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Overview

Grant Design Collaborative designs business and brand experiences from product to market. Founded in 1996 by president and chief creative officer Bill Grant, the firm generates impactful and enduring results through an integrated design approach to product, research, strategy, naming, identity, collateral, advertising, publicity, interiors, interactive, video and distribution. Our diverse team transforms the business landscape for clients, creating opportunities to redefine product categories and invent entirely new ones.

Grant Design Collaborative's business model is to create great design for clients based on sound business strategy and research. By avoiding subjective decision making in the creative process, the focus is placed on how best to align the solution to the facts accumulated during research and discovery. This process is designed to arrive at obvious and meaningful strategies for products and brands.

A single source for designing business and brand experiences from product to market, Grant has partnered with clients ranging from enterprising upstarts to established Fortune 500 companies. These include Adobe Systems, Association for Contract Textiles (ACT), Blackberry Farm, City of Canton, Georgia, City of Holly Springs, Georgia, Contract Magazine, Geiger International, Georgia Museum of Art, Goin' Coastal, Georgia-Pacific, Herman Miller, International Paper, Intuit, J&J Industries, Jaipur Rugs, Momentum Group, Muzak, Neenah Paper, Ocean House, Persimmon Creek Vineyards, SignatureFD, Smart Papers, Steelcase, Textus, Unisource Worldwide, Inc. and Walden.

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Services

Grant Design Collaborative provides the following services to our clients:

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

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Team

Bill Grant *president and chief creative officer*
Bill Grant is president and chief creative officer of Grant Design Collaborative in Atlanta and past national president of AIGA. 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 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.

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, Blue Ridge Commercial Carpet, Geiger International, Georgia Museum of Art, Georgia-Pacific, Herman Miller, International Paper, J&J Industries, Kennesaw State University, Intuit, Jaipur Rugs, Muzak, Ocean House, Steelcase, Unisource and Walden, among others.

In Canton, Georgia, Grant serves as President of the Cherokee Arts Center and Main Street Canton Board of Directors. In addition, he is a member of the Canton Development Authority and the Variance Board of Appeals.

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Team (continued)

Matt DeFrain *creative director*
Matt DeFrain is creative director for Grant Design Collaborative. Since he joined the firm in 2000, DeFrain's 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 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 *senior designer*
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. 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 *senior designer*
Kurt Seidle joined Grant Design Collaborative in January 2007. Before a two-year stint with Atlanta design firm SoloFlight, he spent over three years as a designer for Spur Design in Baltimore. 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 completing a term on the Board of Directors as Chair of Professional Development from 2007 to 2009. 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:

Adobe Systems
American Institute of Graphic Arts
Association for Contract Textiles
Benson
Blackberry Farm
Blue Ridge Commercial Carpet
Boys & Girls Clubs of America
Carters, Inc.
Champion International
Cherokee Family Violence Center
City of Canton, Georgia
City of Holly Springs, Georgia
Contract Magazine
Delta Airlines
Geiger International
Georgia Museum of Art
Georgia-Pacific
Goin' Coastal Seafood Restaurant
The Harbinger Company
Herman Miller
High Museum of Art
Interface, Inc.
Interiors Magazine
International Interior Design Association
International Paper
Intuit
J&J Industries
Jaipur Rugs
JM Lynne Wallcovering
Merchandise Mart Properties, Inc.
Mohawk Paper Mills
Momentum Group
Monterey Carpets
Muzak
Neenah Paper
Ocean House
Set Wallcovering Systems
SignatureFD
Smart Papers
Steelcase
Tricycle, Inc.
Unisource Worldwide, Inc.
Walden

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