
HELLO

A3 Design is a family-owned design studio specializing in the most important asset to your company; *your brand*. With a focus on value, clear communication and company culture, we build visual experiences your company can grow from, your audience relates to and your employees are proud of.

The dynamic of our husband and wife team creates a devil's advocate approach that benefits every project. Every decision is questioned, debated and justified. Together we head a team that continues to add value to their client's businesses with *WOW!* experiences.

As the king and queen of A3, we passionately pursue a vision of providing effective communication through strategic design decisions and settle for nothing less than the absolute best. It is our entrepreneurial spirit that drives every project with heart and edge, taking creativity to places our clients often times don't realize possible.

Working with A3 Design allows you direct contact with the seasoned talent working on your project; The same person who knows your project intimately, who has done the research and can confidently and creatively advise you on the useage and messaging of your brand. The value of their skills and knowledge continues to exceed client expectations.

STORY OF OUR STAR ★

The idea of branding a product was birthed early in the Industrial Revolution and some believe is attributed to a British company... but it was a savvy, turn of the century entrepreneur that laid the foundation for brand recognition and loyalty on this side of the pond.

Consumer goods used to travel rivers and waterways to open markets and town square shops where they were displayed in the same plain wood boxes they were shipped in. One day a soapmaker decided to make his mark on consumer shopping by branding (literally) a star on the side of his boxes and forever changing the face of American commercialism.

He believed his product was better than all others and didn't want the shop store owners and consumers to confuse his product with competitor's. He chose a five point star; one for each of his precious daughters. The association was immediately understood. Proving how impactful visuals can be, housewives and homemakers were soon arriving at the ports asking for "the soap with the star." Sales soared for the entrepreneur and there wasn't even a name. The mark said it all.

CLIENTS

AMA Techtel
Armando Bellmas
Photography
Bagby Lighting
Carolina Beer & Beverage
Carolina Pad
Charlotte Visitors Authority
Charlotte Convention Center
Cheyenne International
Cogdell Spencer Erdman
Crown Communications
Dialog Telecommunications
Esquire Magazine
DR Horton
The Garretson Law Firm
Historic South End District
Inspiration Networks
Jewish Family Services
Lebo's Dancewear
Mattamy Homes
National Geographic
Rausch Coleman Homes
Rollcast Energy
The State of NY
University of North Carolina
at Charlotte

TESTIMONIAL

"A3 Design tops one of my trusted "go to" agencies for fresh, clean design. Inspired and effective, I can count on them every time to hit the mark; on time and within my budget. They were instrumental in the development of our Visitor Info Center design and overall image. From logo design to advertising, their creative ideas drive traffic to any project... and make it a success."

GINA Sheridan

Senior Director of Marketing
Charlotte Visitors Authority

AMANDA ALTMAN



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"We believe smart, insightful design can be a powerful source of change and growth."

Prior to co-founding A3 Design in 2001, Amanda put her time in as a successful designer for advertising firms across New York. She studied business management from the branding geniuses at Walt Disney World and continued on to earn her BFA with a concentration in Graphic Design from the prestigious art school at the State University of New York at Fredonia.

Well-respected in the design community, Amanda's work can be seen in national publications that celebrate the best of the best in the design world and her shelf of regional and national awards continues to grow.

Some of Amanda's most satisfying work is with non-profit organizations such as AIGA, the professional design association and BIG, a group of high growth entrepreneurs focused on peer to peer interaction.

QUICK FACTS

MEMBER OF

UPSTNY AIGA
BIG Council
Designer's Accord
ROC Business Alliance
Eastman Young Professionals
NAWBO
ROC Women's Network
Digital Rochester
Int'l Business Council

FAVORITE FLOWER

Lily of the Valley

FAVORITE DRINK

Pinot Grigio

FAVORITE SEASON

Fall in NY

ALAN ALTMAN



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"I am a man of little words. I am so much more articulate visually than I could ever be verbally."

Alan's passion for design keeps business growth on track without compromising personal flavor. His entrepreneurial instincts were fueled by his work for specialty design firms across the country after graduating from Fredonia also with a BFA in Graphic Design. His diverse experiences helped in establishing a different kind of creative services company.

Alan's work has been displayed in galleries in NY, Atlanta, Charlotte, Raleigh and Louisville. His work has received national recognition in prestigious design annuals and numerous regional and national awards.

Like his wife Amanda, Alan channels his passion into organizations he believes in. He spends his down time volunteering for AIGA and contributes his time and talents to a diverse variety of non-profit organizations.

QUICK FACTS

MEMBER OF

UPSTNY AIGA
Designer's Accord
ROC Advertising Federation
George Eastman Society
ROC Young Professionals

FAVORITE DAYDREAM

Hitting at Fenway

FAVORITE BIRD

Cardinal

FAVORITE GYM SPORT

Dodgeball

DESIGN EDUCATION

The duo's value in design education and connecting with students will always be a cornerstone of the studio. A3 works with career development departments and individual professors to add real life value and professional guidance to their design programs. Amanda sat on the board for the *Art Institute of Charlotte* to help improve the studies there. Both Amanda and Alan contribute to various portfolio reviews and speak at area colleges on design related topics. The studio has also been a hands-on learning experience for a number of interns through the years.

Their most honorable experience to date was being asked to return to their Alma Mater as part of *SUNY Fredonia's* acclaimed "*Visiting Artists Program.*" They had the pleasure of speaking to 300+ budding artists about their experience as a small studio through their journey from college to corporate to entrepreneurs.



A3 dropped in on the Fredonia senior class the following day to meet a whole new crop of talent.

VOLUNTEERING

As long as Alan and Amanda have been designers, they have been involved in the professional design organization, AIGA. They currently are active members of the Upstate New York chapter.

Amanda sat on the board as *volunteer director, events director, and advisory chair* over five years for the Charlotte chapter. During that time she not only organized and executed a number of valuable events,

but contributed to the programs themselves as the MC for a *Women in Creative Panel* and contributor to a *Small Business Owner's Panel*.

Alan too has spent his time on the board as *membership director*. In addition to helping to grow the organization, he lent his talent to the complete redesign of the chapter materials including all signage, nametags, and member communications.

NON-PROFIT DESIGN

A3 Design appreciates all that the non-profit organizations do for us and our community. It is our pleasure to help where we can and have worked with these organizations simply for the pride of having contributed to something larger than we are.

*The American Advertising Federation
Women in Information Science & Engineering
The State of New York
Susan G. Komen Breast Cancer Foundation
Webster's Crossing Methodist Church
Hillside Family of Agencies
The JCC Maccabi Games
The Children's Place
SUNY Fredonia*

*The Young Affiliates of the Mint Museum
American Falconry Conservancy
Jewish Family Services
Charlotte Center City Partners
Charlotte-Mecklenburg Police Department
The Vista Group
The Family Center
The Light Factory
NC Tech Association*

RECOGNITION

We appreciate our clients for providing us the opportunity to create quality design and are humbled by the recognition that work has received. Our team is honored and proud to be included amongst such a well respected creative community.

AWARDS

'09 AIGA Boom Awards
'09 ADDY Awards
'08 Communicator Award
'08 ADDY Awards
'07 AIGA SEED Awards
'07 AIGA Boom Awards
'07 ADDY Awards
'07 Communicator Award
'06 AIGA SEED Awards
'06 AIGA Boom Awards
'06 BMA ProAd Awards
'06 ADDY Awards
'05 ADDY Awards
'05 Drench Awards
'05 BMA ProAd Awards

BOOKS

Graphis Design Annual
Graphis Logo Design 7
Logo Lounge 3, 4 & 5
1000 Type Treatments
1000 Bags Tags & Labels
Letterhead & Logo Design 9 & 10
Best of Business Card Design 6, 7 & 8
Really Good Logos Explained
Logo Mondo
Design Matters - Logos 1
Creativity 34, 36 & 37
American Corporate ID '06, '07 & '08
The Big Book of Logos
The Big Book of Ideas 3
The Big Book of Green Design

MAGAZINES

GD USA '09 - Package Awards
HOW '09 - Design Annual
GD USA '08 - Logo Trends
GD USA '08 - Package Awards
Communication Arts '07 - Design Annual
STEP '07 - STEP 100
Print '07 - Design Annual
HOW '07 - Design Annual
GD USA '07 - Design Annual
Print '06 - Design Annual
GD USA '06 - Design Annual

SPECIAL ACKNOWLEDGEMENTS

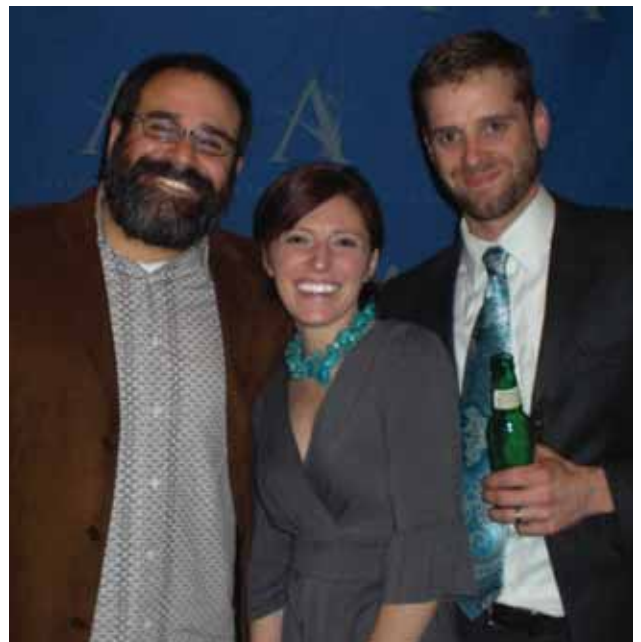


Alan and Amanda have become known and respected for a combination of talent, leadership, success, insight, business savvy, community service and newsworthiness as celebrated in the *GD USA People to Watch* issue which includes a profile and Q&A about the couple.



Word of A3 Design's successes have made it around the world to *novum* and they were interviewed as part of the longest running international graphic design magazine's 85th anniversary issue.

Along with the distinguished accolades mentioned above, they have been honored with a Judge's Choice in the AIGA 2009 BOOM Awards, have been featured in the prestigious *Graphis Design Annual* and was nominated for Best In Show in the 2009 Charlotte ADDY Awards for the identity created for Armando Bellmas, photographer; an honor only five entries a year are considered for.



Alan and Amanda celebrate their Best In Show nomination with client and good friend, Armando Bellmas.

EXPERTISE

BRAND BASICS

Audio ID
 Brand Implementation
 Brand Standards and Style Guides
 Brand Written Voice Development
 Company Literature
 Logos and Brand Development
 Naming
 Presentations
 Stationery Systems
 Taglines
 White Papers

ADVERTISING CREATIVE

Consumer Ads
 Copywriting
 Direct Mail
 Fliers
 Outdoor
 Online Advertising
 Promotions
 Radio Advertisements
 Trade Ads
 TV Commercials
 Wearables

BRAND CONSULTANCY

Brand Consulting
 Brand Management
 Creative Audit
 Trademarking
 Vision & Positioning

PACKAGING DESIGN

Announcements
 Annual Reports
 Capability Brochures
 Catalogues
 Editorial Layouts
 Event Collateral
 Invitations
 Marketing Collateral
 Manuals and Handbooks
 Menus
 Press Kits
 Promotions
 POP Displays
 Posters
 Workbooks

DESIGN FOR PRINT

Beverage Products
 CD's & DVD's
 Retail
 Food Products
 New Product Launch
 Press Kits
 Promotional Material

ENVIRONMENTAL DESIGN

Counter Displays
 Directional Signage
 Exhibit & Booth Graphics
 External Signage
 Informational Graphics
 Informational Maps
 POP Displays
 POP Signage
 Retail Environments
 Sitemaps
 Vehicle Graphics

INTERACTIVE

Campaign Sites
 E-mail Campaigns
 Flash Animation
 Interactive Presentations
 Micro Sites
 Online Advertising
 Online Newsletters
 Social Media Design
 Touch Screen Kiosks
 User-Interface Design
 Web Banner Campaigns
 Websites

TESTIMONIALS

"I have received very good feedback on our new logo and the creative design of our business cards. Our new identity speaks to the innovative, entrepreneurial vision of BIG. A3 does an excellent job of branding an organization."

TERRY Cox

President & CEO
 BIG council

"A3 Design is now a part of who we are."

JOHNNY Morgan, LEED AP

Principal
 Bagby Lighting

"A3 has worked diligently to rebrand Mattamy Homes and introduce the Canadian builder to the Carolinas through strategic design. It has been a pleasure to work with both Amanda and Alan through the years and we would recommend them to any business. Not only will they listen to your needs, they will bring ideas that always exceed your expectations. We are thrilled to be associated with such a talented group.

MARIE Lorimer

Marketing Manager
 Mattamy Homes