

# brandgraphica™

## Genesis

### Client

Nice Kitchens

### Project

Brand identity

### Description

Brandgraphica created this identity for Nice Kitchens, a pilot business franchise. The organisation had secured relationships with three of the UK's major kitchen manufacturers and the franchise had one of the UK's top salesmen to advise on the creation of the brand. Brandgraphica set about creating an identity to represent the organisation's ideals, and target the audiences identified in their business plan and market research. Launched in 2006 the company has enjoyed rapid growth and continues to expand. Brandgraphica has recently assisted Nice Kitchens in defining its direct marketing operations and designed sales aids, advertising and marcoms support materials as well as livery for a growing fleet of vehicles.

### Results

Following the phenomenal success of the pilot business, plans to franchise are now becoming a reality!

### Client Quote

'We love our look - it works so well for us. Brandgraphica continue to surprise us and to make a valuable and significant contribution to our success.'

Marketing Director  
Nice Kitchens



Get the full story, talk to  
**Brandgraphica** today

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