

hornsbybrandesign

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Knoxville's Chris Hornsby, president of Hornsby Brand Design, Inducted into the AAF—Knoxville Hall of Fame

KNOXVILLE, TENN.— Hornsby Brand Design proudly announces that its president and founder, Chris Hornsby, was inducted into the American Advertising Federation of Knoxville's Hall of Fame Sat., Feb 16, 2013, at the Addy Awards Ceremony held at the South Depot Station. Voted on by a board of past presidents of AAF—Knoxville, this award recognizes notable advertising leaders in Knoxville and the surrounding area for their significant contributions to the advertising industry as well as their personal commitment to society.

Applying his arts in a variety of capacities after earning a BFA in graphic design from the University of Georgia, Chris has garnered more than 100 awards as well as being published in numerous design annuals such as *Print* and *How*. He has cultivated his 29 years of design and brand leadership experience, applying his creative prowess in both in-house and out-of-house agencies across the Southeast and producing everything from corporate ID, collateral, TV and radio advertising campaigns, and packaging to the virtual world of website design and development and digital marketing. Chris' trail of contented regional, national, and international clients speaks volumes about his targeted knowledge of brand design and how it has helped to deliver their messages with confidence and traction.

In addition to his dedication to a successful career, Chris proactively demonstrates his love for Knoxville and the surrounding area by continuously giving back to the community both monetarily and through donations of his time and talent to various regional and state non-profits. He also exercises his creative talent in his leisure as he continually exhibits his sculptures and paintings in a variety of venues, most recently at Knoxville's McGhee Tyson Airport.

Hornsby Brand Design president, Chris Hornsby, said, "I am humbled and honored that my peers would bestow such an honor on me. I have a great deal of respect for each of these people and to think my passion and drive for the advertising industry and the community of Knoxville and its surrounding area has been recognized makes me very happy."

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Hornsby Brand Design specializes in building charismatic brands by mixing the magic of creativity with the logic of business strategy. Hornsby Brand Design provides creative/strategic solutions in print, web development and broadcast, and digital media. 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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Attached: chris-hornsby.tif (Hi-res version also available at <http://hornsbybrandesign.com/pdf/chris-hornsby-hi-res.jpg>)