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## KZF Expands Its Services with Launch of Studio 8

*KZF integrates branding into its full-service architecture & engineering firm*

**CINCINNATI, Ohio (June 6, 2008)** – KZF Design Inc., a leading national full-service architecture, engineering, interior design and planning firm, is expanding its services with the launch of Studio 8, a new branding division. The new division of KZF Design integrates signature identity and design services with architectural design, blurring the lines between design disciplines to interpret an organization's vision and identity across a multitude of disciplines.

With the introduction of Studio 8, KZF provides a broad continuum of services that holistically integrate all components of an organization's corporate identity – from its built environment to its business cards – to communicate its brand and corporate image.

"Since its beginning, KZF Design's strength has been its diversity of disciplines," said Natascha Grody, Director of Studio 8. "After more than 50 years, we have a wealth of experience in multi-disciplinary work in architecture, engineering, interior design and planning. KZF's Workplace Design studio has integrated brand analysis into its work for our corporate clients for a long time. It is a natural growth for KZF to introduce complete branding services with the launch of Studio 8."

With the introduction of Studio 8's continuum of services, KZF Design can help an organization analyze and understand its brand and then design everything from the built environment to business cards to help an organization live its brand

"We call it blurring the lines to clarify your identity and effectively communicate your brand," Ms. Grody said. "Businesses are frustrated with the inefficiencies of working with multiple agencies to communicate their brand. Our multidisciplinary approach provides efficient business solutions."

**KZF has invited Brownstone Design**, an environmental graphic design firm, to partner with KZF on Studio 8 projects involving environmental graphics, signage and wayfinding. Brownstone Design is a licensed, minority owned and operated firm based in downtown Cincinnati. It was founded by Erik Brown, who graduated with a Bachelor of Fine Arts degree from the Rhode Island School of Design and accumulated a strong portfolio of design work with other firms before establishing Brownstone Design in 1999. Brownstone features a diverse collection of experience in wayfinding system design, retail design, hospitality design, recreation imaging and event imaging design. Erik Brown's designs have enhanced the Atlanta 1996 Centennial Olympic and Paralympic Games, the Nagano 1998 Winter Olympic Games, Disney resorts in Orlando, and retail centers around the country. Brownstone Design's projects have included Churchill Downs in Louisville, UK Healthcare's Albert Chandler Hospital in Lexington, Northern Kentucky University, and the Chicago White Sox stadium.

**Studio 8's director, Natascha Grody**, has international experience in corporate identity, brand development, strategic marketing, communications, advertising and corporate promotions. The

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success she achieved in redefining KZF Design's brand as vice president of marketing over the past two years laid the groundwork for her new role as Director of KZF's Studio 8. Natascha's early training in marketing was with Procter & Gamble in Germany. A native of Germany, she is fluent in four languages and has traveled extensively. She has worked for international corporations and privately held companies, including LAGA (formerly Lipson Alport Glass & Associates), a design and innovation company with offices in Chicago, New York and Cincinnati, and Foresters, a 134-year-old financial services enterprise and fraternal benefit society, with headquarters in Toronto and operations throughout the U.S., Canada & the United Kingdom. She holds a Bachelor of Science in Marketing from the Akademie für Marketing-Kommunikation, E.V. in Frankfurt, Germany.

Studio 8 offers effective design that is fully integrated with KZF Design's well-regarded architectural, engineering, interior design and planning services. The full spectrum of Studio 8's services includes:

▪ **Strategy –**

- Strategic Brand Analysis –The expertise and experience to conduct a thorough analysis of an organization's brand and image in the marketplace.
- Brand & Corporate Identity – Services to define a company's values and brand and then translate those values into inspired designs to tell its brand story.
- Brand Standards Guide -- A detailed brand standards document to ensure branding consistency in a company's design materials and environment.
- Strategic Collaboration – KZF brings a collaborative spirit, working efficiently with others on an organization's team to secure a seamless integration of its brand.

▪ **Environment –**

- Interiors – KZF's interior designs communicate an organization's culture and bring its brand to life. Its award-winning designs have created corporate offices, museums, educational institutions, churches and government structures.
- Environmental Graphics – From retail centers to international resorts to the Olympic Games, a wide range of environments have been graced by our team's graphic designs.
- Signage and Wayfinding – Unique designs for wayfinding systems have directed people through airports, hospitals, retail malls, universities, sports complexes and more.

▪ **Communications –**

- Collateral – KZF Studio 8's creative concepts and designs for marketing collateral -- from inspired brochures to posters and signage – reflect a company's culture.
- Exhibit Design – Inventive designs for exhibits, showrooms and trade show displays to meet business needs and set it apart in the marketplace.
- Messaging – Full service capability to provide integrated marketing communications includes advertising, direct mail, websites, email and multi-media communications.

**KZF Design, Inc.** is a leading national full-service architecture, engineering, interior design and planning firm. Now in its sixth decade of enhancing the built environment through the power of design, KZF Design has more than 110 professionals and technicians on staff. The firm's corporate headquarters are located in Cincinnati, Ohio; KZF also has offices in Atlanta, Ga., and an affiliated firm, KZF Design LLC of Florida, with offices in Orlando and Tampa. KZF's award-winning designs and technical expertise have created cultural landmarks, education centers, offices and workplaces, transportation structures, as well as government, military and industrial facilities. Its clients include the Rosenthal Center for Contemporary Art (Contemporary Art Center), Cincinnati Art Museum, the University of Cincinnati, The E.W. Scripps Company, Citigroup and Toyota. In addition, KZF has completed numerous design and engineering contracts for the US Air Force, US Navy, US Army, US National Guard, US Army Corps of Engineers and the Federal Bureau of Prisons, including extensive work for Wright-Patterson Air Force Base in Dayton, Ohio. Visit: [www.kzf.com](http://www.kzf.com).

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