

hornsbybrandesign

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Hornsby Brand Design's Creativity Recognized with Five Awards

KNOXVILLE, TENN.— Hornsby Brand Design, a Knoxville-based branding design firm, was awarded five regional Addy awards presented by the Knoxville Chapter of the American Advertising Federation at The Foundry in Knoxville on Sat. night, Feb. 15, 2011. They were given in recognition of Hornsby Brand Design's creative work for the Knoxville Area Transit, Radian, Arkis BioSciences, the Memphis MPO, and Homes of Love. More than 250 people were in attendance with more than 300 entries competing.

Hornsby Brand Design president, Chris Hornsby, said, "We always strive to offer the very best service and innovative solutions to our clients. The awards are an added bonus to that end. We greatly appreciate the recognition by our peers for our creative efforts."

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, 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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