

# KAIZEN-ETHEREAL

HOUSEHOLD UTENSILS & PREMIUM EQUIPMENT

## Official Brand Guidelines & Media Press Kit

Version 2.0 | September 2026

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# 1. Brand Story & Mission

KAIZEN-ETHEREAL is a premier contemporary kitchenware and home equipment brand dedicated to elevating everyday culinary preparation across Nigeria and beyond.

Built upon the philosophy of 'Kaizen' (continuous improvement) and 'Ethereal' (refined, timeless elegance), we craft and curate durable, commercial-grade cookware, smart kitchen electronics, and ergonomic utensils designed to last a lifetime.

## Our Mission:

To empower home cooks and culinary professionals with reliable, beautifully crafted kitchen tools that inspire confidence, health, and joy in every meal.

## Core Brand Values:

- Uncompromising Quality: Tri-ply 18/10 stainless steel, cast iron, and food-grade alloys.
- Functional Elegance: Ergonomic handles, modern aesthetics, and seamless storage.
- Honest Service: 7-day transit damage protection, reliable nationwide delivery, and support.

# 2. Official Colour Palette



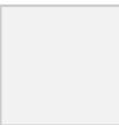
**Primary Red**  
#DC2626 | RGB(220, 38, 38) — Main Brand, CTAs & Accents



**Dark Slate**  
#0F172A | RGB(15, 23, 42) — Headings, Footers & Contrast



**Amber Gold**  
#FBBF24 | RGB(251, 191, 36) — Badges & Highlights



**Pure White**  
#FFFFFF | RGB(255, 255, 255) — Card Backgrounds & Canvas

## 3. Logo Usage & Press Inquiries

### Guidelines for Media & Publications:

- Minimum Clearspace: Maintain clear space equal to the height of the 'K' around all sides.
- Minimum Size: Digital: 120px wide; Print: 30mm wide.
- Backgrounds: Use the primary logo on clean white or light gray backgrounds.
- High Contrast: Use the monochrome white logo on dark slate or photo backgrounds.
- Do Not: Stretch, recolour, rotate, or add drop shadows to the logo artwork.

### PRESS & MEDIA INQUIRIES

Company: KAIZEN ETHEREAL

Media Contact: Peace Chimezie (Founder & Culinary Curator)

Press Email: [kaizenethereal26@gmail.com](mailto:kaizenethereal26@gmail.com)

Phone: 0907 748 0399

Headquarters: BM 014, FO1 Building Market, by Pension Board Kubwa, Abuja, FCT

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