



## Kimmel Bogrette

Architecture + Site

Web Site

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Web sites are vital marketing tools for architects, providing a key method for prospective clients to examine a firm's portfolio. A site must provide easy access to photos and descriptions of finished projects while reflecting the design acumen and sensibility of the architect.

This project illustrates how M&P can work with a client's existing identity material to expand and develop its clients' brands. Here, Kimmel Bogrette's logo is an integral navigational element and a framework for the home page while the firm's color and typography are adapted and expanded throughout the site.

