



01. Logo



02. Stationery



03. Website

## IT Center TOTAL CONSUMER EXPERIENCE 2009

IT Center is an one-stop shop for SMEs offering Information Technology solutions. Dot Kite | Lab designed and developed the Total Consumer Experience of the IT Center brand, offering strategic communication and design services. Dot Kite | Lab aimed at providing a strong brand in combination with a nice and functional retail environment to ensure a competitive advantage to IT Center that will result in high sales volume.

In specific, Dot Kite | Lab delivered the following:

- Branding and Brand Management
- Branding Applications
- Retail Experience
- Interior Design
- Online Experience

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Dot Kite - Lab offers professional design services in many different areas, from furniture to consumer electronics, from packaging solutions to graphics, and design identity/branding programs.

Through our high design process, deep understanding of people, culture and societies we are able to deliver appropriate solutions to improve peoples lives and deliver new design value for companies.