



**HUNSBERGERCREATIVEGROUP**  
DESIGN | BRANDING | COMMUNICATIONS

[HUNSBERGERCREATIVE.COM](http://HUNSBERGERCREATIVE.COM)

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**Design.** Is about structuring information and capturing ideas in type, image, and even sound – for platforms that range from paper to architectural space to cyberspace. Design is about giving form to ideas and recognizing the ideas that inhabit form. Design is characterized less by tools and materials, which are constantly changing, than by context and visual and textual language. At Hunsberger Creative Group, we pursue this through a process that involves imagination, sensibility, and critical skills as we develop creative, strategic solutions to the communication challenge at hand.

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**Company.** There's a difference in the work. And in the way we work. There are no layers. There's no line between intelligent design and good business. Here, you have every day access to problem solvers who get to know your company. Your products and services. And your audience. We aren't only designers. We are thinkers and innovators who deliver the best of both worlds: engaging design with compelling messages and effective marketing. We are branding experts with vision. And we're crazy serious about great results.

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**What we do.** Design/brand development and implementation services, corporate and promotional literature, website design, advertising, identities and logos, graphic standards programs, direct marketing, copywriting, packaging design, merchandising, exhibit design, environmental graphics, video and new media, social media development, interactive and electronic exhibits, research, illustration, and photography direction. We also provide strategic consulting services, communications strategies, and brand and identity consulting.

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**Clients.** AIS, American Seating Company, Amway Global, Applied Textiles, Details (a Steelcase Company), Employment Group, Foremost Insurance Group, Gerber Products Company, Make-A-Wish Foundation of Michigan, MVP Sportsplex, Navteq, Spartan Stores, Inc., Zondervan Publishing House.

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**Recognition.** Our work has been recognized by design competitions and publications including the American Advertising Federation – numerous Gold, Silver, and Best of Show winners. The Good Design Competition – Chicago Athenaeum Museum of Architecture and Design, and Print Magazine to name a few. We are also advisors to The Polishing Center, a program designed to inspire young graphic designers, writers, and other creatives that their work can be great and their job prospects even better. Roger Hunsberger has been asked to judge several design and marketing competitions including the Northern Indiana and Flint, Michigan American Advertising Federation Addy Awards. And he and others in the firm are regularly seen judging young creatives in the Creative Smackdown in Grand Rapids.

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**From the heart.** Hunsberger Creative Group has been involved with the Make-A-Wish Foundation of Michigan for many years. Through our donations of design and marketing services we hope our gift has helped to give strength and joy to children with life-threatening medical conditions.

For 16 years we have marked the holidays by taking time to assemble tricycles for donation to local charities. This year, the crew at Hunsberger Creative (with the help of a few “elves”) assembled 150 shiny new tricycles. All the trikes have been donated to local Grand Rapids organizations. This brings our total to 3,350 tricycles, all purchased, assembled, and donated on behalf of our clients.

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**The strategy of design.** We are more than an inventive group of experienced designers and art directors. We are a team of thinkers. We're marketers who study not just what you do, but how your competition reacts. We frame our work in a strong strategy, one based on both short-term needs and a long-range vision for where you want to be.

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**The branding of design.** Our approach to your business is to blend invention with intention. Yes, we're about design that surprises and provokes a response. But we're also committed to a look that captures an attitude, a feel—your brand. By first learning who you are, Hunsberger Creative Group delivers not simply great creative work. We deliver unexpected solutions that convey your personality and message. Design that works.

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**The process of design.** At Hunsberger Creative Group, we're in this business of building your business. Before we offer you concepts, before we consider looks and colors and pictures, we dig. We get inside your organization. We ask questions. We listen and learn. Then we think, ponder, strategize. And we design. The result of this process is design that's as powerful and on-target and it is dynamic and innovative. It's a look and feel you can embrace. Design that fits.

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**Services.** As you review the services we offer, recognize that this list is constantly changing. Because we're always exploring new media, always considering the next, better, fresher way to communicate your brand message. This is what we do today. But it's just the start of what we'll do tomorrow.

## **Design and development services**

- Corporate literature
- Promotional literature
- Website design
- Advertising
- Packaging / merchandising
- Identities / logos
- Graphic standards programs
- Direct marketing
- Copywriting
- Exhibit design
- Environmental graphics
- Video / new media
- Social media development
- Interactive / electronic exhibits
- Research
- Illustration
- Photography
- Graphic design
- Production services

## **Strategic consulting services**

- Communications strategy
- Social media consulting
- Brand consulting
- Identity consulting

Hunsberger Creative Group also partners with several resources for additional services including television and radio broadcast development and production.

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**Roger.** Owner/Creative Director. Roger has been an award-winning designer, art director and creative director for more than 30 years. A talented conceptualizer, he collaborates with account team members to help establish creative direction and tactics that align with communications objectives. Roger has worked with a focus on product literature and corporate communications in business to business industries. He also has a strong design background in the contract furniture industry. Roger is skilled in all forms of print and digital media and has broad experience directing resources including creatives, photographers, illustrators and producers.

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**Susan.** Owner/Senior Designer. Susan has over 20 years of experience in “the business” and has worked for a varied clientele base ranging from higher education, to book publishing and contract furniture. She is often considered the den mother, cheerleader, or the glue that holds the team together at HCG, a job she is happy and proud to claim. She fancies herself a creative yet amateur chef, and if she had the chance to do it all over again she'd be a food critic in a big city. She often daydreams of traveling to remote locales and fantasizes of returning to Italy one day to purchase a vineyard in her retirement.

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**Roxi.** Designer. As written in the stars, Roxi is a Sagittarius. She's a happy-go-lucky person, good natured and optimistic. She's fun to be around, very social, outgoing, and makes friends easily. You'll always find a smile on Roxi's face. She enjoys the luxuries of life, talks to herself while she works and loves that song by Sister Hazel.

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**Amy.** Project Manager. Amy enjoys reading, cooking and card games. She considers herself a “foodie,” even going so far as to perform a happy dance when faced with an extra delicious treat. She loves dogs, especially the floppy eared varieties, and is intrigued by the idea of someday owning a miniature pot-bellied pig. Amy is a firm believer that there is an obscure movie quote perfect for every situation. Armed with very tall boots, she greets each day with a smile and looks forward to a future full of laughter and adventure.

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**Industries served.**

Architectural building products

Baby care products

Book publishing

Business software

Cultural events – arts and entertainment

Educational software

E-commerce

Financial and banking services

Food services and products

Fitness and recreation

Furniture – residential, office, healthcare & institutional

Healthcare services

Heavy-duty truck components

Higher education

Insurance

Legal services

Materials handling systems

Robotics

Textiles

Transportation services

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**Clients served.**

AIS *Boston, Massachusetts*

American Seating Company *Grand Rapids, Michigan*

Alticor Corporation *Ada, Michigan*

Amway Global *Ada, Michigan*

Applied Textiles *Grand Rapids, Michigan*

Details (Steelcase Division) *Grand Rapids, Michigan*

Employment Group *Battle Creek, Michigan*

Family & Children Services *Kalamazoo, Michigan*

Foremost Insurance Group *Grand Rapids, Michigan*

Hospice Care of Southwest Michigan *Kalamazoo, Michigan*

Gerber Products Company *Fremont, Michigan*

The Holland Group, Inc. *Holland, Michigan*

Integra Printing *Grand Rapids, Michigan*

Johnson Corporation *Three Rivers, Michigan*

Keeler Brass Company *Grand Rapids, Michigan*

Make-A-Wish Foundation of Michigan *Grand Rapids, Michigan*

Metal Components *Grand Rapids, Michigan*

Motan, Inc. *Plainwell, Michigan*

MVP Sportsplex *Grand Rapids, Michigan*

Navteq *Chicago, Illinois*

Plainwell Paper Company *Minneapolis, Minneapolis*

Sackner Products *Grand Rapids, Michigan*

Savory Foods, Inc. *Grand Rapids, Michigan*

Spartan Stores, Inc. *Grand Rapids, Michigan*

surfis.com *Chicago, Illinois*

Zondervan Publishing House *Grand Rapids, Michigan*

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