

AN OPEN-ENDED SERIES FROM  
EMU DESIGN STUDIO

# Short Stories



**Nook & Cranny**  
Custom Cabinetry

A close-up photograph of dark-stained wood cabinetry. The image shows several drawers and cabinet doors with sleek, horizontal silver handles. The lighting is soft, highlighting the texture of the wood and the metallic finish of the hardware. The composition is angled, showing the depth of the cabinets.

emu 

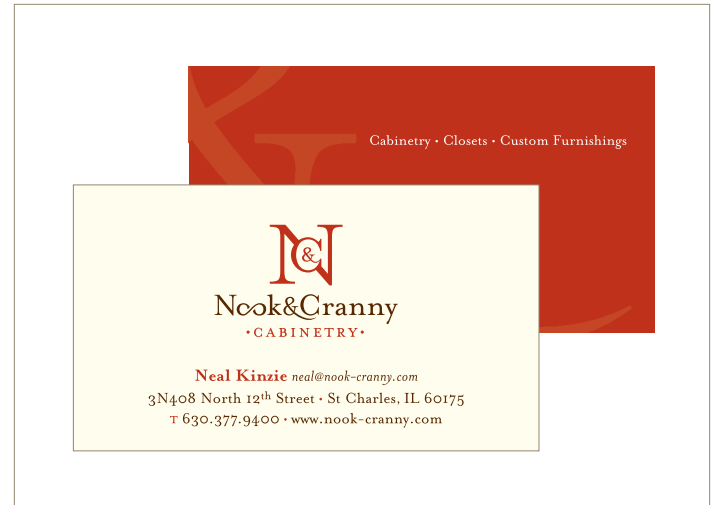
#### ABOUT THIS SERIES

Each book in the *Short Stories* series is a brief overview of what Emu has accomplished with one of our clients. We hope you will give us a call so we can add your story to the series.

Mr. Neal Kinzie approached us to help give his new company an identity and a presence in the local marketplace. This new endeavor is a high-end subsidiary of his existing company that focuses on creating custom cabinetry solutions at an affordable cost. In order to achieve a successful positioning, we knew it was necessary to evoke superior craftsmanship while maintaining a certain sense of approachability.

We began by developing a name (Nook & Cranny) and identity that is upscale, memorable and friendly. From there we designed a logo that embodies old-world craftsmanship and attention to detail. We then applied the identity to business stationery, note cards, newspaper advertisements, vehicles, and outdoor signage.

Nook & Cranny has developed a strong local presence and recently moved into a larger facility. Projects on the horizon include an expanded website, advertising campaign, and sales collateral.



logo, business card

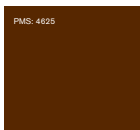
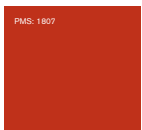


corporate livery : initial concepts & application



NOOK & CRANNY CABINETS : Identity Guidelines

N&C : Primary Colors



N&C : Logo Usage



2 Color PMS



1 Color PMS 1805



1 Color PMS 4625



Grayscale



1 Color Black



Reversed

Logo Application : Print  
PROPER USAGE EXAMPLES

Reproduce the logo using PMS 1805 and PMS 4625 – or – one of the 1 color PMS versions – or – the 4 color process (CMYK) equivalent depending on color availability. When color is unavailable, use either the grayscale logo or the 1 color black logo. Use the reversed (white) logo if printing on a dark background.

You can obtain electronic Logo artwork from:

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T 630 587 4033





## **EMU DESIGN STUDIO**

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### **about emu**

Emu Design is a leading strategic branding and communication firm. We help companies communicate through effective, creative, and innovative solutions that allow you to differentiate yourself from the competition and achieve your strategic objectives.

### **our capabilities**

Logo & Identity Development, Sales & Marketing Collateral, Trade & Consumer Advertising, Website Development, and Interactive Multimedia Development.

### **client experience**

Allscripts, Boise Office Solutions, Comcast, Crossings at Geneva, Discover Financial Services, Joseph Woodworking, Kraft Foods, Nook & Cranny Custom Cabinetry, StudioC Salon & Spa.