



KEPI, INC. BRAND
SWADDLEBOARD BRAND
DEVELOPMENT



7 AM ENFANT - Car-seat Cocoon COO

- By Category
- 7 AM ENFANT
 - New
 - Warmuffs
 - Foot Muffs
 - Baby Carrier Covers
 - Jumpsuit Sacs
 - Mittens
 - Hats
 - Bootees
 - Blankets
 - 7 AM VOYAGE
 - COLORS



WRITE A REVIEW TELL A FRIEND HELP

The micro-fleece lined car-seat cocoon simply slips over the car-seat with a snug elasticized contour to keep baby warm while traveling. Made to fit all infant car-seats, the COCOON will protect against harsh weather and rules out the need for heavy jackets when traveling and on-the-go. It's soft lining keeps baby warm, secure and snug while traveling in the car-seat. Designed to suit all your needs by creating an intimate and cocoon like environment for baby. Featuring an elasticized base for easy yet secure protection, the Cocoon will be a staple piece every winter!

PAPOOSE



Price: \$68.00

Size:

Color:

Quantity:

ADD TO CART

Description Features

7 A.M. ENFANT has been known for being the go-to for baby gear. Now we're adding to the line with a new jumpsuit sac. The 7 A.M. ENFANT PAPOOSE jumpsuit sac is a perfect choice for your little one's winter wardrobe. It's made with a soft cotton, quilted and a neoprene outer to keep your baby warm and cozy. It's also made with a soft cotton, quilted and a neoprene outer to keep your baby warm and cozy. It's also made with a soft cotton, quilted and a neoprene outer to keep your baby warm and cozy.

7 AM ENFANT - Polar igloo

- By Category
- 7 AM ENFANT
 - New
 - Warmuffs
 - Foot Muffs
 - Baby Carrier Covers
 - Jumpsuit Sacs
 - Mittens
 - Hats
 - Bootees
 - Blankets
 - 7 AM VOYAGE
 - COLORS



Price: \$125.00

Size:

Color:

Quantity:

ADD TO CART

Description Features Reviews (1)



spring showers...

plan your registry or find the perfect baby shower gift!



[gift sets for expecting moms >](#)



[personalized gifts >](#)



[create a registry >](#)

- gift ideas
- print collections
- gift sets
- new beginnings gift set**
- twinkle gift set
- swaddles
- easy swaddles™
- sleeping bags
- cozy sleeping bags
- security blankets
- muslin toys
- bib & burp cloths
- dream blankets™
- swaddle love book

new beginnings gift set



First time home. First birthday. First holidays. For all the firsts, give the gift of aden + anais® with a new beginnings set. With beautiful products made of our signature cotton muslin, it's everything mother and baby will need to stay comfy, cozy and have a little fun too!

set



bloom



English Select Co

Search...

login

ac

home

nursery

chairs

loungers

travel

where to buy

introducing COCO™ organics

new!

pre order now

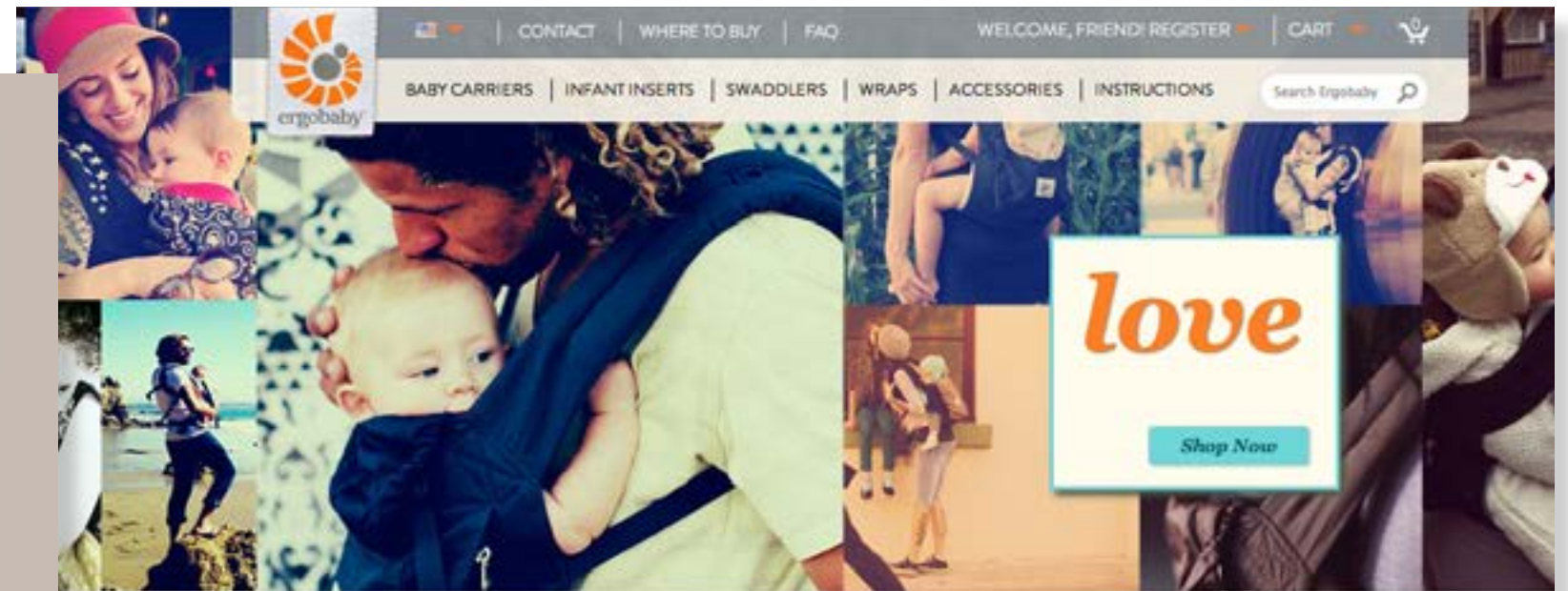


available in



*frost grey, new addition to the coco colour collection





Comfortable for parents:

The ergonomic design is so comfortable, you can wear the carrier longer because the padded shoulder straps and padded waistbelt evenly distribute baby's weight between your shoulders and hips.



Ergonomic for baby:

The Ergobaby Carrier cradles your baby just the way you do with baby in a natural sitting position, aligning with the recommended carry position from the International Hip Dysplasia Institute. Babies can be carried from 7 - 45 lb (3.2 - 20 kg) in our carriers



Join our ever expanding family!



Subscribe to the Ergobaby Newsletter for email updates on deals and what's new.



JJ COLE, COLLECTIONS

01  search 

[bundleme](#) [diaper bags](#) [accessories](#) [carriers](#) [strollers & car seat](#) [travel](#) [feeding, bath, & layette](#) [nursery](#)



bundleme. BLANKET

THE COZINESS OF BUNDLEME
ISN'T JUST FOR THE OUTDOORS

[shop now »](#)



TOP PICKS FOR THIS SEASON:



THE BACKPACK



CHANGING CLUTCH



POLAR BUNDLEME





Age Gender

Sort By: Most Popular

Swaddles & Blankets



Swaddle Angel™ (Girl)
\$24.99



Swaddle Angel™ (Boy)
\$24.99



Swaddle Angel™ (Gender Neutral)
\$24.99



Swaddle Angel™ Blanket (Girl)
\$34.99






Cart Items: 0, Cart Total: \$0.00 [VIEW CART](#) [WISHLIST](#) [EMAIL A FRIEND](#) [LOGIN](#)

Search Love To Dream...

SELECT COUNTRY       

[Home](#) [About Us](#) [Online Shop](#) [Medical Research](#) [Sleep Tips](#) [Blog](#) [Our Stockists](#)

[FAQs](#) [Delivery](#) [Infringement](#) [Testimonials](#) [Contact](#)

OUR PRODUCTS

STAGE 1 - Love To Swaddle UP™

- Swaddle UP™ - Original
- Swaddle UP™ - Organic
- Swaddle UP™ - Lite

Love To Love! Or Soona™

- Layer ON - Minky

STAGE 2 - 50/50™ Transition Swaddle

- Love To Swaddle UP 50/50

STAGE 3 - AVENTA™ Sleep Bag™

- 0.2 TOG Sleep Bag
- 1.0 TOG Sleep Bag
- 2.5 TOG Sleep Bag

Must Have Accessories

- Love To Bounce
- Love To Walk Bag
- Love To Cuddle
- Love To Thermometer
- Love Our 7000 Wings

LOVE TO... SWADDLE UP™

Simply a smarter swaddle wrap

Here at Love To Dream™ our goal from day one has been to help your baby (& of course you!) achieve longer, better quality sleep.

Through true innovation, & a real understanding of the challenges that ALL new parents face around sleep, the Love To Dream™ Sleep System was born.












Swaddle UP™ - Original Swaddle UP™ - Organic Swaddle UP™ - Lite

Cart Items: 0, Cart Total: \$0.00 [VIEW CART](#) [WISHLIST](#) [EMAIL A FRIEND](#) [LOGIN](#)

Search Love To Dream...

SELECT COUNTRY       

[Home](#) [About Us](#) [Online Shop](#) [Medical Research](#) [Sleep Tips](#) [Blog](#) [Our Stockists](#)

[FAQs](#) [Delivery](#) [Infringement](#) [Testimonials](#) [Contact](#)

NEW! Love To Swaddle UP™ 50/50

WE WON!


USA Customers ONLY

Let your baby experience the genius of swaddling today with Love To Dream™

testimonials

The 50/50 swaddle is great! Our little man is now sleeping with his arms out and the transition was all very painless having one arm out at a time! We now use the 50/50 as a sleeping bag. So we are able to just keep using them. Thanks so much for a great product.

Sarah Sheridan, Australia



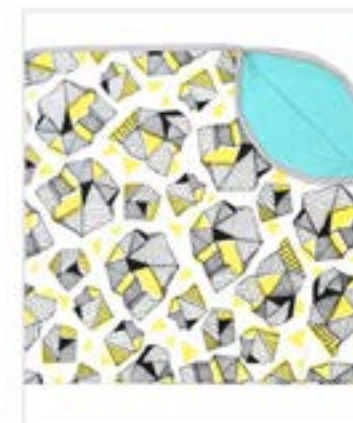
♥ ♥ ♥

Show me

Everything / Bibs / **Wraps** /
Blankets / Fashion / Gift Cards /
On Sale /



Penguins organic blanket



Icebergs organic blanket



Whales organic blanket



BRAND NAME

It's our natural human response. We see a baby and it makes us feel good. We feel love. We feel happy. We feel protective. And we feel the urge to grab them and hold them tightly to us and to protect them. For young new parents, this desire and need to protect their new baby is stronger than ever. They're looking for answers and direction - how to care for them, feed them and hold them. The following short list of names we feel captures these feelings and evokes these universal human meanings or truths. They each sound and look, and in their own unique way, speak to us about the quality of our new product and its role in our life as new parents.

KEPI or KEPPIE

If you grew up in a Jewish household you may well know what this means. Even if you didn't, as most of our customers certainly will not have, the term which is Yiddish for head, specifically a child's head, has come to have a universal appeal. For those that grew up with a Bubbie or a Zadie, they can probably attest to the feeling of warmth, love and security felt when a hand was placed on their head and they were told to "lay keppie" or "lay your kepala" Our new product offers that same sense of warmth and protection, like a parent's caring hand to the head. But while this was the origin and inspiration of the name, Kepi or Keppie has other qualities that regardless of entomology will have real appeal. Kepi is small and precious like a child. In its four letter form, like the French military cap of the same name which also utilized design to designate style, rank and importance, Kepi simply looks appealing. The leading "K" character recalls the word Kinder, making the word feel more European or Scandinavian - something that can be emulated through a clean, colorful, sophisticated design that will also add elevated value to the product. For all of these reasons - the visual appeal and easy memorability of the word form, its diminutive aural qualities that sound like a product for babies, and mostly the way that the word simply makes us feel - bright, happy, new, tender and caring - we think Kepi/Keppie would be a strong name for our product.

BRAND NAME 1

Kepi

Kepi

COCOOSE

We usually avoid the easy portmanteau - that's the combination of two words to form one. It's usually the branding shortcut that we don't often take. Unless the resulting word(s) really seem to work in terms of the meaning and feeling they evoke without feeling forced or unnatural. The best portmanteaus are the ones that seem like they are or should be a word in their own right. Which brings us to this word - Cocoose. Conceptually it's easy, cocoon is combined with papoose. A cocoon is a protective wrap in which the caterpillar goes through its metamorphoses. It is temporary, but from it a beautiful new butterfly will emerge. Such is the same for our blanket product - a protective cocoon that will temporarily wrap baby in warmth and security until baby is mature enough to spread his/her wings. A papoose is in essence what we have created here - albeit a very modern version of one. But like the earliest papooses, ours is one that is easy to transport, efficient in its design, and adaptable to the surroundings through any add-on products we will eventually offer to work with the Cocoose! Finally, from a branding perspective, we think Cocoose - with its very round, repeating and appealing letterforms - has excellent logo mark design potential. The word is easy to say, fun to read, and looks and feels like a premium baby blanket product.

BRAND NAME 2

Cocoose

Cocoose

NAPE

This is a funny word. A punchy word. It does, of course, refer to the nape of the neck - that soft, vulnerable spot at the base of the head - and in our case the baby's head - that needs our support. When we think of Nape, however, we also think of it as a universal contact point between parent, especially mother, and child throughout the animal kingdom. We hear the word and we immediately think of a mother's or father's hand cradling a newborn baby's head at the nape of the neck and securing their child in their arms - much like our new product will also cradle the baby's head to secure and comfort. Perhaps subconsciously, we'll also imagine soft, furry animal mothers carrying their newborn offspring by the nape of the neck. The nape is that special spot, where parent holds and guards baby. But as vulnerable as Nape may be, Nape - by virtue of its strong "P" consonant at the end of the word - giving it a strong upward intonation when spoken - imbues the word with a sense of fun, cuteness and energy. Nape moves! Repeat the word quickly. It's punchy, has attitude. The word APE within the word also recalls our own little apes or monkeys, an image and reference to newborns that we as humans often endearingly make. Nape has the potential to be cool and hip with the younger parents. It's short and also memorable and designed well could convey a sense of urban now. Imagine the name on a storefront in Manhattan or Brentwood.

BRAND NAME 3

Nape

Nape

BABYBONE

This is one of those naming ideas that you know must absolutely already be in use somewhere. Why? Because it too cute, too cool and trends today's sensibilities that sees parents and advertisers alike making baby cuter by giving baby more attitude. Think of the trend to give baby an adult voice in those investment commercials. Of course this trend goes all the way back to the "Look who's talking" movie franchise which cashed in on both our sense of humor and sentimentality by giving baby a voice. We are all unique personalities, everyone of us, and as young parents we begin to look for that from the moment we meet our new "little person." Babybone, which grew out of the simple idea that we are literally providing a backbone or support structure for baby through our new product, is loud and bold and full of personality. It says, "I may be small, but I am (will be) strong (and successful)". For a parent, it's almost comforting as it inherently implies my kid can take it. My kid not only has my support but I will teach them to have a real backbone - backbone in the metaphorical meaning of strength. Strength of mind, strength of body, and strength of character. When we hear the word Babybone and when we design its logomark, we will create a product name that will evoke these feelings in parents. From a brand perspective, Babybone is easy and fun to say and hear, it's memorable and the letterforms lend themselves to a very contemporary treatment that could be either big and bold or, playing against expectations, modern and ultra elegant. The possibilities for Babybone are many.

BRAND NAME 4

Babybone

Babybone

PLATYPOOSE

Admittedly, this is just the cutest darn name we have. That's great if a more traditional baby product name is what we want. It, like Cocoose, is a portmanteau of course, combining platypus and papoose into one super cute baby blanket product that is its own unique creature. Think "Where the Wild Things Are" and you'll get the idea of where this product name can go - warm, fuzzy, animal and unique designer patterns wrapped around a strong support structure. Why a Platypus? They're unique, one of a kind mammals that lay eggs, incasing their pre-borns in a protective shell and incubating them in their thick (thickest of any mammal) fur. Platypus also looks and begins to sound like the word platter - like the platter or cradleboard around which our new baby blanket product will be made. But our Platypoose is more than a unique creature, it is a baby carrier, holder and swaddler. Hence, Platypus becomes Platypoose. Obviously, the duck-billed Platypus would provide a great basis for a logo mark that is lovable, friendly and fun - evoking a sense of wonder, comfort and specialness in the new parent looking to surround their new born with everything that is good and safe. The name also has the benefit of looking and sounding like the product it is, and from a branding perspective the letterforms offer great potential for a memorable, captivating design making Platypoose that cute but also potentially wild choice.

BRAND NAME 5

Platypoose

Platypoose

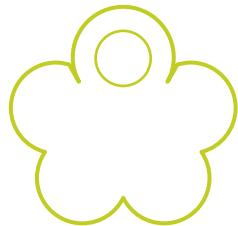
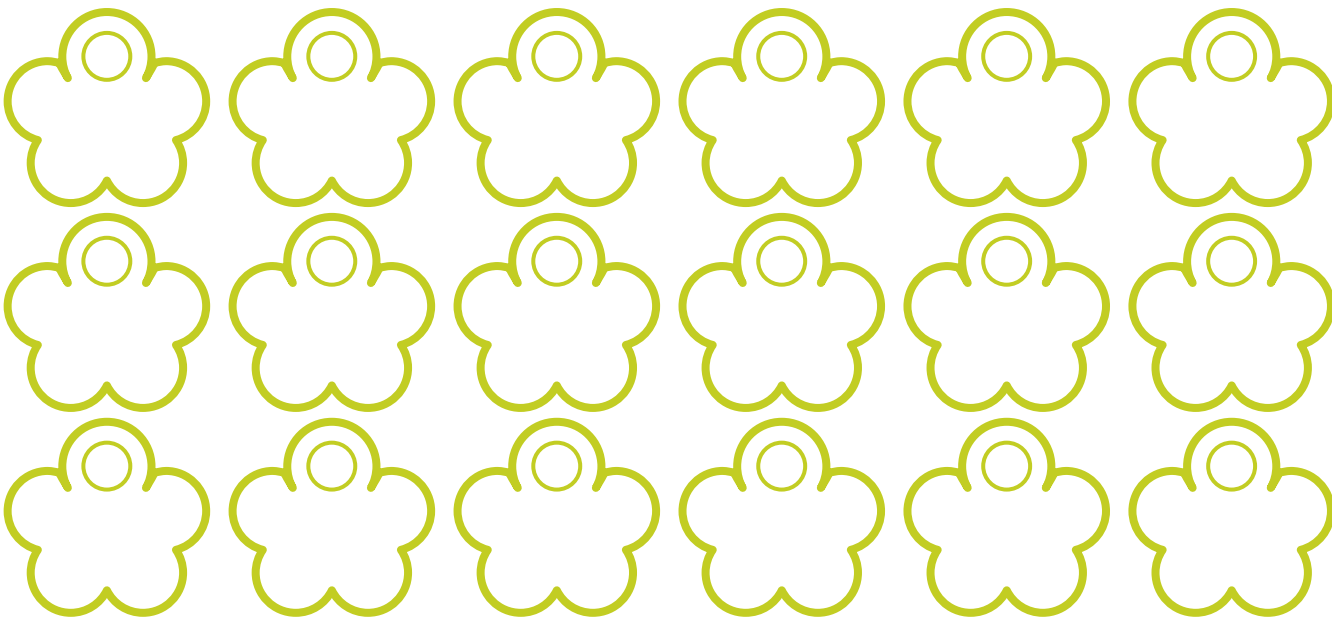
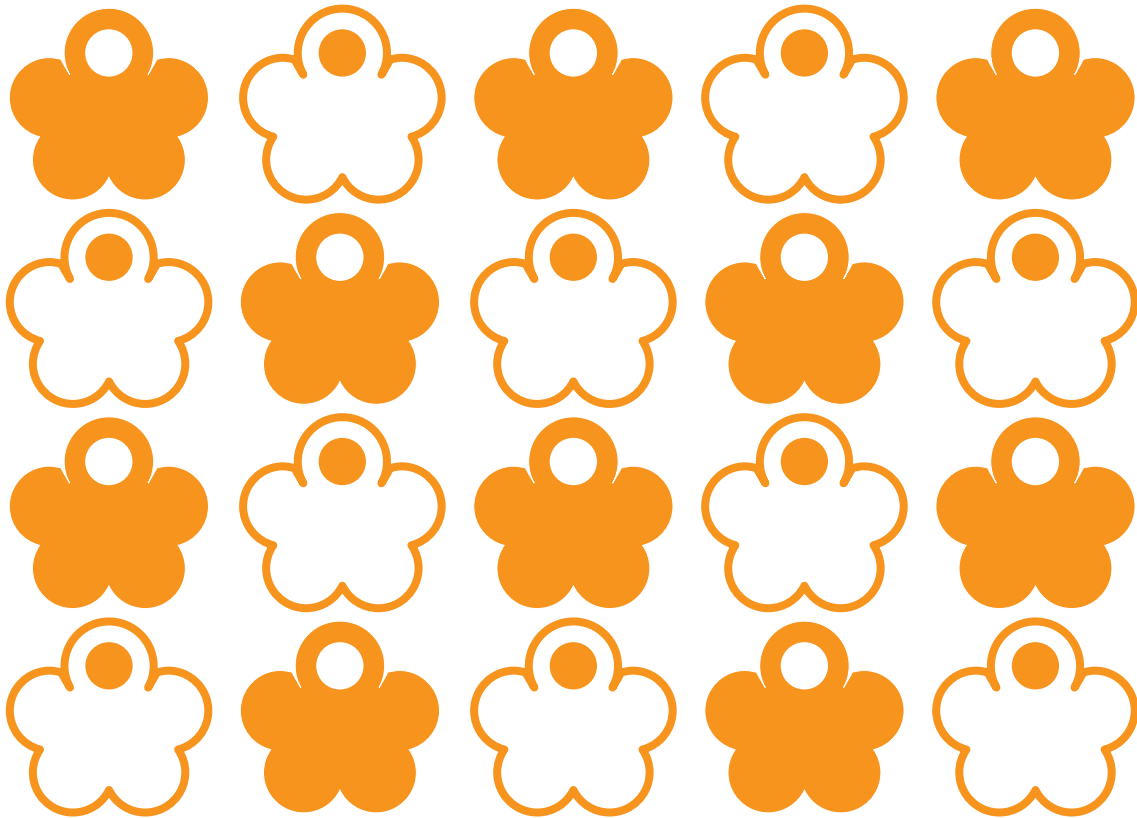


BRAND IDENTITY

BRAND IDENTITY 1



LOGO PATTERNS 2 / ICONS FOR ACCESSORIES



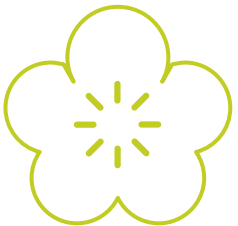
SWADDLES



BEATS

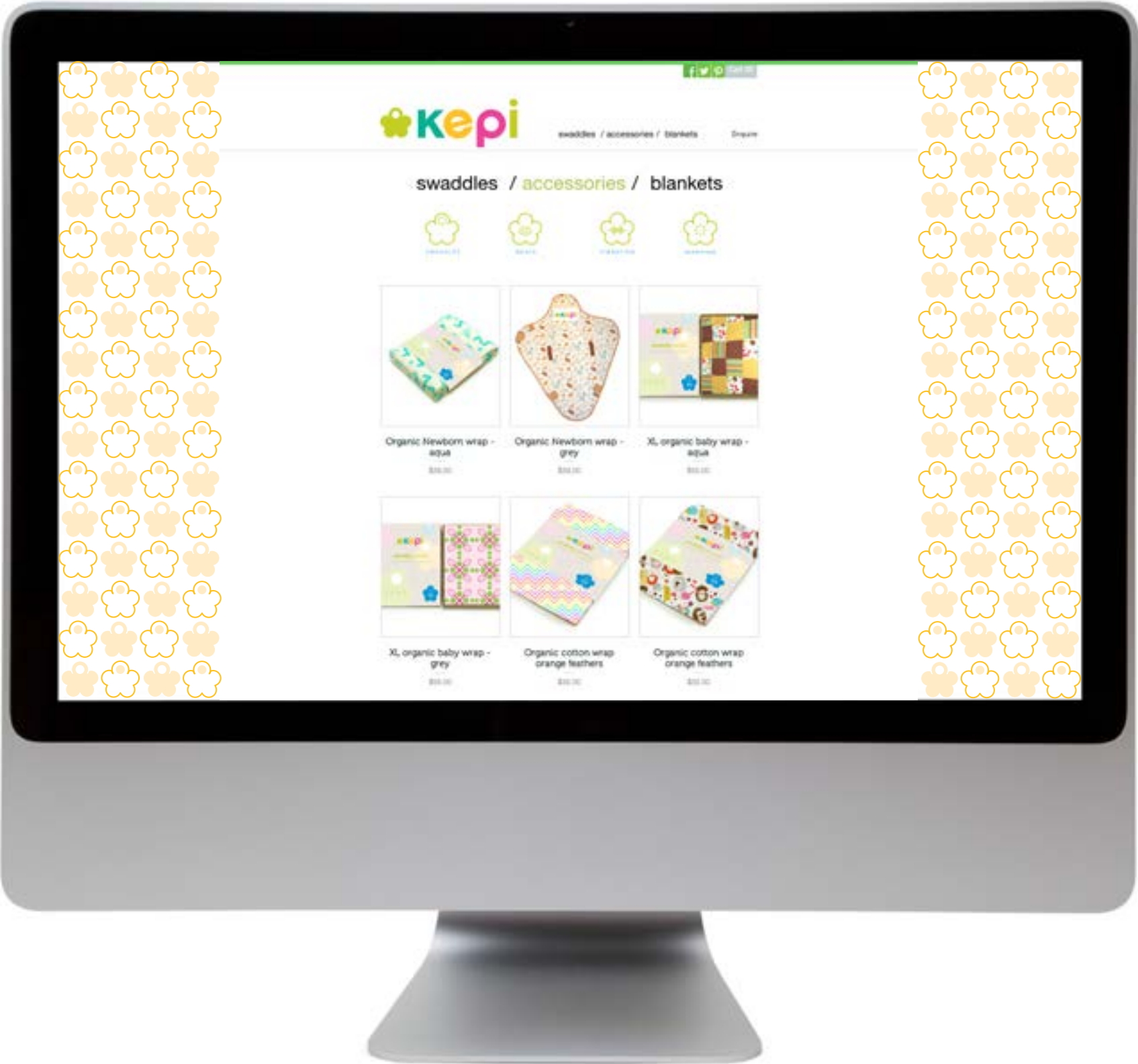


VIBRATION



WARMING

LOGO APPLICATION WEB/PACKAGING



LOGO APPLICATION AD/APP



BRAND IDENTITY 2



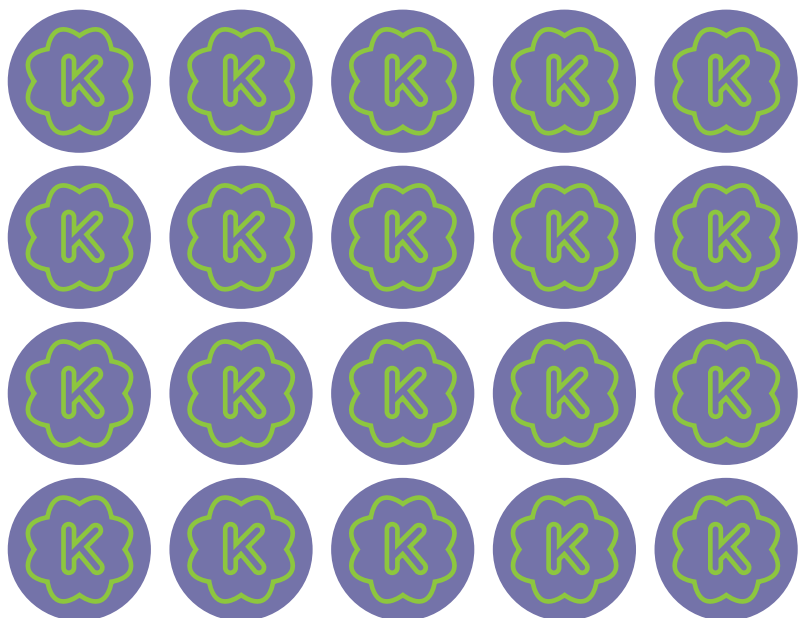
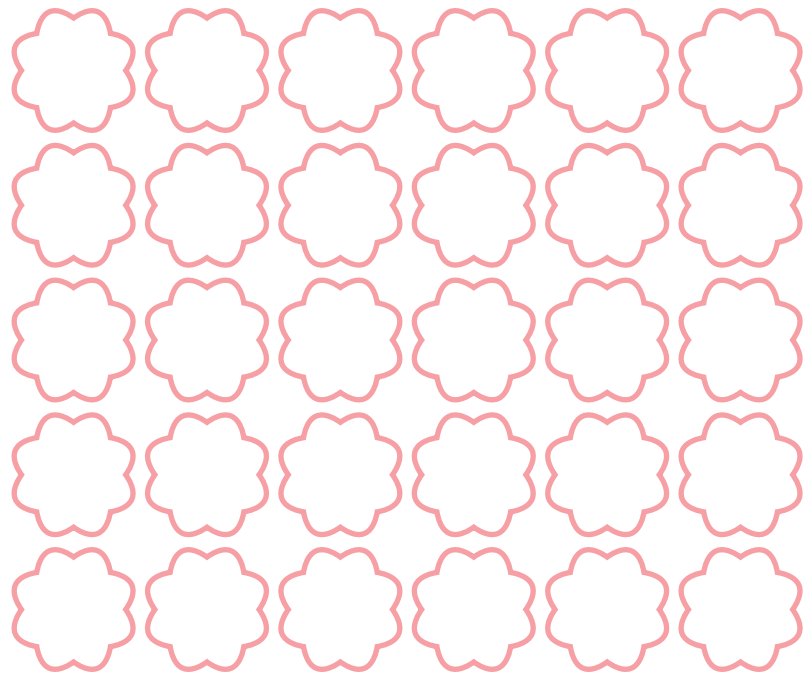
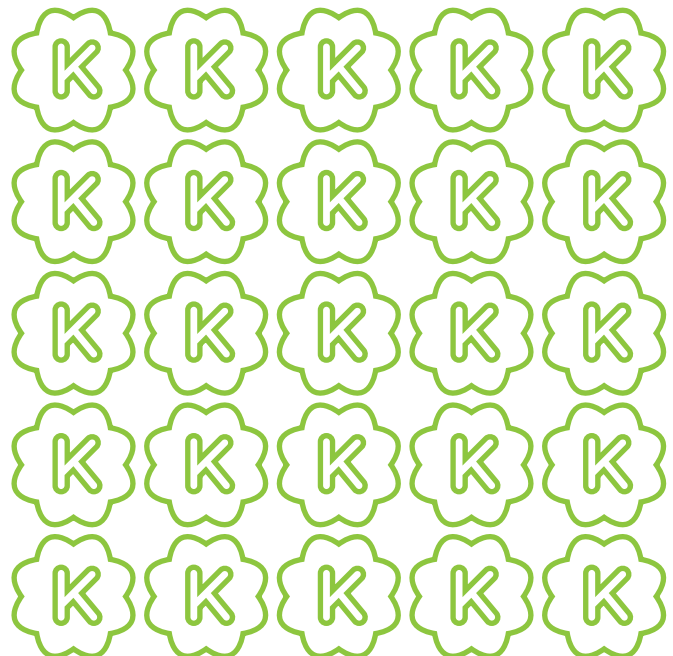
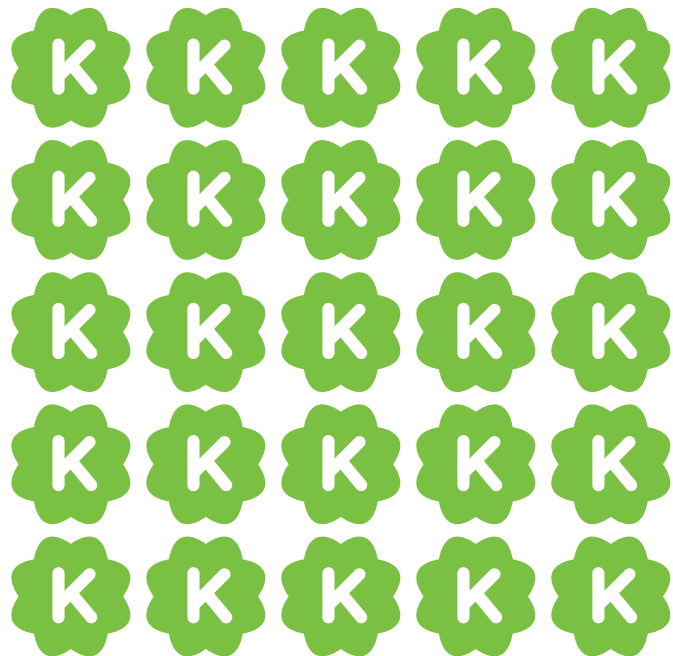
BRAND IDENTITY 3



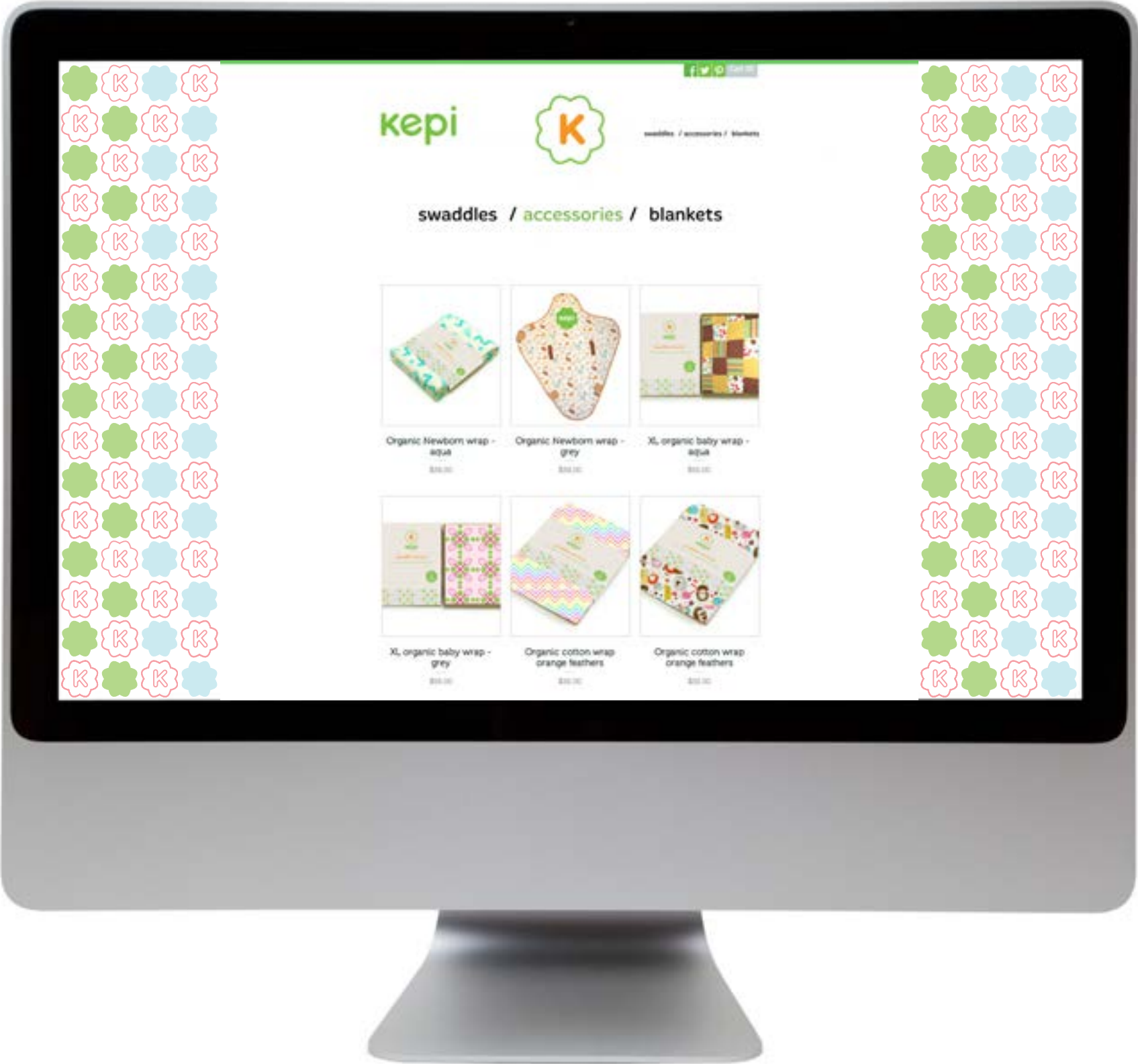
kepi™



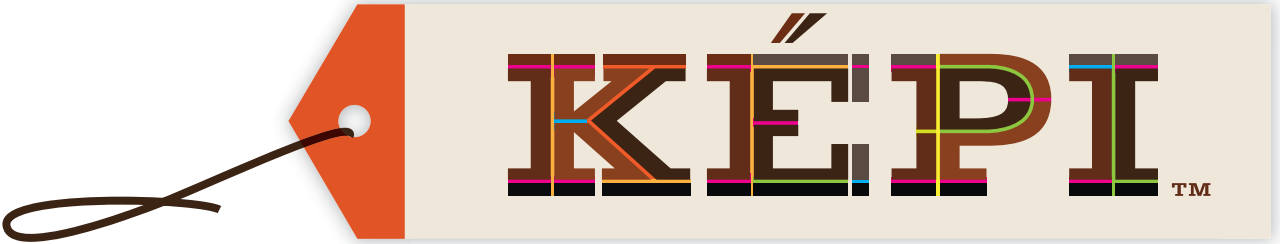
LOGO PATTERNS 2



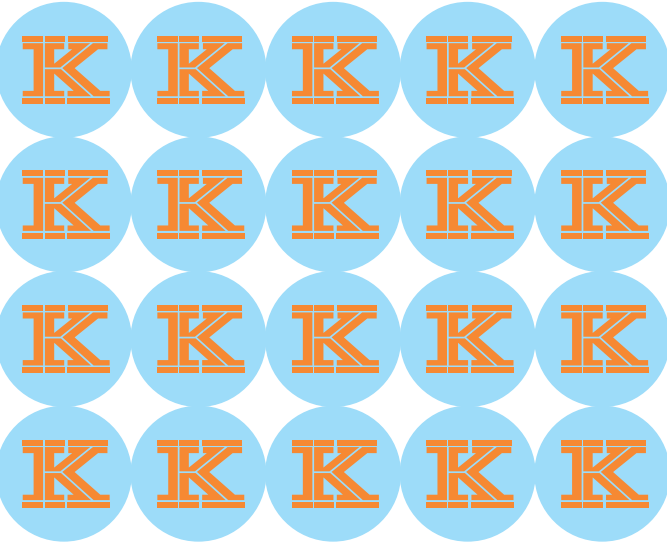
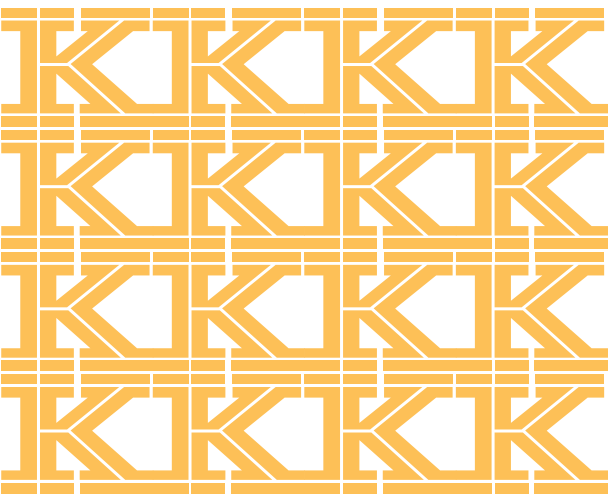
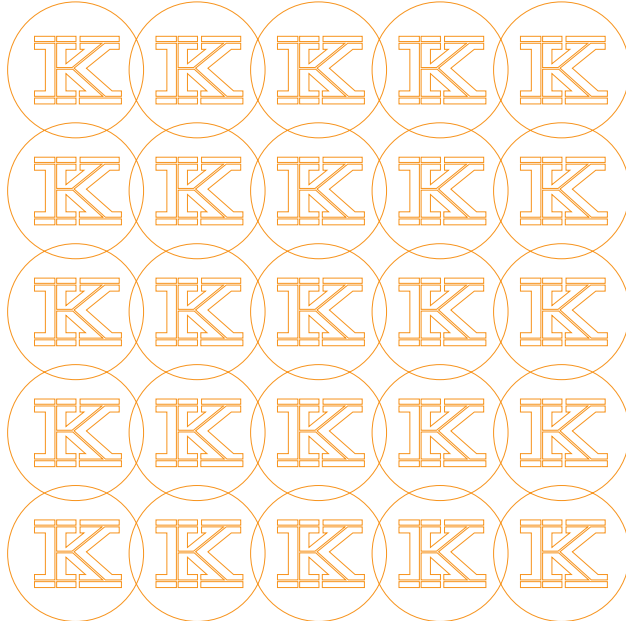
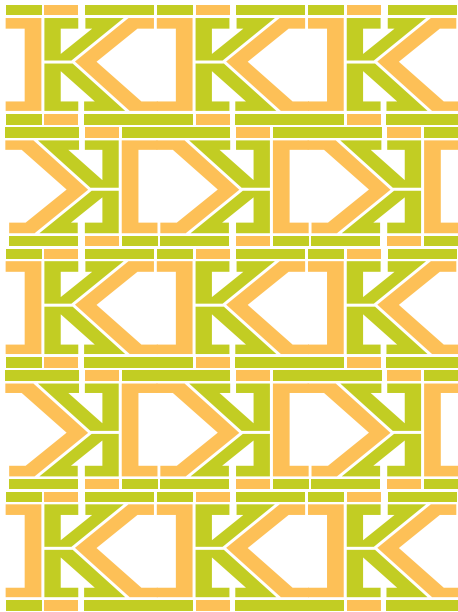
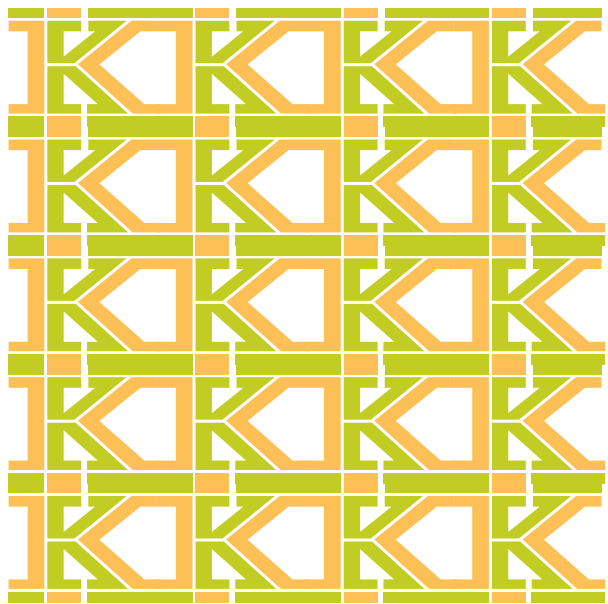
LOGO APPLICATION WEB/PACKAGING



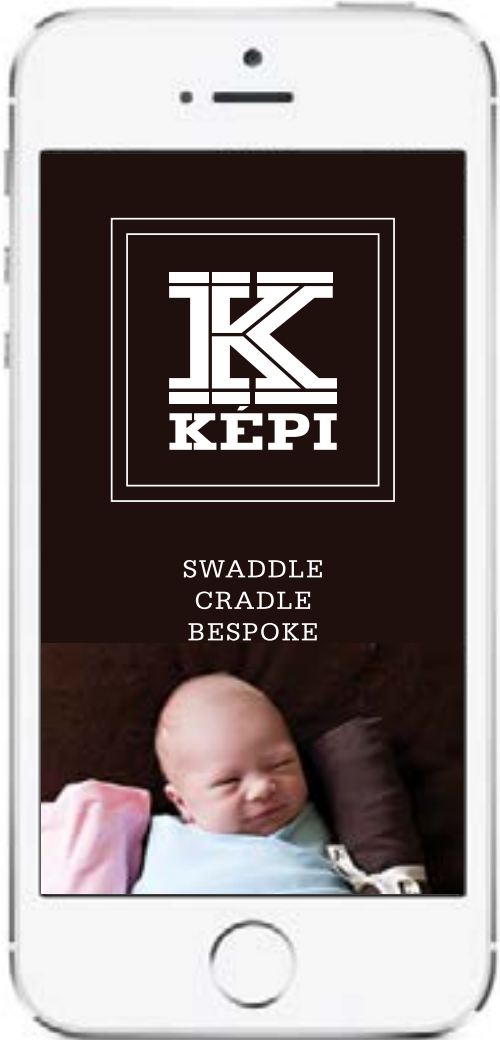
BRAND IDENTITY 4



LOGO PATTERNS 4



LOGO APPLICATION AD/APP



BRAND IDENTITY 5



KepiTM



KepiTM

LOGO APPLICATION AD



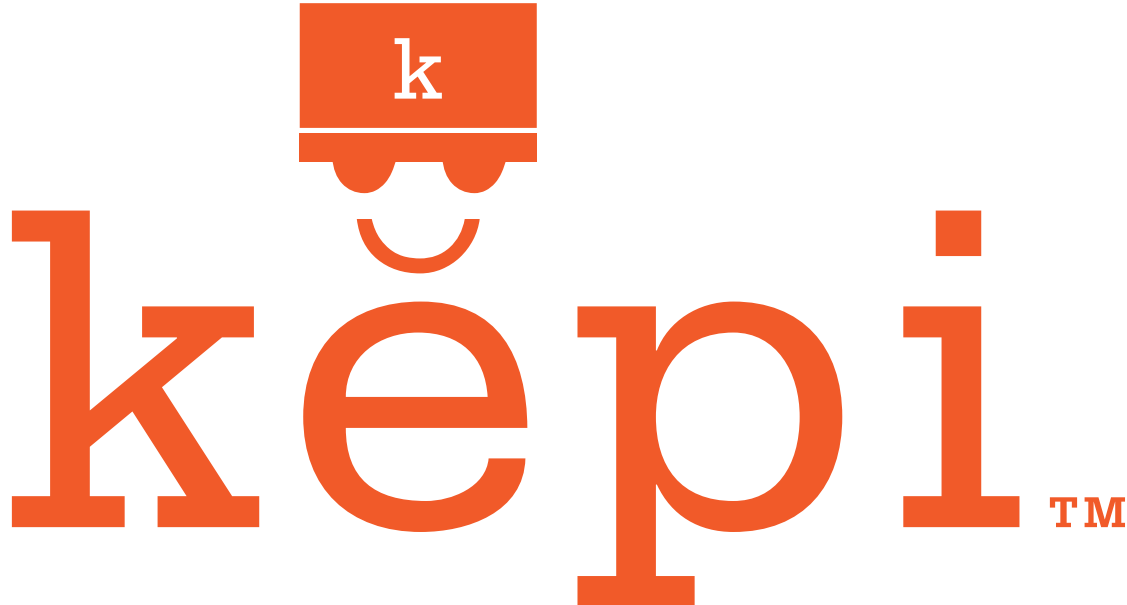
BRAND IDENTITY 6



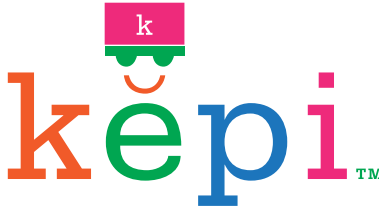
LOGO APPLICATION AD



BRAND IDENTITY 7



kep i™



kep i™



Woody
Italian design from Parma Italy

LAVI dreamer

LAVI cruiser

GLORIA LAVI
little folks interior

Bad logo. Cool products



\$3,000 Porsche Design



ubabubu

you can see the logotype characteristics within it's products

POD COT



POD JUNIOR BED KIT
same base unit

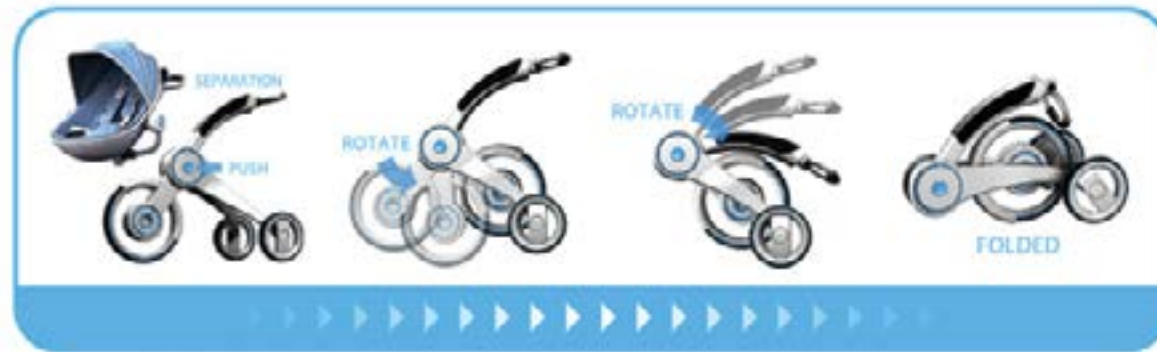


ubabubu.com



This product does not have a logo yet... but it does show how one 3-wheeler can fold and reconfigure with additional attachments.

I WONDER WHAT THE CRADLE DESIGN IS GOING TO LOOK LIKE...



**BRAND
POSITION
LINE**

BRAND POSITION LINE

1. **fun from day one**

Becoming a new parent. It is thrilling, life-affirming, bonding, loving, rewarding, momentous, deeply meaningfully. It is these things and so much more. But for every new parent - especially for every new first time parent - coming home with baby can be terrifying. It is terrifying! Here, in your hands is this new life that you are suddenly and irrevocably responsible for - from today until forever! It is certainly a daunting prospect. You don't even know how to hold the thing! But that's where Kepi comes in. Because no matter how terrifying raising a child is, for most everyone it is also the most rewarding, most meaningful and yes, most fun, we will ever have. Fun is entertaining, amusing, pleasurable. And babies are all of that. Even in our most awkward, terrifying new parent moments, even at our most challenged, being a Kepi parent is fun. Kepi takes out some of the worry through safe innovative products, Kepi eliminates the struggle through convenient, easy to use products. And Kepi products are themselves great fun to use, tremendously appealing in their design and function. "fun from day one" is how we want our customers to feel when they think of and use a Kepi product. "That's why "fun from day one", we think, beautifully captures this spirit of excitement, the thrill of being a new parent, and the tremendous love we have for our baby and this new job of ours - from day one to day 50,001.

2. **swaddle to toddle**

Bingo! Nothing so aptly captures both the nuts and bolts of what, who and why Kepi is while at the same time evoking a sense of excitement, fun and the joys of being new parents (or a new parent all over again) like this brand position line concept for Kepi - "SWADDLE TO TODDLE". In these three short words, our brand and our company span the first five years of a child's life. "Swaddle to Toddle" promises not only a wealth of innovative products (and products to come), but most importantly it promises a wealth of understanding and expertise. It not only says we make a lot of cool things for your baby, but we know and understand the challenges and joys of being a new parent and all that comes with it. Our products and design solutions are therefore everything you need and are therefore, like our other brand line suggestion, the authority and a trusted advisor when it comes to lifestyle solutions for a child's first years. "Swaddle to Toddle" obviously rhymes so it is also approachable and friendly, unpretentious while wielding a certain amount of hip attitude Swaddle sounds like swagger and swagger denotes confidence, and confidence is what we want our parent customers to feel when they think of a Kepi Product. Combined with our Kepi hat logo, "Swaddle to Toddle" looks and says it all - in an unforgettable rhyming phrase that's best of all fun to say!

BRAND POSITION LINE

3. **how exciting!**

It's often said that the best brand lines are those that evoke a feeling and recognition of a brand in as few words as possible. Like our brand name itself that is short, energetic, upbeat and evokes a feeling of happiness just by the look and sound of the word - KEPI - we think this brand position line does the very same thing. How Exciting! This is often the first thing we think of and say to expecting parents and new parents. Exciting is thrilling. Exciting is anticipation. Exciting is fun. But most of all when we talk about exciting when describing becoming or being a new parent, exciting means something much more than the state of being excited. It means being alive! These exciting moments - the birth of our child, watching them smile for the first time, roll over for the first time, crawl, take their first steps, their first day at school, their first date, watching them become parents themselves - these are the moments we live for. And when we share them with our family and friends, they all remark - we are remark - how exciting! As a brand line for Kepi, we think "How exciting!" connects our customers and consumers with our products - products that are themselves exciting in their innovation, safety features, convenience features, pure design appeal, but mostly products that are part of our life's most exciting moments. "How exciting!" is short and energetic, happy and thrilling, memorable and meaningful. It's Kepi! How exciting!

4. **officially for baby**

It's official. Kepi is the innovative, new luxury brand for baby. From the cap of authority that tops our logo mark comes this stamp of approval for everything that Kepi makes. "Official" in today's brand and marketing parlance has come to mean a lot of good things. Official means approved. Official means safe. Official means examined and tested. Official means authentic, real and genuine. Official means authority - and in the case of Kepi that means we are the authority on what babies and parents need and what they want. "officially for baby" not only reassures and reinforces our identity with our customers, who Kepi is and what we are here for (them and their kids), but it also reminds and reinforces those here leading the brand who Kepi wants to be and why. In other words, "officially for baby" gives us singularity of purpose and suggests that Kepi is the singularly, best - i.e. official - choice all of their newborn, baby and toddler needs. If you see the Kepi cap then you know it is an official Kepi product, the officially (best) product for your baby.

LOGO WITH 4 BRAND POSITION LINES



fun from day one™



swaddle to toddle™



how exciting!™



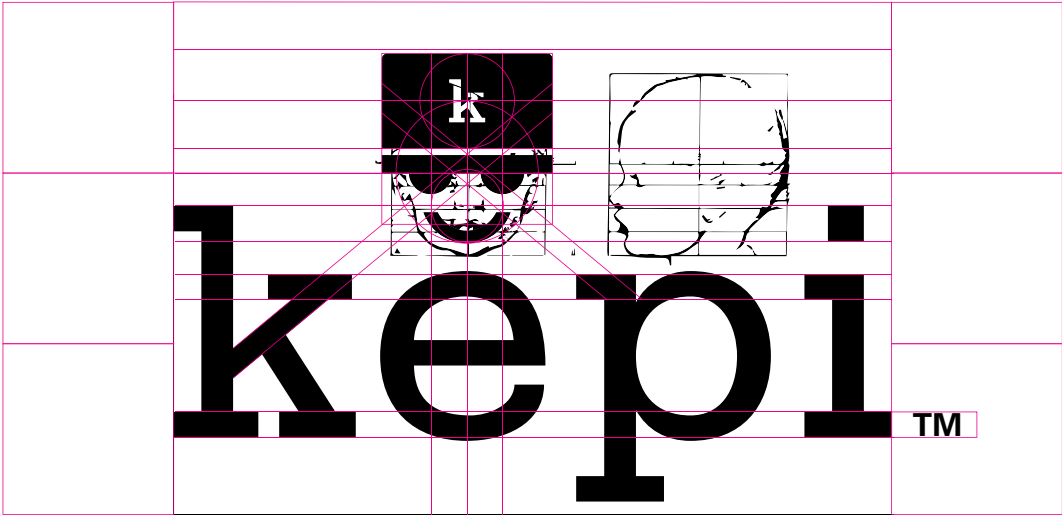
officially for baby™

**FINAL BRAND
IDENTITY**

REFINED COMPANY/PRODUCT IDENTITY

original

kēpī™

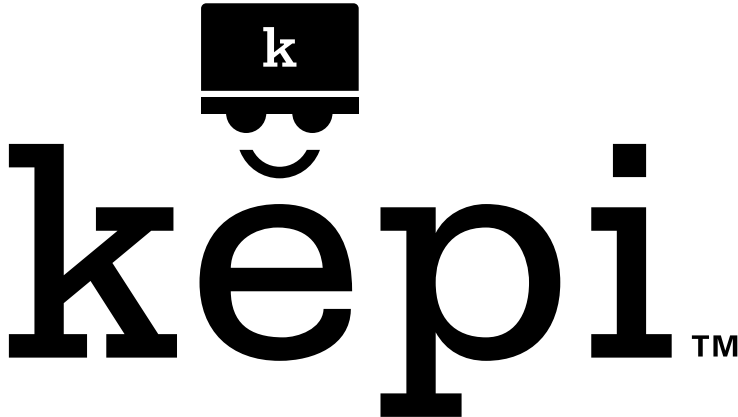


fun from day one™

kēpī™

kēpī™

COMPANY/PRODUCT IDENTITY COLOR STUDIES



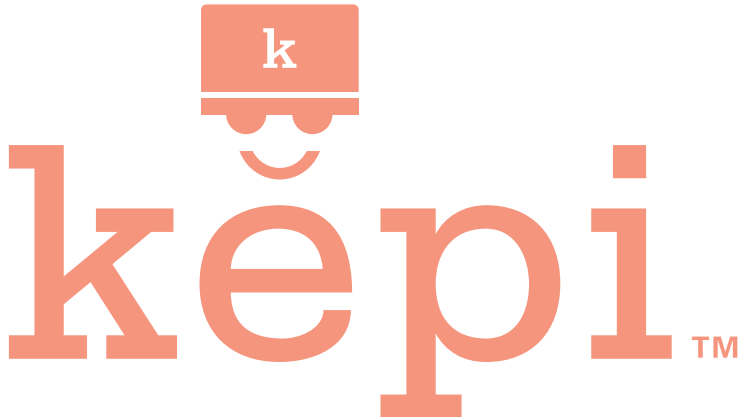
fun from day one™



Fun from day one



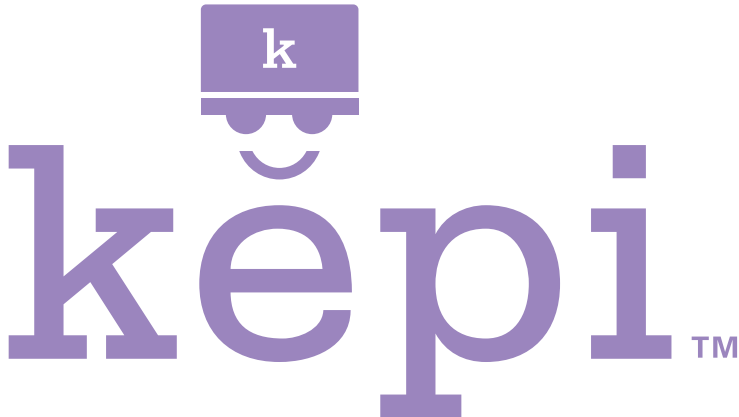
Fun from day one



Fun from day one

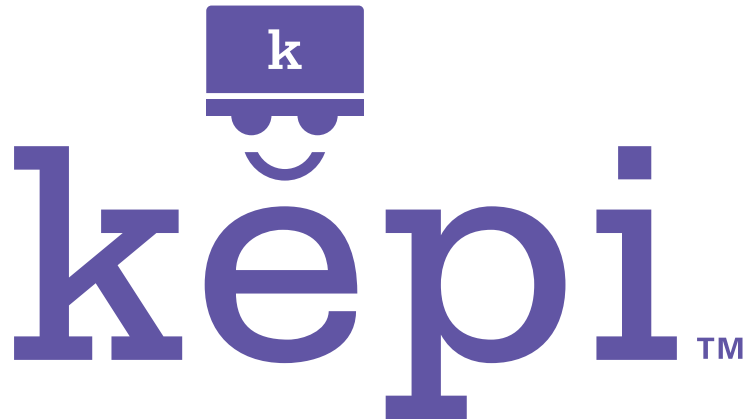


fun from day one



fun from day one

COMPANY/PRODUCT IDENTITY COLOR STUDIES



fun from day one™



fun from day one



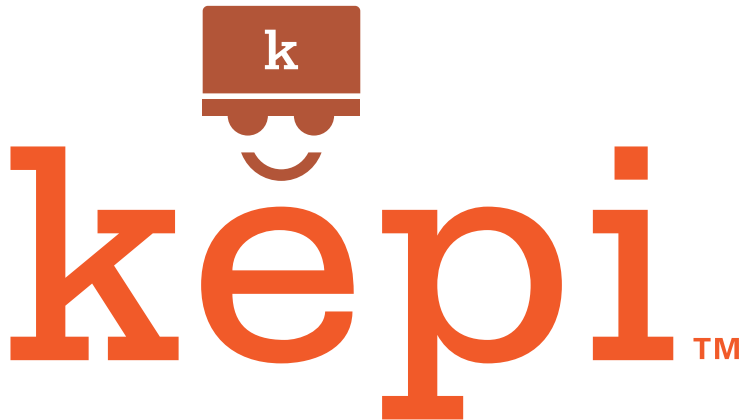
fun from day one



fun from day one

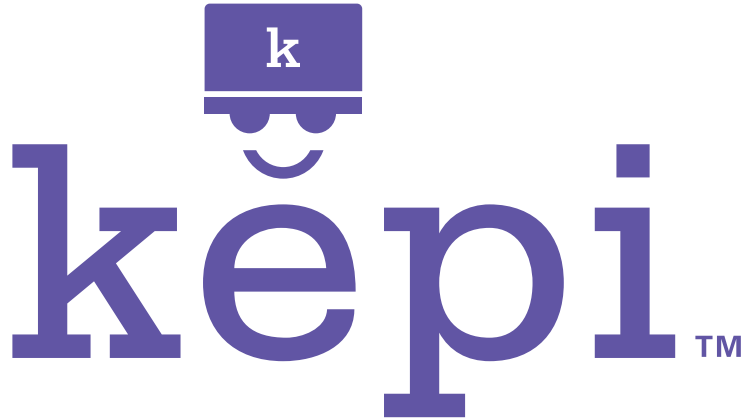


fun from day one

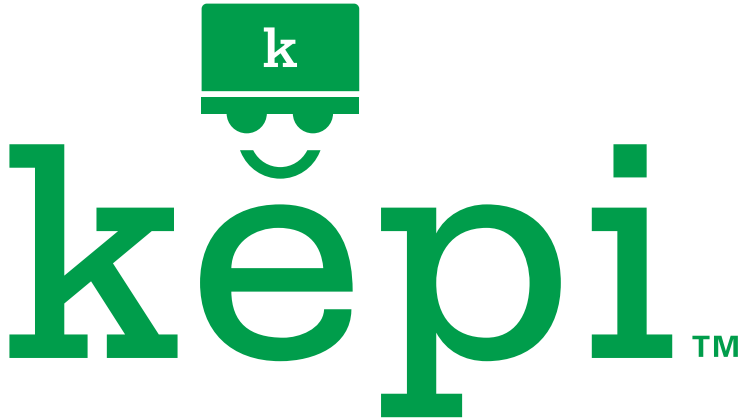


fun from day one

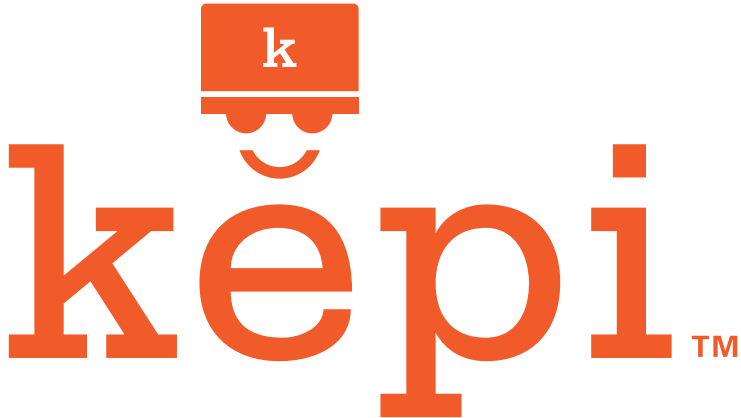
COMPANY/PRODUCT IDENTITY COLOR STUDIES



swaddle to toddle™



swaddle to toddle



swaddle to toddle



swaddle to toddle

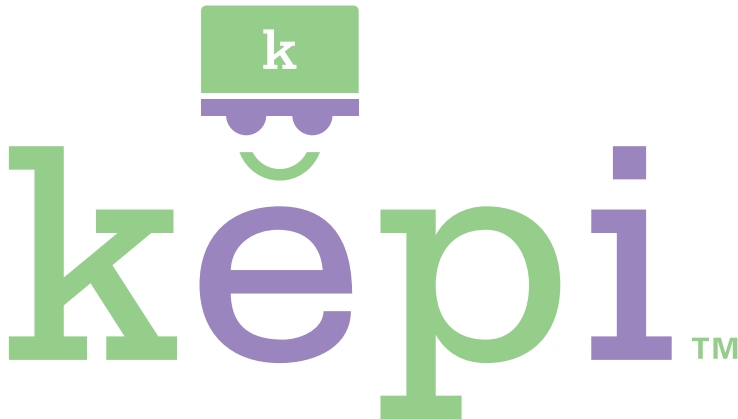


swaddle to toddle



swaddle to toddle

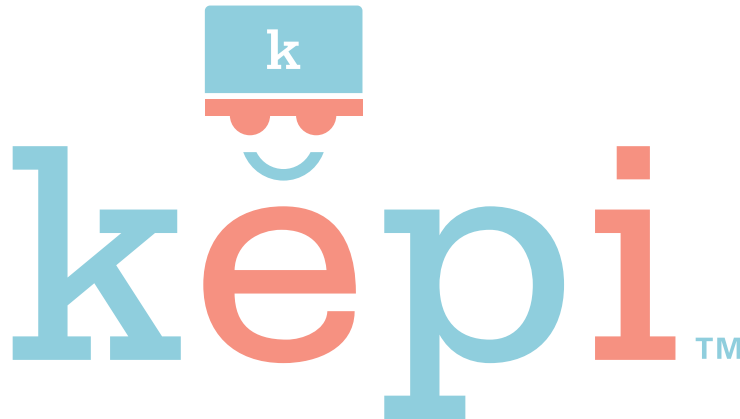
COMPANY/PRODUCT IDENTITY COLOR STUDIES



Fun from day one.



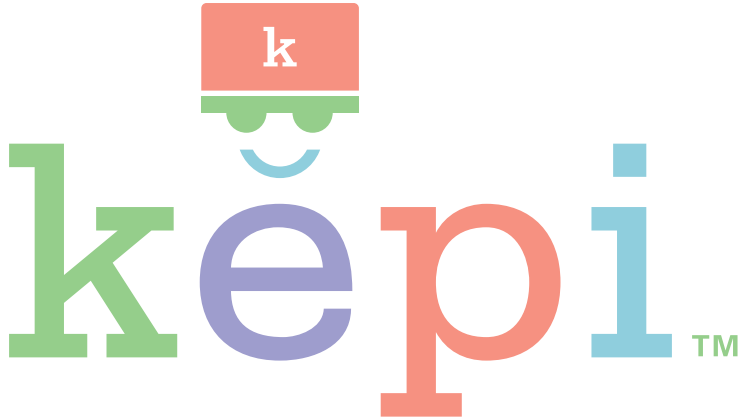
Fun from day one.



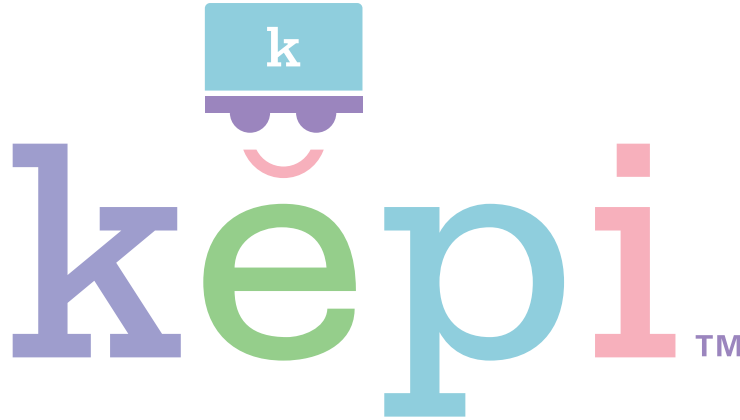
Fun from day one.



Fun from day one.



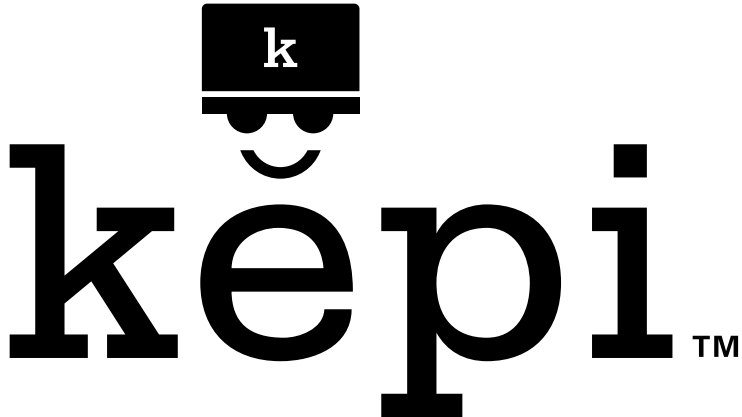
fun from day one.



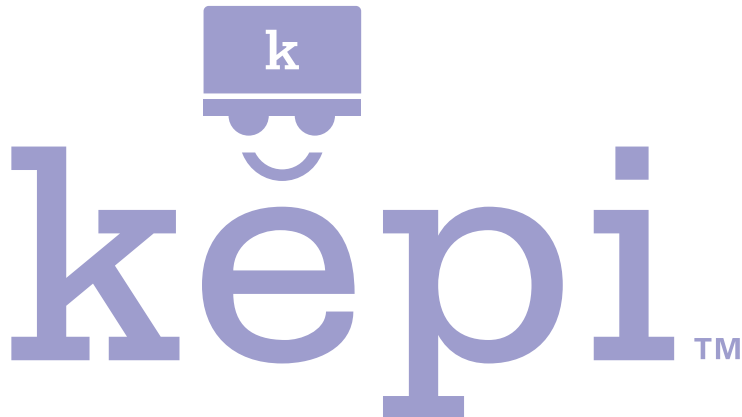
fun from day one.



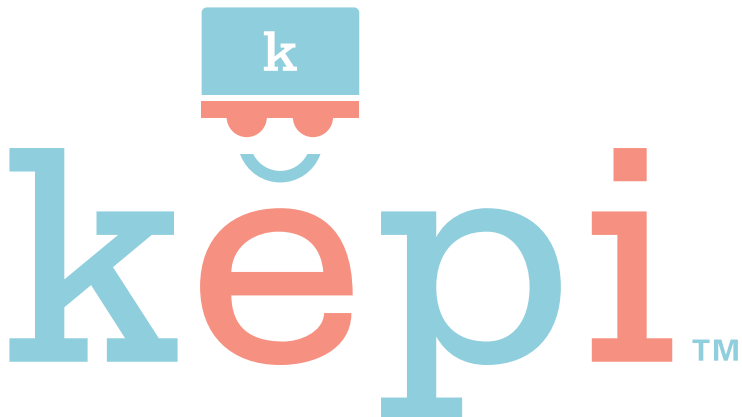
COMPANY/PRODUCT IDENTITY COLOR STUDIES



Fun from day one.



fun from day one.



Fun from day one.



fun from day one.



fun from day one.



fun from day one.™

STATIONERY SYSTEMS



Kepi, Inc.
780 Lakefield Rd, Suite C
Westlake Village, CA 91361
T 805-496-8489 F 805-777-7235
shopkepi.com
facebook.com/shopkepi
twitter.com/shopkepi

kepi stationery system 1

1-COLOR per

May 1, 2004

Dear Ms. Fontaine,

I remember noting a quarter century or so ago that an emu was a 6 foot Australian flightless bird. I thought that got most of it right.

It turned out to be one of the most widely photographed spacecraft in history. That was no doubt due to the fact that it was so photogenic.

Equally responsible for its success was its characteristic of hiding from view its up-
pant.

Its true beauty, however, was that

To all of you who made it all that i
and congratulations.

Sincerely,

Neil A. Armstrong



EMBOSS LOGO & LINES

Steve Paperno
steve@shopkepi.com

Kepi, Inc.
780 Lakefield Rd, Suite C
Westlake Village, CA 91361
T 805-496-8489 x.103 F 805-777-7235
shopkepi.com
facebook.com/shopkepi
twitter.com/shopkepi

**EMBOSS
ON SUPER
THICK
CARDSTOCK
NO SHOW
THROUGH**



Kepi, Inc. 780 Lakefield Rd, Suite C, Westlake Village, CA 91361



May 1, 2004

Dear Ms. Fontaine,

I remember noting a quarter century or so ago that an emu was a 6 foot Australian flightless bird. I thought that got most of it right.

It turned out to be one of the most widely photographed spacecraft in history. That was no doubt due to the fact that it was so photogenic.

Equally responsible for its success was its characteristic of hiding from view its ugly occupant.

Its true beauty, however, was that it worked. It was tough, reliable and almost cuddly.

To all of you who made it all that it was, I send a quarter century's worth of thanks and congratulations.

Sincerely,

Neil A. Armstrong

Kepi, Inc.
780 Lakefield Rd, Suite C
Westlake Village, CA 91361
T 805-496-8489 F 805-777-7235
shopkepi.com
facebook.com/shopkepi
twitter.com/shopkepi

kepi stationery system 2

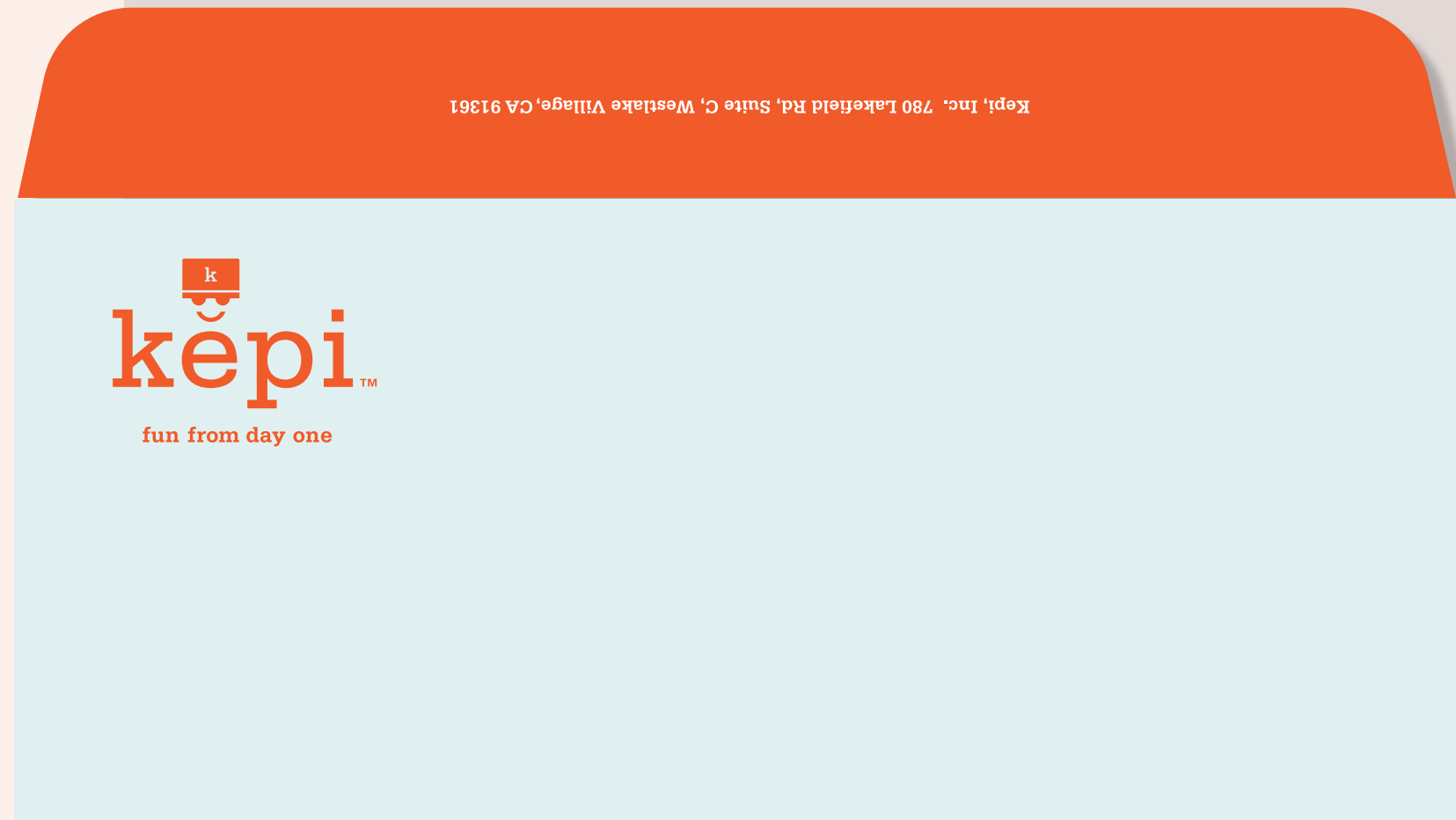
1-COLOR MULTIPLE COLORED STOCK FRENCH PAPER



POP-TONE, SWEET TOOTH, 140LB C



EMBOSS LOGO ONLY



SPECKLESTONE, STARCH RAIN



May 1, 2004

Dear Ms. Fontaine,

I remember noting a quarter century or so ago that an emu was a 6 foot Australian flightless bird. I thought that got most of it right.

It turned out to be one of the most widely photographed spacecraft in history. That was no doubt due to the fact that it was so photogenic.

Equally responsible for its success was its characteristic of hiding from view its ugly occupant.

Its true beauty, however, was that it worked. It was tough, reliable and almost cuddly.

To all of you who made it all that it was, I send a quarter century's worth of thanks and congratulations.

Sincerely,

Neil A. Armstrong

Kepi, Inc.
780 Lakefield Rd, Suite C
Westlake Village, CA 91361
T 805-496-8489 F 805-777-7235
shopkepi.com
facebook.com/shopkepi
twitter.com/shopkepi

kepi stationery system 3

1-COLOR per MULTIPLE STOCKS NEENAH PAPER

Steve Paperno
steve@shopkepi.com



CALANETTO, BIANCO 220C

780 Lakefield Rd,
Suite C
Westlake Village
CA 91361
T (805) 496-8489 x.103
F (805) 777-7235
facebook.com/shopkepi
twitter.com/shopkepi



EMBOSS LOGO ONLY

Kepi, Inc. 780 Lakefield Rd, Suite C, Westlake Village, CA 91361



CLASSIC LINEN, WINDSOR BLUE, SMOOTH

CLASSIC LINEN, GOLD PEARL



May 1, 2004

Dear Ms. Fontaine,

I remember noting a quarter century or so ago that an emu was a 6 foot Australian flightless bird. I thought that got most of it right.

It turned out to be one of the most widely photographed spacecraft in history. That was no doubt due to the fact that it was so photogenic.

Equally responsible for its success was its characteristic of hiding from view its ugly occupant.

Its true beauty, however, was that it worked. It was tough, reliable and almost cuddly.

To all of you who made it all that it was, I send a quarter century's worth of thanks and congratulations.

Sincerely,

Neil A. Armstrong

Kepi, Inc.
780 Lakefield Rd, Suite C
Westlake Village, CA 91361
T 805-496-8489 F 805-777-7235
shopkepi.com
facebook.com/shopkepi
twitter.com/shopkepi

kepi stationery system 4

1-COLOR per

Steve Paperno
steve@shopkepi.com



780 Lakefield Rd,
Suite C
Westlake Village
CA 91361
T (805) 496-8489 x.103
F (805) 777-7235
facebook.com/shopkepi
twitter.com/shopkepi

Kepi, Inc. 780 Lakefield Rd, Suite C, Westlake Village, CA 91361





May 1, 2004

Dear Ms. Fontaine,

I remember noting a quarter century or so ago that an emu was a 6 foot Australian flightless bird. I thought that got most of it right.

It turned out to be one of the most widely photographed spacecraft in history. That was no doubt due to the fact that it was so photogenic.

Equally responsible for its success was its characteristic of hiding from view its ugly occupant.

Its true beauty, however, was that it worked. It was tough, reliable and almost cuddly.

To all of you who made it all that it was, I send a quarter century's worth of thanks and congratulations.

Sincerely,

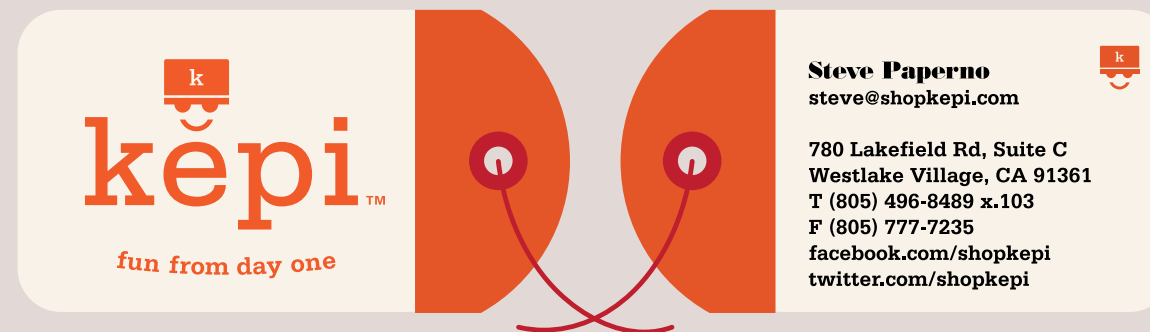
Neil A. Armstrong

Kepi, Inc.
780 Lakefield Rd, Suite C, Westlake Village, CA 91361
T 805-496-8489 F 805-777-7235
shopkepi.com
facebook.com/shopkepi
twitter.com/shopkepi

kepi stationery system 5

1-2 COLOR

red button with red or orange string



Kepi, Inc. 780 Lakefield Rd, Suite C, Westlake Village, CA 91361





780 Lakefield Rd, Suite C
 Westlake Village, CA 91361
 Telephone (805) 496-8489
 Facsimile (805) 777-7235
 shopkepi.com
 facebook.com/shopkepi
 twitter.com/shopkepi

May 1, 2004

Dear Ms. Fontaine,

I remember noting a quarter century or so ago that an emu was a 6 foot Australian flightless bird. I thought that got most of it right.

It turned out to be one of the most widely photographed spacecraft in history. That was no doubt due to the fact that it was so photogenic.

Equally responsible for its success was its characteristic of hiding from view its ugly occupant.

Its true beauty, however, was that it worked. It was tough, reliable and almost cuddly.

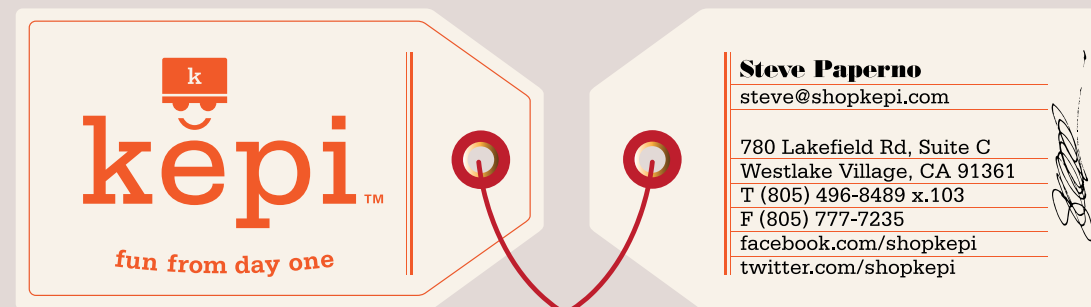
To all of you who made it all that it was, I send a quarter century's worth of thanks and congratulations.

Sincerely,

Neil A. Armstrong

kepi stationery system 6

2-COLOR



brass eyelet & deep red button
with red or orange string

Bodoni MT Ultra Bold
the idea is to select a 3rd
typeface just for names.
Personalized signature.

780 Lakefield Rd, Suite C
Westlake Village, CA 91361



**BRAND
PRODUCT
DESCRIPTOR**



BRAND PRODUCT DESCRIPTORS

1. THE NEW AMERICAN SWADDLE-BOARD

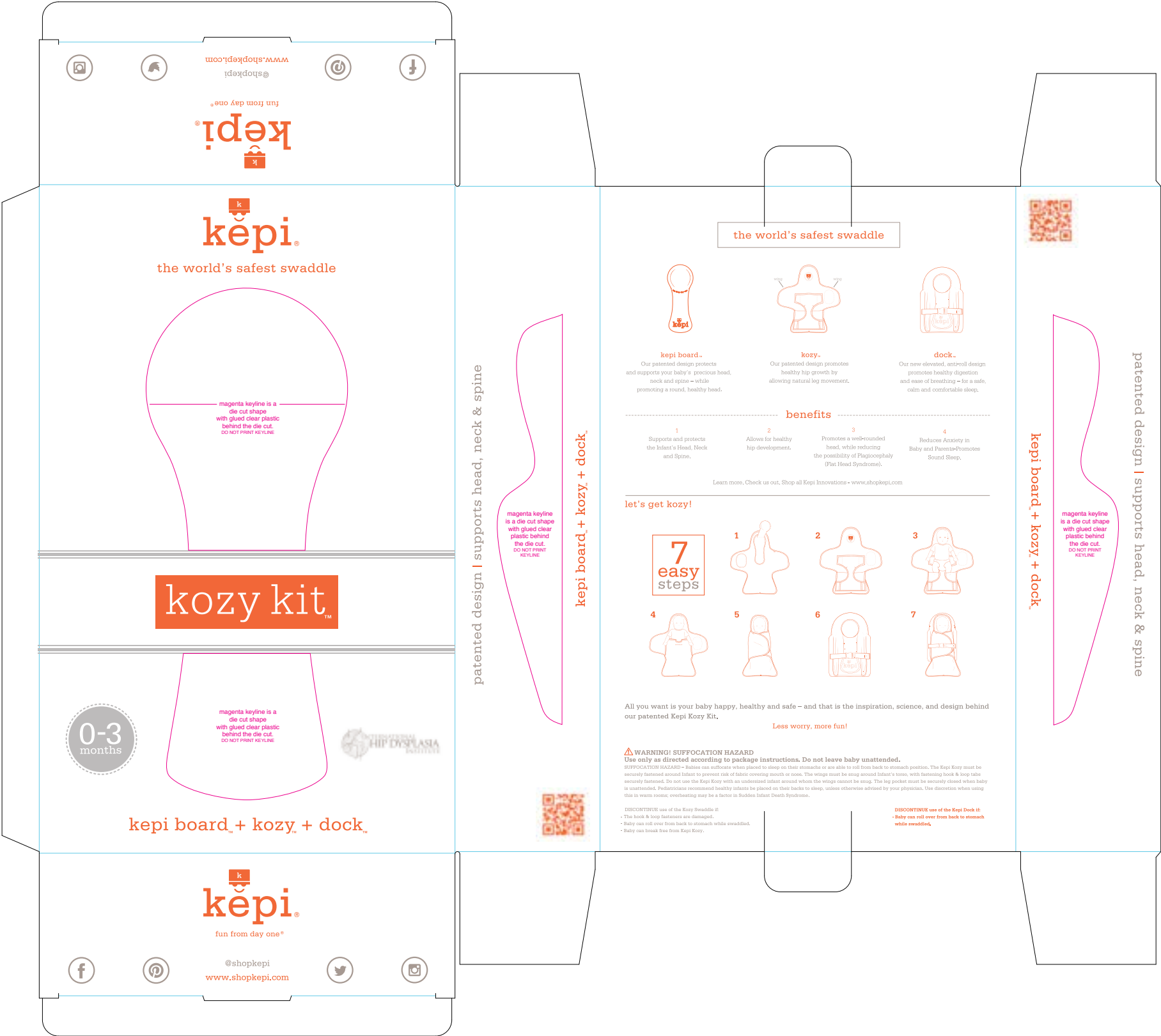
2. MODERN BABY SWADDLE BOARD

3. SAFE 'N SUMPTUOUS SWADDLER

4. TUCK 'N SAFE SWADDLER

RETAIL PACKAGING

RETAIL BRAND PACKAGING MECHANICAL

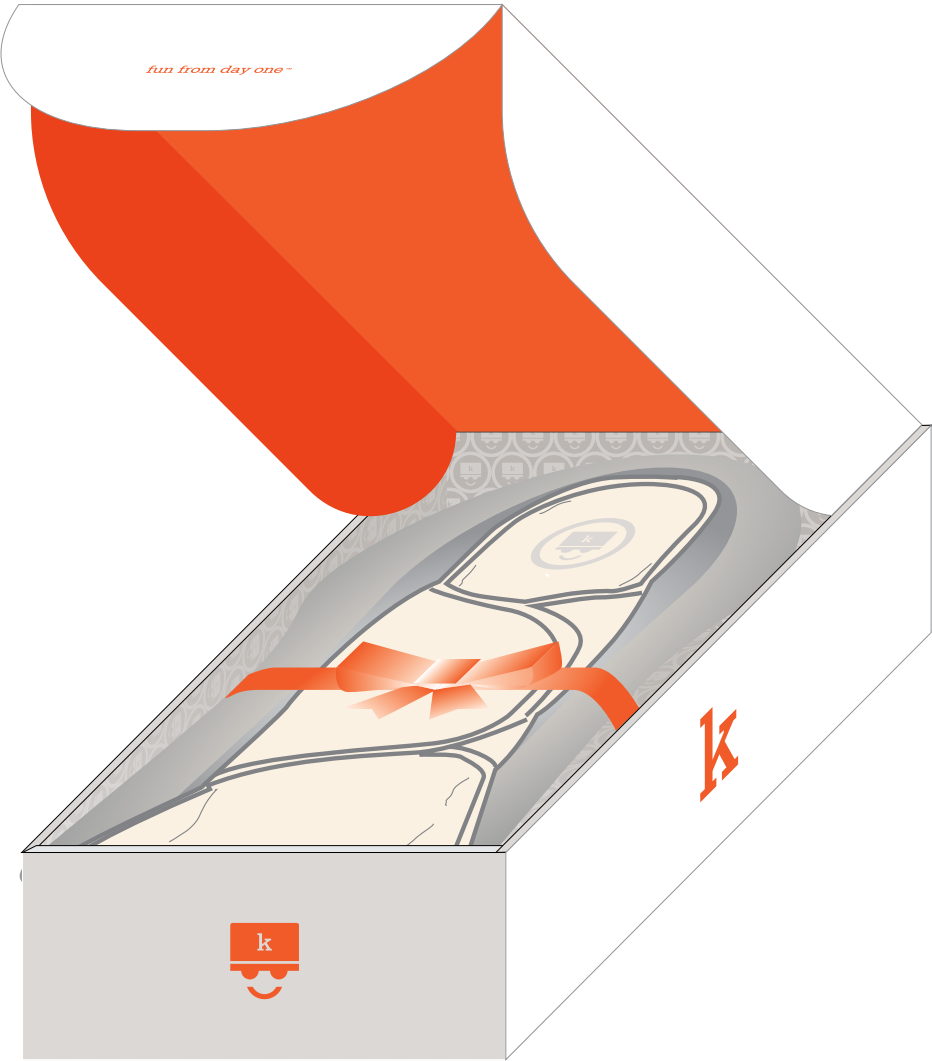
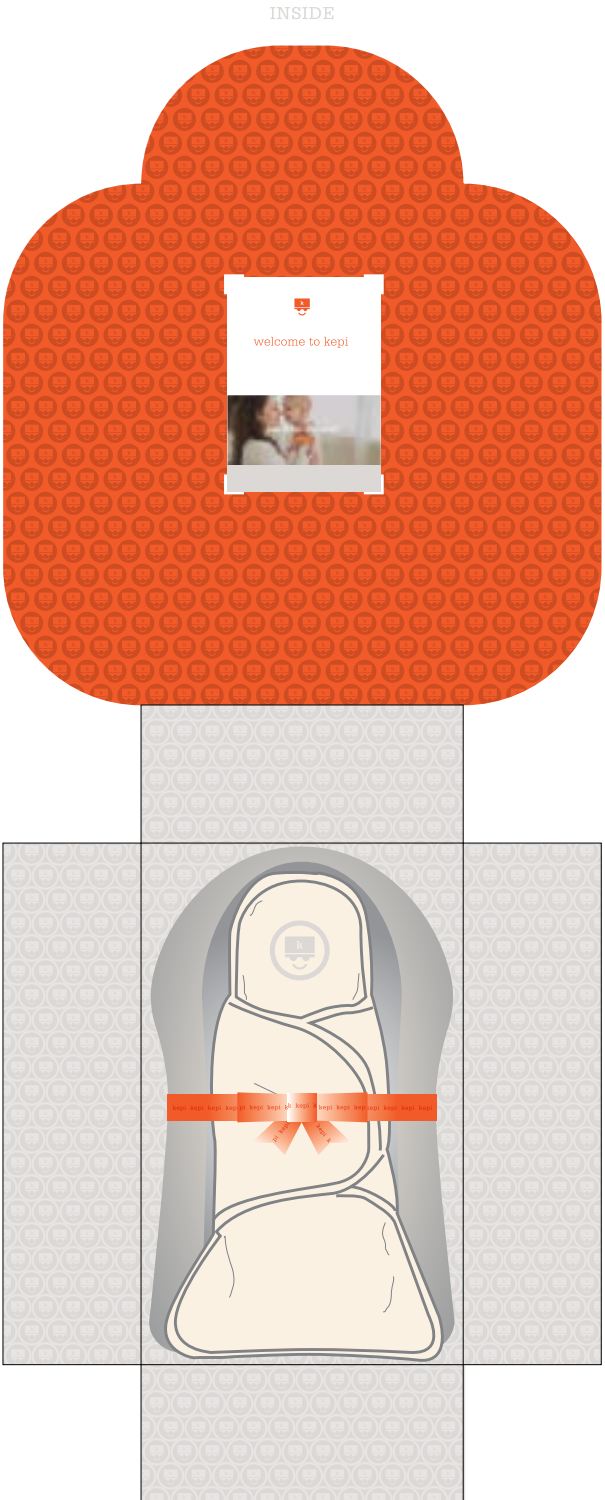
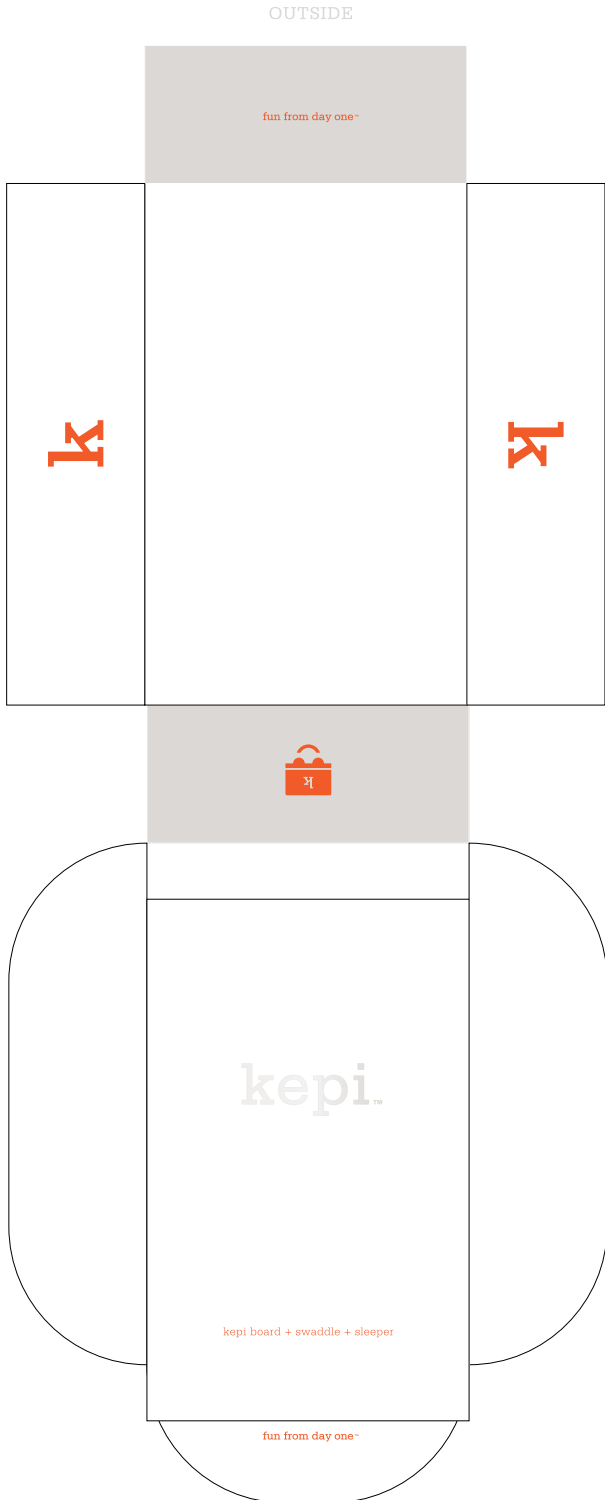




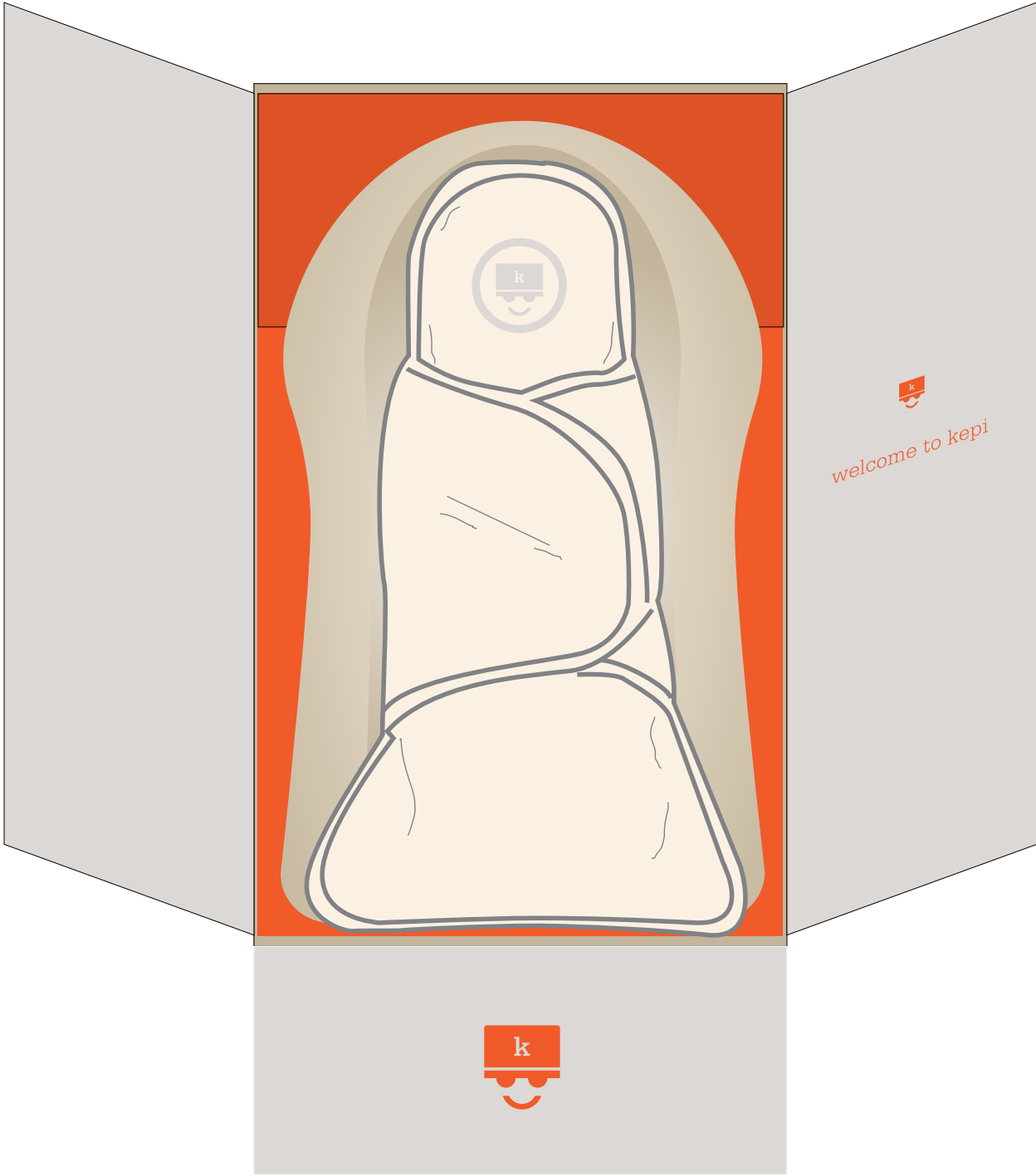
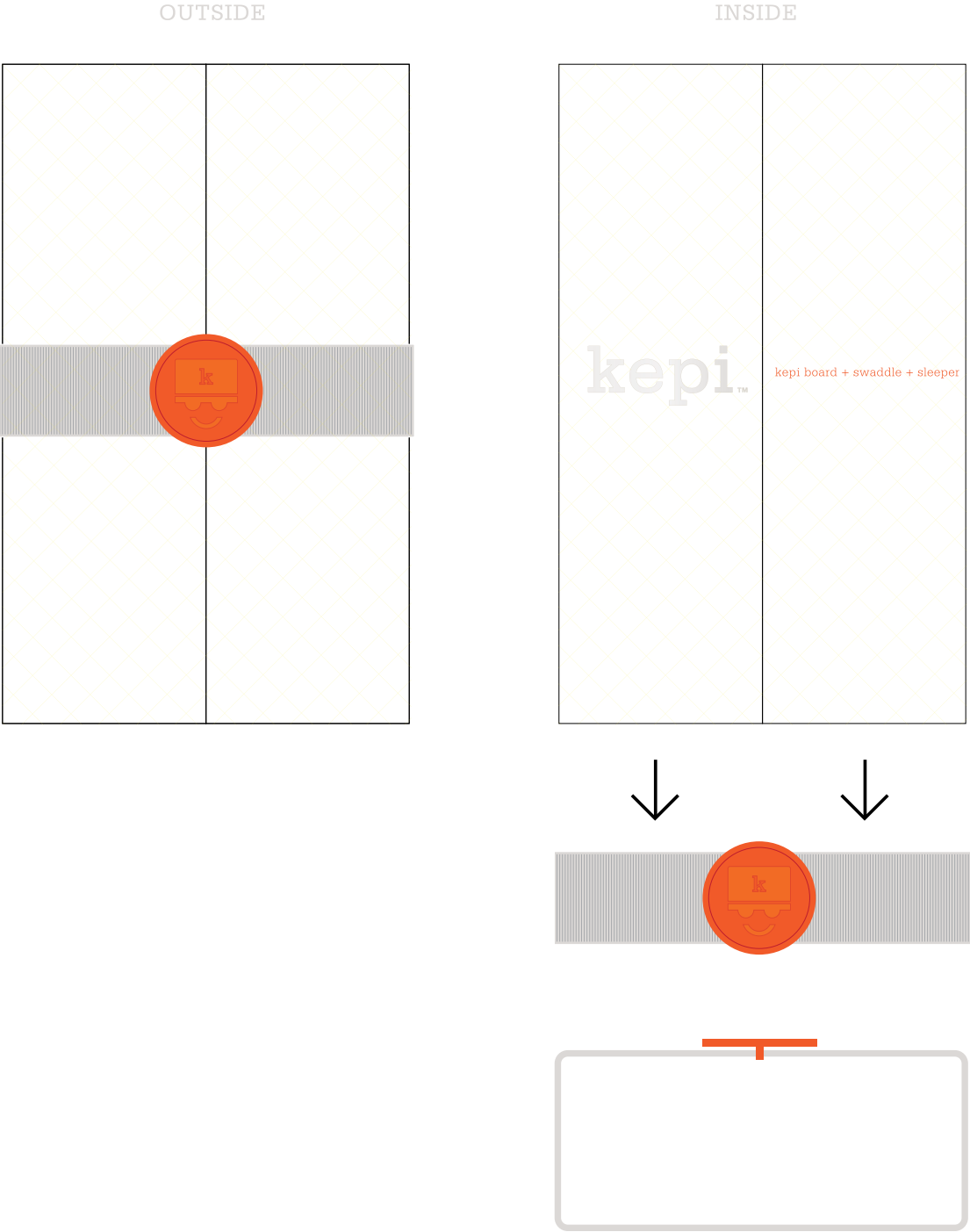
RETAIL BRAND PACKAGING

**HIGH END
RETAIL
PACKAGING**

HIGH-END ONLINE BRAND PACKAGING CONCEPT 1

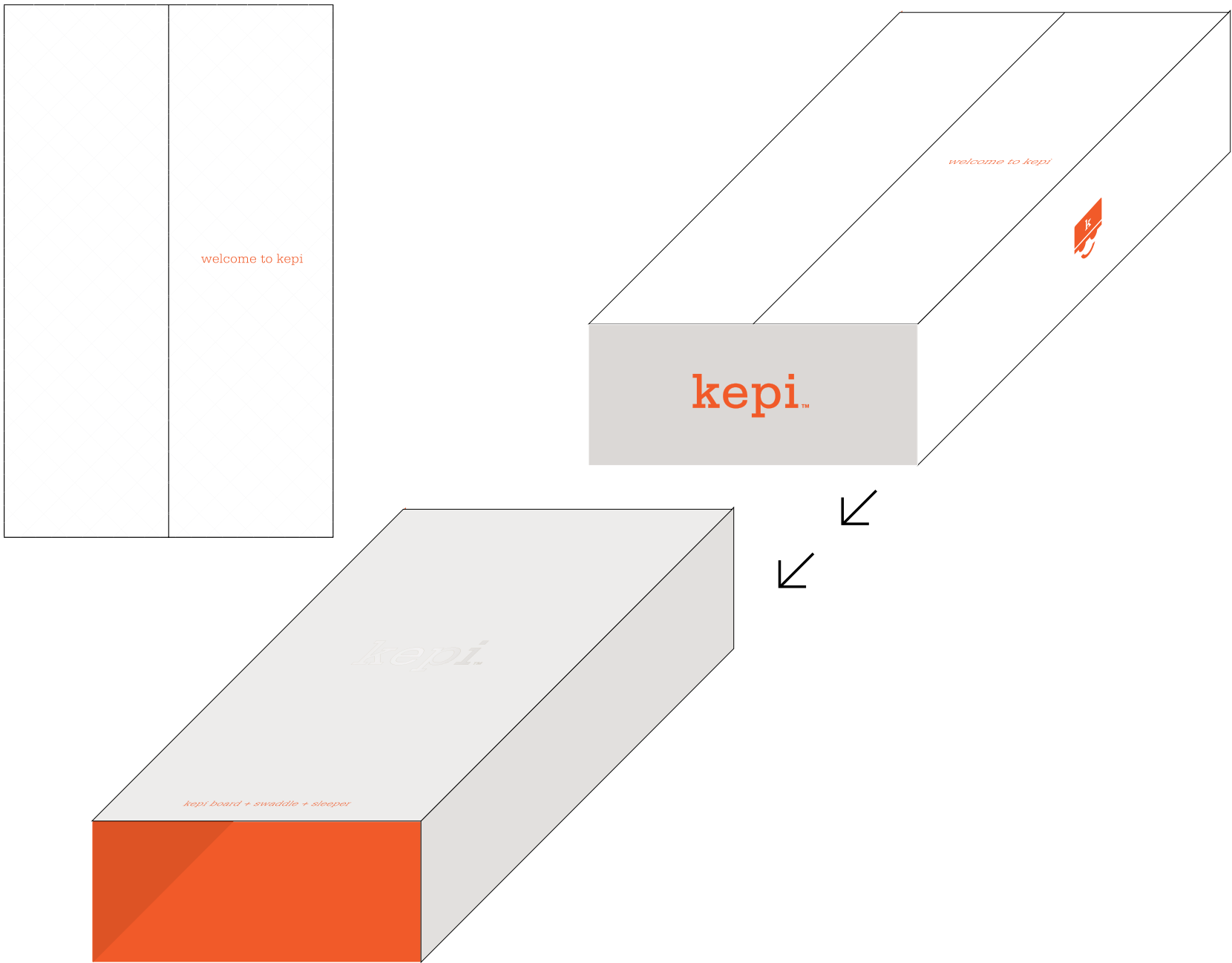


HIGH-END ONLINE BRAND PACKAGING CONCEPT 2



HIGH-END ONLINE BRAND PACKAGING CONCEPT 3

OUTSIDE



sleeve
- uncoated textured paper glued to sbs

HIGH-END ONLINE BRAND PACKAGING CONCEPT 4

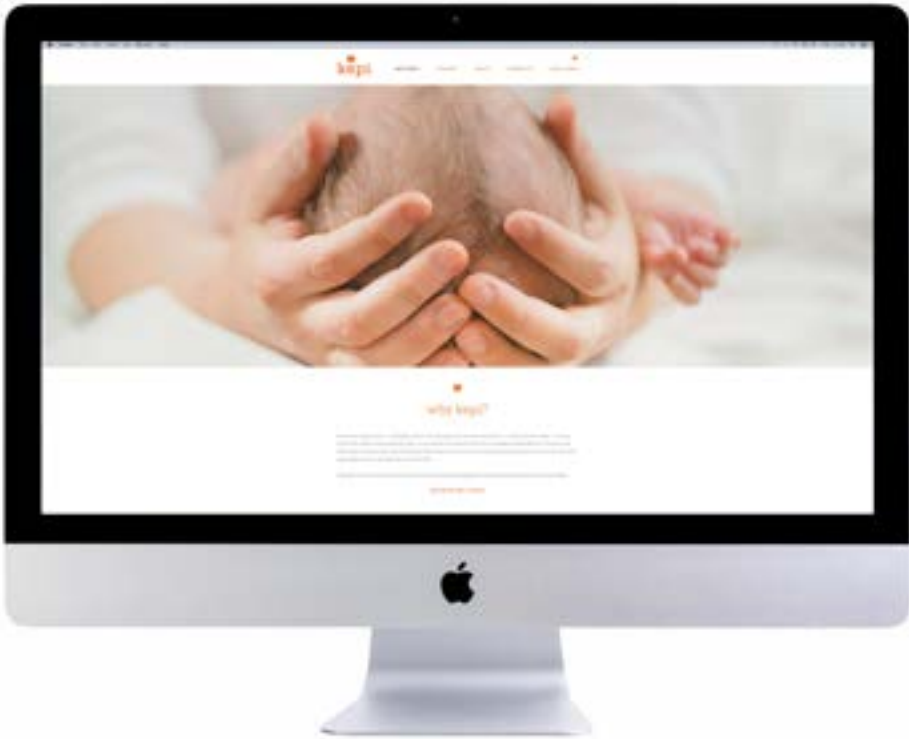


HIGH-END ONLINE BRAND PACKAGING CONCEPT 5



WEBSITE

WEBSITE DESIGN



**KEPI O
PRODUCT
IDENTITY**

KEPI O BRAND IDENTITY

kepi
Organics

kepi
Organics

kepi
Organics

kepi
Organics

kepi
Organics

kepi
Organics

KEPI O BRAND IDENTITY



KEPI O BRAND IDENTITY



kepi
Organics

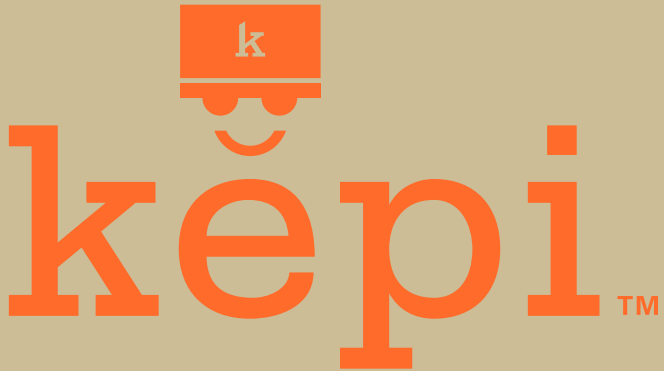
kepi
organics



kepi
organics

kepi
organics

KEPI O BRAND IDENTITY



fun from day one™

Original Logo



fun from day one™



www.mc-brandstudios.com