

1 Kanpai Group Welfare Committee

Brand Identity Renewal

Branding
Identify

The Kanpai Group Welfare Committee is responsible for planning and implementing the company's internal welfare programs and related activities. Its primary aim is to enhance employees' sense of belonging and strengthen team cohesion. The committee conducts regular assessments of employee needs and curates practical, thoughtfully designed rewards to acknowledge staff contributions.

These initiatives reflect the group's commitment to quality and its dedication to fostering a collaborative and value-driven corporate culture.



Background

Group & Brand Story

Branding
Identify



Kanpai Group, with 13 brands, spans casual to premium dining. Best known for flagship Kanpai Yakiniku, it delivers joyful, passionate experiences across diverse restaurant concepts, shaping Taiwan's F&B industry.



Kanpai Yakiniku

The flagship brand of the Group

Joy

Sharing

Passion

Connection



With its spirit of “Eat Hearty, Cheers Loudly” Kanpai creates a vibrant dining culture. Its strong identity and experience laid the foundation for expansion, strengthening the group's recognition and competitiveness.

As the group's founding brand, Kanpai embodies expertise and innovation. Its values of “joy, sharing, and passion” set the benchmark, uniting the group's strength and shaping Taiwan's dining industry.

Design Purpose

Why / What / How?

Branding
Identify

Why?

The Kanpai Group Welfare Committee is dedicated to strengthening employees' sense of belonging and team cohesion.

The previous logo was tied too closely to the Group's beef business, overlooking the core value of employee well-being.

The rebranding aims to directly express the company's care and recognition for every team member, ensuring they feel valued and supported through welfare programs.

What?

I am reshaping the brand identity of the Welfare Committee with an employee-centered perspective.

The new identity highlights the surprise, practicality, and sense of achievement brought by welfare benefits.

Moving beyond associations with the Group's main business, the focus is shifted to employee well-being and team spirit, while maintaining Kanpai's lively and refined visual style.

How?

Visual Strategy

Use a lively yet delicate style to convey warmth and care.

Design Language

Translate "surprise, reward, and recognition" into tangible elements of benefits and brand symbols.

Brand Spirit

Reflect the Kanpai values—professional teamwork, striving for excellence, and shared success. Each benefit distribution becomes a concrete expression of "unity, effort, and sharing."



Before

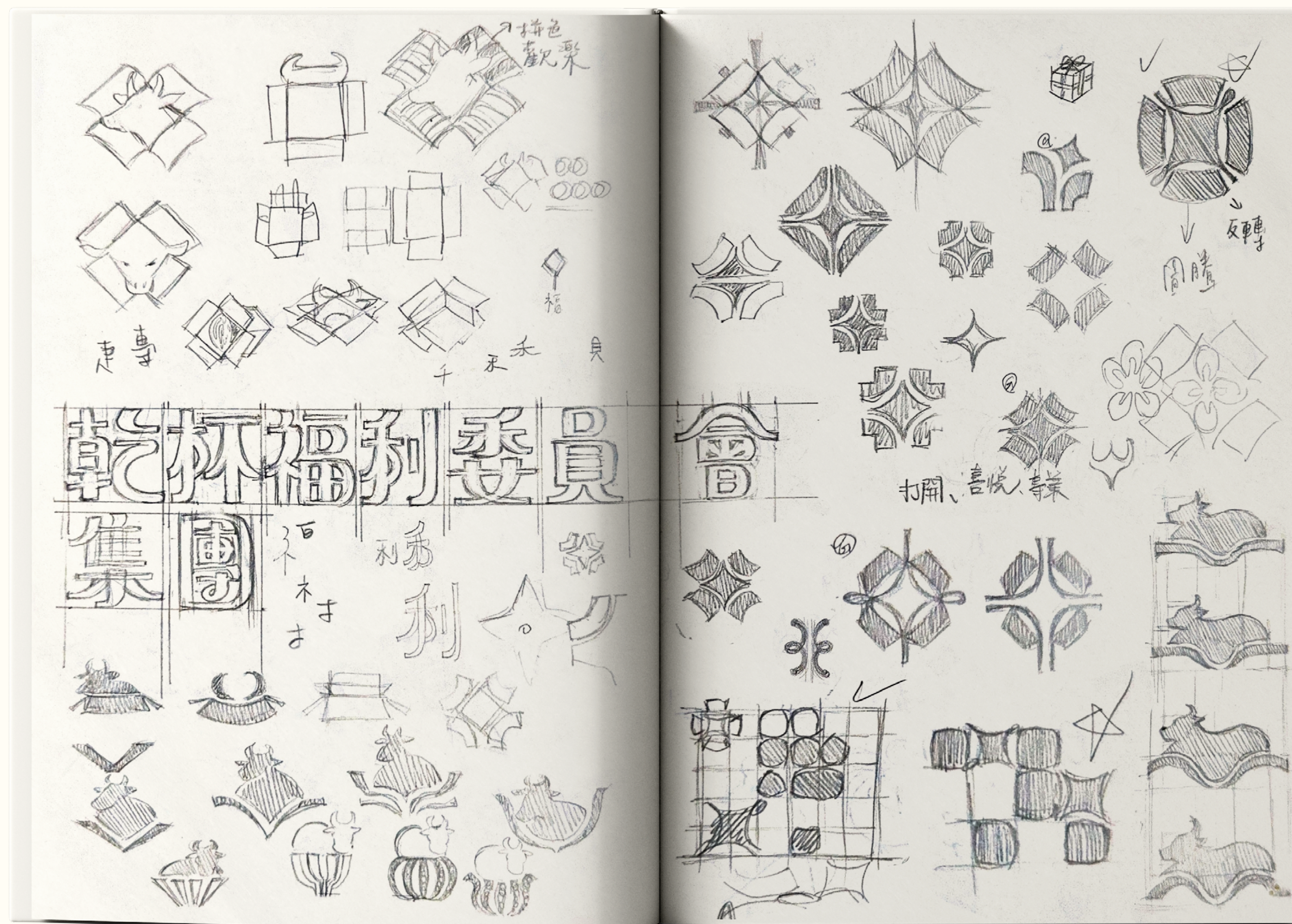


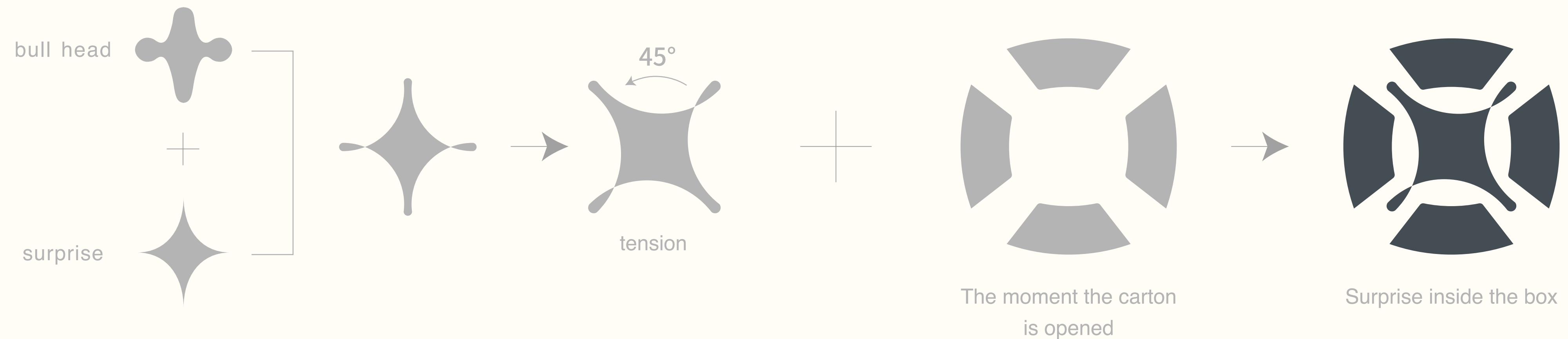
Rebranding

The original logo design reflected Kanpai Group's core beef business, reinforcing recognition and connection to its main operations.

With the redesign, the focus shifted to employee well-being, expressing the company's care and appreciation.

The refreshed visual language preserves Kanpai's vibrancy while delivering a heartfelt touch through each welfare item, embodying the Kanpai spirit on a personal level.



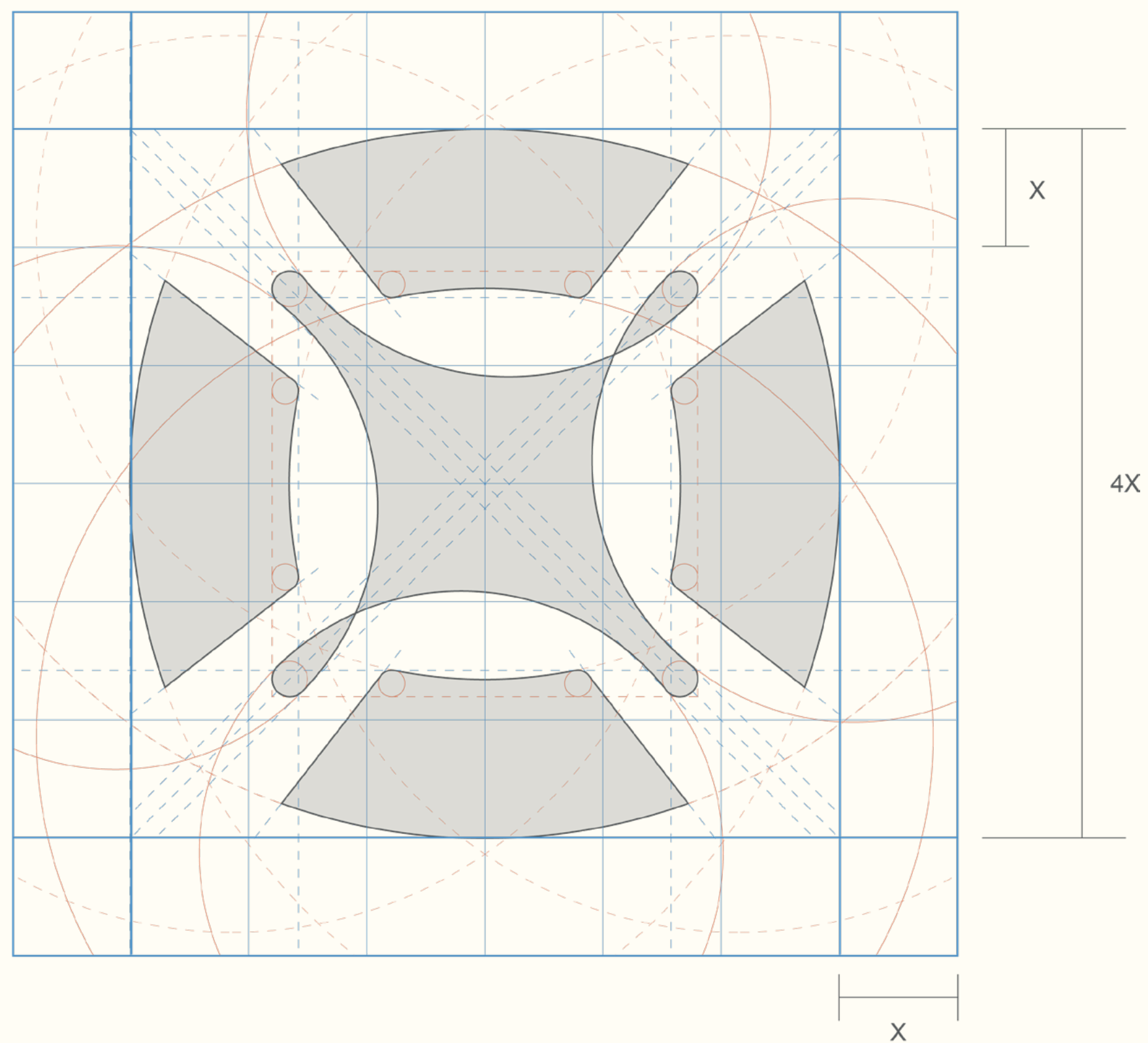


The trademark design centers on a bull's head, symbolizing Kanpai Group's strength, professionalism, and dedication to premium beef. A rotated star element conveys surprise and gratitude, reflecting appreciation for partners' efforts.

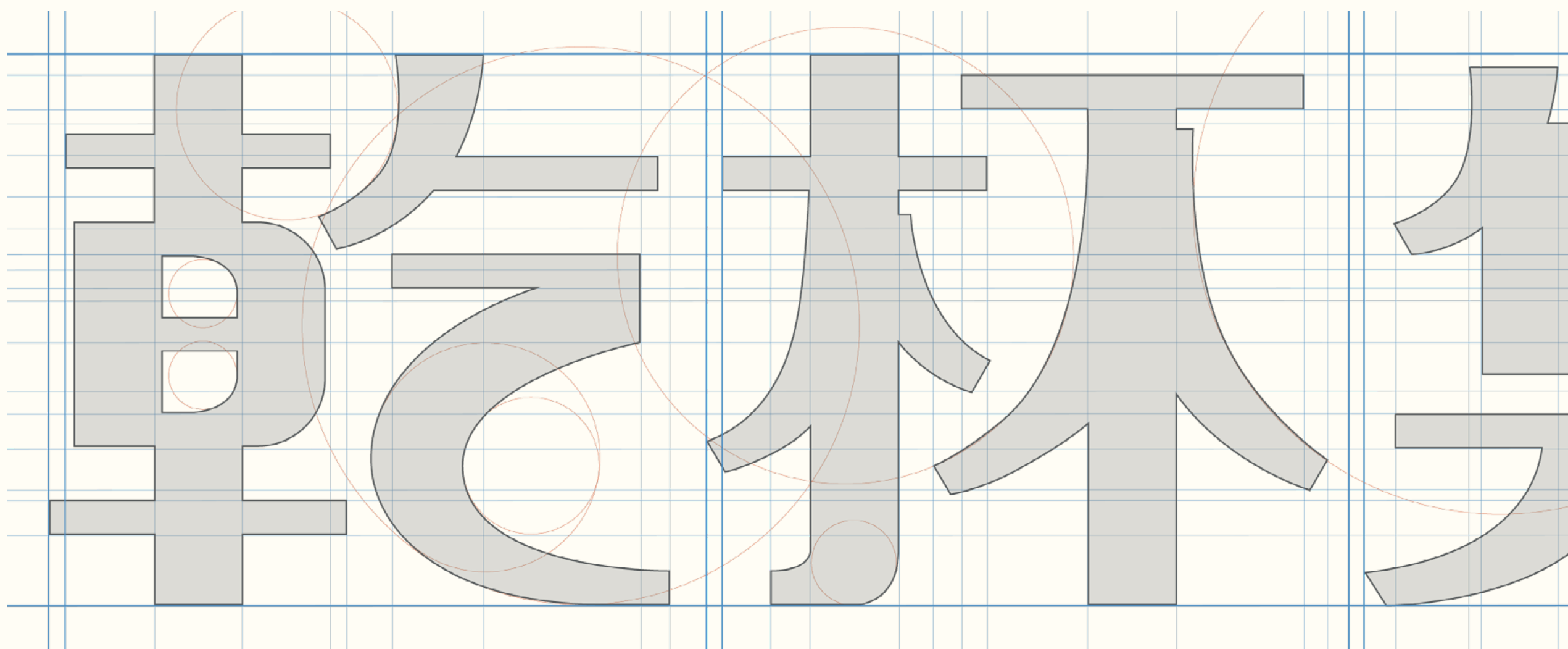
With a clean, modern, and lively style, the design integrates brand characteristics while extending the Kanpai spirit of quality and respect for partner value.

At its core, the brand embodies the surprise and achievement partners feel when receiving rewards, symbolizing full recognition of their efforts.

These rewards reflect Kanpai Group's commitment to excellence and continuous growth, while reinforcing unity, perseverance, and shared success. Each distribution becomes a tangible expression of the Kanpai spirit, enhancing both brand value and partner engagement.



乾杯集團福利委員會



Final Outcome

Visual Identity Elements

Branding
Identify

Color Plan

PANT ONE 171 C
CMYK 0/75/75/0
RGB 235/98/59
HEX #EB623B

PANT ONE 100 C
CMYK 8/0/71/0
RGB 243/237/119
HEX #F3ED77

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

CMYK 26/34/6/0
RGB 201/34/208
HEX #C9B1D0

CMYK 67/54/47/43
RGB 71/77/83
HEX #474D53

Brand Typeface

Chinese Font

華康儷金黑

標題字體

思源黑體 TWHK

內文字體內文字體內文字體內文字體
內文字體內文字體內文字體內文字體

English Font

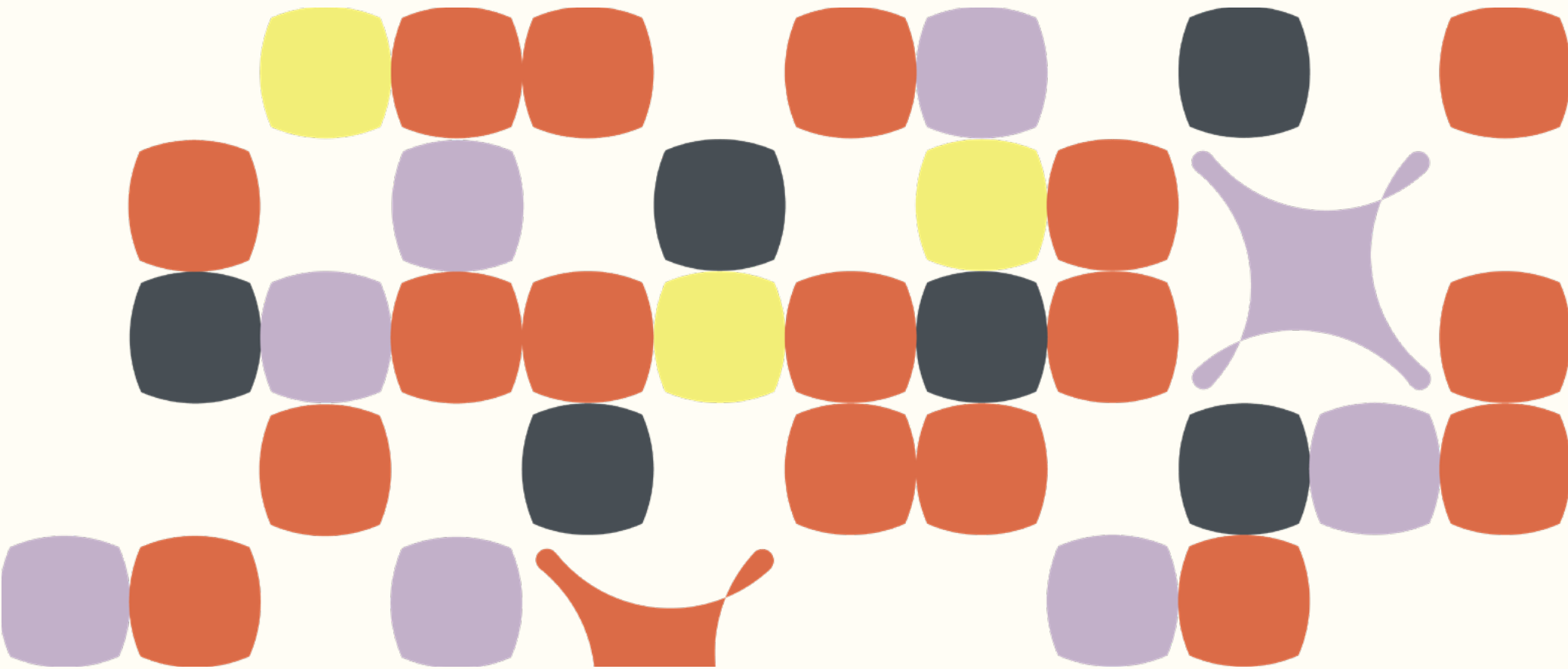
Myriad Variable
Concept

Kanpai Group Kanpai Group Kanpai Group
Kanpai Group Kanpai Group Kanpai Group

Simple Graphics



Supporting Graphics



Final Outcome

Brand Applications

Branding
Identify

