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For Immediate Release

Flying Kites Completes Brand Identity Redesign

Flying Kites, an international organization fighting to revolutionize the face of child care around the world, has completed the visual rebranding of their organization. This effort has culminated in the release of their completely redesigned website, www.flyingkitesglobal.org.

The redesigned logo and identity includes a conceptual mark that will become instantly recognizable with childcare and children's aid in developing countries. The visual design was conceived to embrace the playfulness and innocence of youth. Along with a developed corporate color palette and logo, a letterhead, envelopes and business cards were created to make sure the face of Flying Kites is well represented.

Additionally, a stunning 26 page booklet was designed and printed that intricately tells the story of Flying Kites. This booklet features the stellar photography work of Ginger Johnson, Flying Kite's resident photographer. Utilizing full spread photography, compelling statistics and moving text, this detailed booklet will act as one of Flying Kites main printed documents to spread awareness of their efforts.

Rhode Island-based Affusion Group www.affusiongroup.com has completed the work for Flying Kites. Utilizing expertise in print, web and branding design, Affusion Group has crafted a visual identity that spans print and web with the ability to grow and compliment the organization as needed.

For additional information, please contact press@flyingkitesglobal.org.



