



THE KITCHEN IN PRINT [HOW MAGAZINE, 2009]

THE KITCHEN COLLABORATIVE AND MAKE-UP DESIGNORY were featured in *HOW* Magazine in the February issue in its Behind the Design story. The article featured the recent relaunch of the MUD brand, focusing on The Kitchen's process and final solution for the corporate identity.

BY MEGAN LANE PATRICK

MUD

Make-up designory®



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PROJECT
Make-Up Designory Logo

FIRM
The Kitchen Collaborative,
Burbank, CA; www.kitchencollaborative.com

CLIENT
Make-Up Designory

TIMELINE
One month (as part of a larger six-month rebranding project)

CREATIVE TEAM
Aniko Hill, creative director/
designer; Jenny Dax, Doris Jew, Janet Kim, designers



BEHIND THE DESIGN

OUR NAME IS MUD

When Make-Up Designory approached The Kitchen Collaborative, they already had a solid reputation as a make-up school and professional cosmetics line. But they needed help to expand their market to consumers. As part of a comprehensive rebranding effort, the design team paid particular attention to the name and logo for the consumer products.

One of the considerations in designing the new logo was to maintain the original "Make-Up Designory" wordmark due to a large existing inventory of product. Additionally, the "MUD" abbreviation had evolved over

the years and was well-known by students and professional artists, but not part of the official Make-Up Designory name.

"To incorporate these parameters, our exploration included embellished acronym solutions, custom iconic wordmark designs and beauty-inspired supplemental icons," explains creative director Aniko Hill. "Our final solution for the MUD logo was a modern, iconic wordmark with a clever fusion of all the characters in the name."