

## THE KITCHEN IN PRINT [ GRAPHIS BRANDING USA 3, 2009 ]

THE KITCHEN COLLABORATIVE WAS PUBLISHED in the new book by Graphis titled *Branding USA 3*. This widely distributed, hard bound full-color publication showcases the work of 45 leading branding/design firms from across the US. The eight page section featured an overview of The Kitchen and a variety of recent branding projects.

## The Kitchen Collaborative

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*We're not a real kitchen, we don't even work in one — although we do like to break for food from time to time. Our name is purely a metaphor — but one that we think describes what we do and how we do it.*

*The Kitchen Collaborative is an award-winning boutique branding agency that offers a unique specialty focus on the female consumer market. Our agency was born from a strong desire to create an alternative to the typical top-heavy design studio. When you take away the politics, titles and extravagant*

*overheads, what's left? Creative agility. A leaner, more efficient process. The ability to harness the best talent for each challenge. And a focus on creating quality branding and design services that are individually tailored to meet each and every client's goals.*

*Whether we're working on a comprehensive brand strategy, collateral or advertising campaign, packaging system, space design or website, we work smart and we do smart work. We may not be a real kitchen — but we do know what it takes to cook up a strong brand.*

### On the menu:

#### BRAND DEVELOPMENT

- + Research
- + Brand Strategy
- + Corporate Identity
- + Logo Design
- + Naming

#### PRINTED COLLATERAL

- + Corporate Collateral
- + Fashion/Product Catalogs
- + Press Materials
- + Stationery

#### ADVERTISING

- + Art Direction
- + Copywriting
- + Photography
- + Targeted Casting

#### PACKAGING

- + Component Sourcing
- + Package Design
- + Packaging Production
- + Product/Retail Displays

#### SPACE DESIGN

- + Trade Show Booths
- + Retail Environments

#### WEB

- + Site Architecture
- + Content Development
- + Flash Animation
- + Site Development





01

TESS

02



03

- 01 TESS Packaging
- 02 TESS Identity
- 03 TESS Website



04

05



06

- 04 Petrotech Odor Eliminator Identity
- 05 Petrotech Odor Eliminator Collateral
- 06 Petrotech Odor Eliminator Packaging



01



02



JERRYTERRENCE

03

- 01 Jerry Terrence Brochure and Press Kit
- 02 Jerry Terrence Advertising | Photography
- 03 Jerry Terrence Identity



04



05

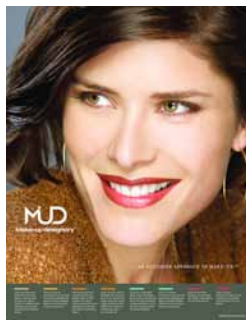


06



07

- 04 XCVI Advertising | Photography
- 05 XCVI Identity
- 06 XCVI Fashion Catalog
- 07 XCVI Retail Space and Showroom



02



03



04



05



06

- 03 Make-Up Designory Retail Space
- 04 Make-Up Designory Identity
- 05 Make-Up Designory Website
- 06 Make-Up Designory Corporate Brochure and Press Kit



01



02



03

**INFRATECH**  
COMFORT

04

- 01 Agera Identity
- 02 Agera Packaging
- 03 Infratech Website
- 04 Infratech Identity