

From Bland to Brand:

How to Create a Standout Graphic Identity

-Crafted by Kakao Studio-

Hey there!

If you're a nutritionist, dietitian, or wellness pro, you already know the importance of balance. But here's the secret: branding works the same way. The right mix of visuals, voice, and consistency is what makes your brand credible, recognizable, and irresistible.

This kit is your quick-start recipe for a standout brand identity. Think of it as the appetize, a taste of what's possible when you give your brand the attention it deserves.

Inside, you'll find:

- A checklist for a strong, professional logo.
- Tips for choosing the right colors and fonts.
- Starter templates for social media.
- A worksheet to help define your brand voice.

Ready? Let's dig in!



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Logo Checklist

Your logo is the cornerstone of your brand identity. Here's what every nutritionist logo should deliver:



Simplicity

If it's too detailed, it won't work at small sizes.



Scalability

Looks great on an Instagram profile and a banner.



Memorable Shape

Instantly recognizable, even without text.



Versatility

Works in color, black & white, and on light/dark backgrounds.



Meaningful

Connects to your values, philosophy, or approach.

Take a moment: Does your current logo check all these boxes? If not, highlight what's missing.

Color Palette Guide

Colors aren't just pretty — they communicate. Here's how color psychology plays out in food, nutrition & wellness branding:



Greens

Freshness, balance, health (great for plant-based or holistic brands).



Blues

Science, trust, professionalism (perfect for evidence-based dietitians).



Red, Oranges Yellows

Energy, optimism, approachability (ideal for coaches or community focused brands).



Neutrals

Calm, minimalism, focus (great for high-end or lifestyle-oriented practices).

Pro tip: Pick 1 primary color, 2 complementary colors, and 1–2 neutrals. Less is more.



Fonts & Typography Tips

Fonts are like voices — they set the tone. For nutrition & wellness brands, stick to:

- One clean heading font (something bold & modern).
- One easy-to-read body font (simple sans serif or humanist style).
- Avoid: overused script fonts, novelty fonts, or too many typefaces at once.

10 Typography Pairing example:

Headings	Text Body
<i>Clean + Professional (great for evidence-based nutritionists)</i>	
Montserrat (bold) + Lora (regular)	Clean + Professional (great for evidence-based nutritionists)
Poppins (semibold) + Merriweather (light)	Friendly yet authoritative.
Raleway (bold) + Roboto (regular)	Minimal, clean, trustworthy.
<i>Playful + Approachable (great for foodies, bakers, and community brands)</i>	
Quicksand (bold) + Nunito (regular)	Rounded, friendly, approachable.
Comfortaa (bold) + Source Sans Pro (regular)	Playful header with clean body
Baloo 2 (medium) + Open Sans (light)	Warm, bold personality with simple readability.
<i>Elegant + Calm (great for wellness coaches & lifestyle practices)</i>	
Playfair Display (bold) + Josefin Sans (regular)	Sophisticated with modern balance.
Cormorant Garamond (semibold) + Work Sans (regular)	Luxury serif + minimalist sans.
DM Serif Display (bold) + Karla (regular)	Calm, high-end feel with focus.
<i>Versatile & Bold (for strong, energetic branding)</i>	
Oswald (semibold) + Mulish (regular)	Condensed headers + versatile body text, ideal for strong brand presence.

Cheat Sheet

- Sans serif + serif = modern yet trustworthy.
- Rounded fonts = friendly & approachable.
- High-contrast serif + minimal sans = premium, wellness-oriented feel.

Social Media Starter Templates

Consistency is your secret sauce. Every post should feel like it's part of the same brand "meal." Here are 3 must-have post types for nutritionists:

Tip Post: "3 Foods That Boost Energy" (simple, easy to share).

Before & After: Transformations, client stories, recipe swaps.

Educational Post: Quick facts, debunking myths, or nutrient spotlights.

Pro tip: Use the same colors, fonts, and illustration style in every post. Your audience should recognize your content before they even see your handle.

Bonus: Get your free editable Canva template [here](#).



Brand Voice Mini-Worksheet

Your visuals are half the story. Your voice makes up the other half. Use this quick exercise to define yours:

Circle 3 words that describe how you want to sound:

Clinical | Approachable | Inspirational | Playful | Authoritative | Warm | Bold

Fill in the blanks:

When clients read my posts, I want them to feel

Words I never want associated with my brand:

Try writing this sentence in your brand voice:
Eating well isn't about perfection. It's about

Congrats!

You've just taken the first step toward transforming your brand from bland to bold.

Remember: branding isn't just about looking pretty. It's about building trust, attracting the right clients, and showing up consistently as the expert you already are.

This kit is your appetizer. When you're ready for the main course: a custom brand identity crafted just for your nutrition or wellness practice, Kakao Studio is here to cook it up with you.

Let's create something bold together!



Is your message getting
lost in translation?
Kakao is here to help!



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