

# kimdavis d e s i g n s

## introduction



Thank you for this opportunity to present a sampling of my work. I've included a variety of identities on this page as well as some more extensive project case studies on the following pages.

I've also included a resume which should give you some insight into my past job experience. Please let me know if I need to supply any additional information. I look forward to discussing any job opportunities you have in mind. Thank you.

case study

ARMSTRONG  
ATHLETIC CLUB



### Armstrong Athletic Club Identity System

The Armstrong Athletic Club is the first-of-its-kind upscale athletic facility in the Gastonia area. The logo is meant to exude the comfortable interaction between the staff and the clientele. The collateral package makes a dramatic statement that captures attention and reinforces the country club atmosphere of the facility.

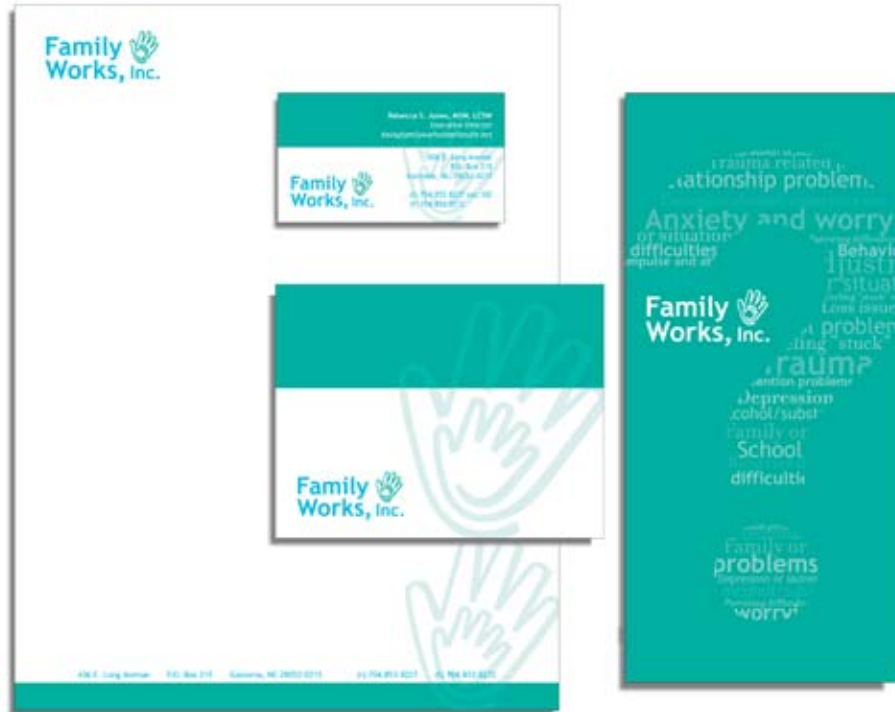
case study



**Pie Shack Identity**

What started as a hobby in Cindy's kitchen has turned into a business with the potential to rival the current competition in the Raleigh area. The fun, custom font embodies the personal attention and care given to each pie. The toile-like pattern represents the variety of pie flavors that are available.

## case study



### Family Works, Inc. Logo & Marketing Materials

Family Works, Inc., a counseling services facility, needed a refreshed look of their logo and marketing materials. The new design incorporates a new color palette, typography and imagery selection. Bio inserts were also created for each of the clinicians; this piece serves as an insert for the brochure, allowing complete customization for the recipient and as reading material in the lobby of the facility.

## case study



### T. Reid & Company Gift Card Package

T. Reid & Company is a fun, vibrant salon located in Charlotte. The design and structure of the package that contains both the price list and gift card needed to exude that unique energy. The focus of all of the design pieces is to consistently communicate the personality of the salon.

case study



### V Foundation Brochure

The V Foundation needed a self-mailer that would promote the “Sharing the Spirit” middle school awareness program and enable teachers to request materials. The design was intentionally kept serious and the photography quickly articulates the inspirational message.

case study



Suburban Propane Collateral & Advertising

Suburban Propane needed to reach a specific market category. All pieces of this collateral and advertising initiative were targeted towards the forklift segment. This project also required an extensive set of photo shoots since no relevant photography existed.

case study



Verbatim Printable CD Packaging System

Verbatim was looking to accomplish two things with this project: launch a new product offering in Sam's Club and establish a design system that could transcend into the balance of their product portfolio. The jewel-toned color palette that works well with the corporate colors and engaging lifestyle imagery are the key visual elements that are designed to transcend into a variety of applications.

**kimdavis**  
d e s i g n s

thankyou

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