



Chef Kovellet's Letterhead



Chef Kovellet's Visual Language Development Book



Chef Kovellev's Custom Artistic Book Binding



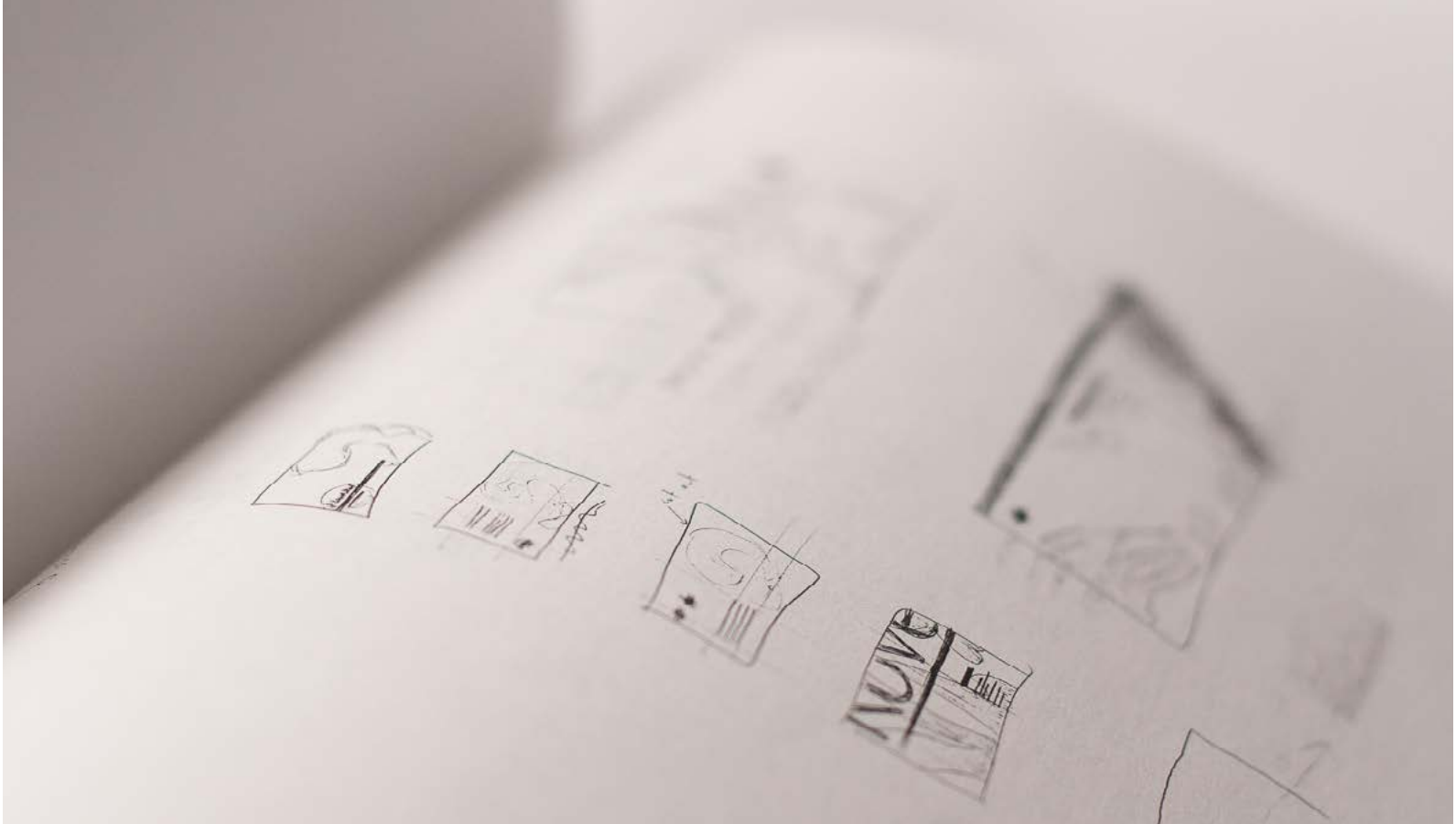
Chef Kovellev's Visual Development Language Book Cover



Chef Kovellev's Logo Sketch



Chef Kovellev's Business Card Design



Chef Kovel's Business Card Sketches



Chef Kovel's Letterhead & Envelope Design Sketches



Chef Kovelles's Visual Language Development Book



Chef Kovelles's Logo

Chef Kovellev's

The pictogram system for **Chef Kovellev's** is designed to work hand in hand with the company's trademark which projects the ambiance of the company. While the playfulness and abstract qualities do entice, there remains an elegance and sophistication that brings importance to each person experiencing the environment at **Chef Kovellev's**.

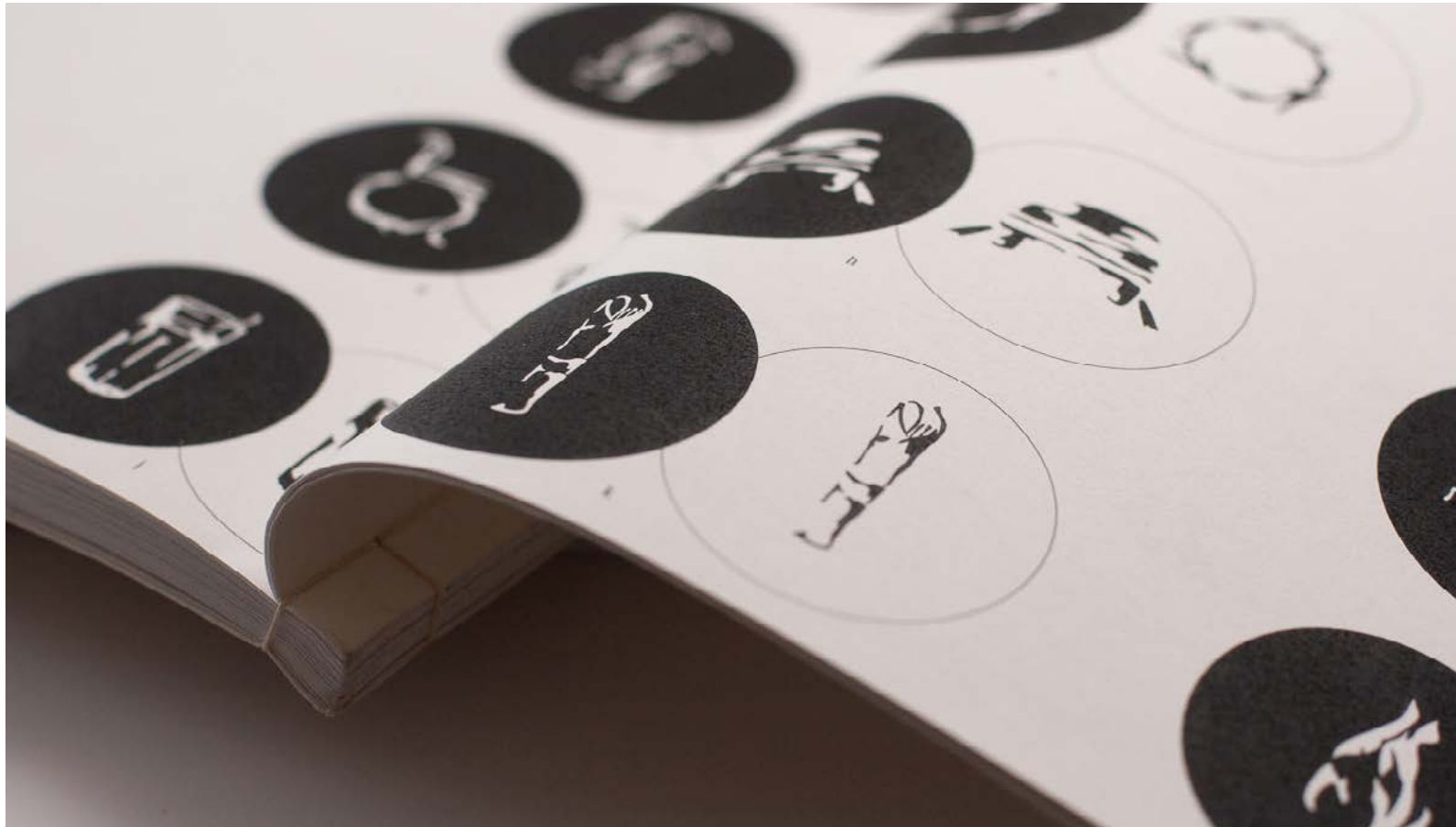
The pictograms are designed for use in both public and employee areas. From parking to silverware, the pictograms relate not only a literal meaning but they also help to convey the attitude of the company. This will improve employee performance at **Chef Kovellev's** because employees are then better able to serve patrons as facilitators of a unique experience.



Chef Kovellev's Pictogram System



Chef Kovellev's Pictogram System



Chef Kovel's Pictogram System