



kite

## The Cottage Company: being true to their roots.

These days, it's not enough to be earth friendly. You also need quality, beauty, sustainability, and common sense if you want to sell homes. Since 1996, The Cottage Company has done just that, with communities that sit more lightly—and stylishly—on the earth. But their brand and web site needed a meaningful spruce up.

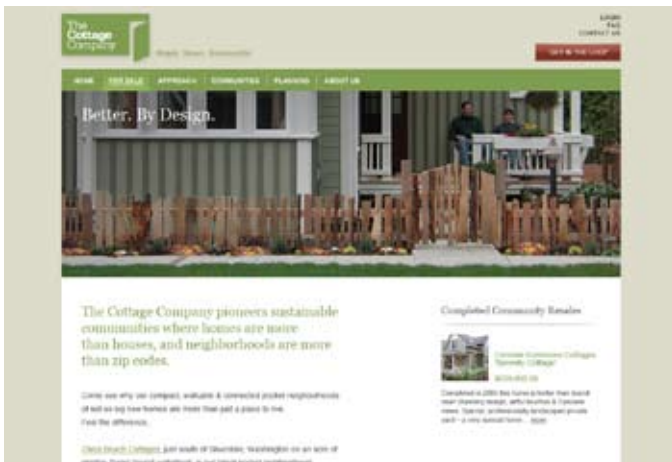
Kite breathed fresh life into their mission, messaging, identity and website with intense foraging. After research with homeowners and partners, the strengths and benefits people truly value in these unique communities were clear. The result: an organically true brand and visual identity that will help The Cottage Company grow, year after year.



New Name and Corporate Signature



Web Site (Home)



Web Site (Lower-Level Page)



Naturally grown brands, nurtured by Kite.