

FOR IMMEDIATE RELEASE:
December 1, 2009

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KITE HELPS CAPITOL HILL REVEAL NEW BRAND

The Community's New Brand Platform and Logo Embraces and Promotes What is Unique About One of Seattle's Most Diverse Neighborhoods.

SEATTLE – December 1, 2009 – Kite Inc., a full-service brand strategy and design firm, today unveiled a new brand identity for Seattle's Capitol Hill neighborhood. After a thorough research process, including interviews with local organizations, businesses, and residents in Capitol Hill and other Seattle neighborhoods, Kite worked with the Capitol Hill Chamber of Commerce to develop a brand platform to represent the community – a foundation from which to promote and market the neighborhood. The brand reflects this diverse and energetic community, embracing the distinct elements that make Capitol Hill one of the most unique and popular neighborhoods of Seattle.

“The new brand strategy and identity represents the neighborhood, and is the result of community organizations working together,” said Jack Hilovsky, executive director of the Capitol Hill Chamber of Commerce. “Kite created a brand platform and message foundation reflective of the vibrant culture and diversity found within Capitol Hill. The new positioning and look will be used to endorse activities and communications that key groups undertake, and establish stronger connections with residents and visitors as we continue building on these positive elements of our neighborhood.”

One of the primary goals of the project, part of a comprehensive 5-year strategic marketing communications plan, is the promotion of Capitol Hill as a shopping, dining and entertainment destination. Kite's approach to both the brand positioning and new logo was to make sure that the strengths of the community, including its diversity and strong arts culture, meaningfully connects to the needs of its residents. The research uncovered that Capitol Hill, perhaps more than any other neighborhood in Seattle, provided residents and visitors a distinctive and alternative experience.

“The research uncovered several unique elements that people cherish about Capitol Hill and that aren't found in other neighborhoods in Seattle,” said Mary Weisnewski, principal of

Kite. “A brand must meaningfully connect to all of its stakeholders which in this case are the residents and business of Capitol Hill and the Seattle area. One of the challenges is that there are multiple areas within the neighborhood boundaries that are different and distinct. The final solution needed to reveal the thread that pulls them all together. “

The brand strategy and visual design convey key themes that came up in the research and are part of the overall brand including: inclusivity, energy, diversity and dynamism. The idea behind the design is to visually represent the spirit of the socially inclusive and multi-faceted community by creating a solid background with the name "Capitol Hill" repeated many times.

Kite Inc. is a Bellevue-based full-service brand strategy, graphic and interactive design firm that serves an array of companies and organizations large and small, across diverse industries including professional services, healthcare, financial services, technology, consumer, business-to-business and nonprofit. Kite’s services include brand strategy development, and graphic and interactive design. More information about the firm can be found online at www.kitebrandstudio.com.

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