

upshift

A bespoke brand image that befits a Chicago company specializing in upscale custom kitchens.



industry

- consumer goods
- lifestyle brands

deliverables

- logo/identity
- web site design
- marketing collateral
- signage/billboards
- direct mail

challenge

Dandamudi's Custom Cabinetry sells high-end cabinets designed by two manufacturers, Plain & Fancy and Snaidero. With solutions starting around \$40,000 for a typical home, their primary customers are builders of custom homes and upper-bracket homeowners.

Unfortunately, their previous identity and communications style were neither refined nor contemporary. As a result, there was a disconnect from their identity and the quality products offered and the high level of service provided.

solution

UpShift set out to give Dandamudi's a fresh new identity and brand image that could empower all communications. We gave them a bold square logo that communicates the structure of cabinetry in a color that is fresh and environmental to reflect their product offering.

The strong black backgrounds used on some communications presents an upscale image and helps their photography stand out, looking like matted fine art photos.

results

The consistent use of their brand elements across all communications portrays a cohesive and upscale image while maximizing marketing budgets. Our design solutions included stationery, in-store signage, print communications and web design.

By using UpShift, Dandamudi's is able to produce marketing in a more timely manner, freeing up internal staff to focus on what they do best: designing upscale custom kitchens.