

K LEE ASSOCIATES

an introduction:

The K. Lee Associates Group LLC is a strategic, brand development consulting firm with a strong purpose: to bring clients business success. It is believed that true innovation arises when talent and spirited intellectual engagement meet business acumen and a deep understanding of consumer needs and desires. Our expertise in design strategy, design innovation, product realization, and brand expression allows my clients to clearly define their goals, differentiate themselves from competitors, lessen their impact on the environment, and offer solutions that are wholly relevant to consumers.

By developing integrated and comprehensive creative solutions that **simply work**, we transcend the value and definition of an organization through their product or service. This results in becoming a viable asset that can be utilized to increase sales and substantial growth in demographic and in industry.

It speaks volumes to say that your brand is as only as strong as its weakest link. All it takes is a simple calculated effort to produce wondrous results, and the K. Lee Associates Group LLC is the first step.

BRAND IS EVERYTHING

The voice of a brand should embody not only the goals of the company but should be the ultimate manifestation of its vision. This philosophy proves to be very much integral to the execution of effective brand strategy and creative design. A solution not incorporating this principle will simply not produce effective results. This framework can appear considerably daunting when this goal appears unattainable to achieve.

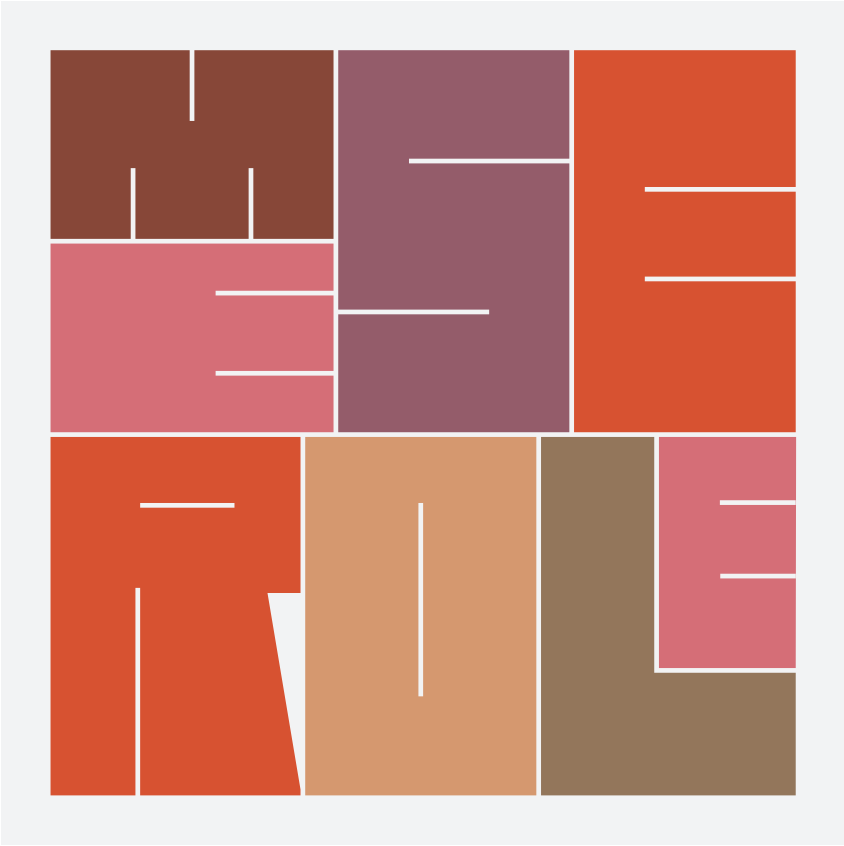
To combat this seeming struggle, it is important to understand that the best brands start with careful yet honest developed blueprints that can be outlined and reworked, which eventually births the foundation of the brand identification (or Brand ID) model. At this point, the role of K. Lee Associates Group LLC is to build, to mold and to manifest a coherent and strategic assembly of words, colors, fonts and graphics that characterize the soul of the

brand—forming the brand ID. A library of brand assets is subsequently built and it is with these assets that all members of the team are able to work with a ‘one eyed’ vision behind the brand.

Capturing a vision, incorporating words, and structuring it to include a visual and experiential presence in a solidly defined and branded product is the ideal evolution of a brand’s identity. Our strengths lie here. K. Lee Associates Group LLC strategizes brands and executes the delicate checks and balances that are necessary to build a formidable foundation—the brand ID—upon which business growth and successes ensue.

Our proprietary process of brand development is founded upon the voice of the brand, the brand essence, that positions the idea of the client and forms the key building blocks or ‘brand assets.’ Brand **is** indeed everything.

**127 MESEROLE /
BUSHWICK, BROOKLYN**



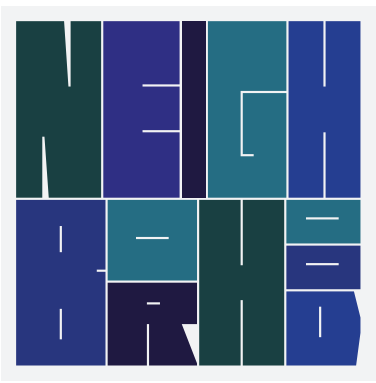
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FLOOR PLANS



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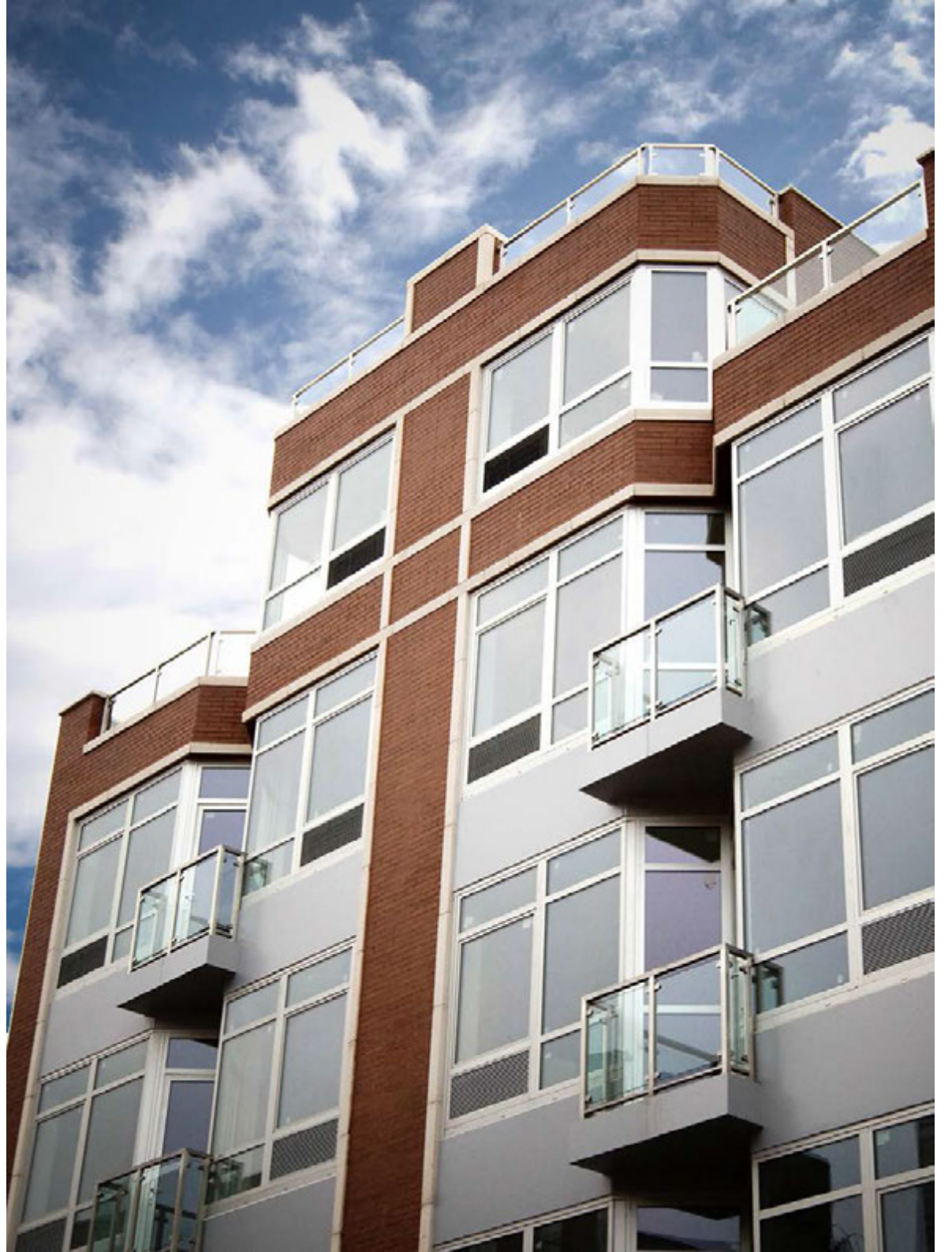
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NYC BUSINESS SOLUTIONS MTA CAMPAIGN



Real Answers. **Start Here.**



**Industrial
and Manufacturing**



How can I:

find financing assistance?

train a staff?

**share my sweet tooth
with the community?**

We have the answers.

NYC Business Solutions provided
free Financing Assistance
to Make My Cake, Harlem.

Dial 311 for free business help.
Or visit nyc.gov/smallbiz



New York City Department of Small Business Services
Michael R. Bloomberg, Mayor
Robert W. Walsh, Commissioner
Small Business Enterprise Program — Funding and services are available upon request to individuals with disabilities.



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THE RIALTO



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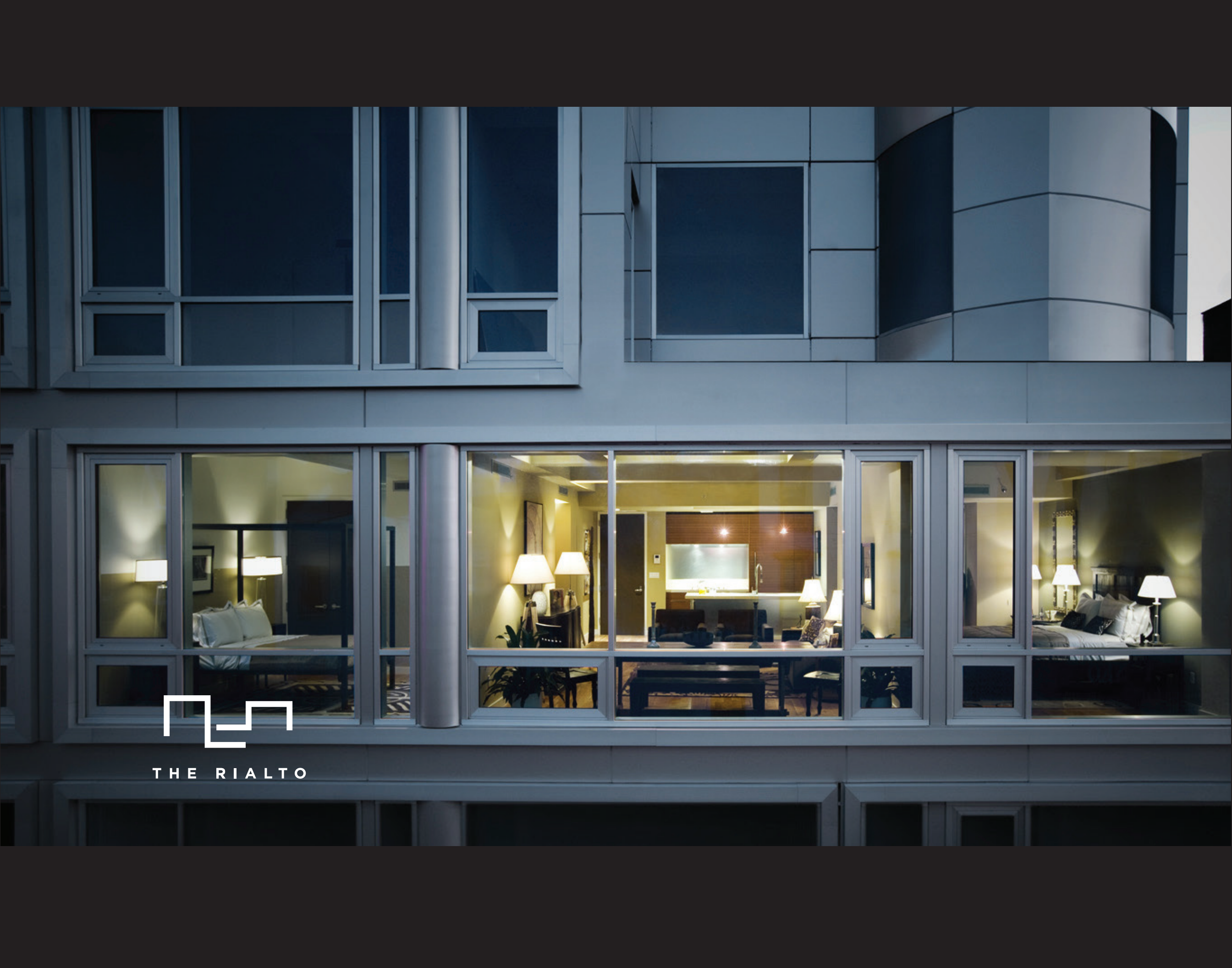
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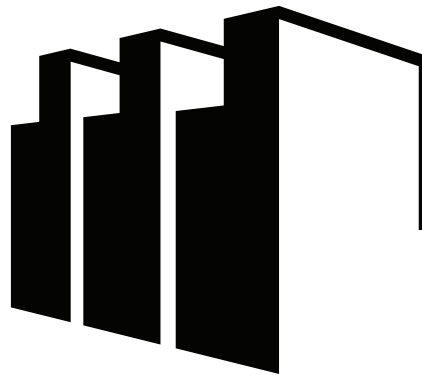


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LIVE GRAND





STUDENTS CROSSING BOUNDARIES

Students Crossing Boundaries



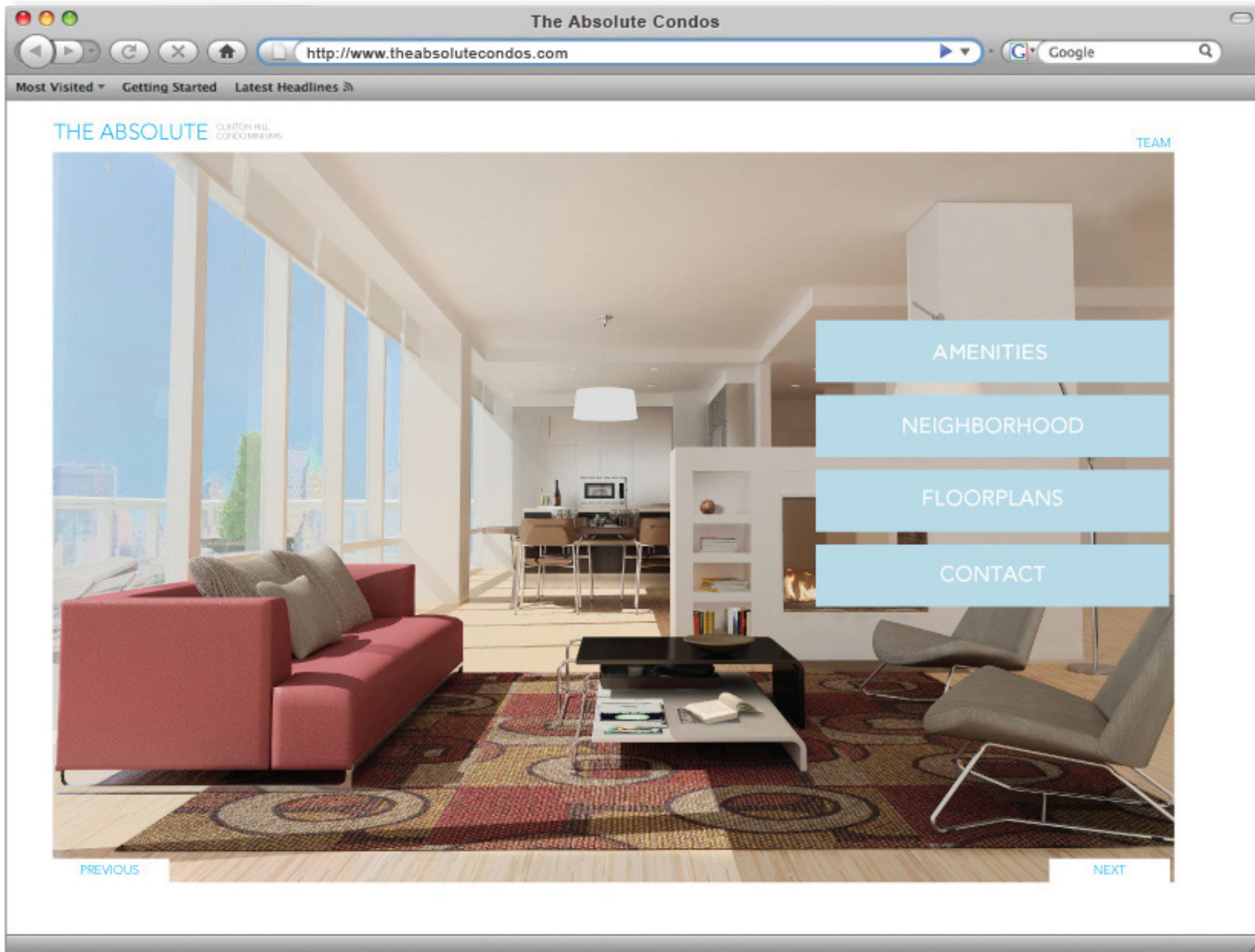
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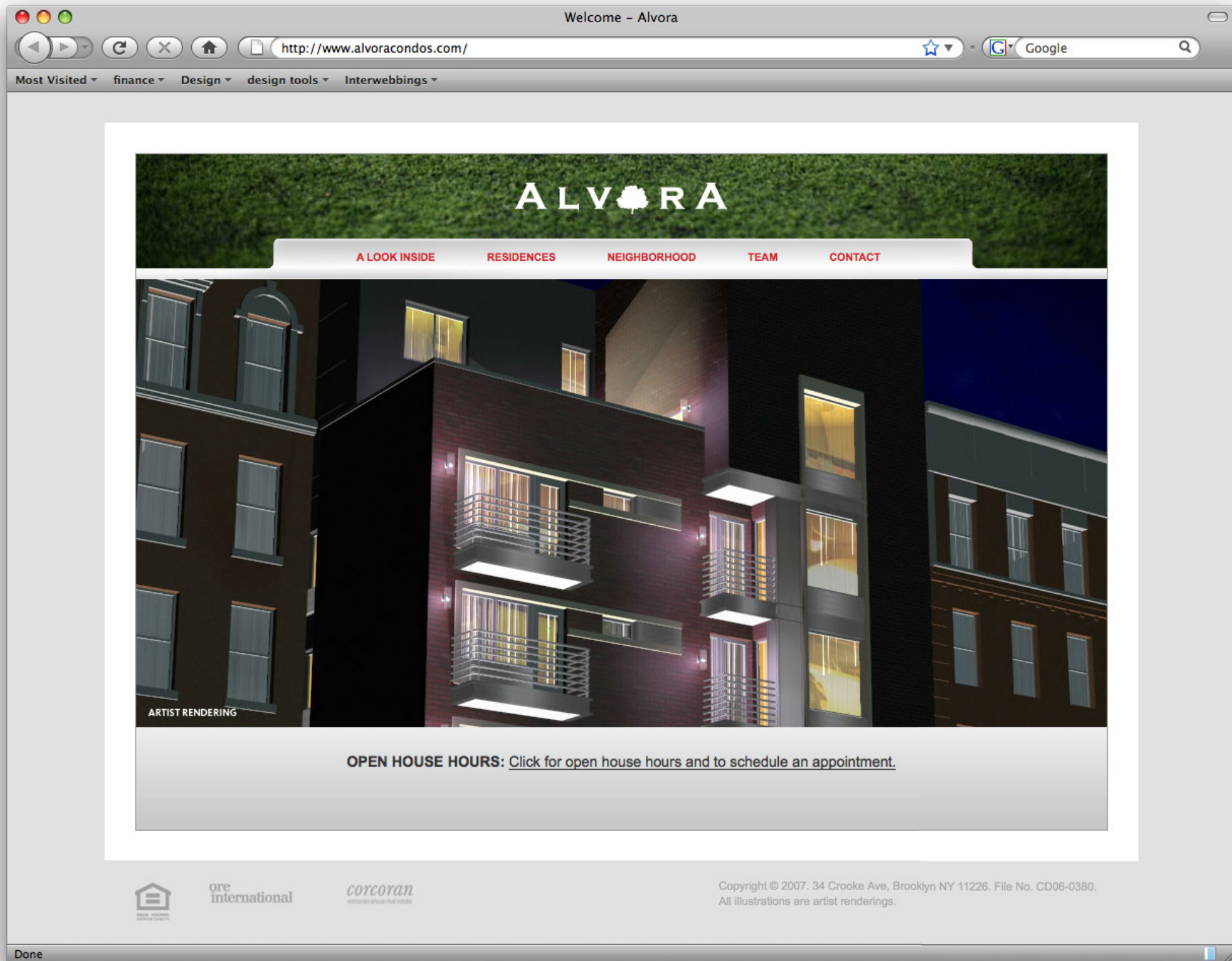


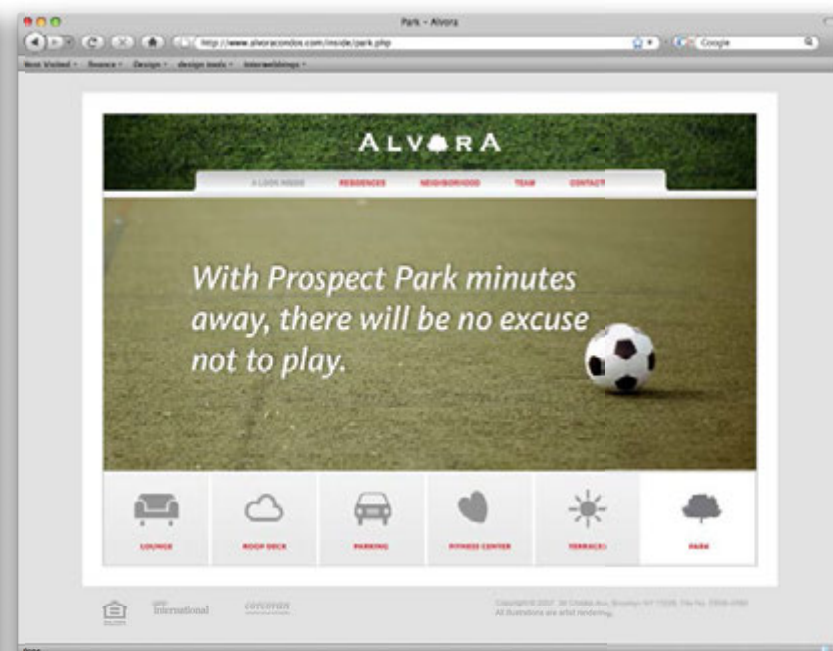
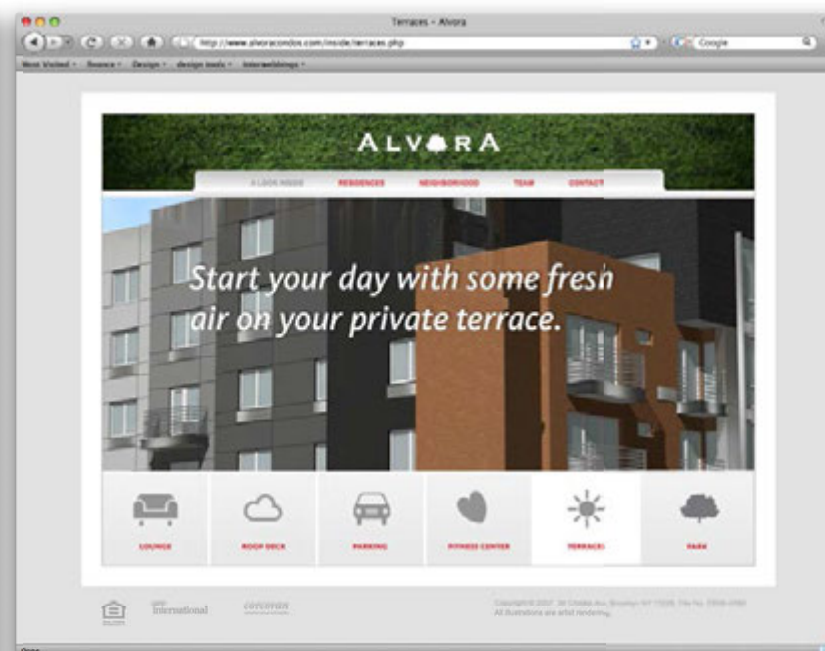
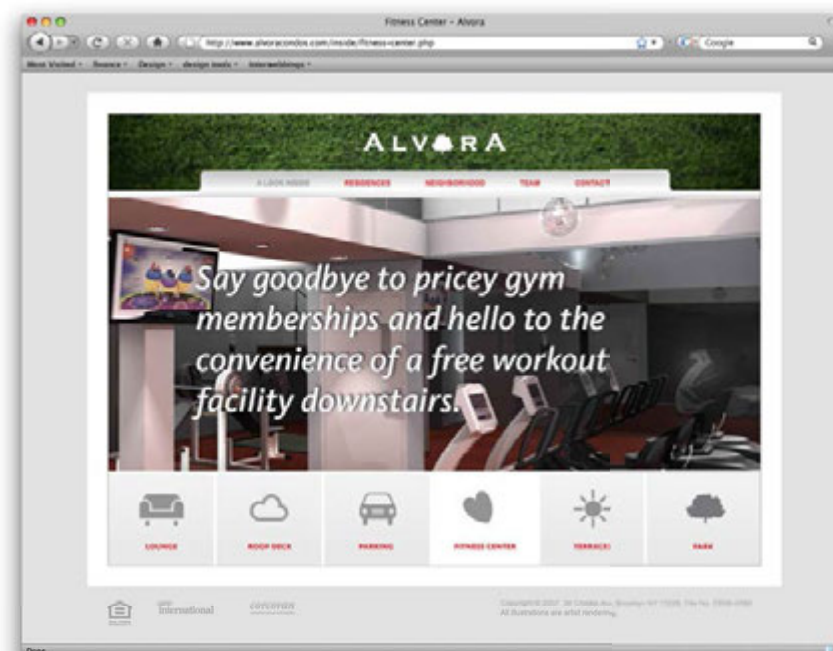
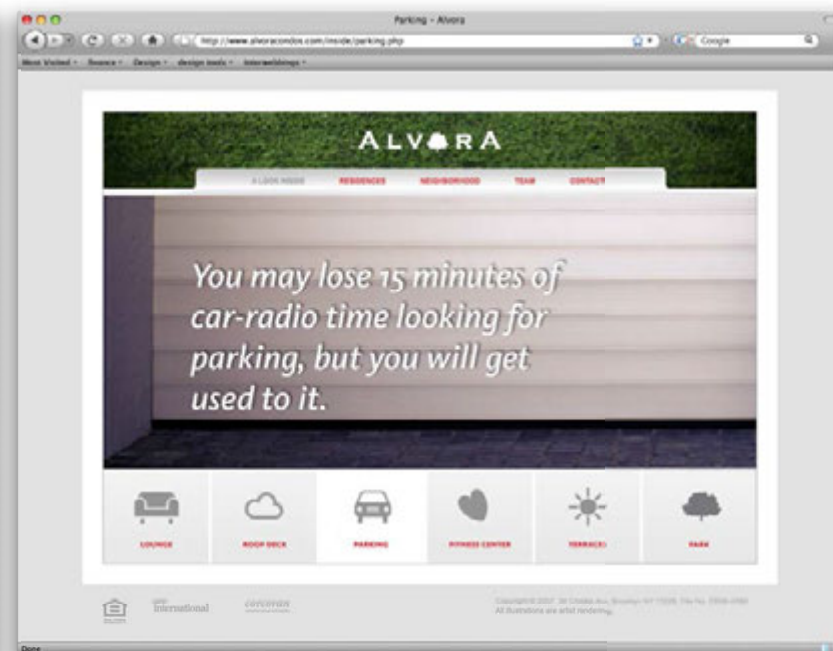
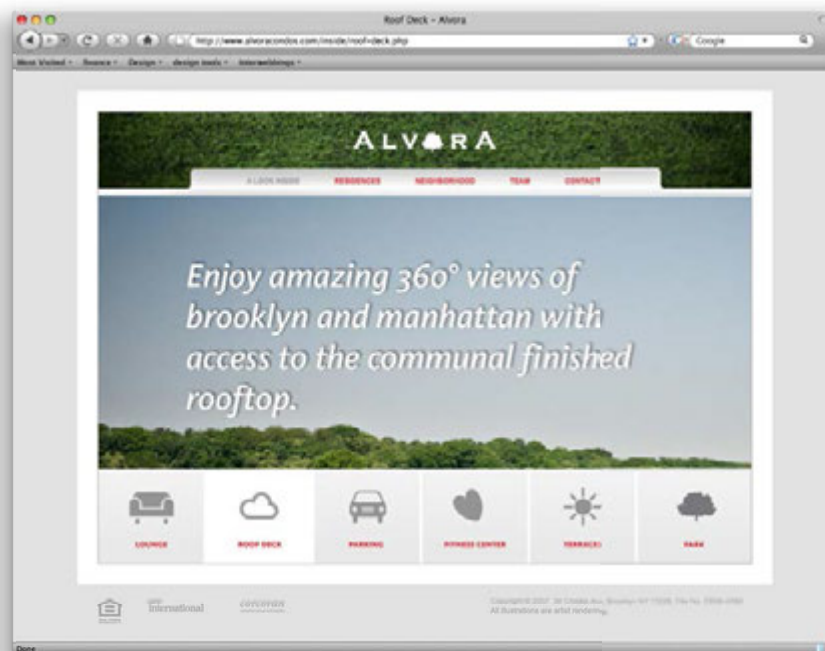
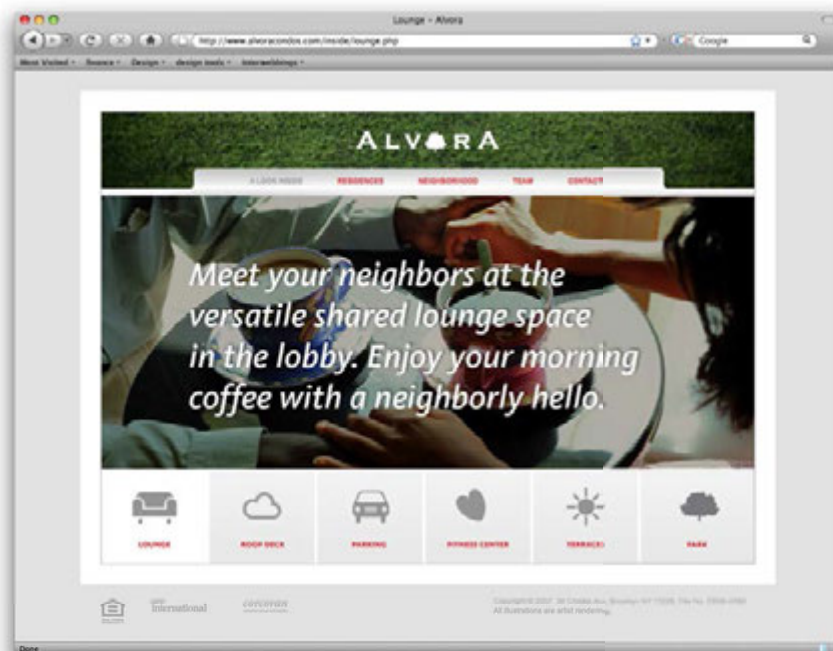


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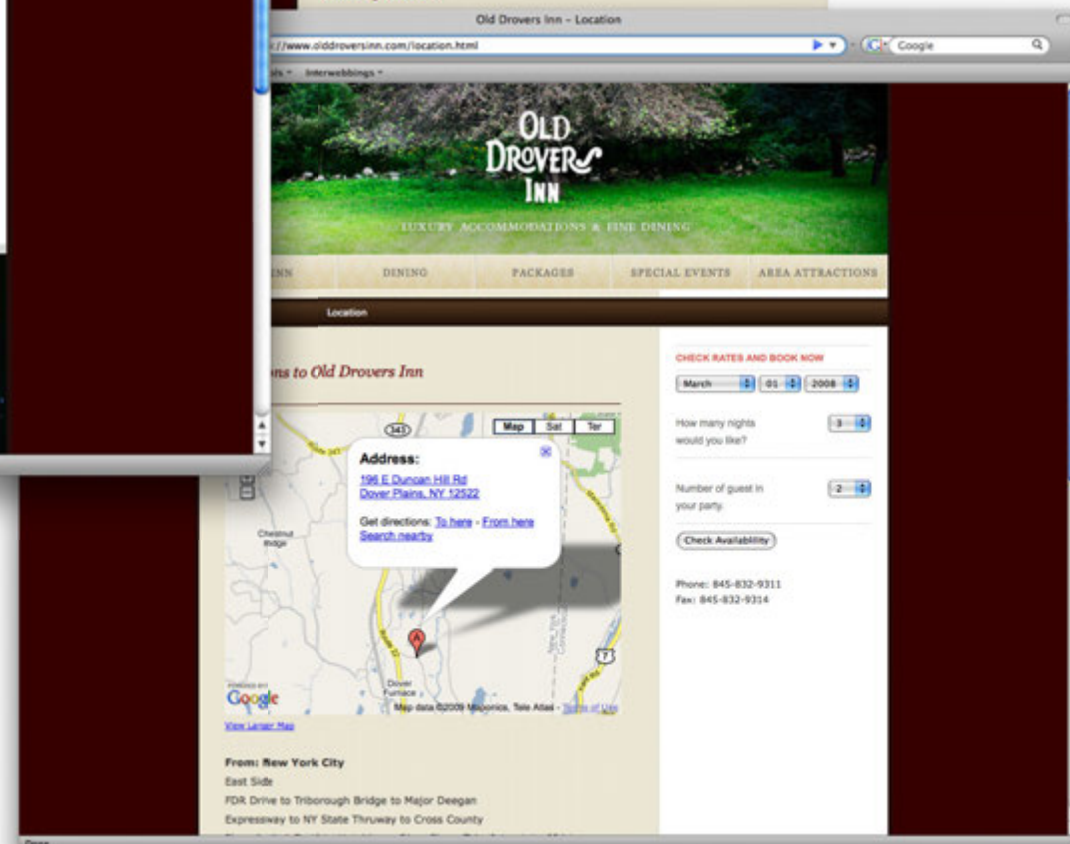
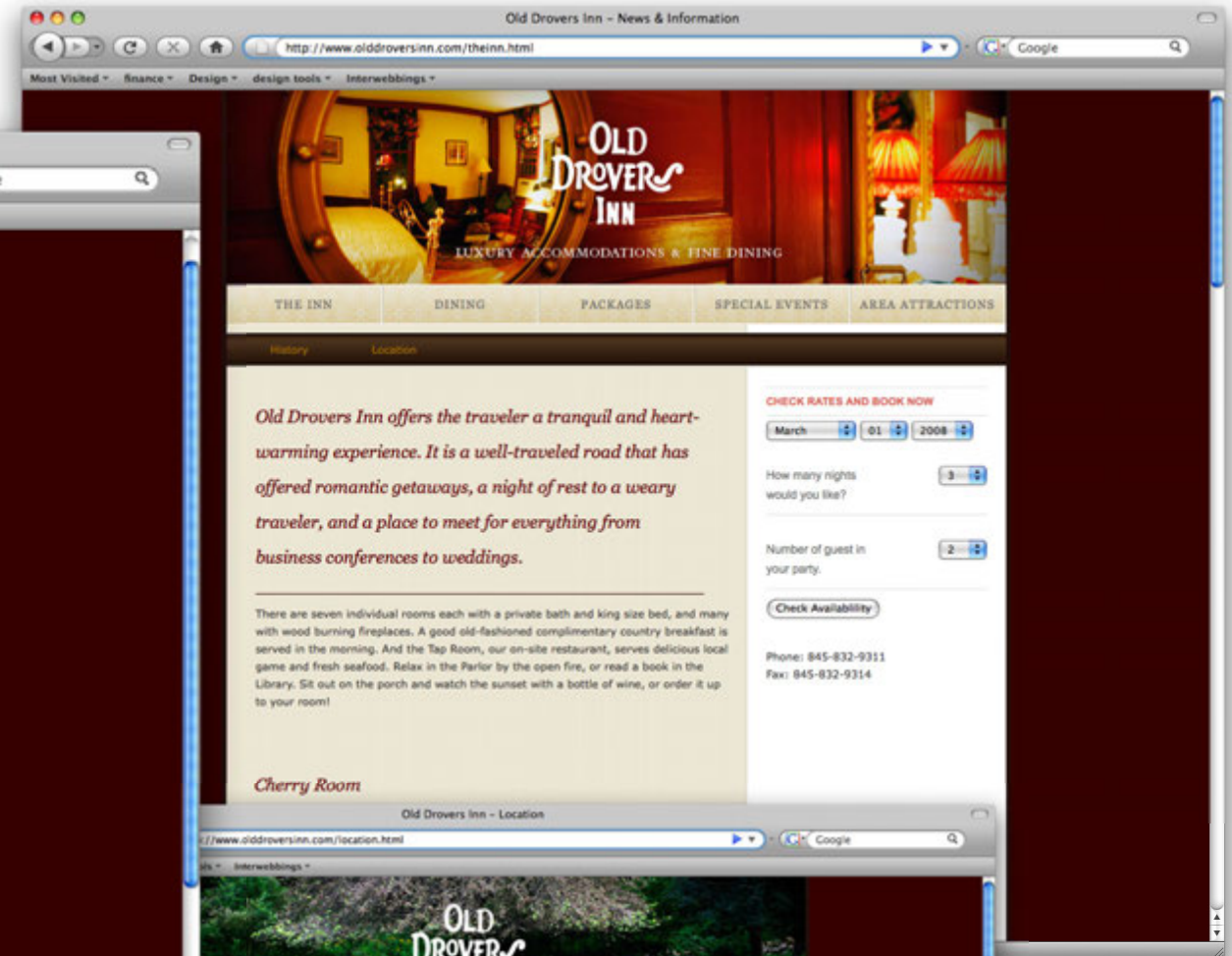
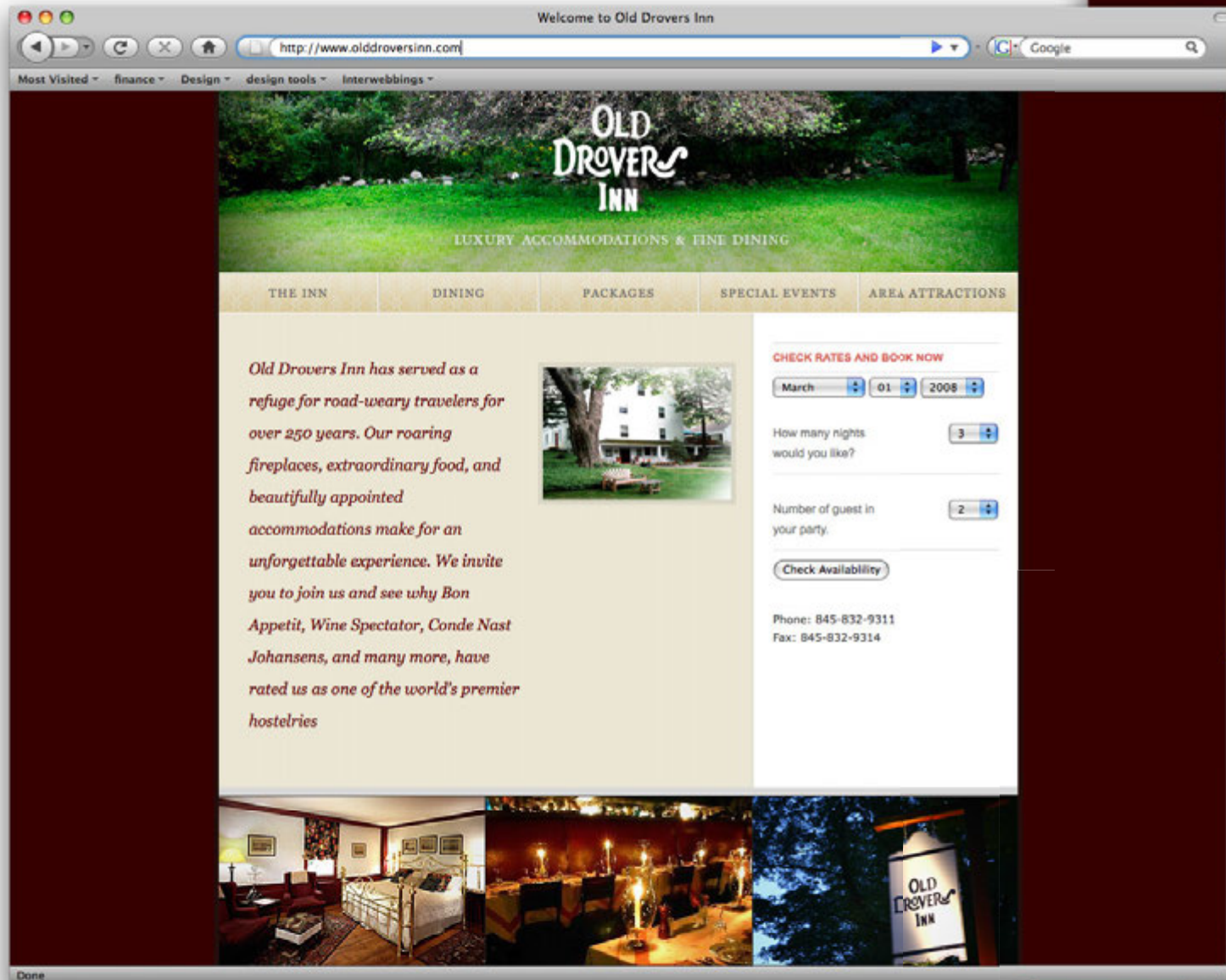
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