

Grant Design Collaborative

Company Overview/Statement

Grant Design Collaborative integrates modern strategy with classic design to create compelling brand experiences. Our work generates measurable and memorable results with timeless craft, emotional intelligence and sound methodology.

Founded in 1996 by president and chief creative officer, Bill Grant, the firm's comprehensive design services include brand strategy, identity, name development, advertising, collateral, interiors, exhibits, websites, product design and content marketing.

From local entrepreneurs to Fortune 500 businesses, Grant Design Collaborative seeks clients who share its passion for design thinking and worthy endeavor.

Grant Design Collaborative

Services

Grant Design Collaborative provides the following services to our clients:

- Strategic Communication Design
- Corporate Identity and Positioning
- Brand Strategy
- Name Development and Messaging
- Brand Research and Analysis
- Product Design
- Printed Collateral
- Packaging
- Publication Design
- Advertising
- Media and Public Relations
- Social Media Strategy & Implementation
- Website Design and Development
- Branded Interiors, Showrooms and Exhibits
- Direct Mail and Product Launches
- Special Events and Experience Design
- Merchandising and Point-of-Sale
- Annual Reports
- Miscellaneous Strategic Design Services

Grant Design Collaborative

Team



Bill Grant

Bill Grant is president and chief creative officer of Grant Design Collaborative in Atlanta and past national president of AIGA, the professional association for design. Grant Design Collaborative's cross-discipline work includes communication design, brand strategy, advertising, product development, branded interiors and experience design. Grant has served two terms on the National Board of AIGA, 2001–2004 and as president from 2005–2008. He was a member of the Board of Directors of the Atlanta chapter of AIGA from 1993–1999 and served as the chapter's president from 1997–1999. He was named an AIGA Fellow in 2005 and "One of the 50 Most Influential Designers Working Today" in 2013 by *Graphic Design USA*.

Grant helped author and produce the AIGA "Business and Ethical Expectations for Professional Designers" and chaired GAIN, the 2002 AIGA Business and Design Conference. Grant also assisted in curriculum development and attended the inaugural AIGA Harvard Business School program "Business Perspectives for Design Leaders."

Grant's work has been featured and honored by *AIGA 365* and *Communication Graphics, Atlanta Homes & Lifestyles, Communication Arts, Print, ID, STEP, HOW, Graphis Designers USA, Metropolis, New York Type Directors Club, Graphic Design USA, Graphic Design America 2, Interior Design, Interiors*, and *IIDA Perspective*, among others. Grant Design Collaborative has received multiple IIDA Creative Excellence Awards for showroom and exhibit design. Grant has served as a judge for numerous design competitions and is a frequent speaker at international design and business conferences. Grant has produced award-winning design programs for clients such as Adobe Systems, Blackberry Farm, Benson, Blue Ridge Commercial Carpet, CF Stinson, City of Canton, Georgia, Geiger International, Georgia Museum of Art, Georgia-Pacific, Goin' Coastal Seafood Joint, Herman Miller, International Paper, J+J Flooring Group, Kennesaw State University, Intuit, Jaipur Rugs, Momentum Group, Muzak, Ocean House, Steelcase, Unisource Worldwide, Inc. and Walden, among others.

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Team (Continued)



Matt DeFrain

Matt DeFrain joined the firm in 2000 and his work has been featured in *AIGA 365*, *Communication Arts*, *STEP*, *Contract Magazine*, *Graphic Design USA*, *HOW*, *Interior Design*, *Metropolis* and *Print*. His honors include two IIDA Creative Excellence Awards, two Best of Show awards at GlobalShop for exhibit design, and Best of Show in AIGA Atlanta's SEED Awards, the Southeast's premiere design competition. DeFrain also served on the AIGA Miami Board of Directors from 1997 to 2000.

Shortly after high school, DeFrain's juxtaposition of graphic design and fine art merited attention from Flint, Michigan's Downtown Development Authority. Putting his renegade graffiti to good use, the city retained DeFrain to spray paint murals on their waterfront amphitheater. Matt went on to graduate from Western Michigan University with a Bachelor of Science in Graphic Design.

In his spare time, Matt can be found challenging himself at CrossFit or creating fine art. DeFrain's fine art assemblages are represented in several art galleries and have been recognized with a Best of Show in Chattanooga, TN, and honored by the American Craft Council with an Award of Excellence.



Elizabeth Seidle

Elizabeth joined the Grant Design Collaborative creative team in 1999 after completing her Bachelor of Fine Arts degree in Graphic Design at the renowned Maryland Institute College of Art. Early in her career she served on the AIGA Atlanta Board of Directors for two terms as Programming chair followed by the role of Secretary/Treasurer for the chapter. In 2013, she rolled back on to serve as the chapter's Volunteer Chair, followed by a term as Vice President. Since then she has continued as an advisor, a member of the Communications committee, and an organizer of the AIGA ATL Book Club since its kickoff in 2018. In 2022 she joined Marietta Cobb Museum of Art's Board of Trustees. While at Grant, Elizabeth has worked with many brands including Adobe Systems, Herman Miller, Geiger International, Blackberry Farm, Ocean House and *Contract Magazine*. Her work has been featured in *STEP* and *Communication Arts*, among other publications. In addition to graphic design, Elizabeth enjoys designing and creating knit accessories.



Kurt Seidle

Kurt Seidle joined Grant Design Collaborative in January 2007. Kurt began his design career in 1999 after graduating cum laude with a design major and liberal arts minor from the prestigious Maryland Institute College of Art. Since entering the design field, he's received several awards from *Print*, *HOW*, and Type Directors Club. Kurt also plays an active role in AIGA Atlanta, most recently participating in the Rise Up! mentorship program in 2016 and 2021 and serving a term on the Board of Directors as Chair of Professional Development from 2007 to 2009. In 2022 he joined Marietta Cobb Museum of Art's Board of Trustees. In his spare time, Kurt enjoys printmaking, photography, and hiking.

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Partial Client List

Grant Design Collaborative has worked with the following companies and organizations:

<i>Adobe Systems</i>	International Interior Design Association
American Institute of Graphic Arts	International Paper
<i>Association for Contract Textiles</i>	Intuit
<i>Benson</i>	<i>J+J Flooring Group</i>
<i>Blackberry Farm</i>	<i>Jaipur Rugs</i>
<i>Blue Ridge Commercial Carpet</i>	<i>JM Lynne Wallcovering</i>
Carters, Inc.	Jyl Craven Hair Design
<i>CF Stinson</i>	Merchandise Mart Properties, Inc.
<i>Champion International</i>	<i>Mohawk Group</i>
<i>Cherokee Family Violence Center</i>	Mohawk Paper Mills
<i>City of Canton, Georgia</i>	Momentum Group
<i>City of Holly Springs, Georgia</i>	<i>Monterey Carpets</i>
<i>Contract Magazine</i>	Muzak
Decca	Neenah Paper
Delta Airlines	<i>Ocean House</i>
<i>Geiger International</i>	<i>Plural Studios</i>
Georgia Museum of Art	<i>Set Wallcovering Systems</i>
<i>Georgia-Pacific</i>	<i>SignatureFD</i>
<i>Goin' Coastal Seafood Joint</i>	<i>Smart Papers</i>
<i>The Harbinger Company</i>	Steelcase
<i>Herman Miller</i>	<i>Tricycle, Inc.</i>
High Museum of Art	<i>Unisource Worldwide, Inc.</i>
HP	<i>Walden Resort</i>
<i>Interface, Inc.</i>	

**Clients in italic indicate comprehensive brand strategy and development programs.*