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- Client:** Dave Kennick Photography
- Business:** Architectural photographer
- Target Market:** Architectural firms, construction companies, ad agencies, graphic design firms, and corporate design departments
- Strategy:** Dave Kennick specializes in panoramics and architectural photography. The branding effort was aimed at swiftly and elegantly communicating his specialty in a memorable way. This logo won several awards, including Communication Arts, Art Directors Club of Boston, Corporate Design USA, and How magazine.



DAVID KENNICK
photography

Client: Summit

Business: Dot.com subsidiary

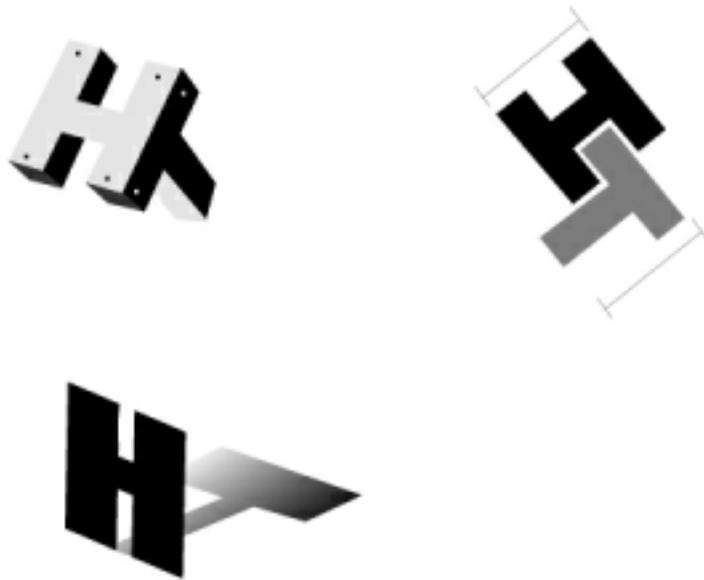
Target Market: MIS Departments, WebMasters, Internet Technology Companies

Strategy: Create an eye-catching logo which would lend itself well to website animation. The identity had to be simple, yet convey the impression of a powerful “umbrella” product which would integrate and coordinate the client’s various internet and intranet products.



Client: Home Team
Business: Contracting/Home Improvement
Target Market: Homeowners and Architects
Strategy: Home Team is a business working with individuals and architects to design and build custom homes, and perform custom home renovations. Their goal is to differentiate themselves from a general contractor by stressing the personal service and accountability a stable team can provide.

logo development



final logo

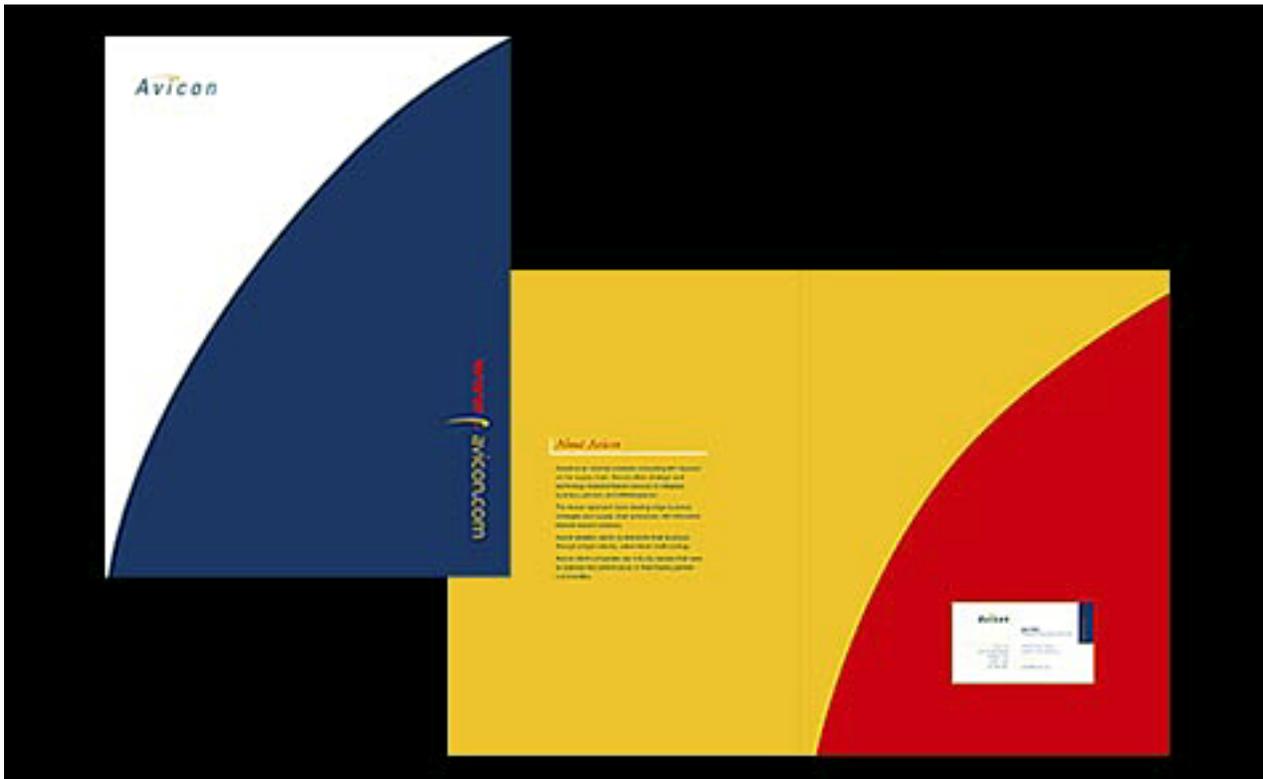


Home Team

Client: WaterSpout
Business: Water Purification
Target Market: Direct to consumer
Strategy: WaterSpout was a startup company specializing in home delivery and setup of water purification systems. The logo's colors reflect cool purity. The splash of water breaking out of the square, and the reversal of type from dark to light represents the fresh movement of water purification.



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- Client:** Avicon
- Business:** Software for demand-driven supply chains
- Target Market:** Business-to-business
- Strategy:** Avicon is an innovative consulting firm which builds leading edge solutions for supply chain performance. They needed a corporate branding strategy to unify their diverse communication channels and project a high tech, streamlined look. The primary colors and soaring minimalist “performance curve” graphics projected their corporate vision of moving supply chain initiatives quickly from vision to reality.



Die cut and embossed folder with curved pocket; business card.

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- Client:** Inizio Spa
- Business:** Day spa
- Target Market:** Upscale professionals and businesses
- Strategy:** Inizio Spa is a full-service day spa offering massage and alternative health therapies. Their decor and ambience is “Santa Fe meets Tuscany.” The terra cotta colors and easy elegance of the logo reflect this positioning.



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- Client:** The Office Collaborative
- Business:** Office space development
- Target Market:** Boston small businesses
- Strategy:** The office collaborative offers multiple-use shared rental space in downtown Boston. The facilities include centralized services such as receptionist, phone system, xerox, maintenance, etc. under one roof.



THE OFFICE COLLABORATIVE
