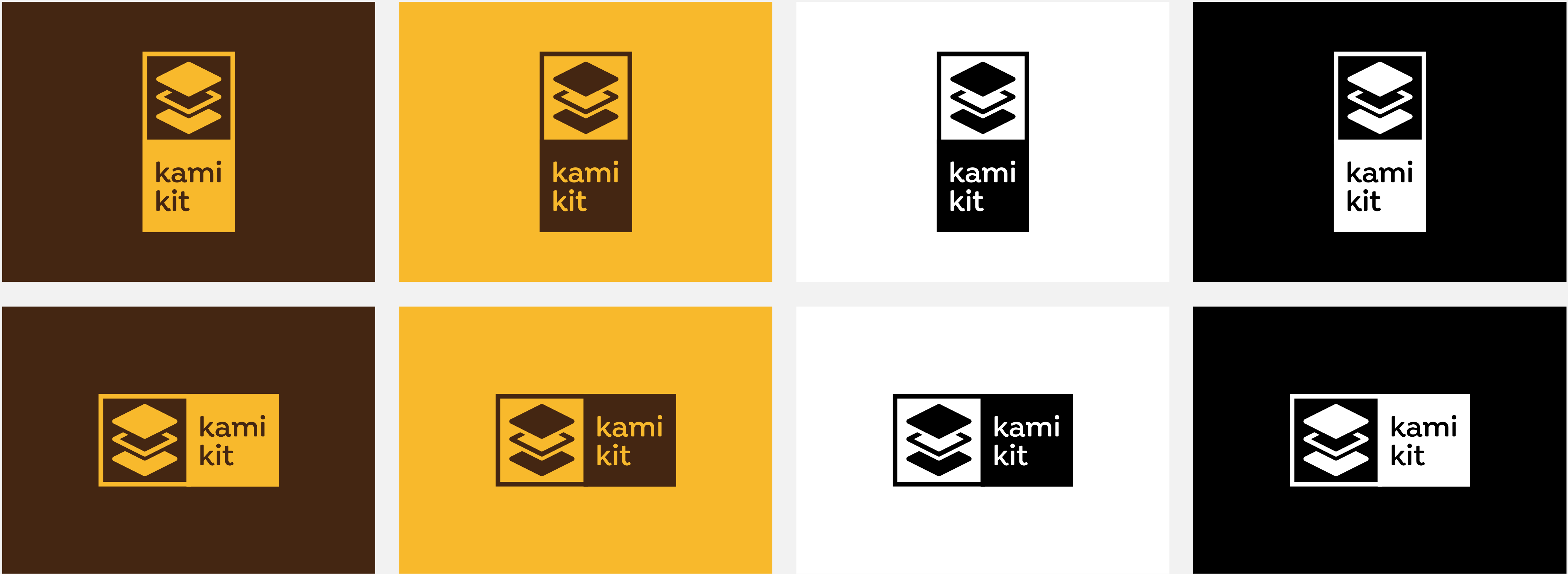


Combination Mark Portrait

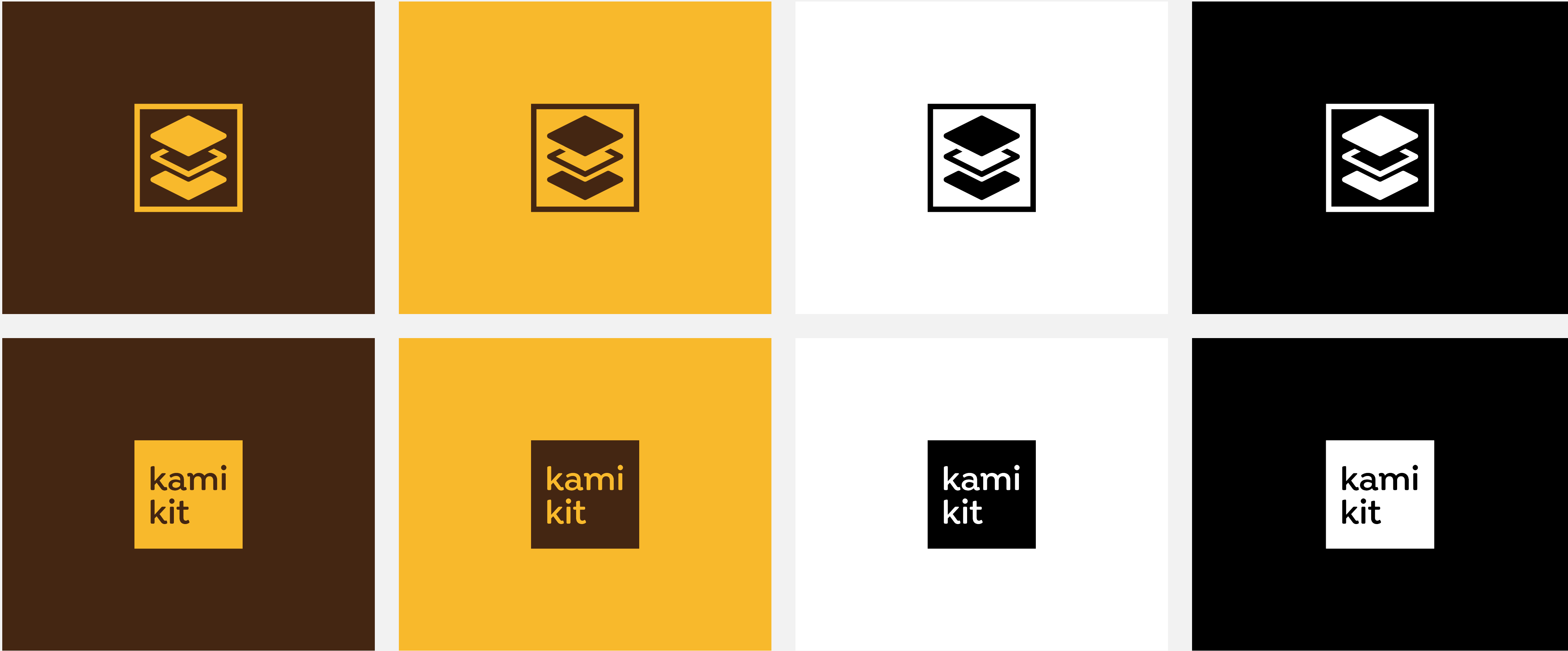
The portrait oriented Kami Kit mark is also best used for third party applications. It should be used when the application space is vertically oriented.

Color Variations

In order to maintain our brand’s consistency across various media forms, the logo should never be colored in any other way than these specified variations.

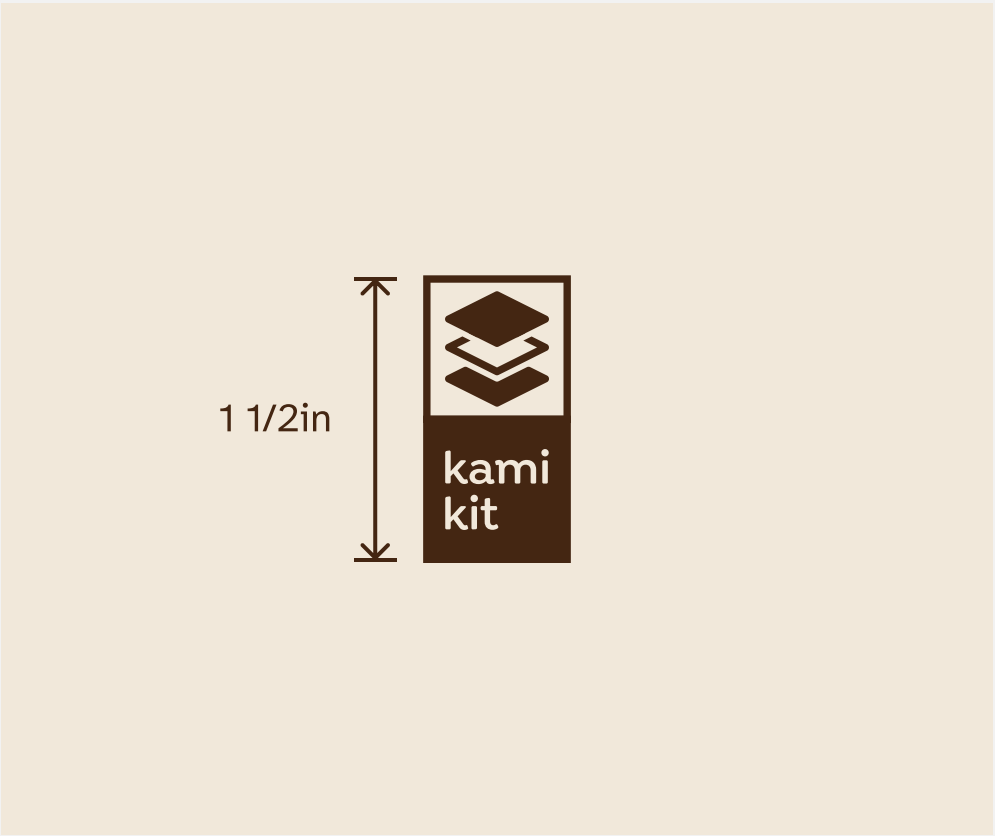
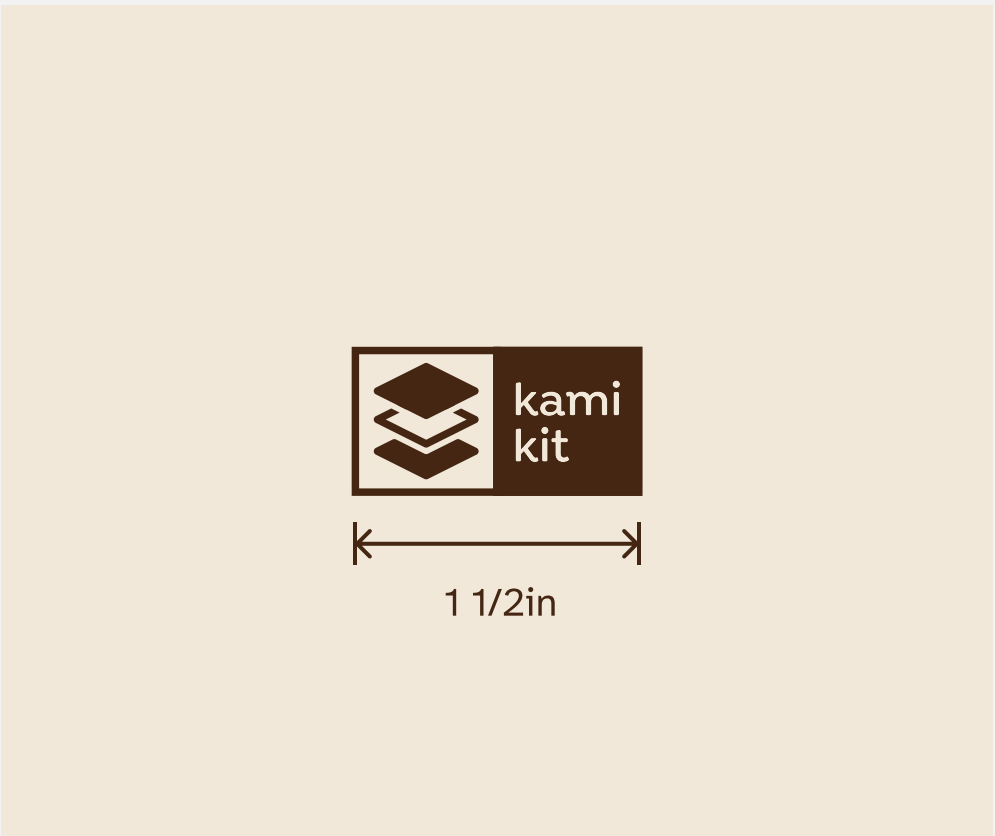
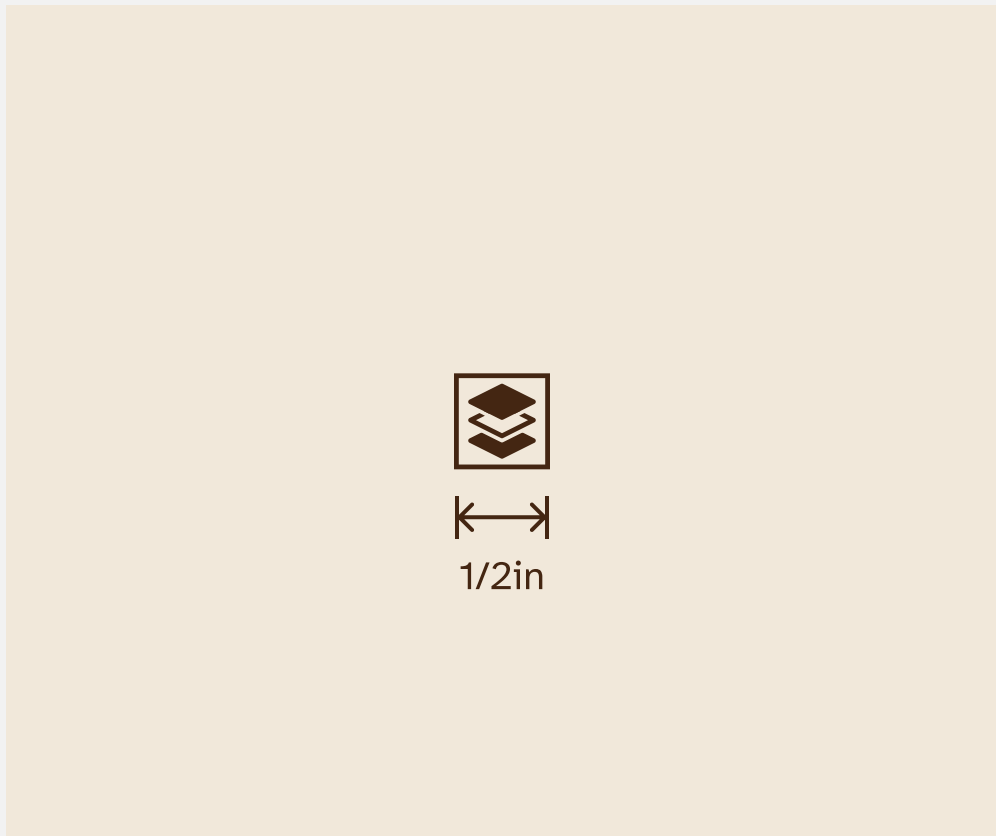


Color Variations (cont.)



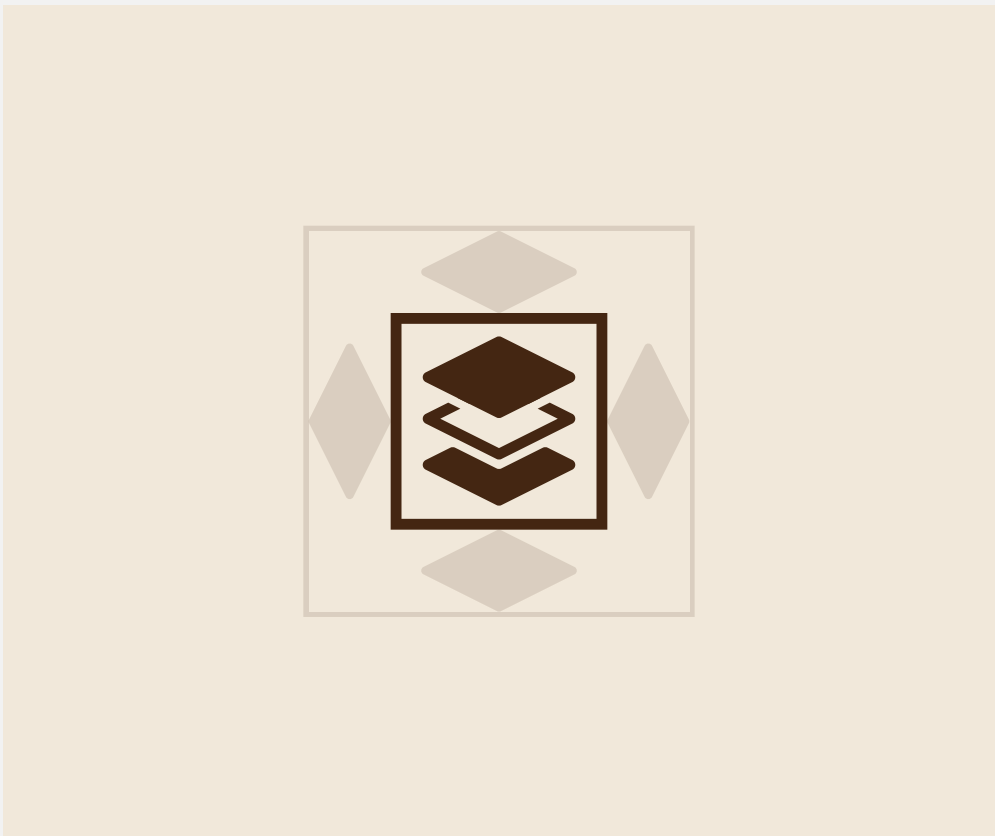
Minimum Sizes

The logos should never be smaller than specified in order to maintain legibility.



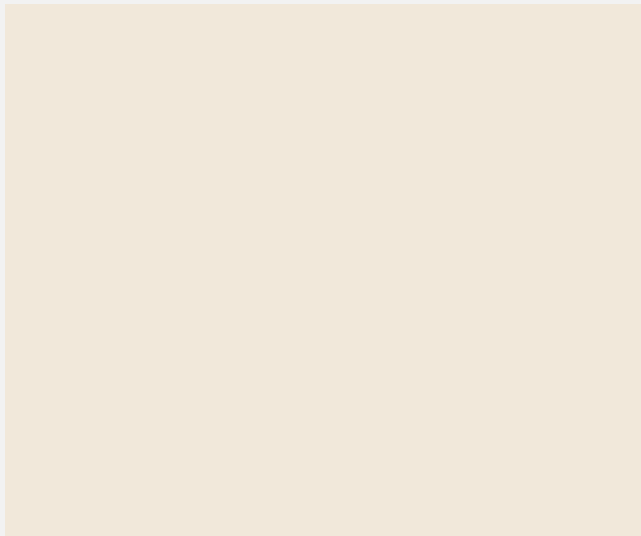
Staging

Do not place any graphics or text in the clear space shown.



Brand Palette

Our brand colors directly reflect our mission of creating enjoyable learning experiences for children by using a bright and eccentric palette.



Vanilla
#F1E8DA
RGB: 241, 232, 218
CMYK: 0, 4, 9, 5



Sky Blue
#51B4DE
RGB: 81, 180, 222
CMYK: 55, 16, 0, 13



Lemon Yellow
#F8B92C
RGB: 248, 185, 44
CMYK: 0, 25, 80, 3



Clementine Orange
#EA604D
RGB: 234, 96, 77
CMYK: 0, 54, 62, 8



Chocolate
#442612
RGB: 68, 38, 18
CMYK: 0, 12, 20, 73



Hyacinth Violet
#8365D9
RGB: 131, 101, 217
CMYK: 34, 45, 0, 15



Minty Green
#37B085
RGB: 55, 176, 133
CMYK: 47, 0, 17, 31

Typography

It’s important to use the specified company fonts to maintain consistency across brand materials: Isadora Soft Semibold for the logotype, Mija Bold for headings, and Atkinson Hyperlegible Regular for body copy.

Isidora Soft Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

kami kit

Mija Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Learn to fold, fold to learn.

Atkinson Hyperlegible Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kids can learn a lot about math at home through hands-on, playful activities that inspire conversations about numbers, geometry, and spatial relations.

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- 6. Stretch the logo disproportionately.
- 7. Outline the logo.
- 8. Place the logo on a low-contrast background.





2 | Kit Packaging

Opening Kami Kit's packaging is an experience in itself. Although the exterior packaging is quite subtle, upon opening the outer shell children are greeted with a vibrant and eccentric interior with a unique three-tiered design. Our goal is to make the unboxing experience as exciting and fun as possible for children.











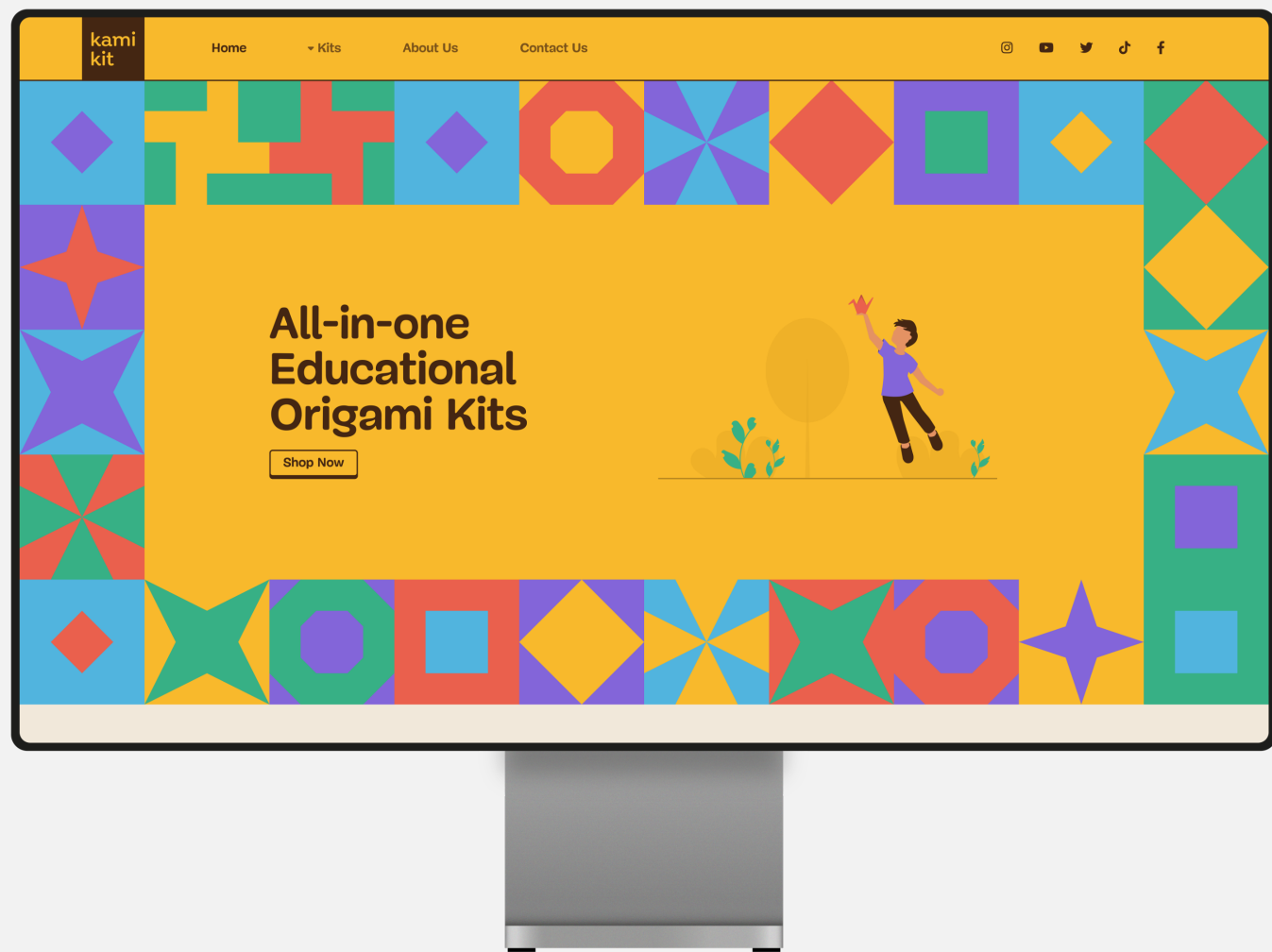




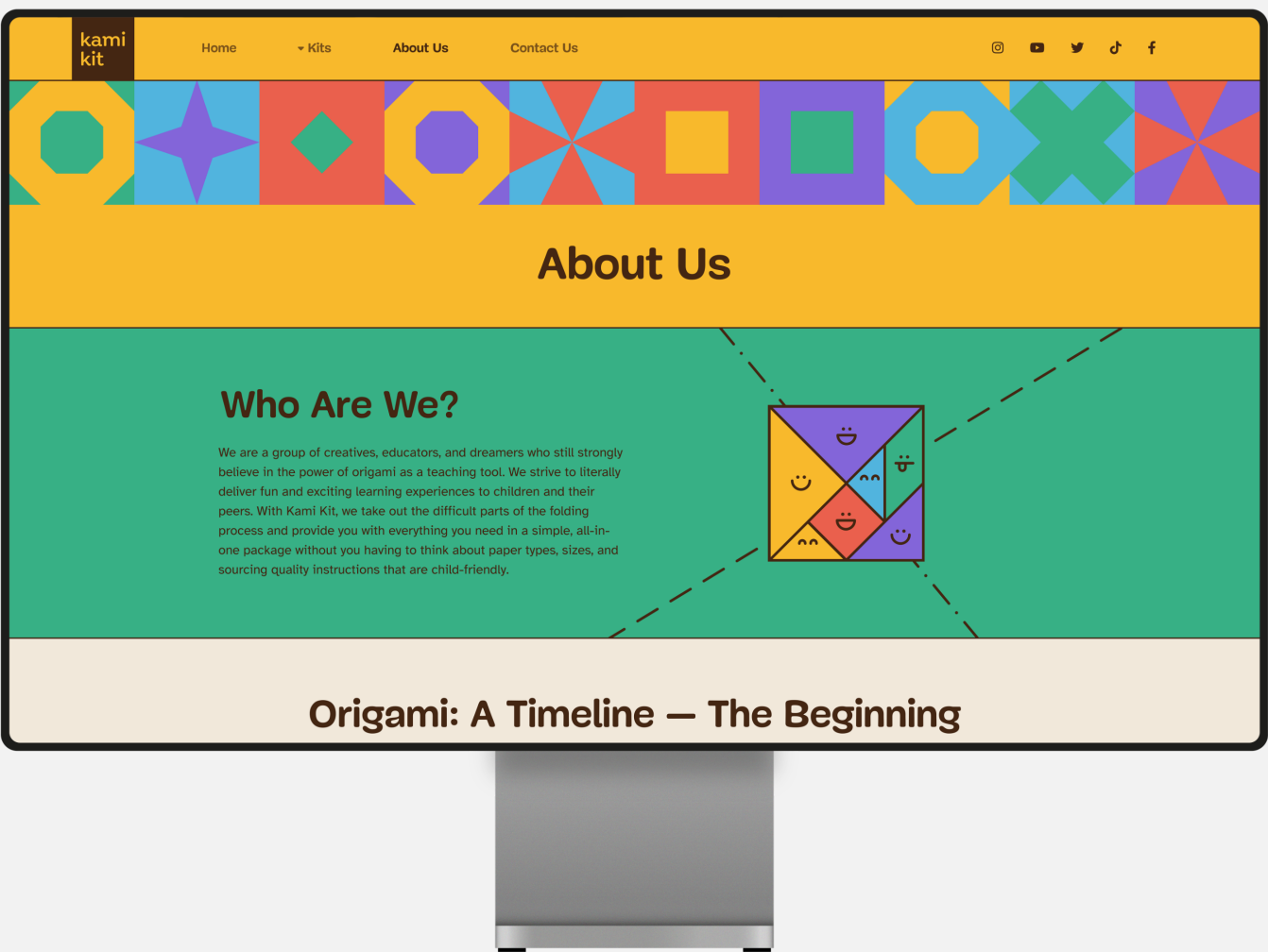
3 | Website Design

The Kami Kit website is an essential part of the Kami Kit company. Its where parents and educators are introduced to our products, and it's the primary point of sale for our educational kits.

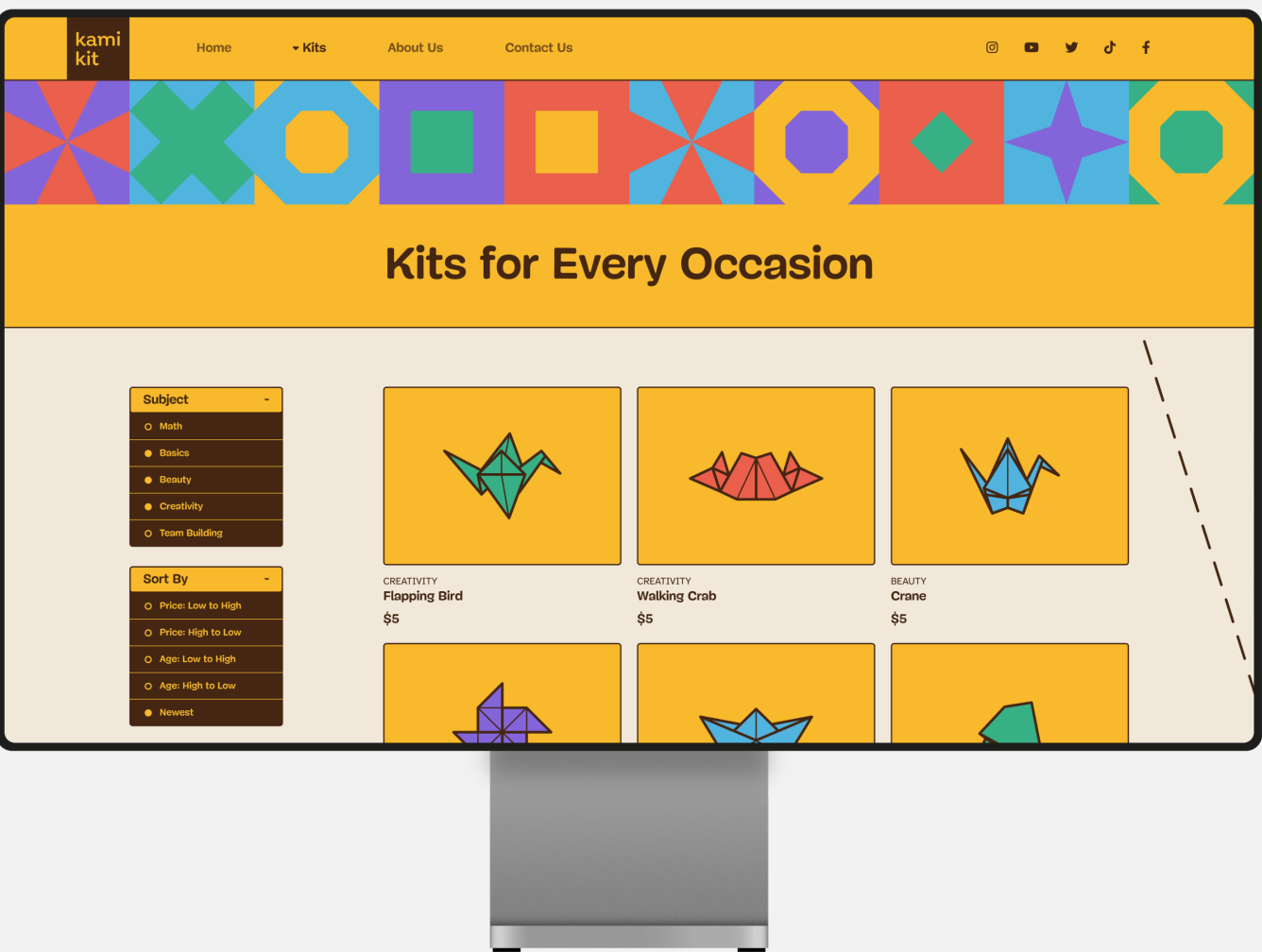
Homepage

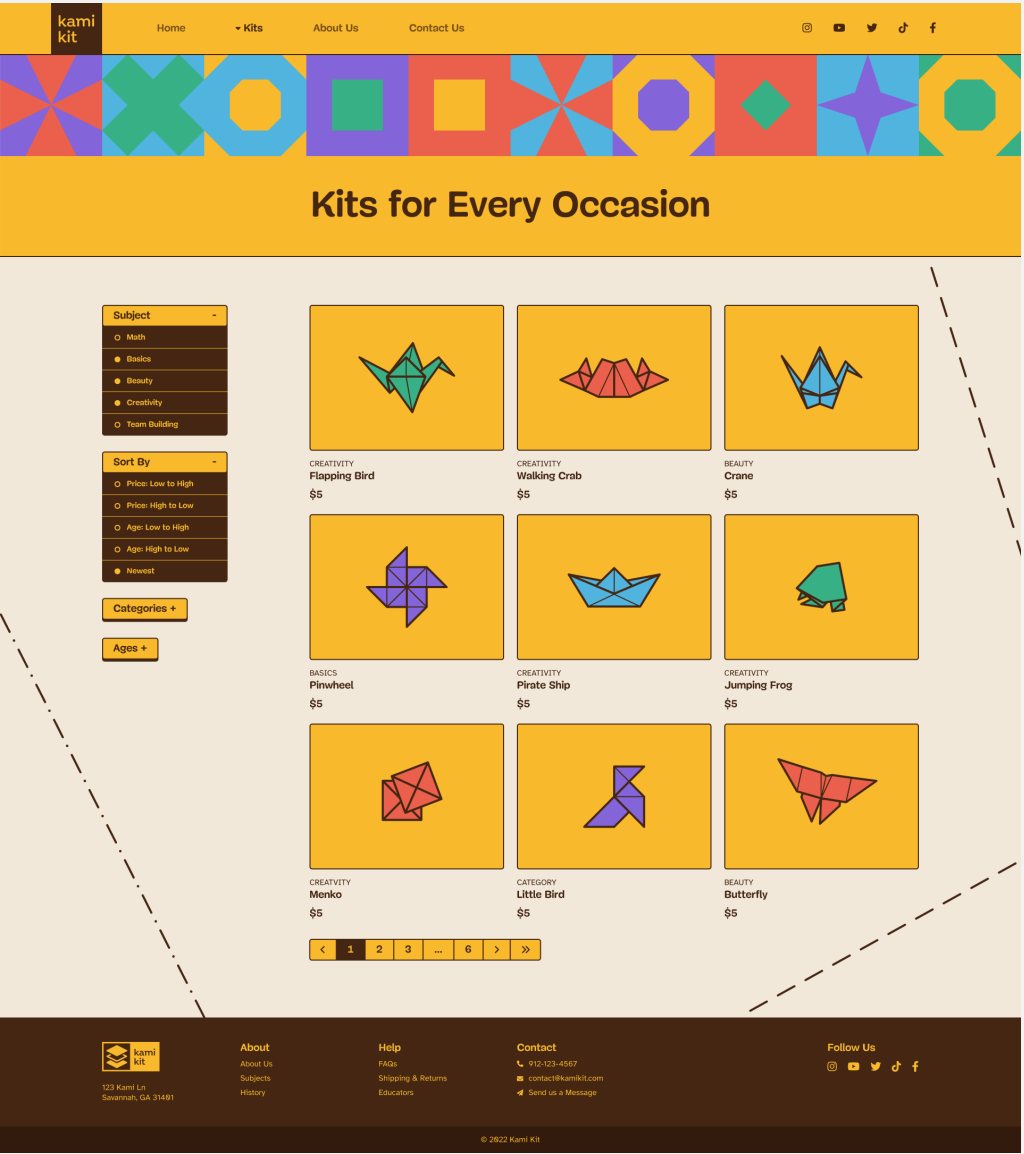
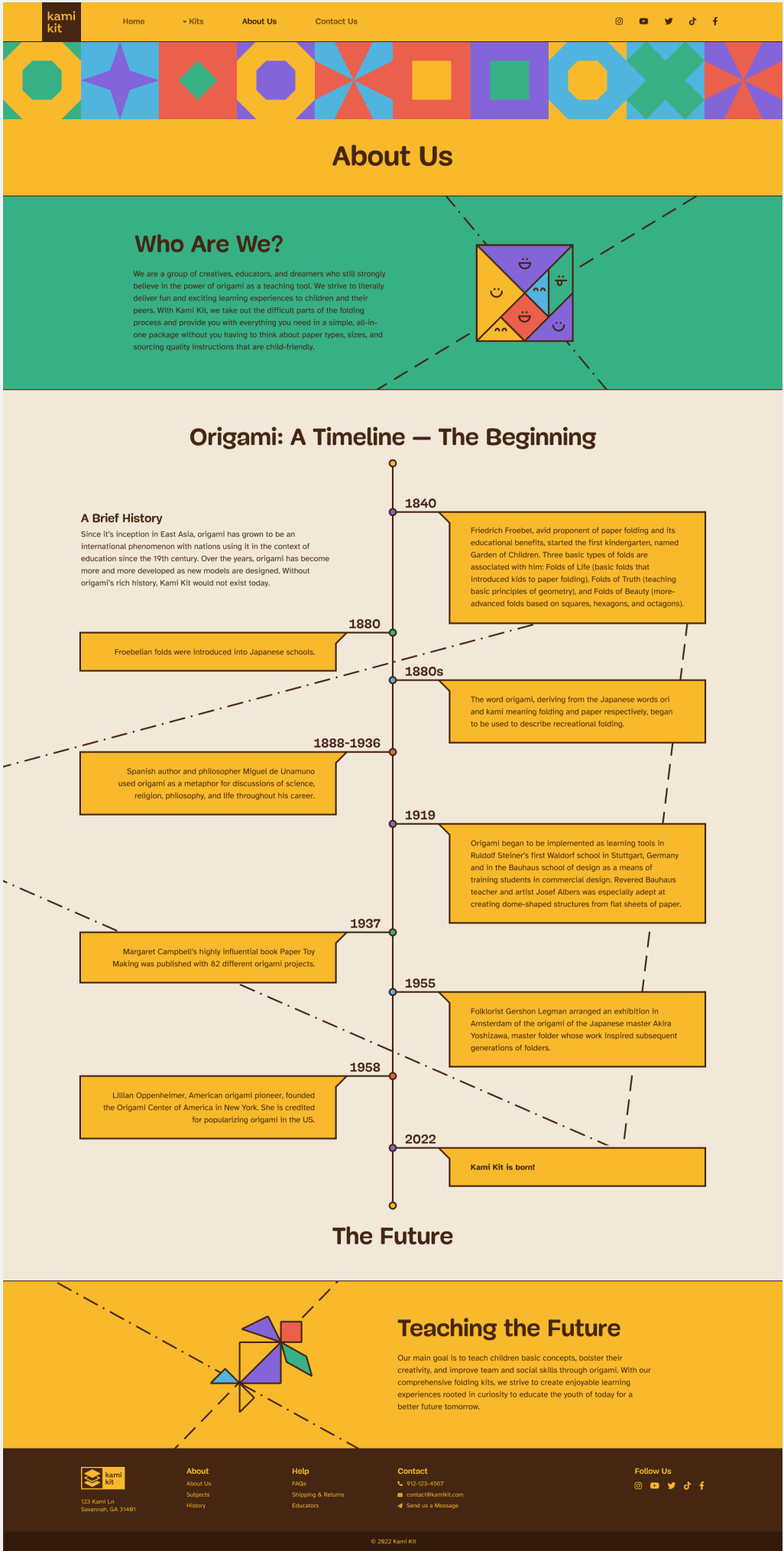


About Us

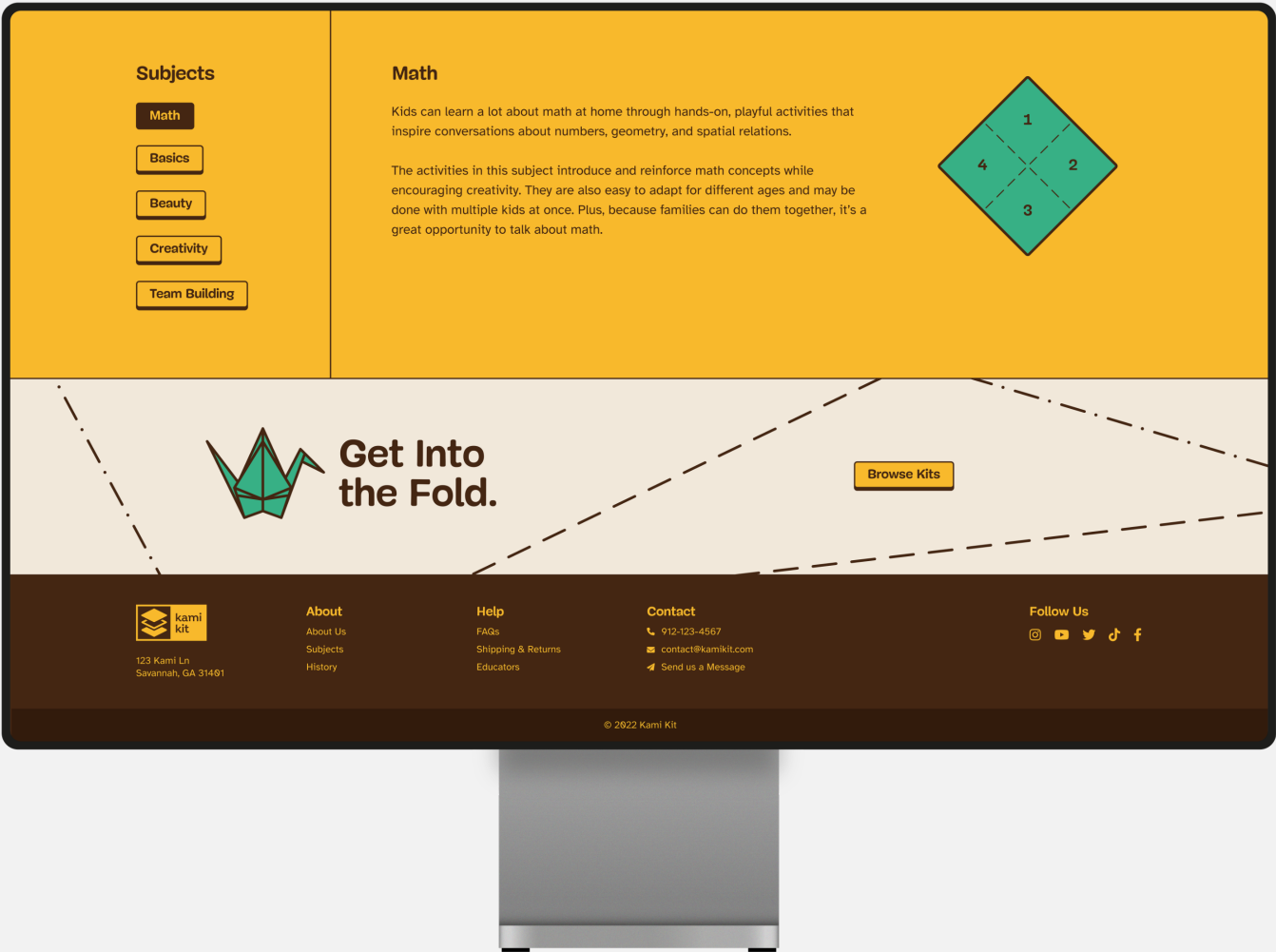
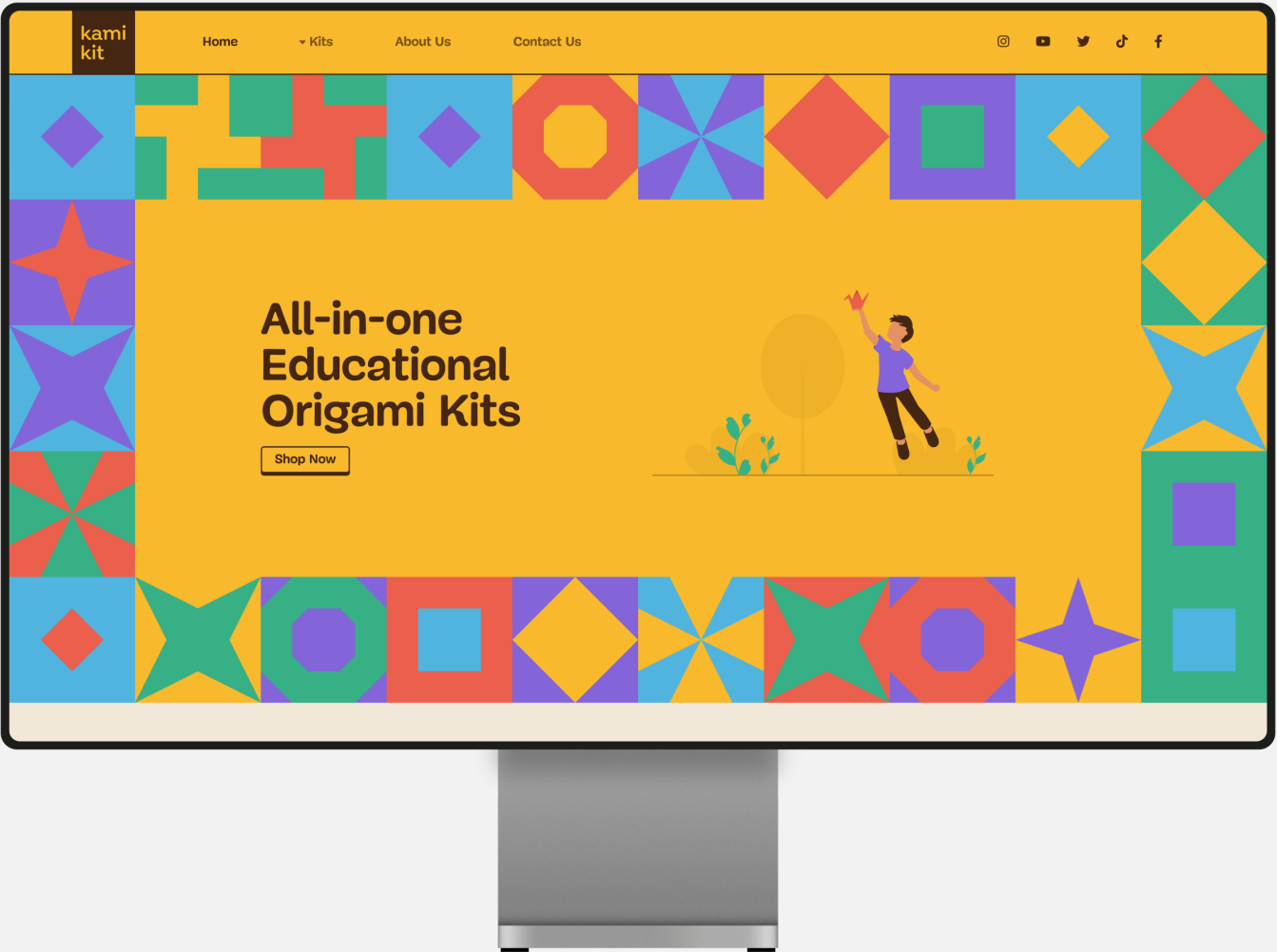


Store Page

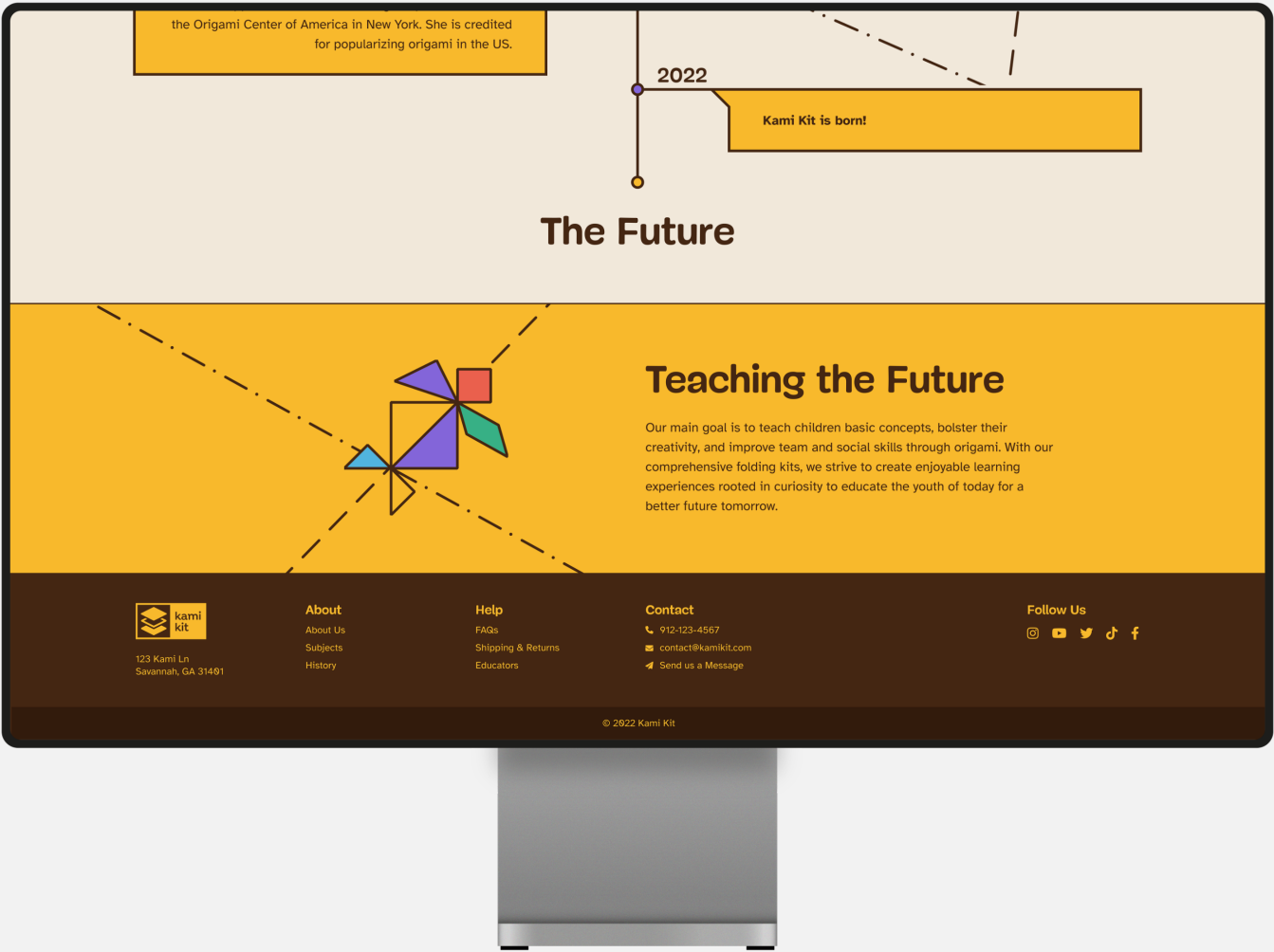
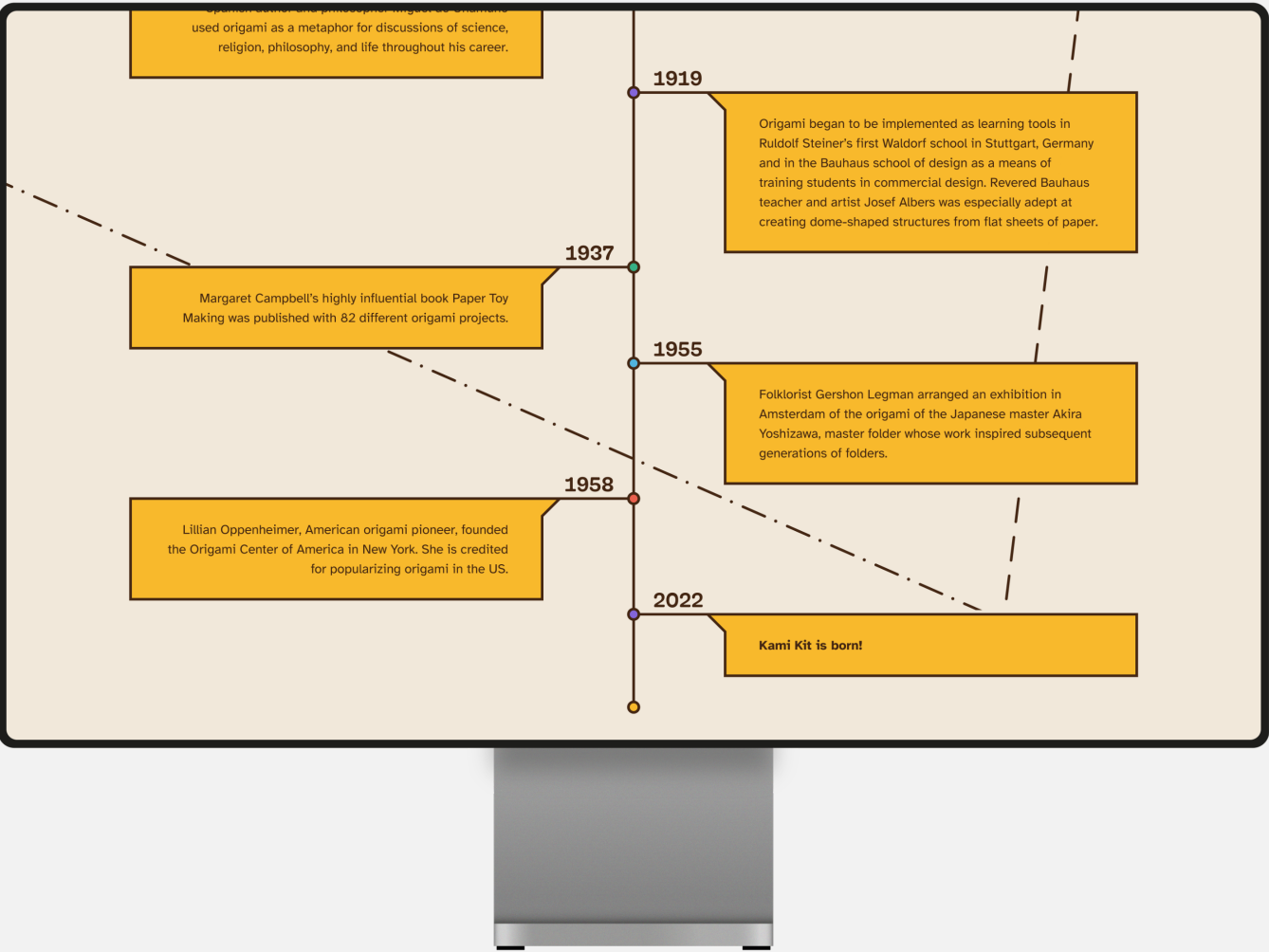
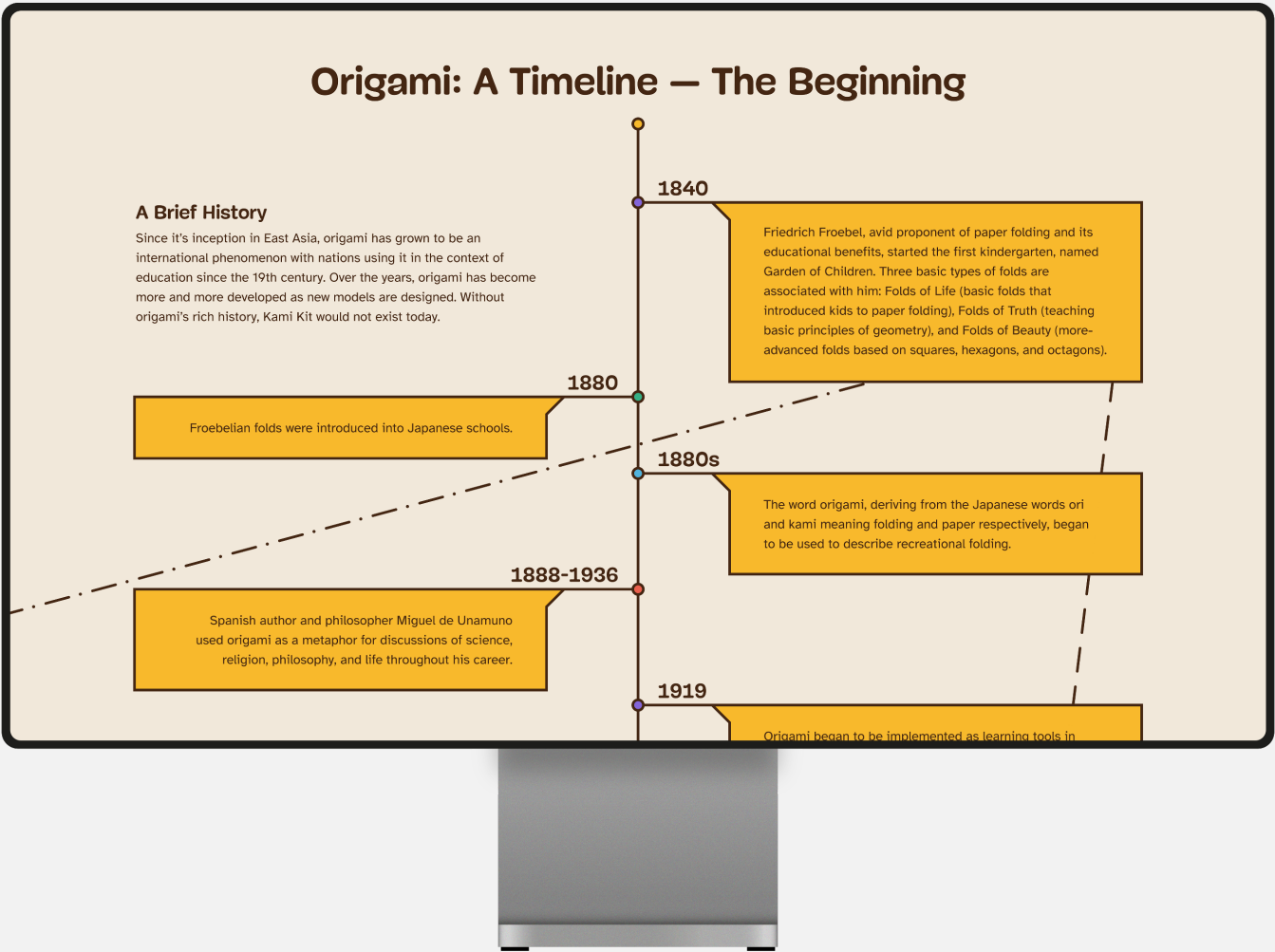
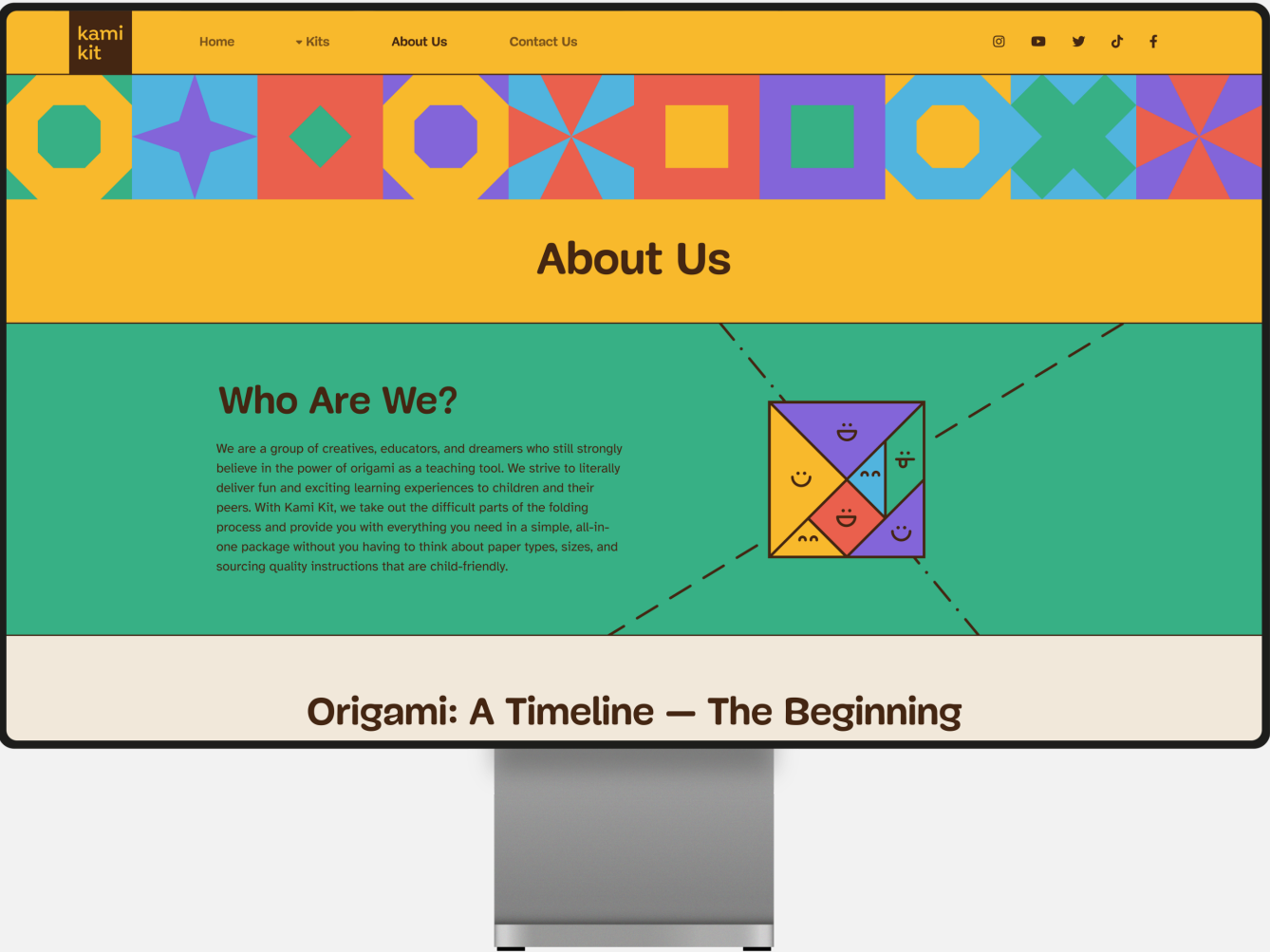




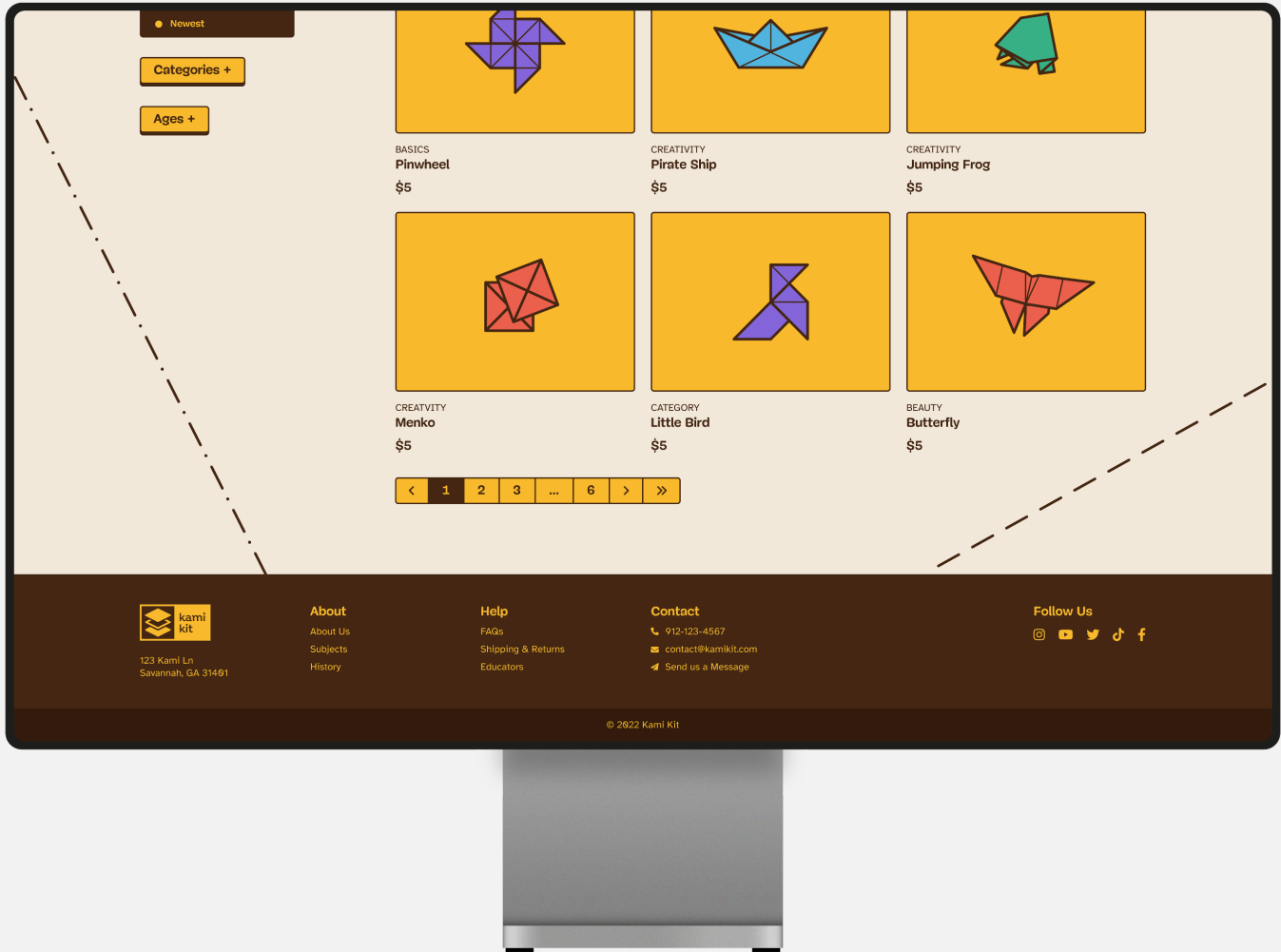
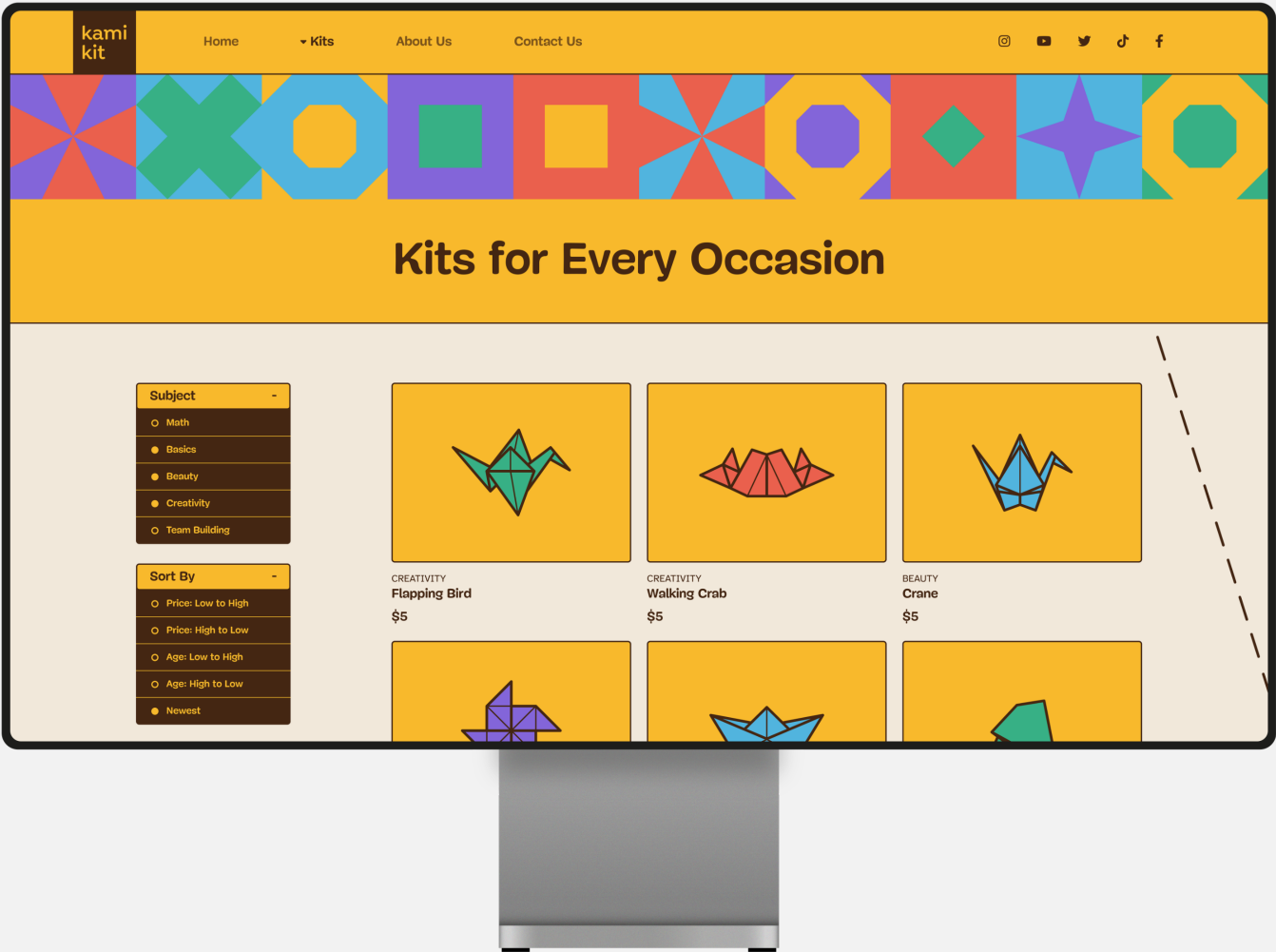
Homepage



About Us



Store Page





Thank you!





Full-size Deliverables



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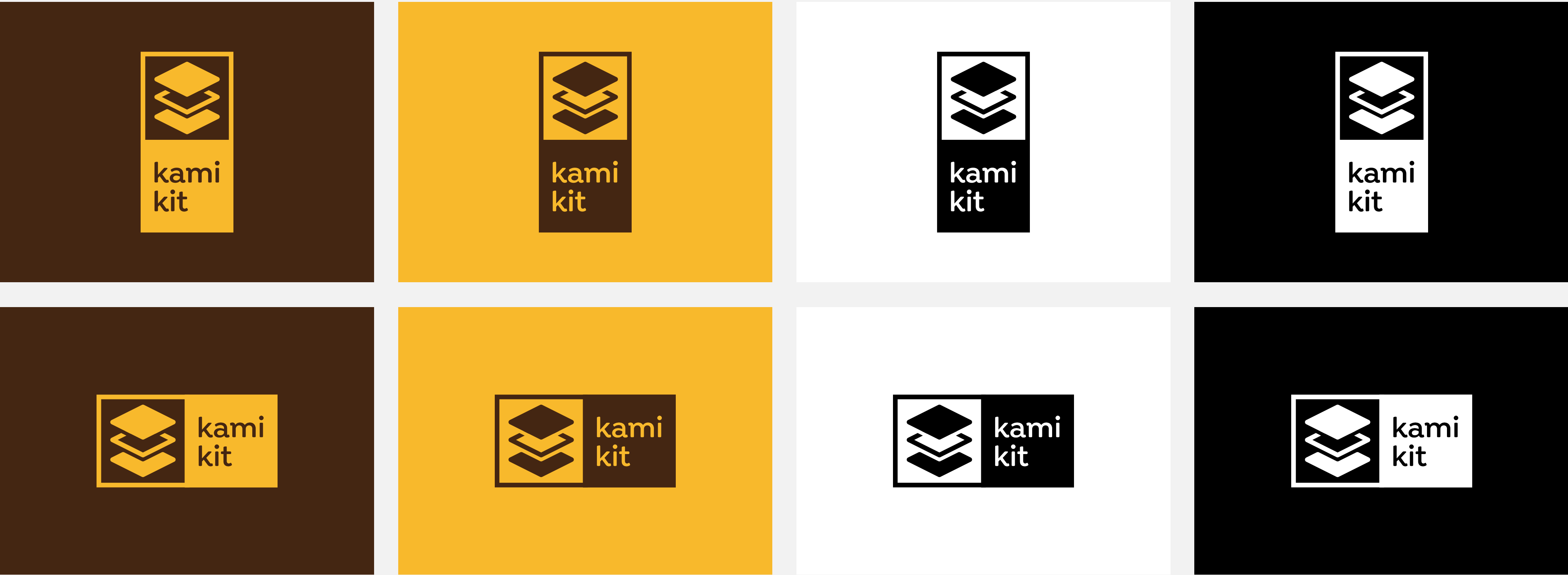


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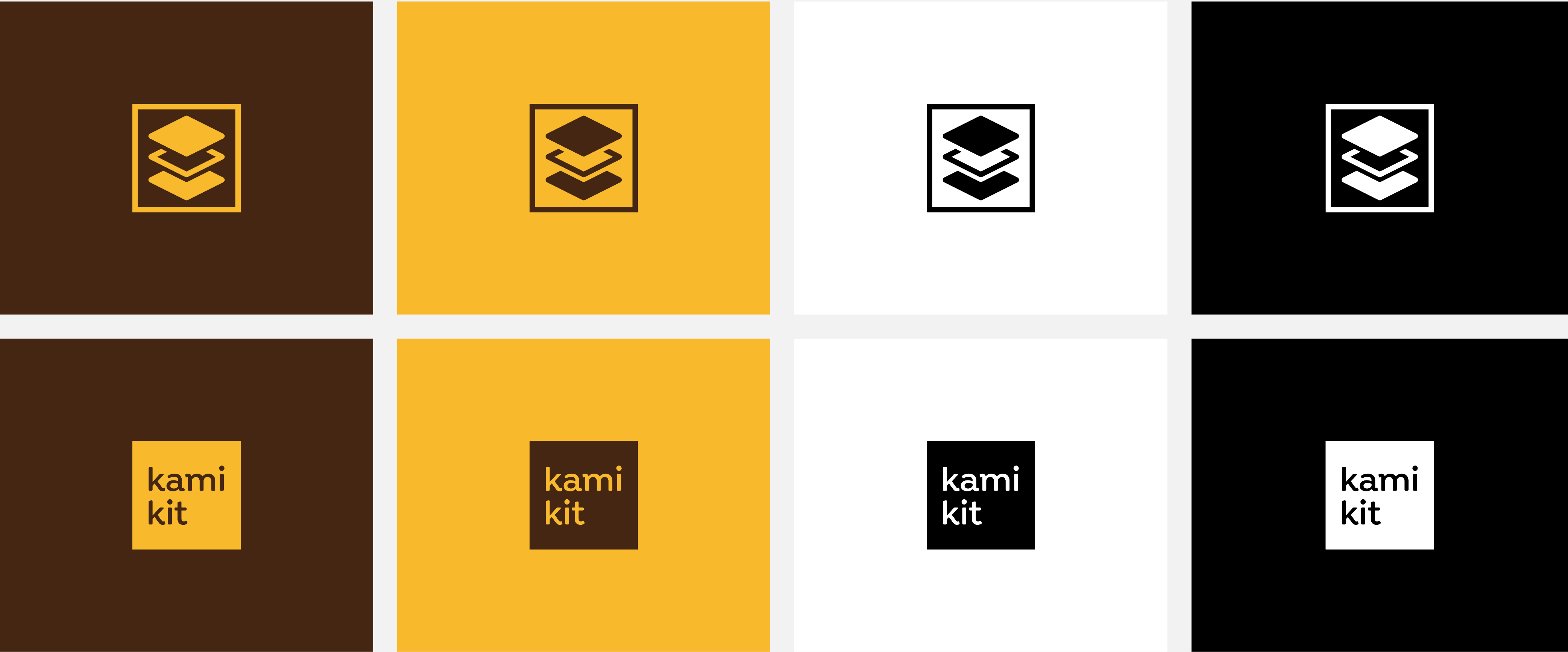
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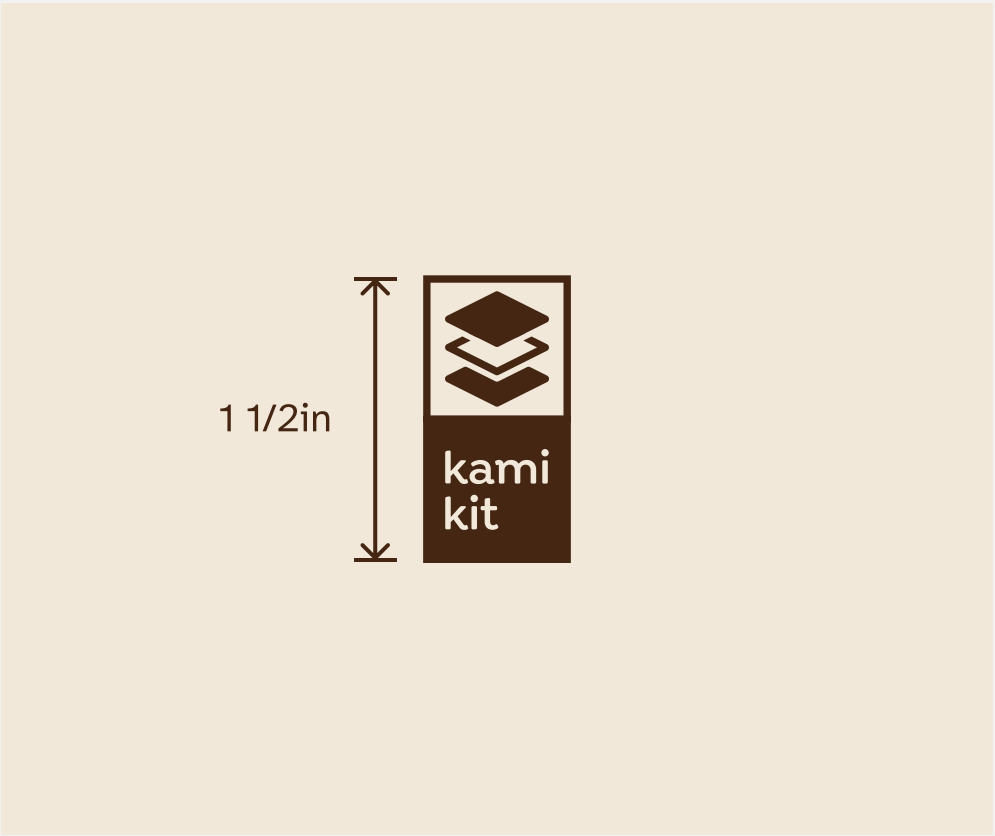
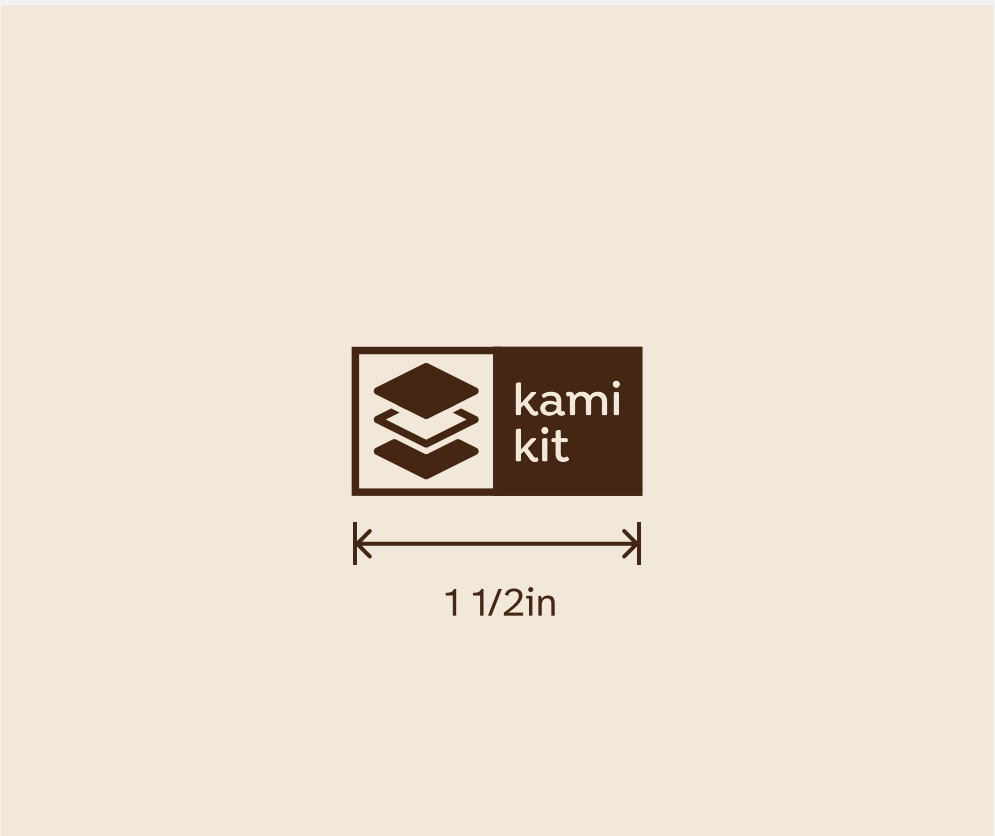
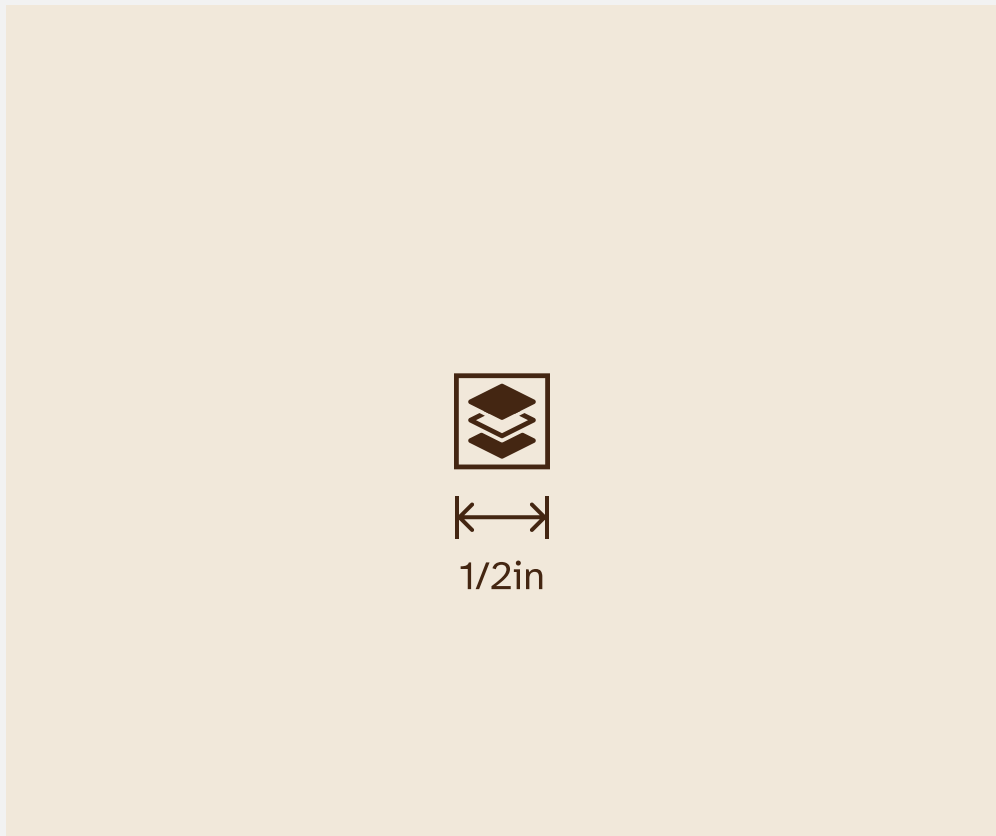


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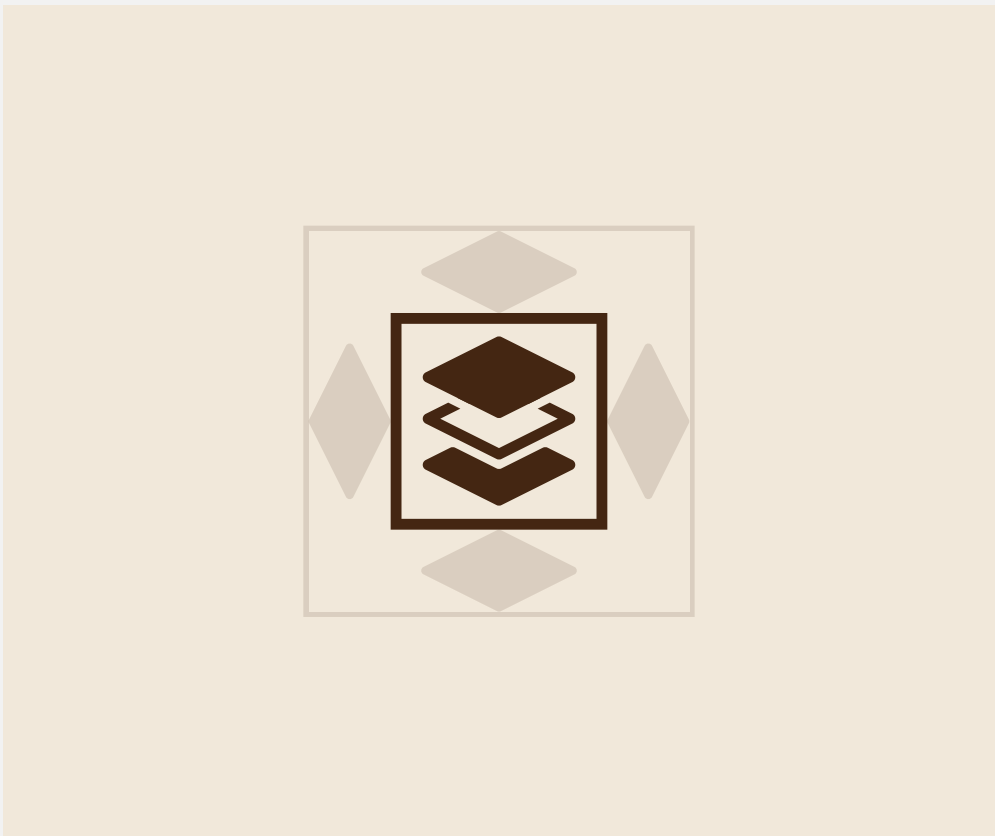
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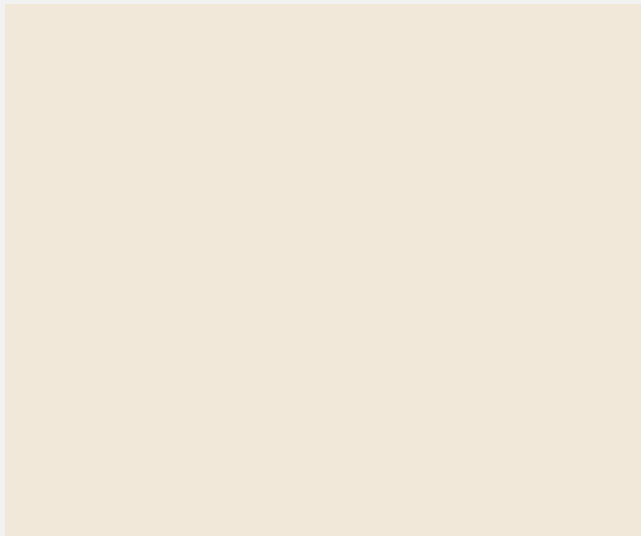
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kami kit

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1



2



3



4



5



6



7



8









Hello!

Welcome to your kit! In each box, you'll find the following:



Box Contents:
Stickers
& Dies



Box Contents:
Paper Sheets
& Instructions



Box Contents:
Tangram Puzzle

Happy Folding!





Hello!

Welcome to your kit! In each box, you'll find the following:



Box Contents:
Stickers
& Goodies



Box Contents:
Paper Sheets
& Instructions



Box Contents:
Tangram Puzzle






Happy Folding!






kamikit

HomeKitsAbout UsContact Us




All-in-one Educational Origami Kits


Shop Now



What are Kami Kits?


Kami Kits are all-in-one educational tools that teach by using the power of origami. Our name originates from the Japanese word kami, which translates to paper. Our dream is to provide valuable learning experiences in a memorable, fun way to the children of today and of the future. Below, you can view the contents of each kit.






Paper

Specialized paper designed specifically for your kit and decorated with our exclusive designs



Instruction Booklet

Comprehensible pictorial instructions designed for children to understand



Extras & Goodies

Every kit comes with a bonus project integrated within the packaging as well as stickers and extra goodies.

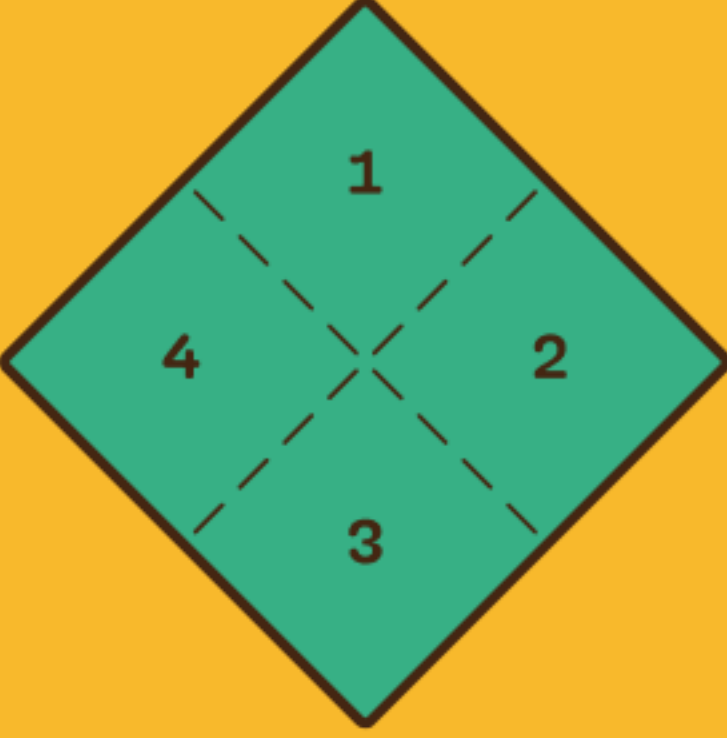
Subjects


MathBasicsBeautyCreativityTeam Building

Math

Kids can learn a lot about math at home through hands-on, playful activities that inspire conversations about numbers, geometry, and spatial relations.

The activities in this subject introduce and reinforce math concepts while encouraging creativity. They are also easy to adapt for different ages and may be done with multiple kids at once. Plus, because families can do them together, it's a great opportunity to talk about math.





Get Into the Fold.

Browse Kits



About Us

Who Are We?

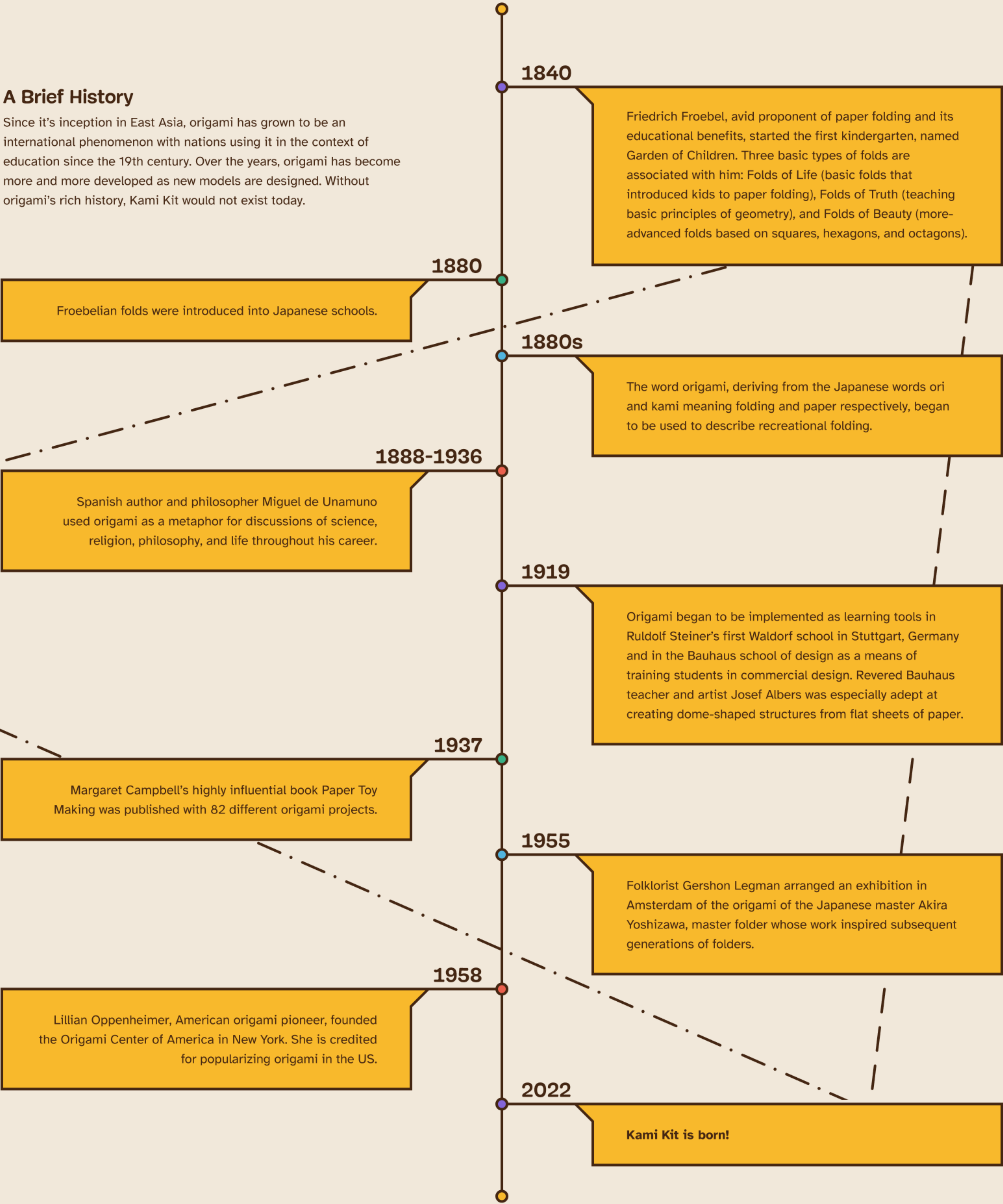
We are a group of creatives, educators, and dreamers who still strongly believe in the power of origami as a teaching tool. We strive to literally deliver fun and exciting learning experiences to children and their peers. With Kami Kit, we take out the difficult parts of the folding process and provide you with everything you need in a simple, all-in-one package without you having to think about paper types, sizes, and sourcing quality instructions that are child-friendly.



Origami: A Timeline — The Beginning

A Brief History

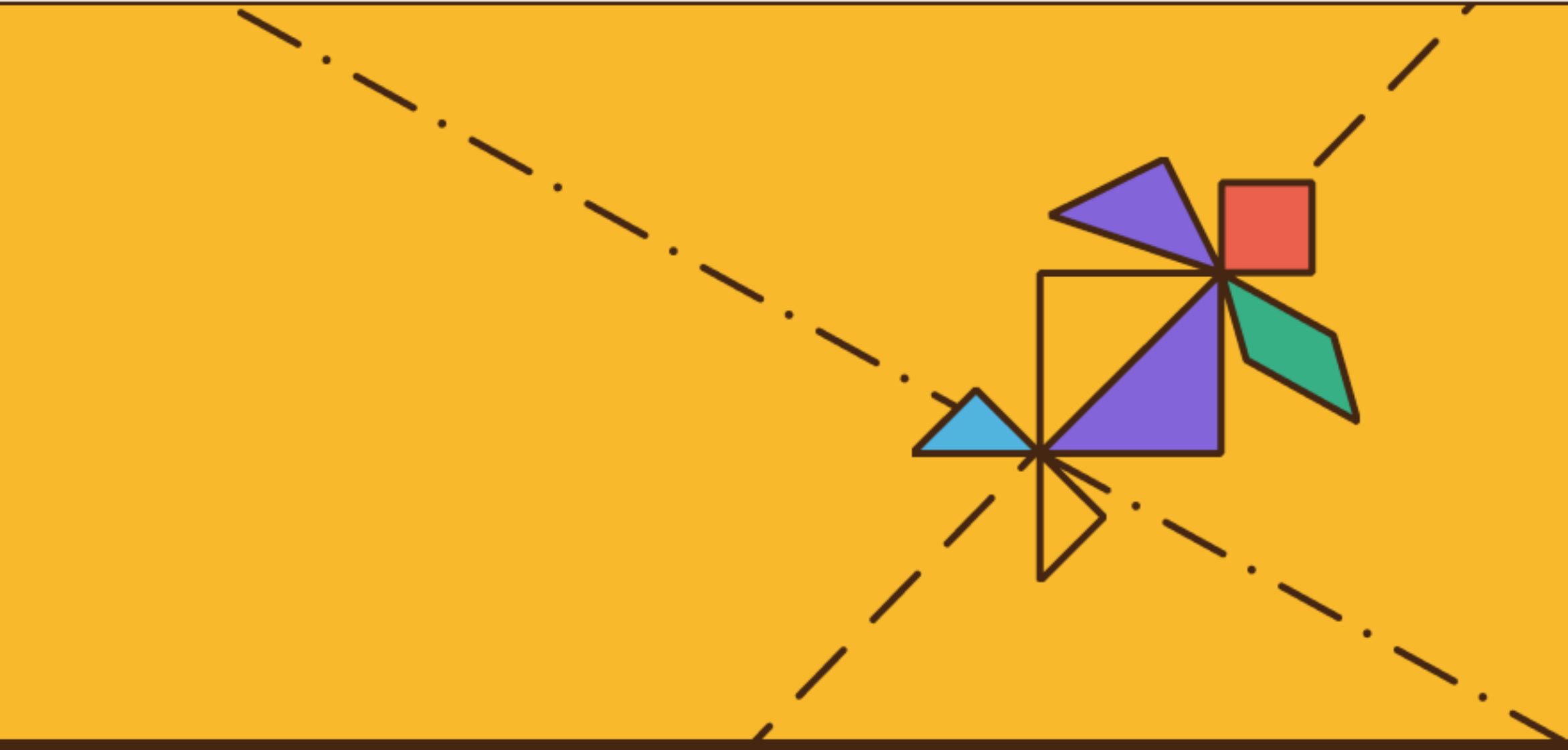
Since it's inception in East Asia, origami has grown to be an international phenomenon with nations using it in the context of education since the 19th century. Over the years, origami has become more and more developed as new models are designed. Without origami's rich history, Kami Kit would not exist today.



The Future

Teaching the Future

Our main goal is to teach children basic concepts, bolster their creativity, and improve team and social skills through origami. With our comprehensive folding kits, we strive to create enjoyable learning experiences rooted in curiosity to educate the youth of today for a better future tomorrow.



Subject -

○ Math

● Basics

● Beauty

● Creativity

○ Team Building

Sort By -

○ Price: Low to High

○ Price: High to Low


○ Age: Low to High

○ Age: High to Low


● Newest

Categories +


Ages +



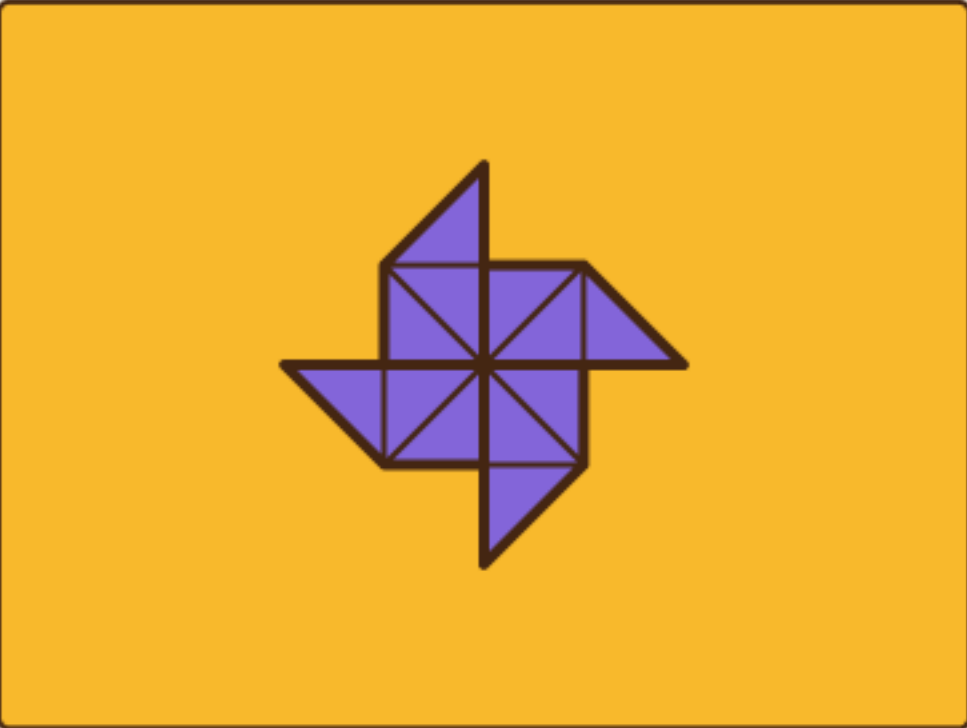
CREATIVITY
Flapping Bird
\$5




CREATIVITY
Walking Crab
\$5




BEAUTY
Crane
\$5



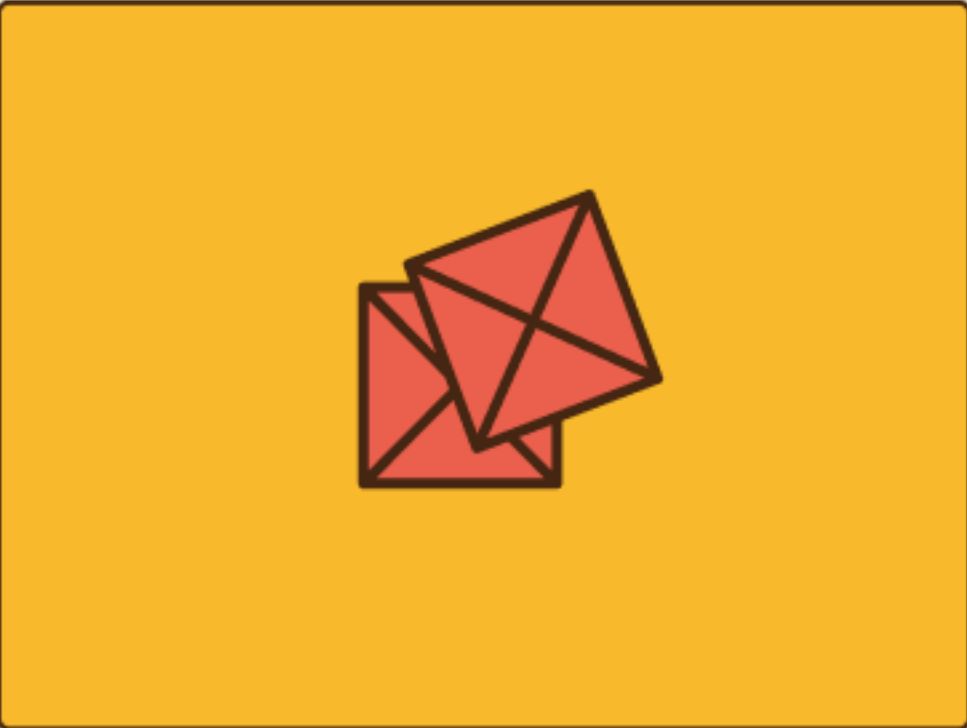
BASICS
Pinwheel
\$5



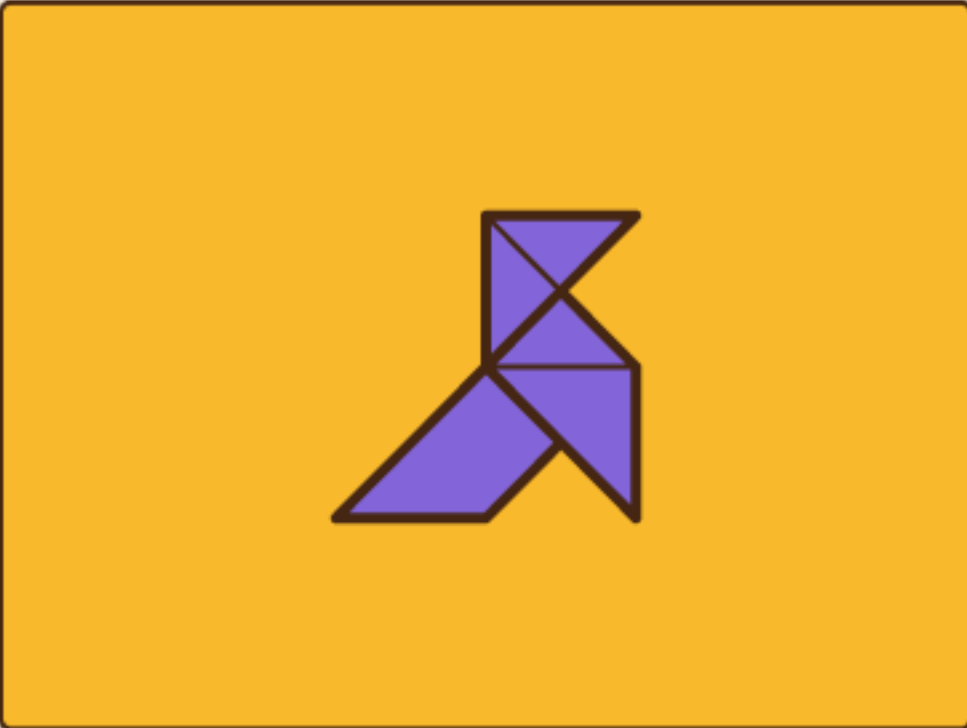
CREATIVITY
Pirate Ship
\$5




CREATIVITY
Jumping Frog
\$5



CREATIVITY
Menko
\$5



CATEGORY
Little Bird
\$5



BEAUTY
Butterfly
\$5

<123...6>>