

hornsbybrandesign

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Hornsby Brand Design's Innovative Work Wins Awards

KNOXVILLE, TENN.— Hornsby Brand Design, a Knoxville-based design firm, was awarded four regional Addy awards presented by the Knoxville Chapter of the American Advertising Federation at the South Depot Station on Sat. night, Feb. 16, 2011. They were given in recognition of Hornsby Brand Design's creative work for Knoxville Area Transit and FinishPoint. More than 250 people were in attendance with more than 300 entries competing.

Hornsby Brand Design president, Chris Hornsby, said, "Our mission has always been to pursue excellence in everything we do...our creativity, our service, our follow-through, everything. We think this is what makes our work unique and, most of all, successful. We are thankful and humbled by our peers' recognition. It's icing on the cake and we're grateful."

The Addy Awards ceremony is the premier event held annually by the Knoxville Chapter of the American Advertising Federation (a business organization comprised of leading advertising and marketing professionals), recognizing excellence in creativity in all media.

Hornsby Brand Design specializes in building charismatic brands by mixing the magic of creativity with the logic of business strategy. Hornsby Brand Design has garnered more than 100 local and international awards for creative/strategic solutions in print, web development and broadcast, along with being published in *Print* and *How* magazines' prestigious design annuals. A few of the regional, national and international organizations Hornsby Brand Design has served are the Knoxville Area Transit, Asset Planning Corporation, American Cancer Society, Regal Entertainment Group, Jewelry Television and the Brunswick Boat Group. Services Hornsby Brand Design offers include brand identity and development, advertising, graphic design, and complete web development and consultation.

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