

WHAT CLIENTS SAY ABOUT AAD, INC.

“The words to describe Alex: customer-focused, light-speed turnaround, and high value. Alex works with his clients to make each project successful — his level of donations to nonprofits, turnaround time, and flexibility in responding to the customer’s needs are unmatched.”

CAROLINE SIMARD

DIRECTOR OF RESEARCH AND EXECUTIVE PROGRAMS

ANITA BORG INSTITUTE FOR WOMEN AND TECHNOLOGY

WHAT CLIENTS SAY ABOUT AAD, INC.

“AAD, Inc. created a compelling and iconic brand that captured the uniqueness and spirit of our dynamic, innovative school. The branding campaign was instrumental in gathering support for the formation and establishment of the school during its early years, and now continues to define our uniqueness. With each project, Alex’s creativity, focus to detail, and fast turnaround is unparalleled.”

WANNY HERSEY

SUPERINTENDENT & PRINCIPAL

BULLIS CHARTER SCHOOL

WHAT CLIENTS SAY ABOUT AAD, INC.

For the past 26 years, we at the Stanford Graduate School of Business have benefited from the talents of Alexander Atkins Design and have developed an exceptional long-term relationship. Over that time, he has worked on just about every type of publication project that we have developed at the GSB — from small projects (eg, postcards and invites) to large and complex (eg, publications and annual reports). Alex is very easy to work with and is very responsive to all our project schedules — even if it requires after-hours work. One of the greatest aspects of working with Alex is that he delivers very high quality creative work faster than any other designer or design firm that we have worked with. Another important aspect is his flexibility and generosity regarding pricing. Through discounts and donation of services, Alex makes it possible to create quality work despite the fact that not all projects are equally funded. I enthusiastically recommend Alex to all my colleagues at Stanford and other nonprofits, particularly when a project has a short timeline and cost is an issue.

SEEMA CICERONE
PUBLICATIONS COORDINATOR
STANFORD GRADUATE SCHOOL OF BUSINESS

WHAT CLIENTS SAY ABOUT AAD, INC.

For years, we admired the quality and strength of Second Harvest Food Bank's brand and marketing campaigns, created by AAD. As the Family Giving Tree approached its 20th year, we knew we had to make some changes in order to compete in the crowded nonprofit arena. Since we had never hired an outside firm for creating all of our marketing and fundraising materials we had questions and concerns. Would it make an impact to our bottomline? Would it inspire our employees, volunteers and partners? Would the relationship work with our company's culture? And, could we afford it?

The answer to all these questions is an emphatic YES. After meeting with Alex, we quickly identified our marketing and brand strengths and weaknesses and developed a strategic plan to implement effective, powerful marketing and fundraising campaigns. Thanks to his generous donation of creative services we were able to leverage our marketing budget to make our Holiday Wish Drive and Back to School drives successful.

The impact of AAD's marketing and brand identity work is very clear: response rate to the direct solicitation campaign was 12%, up from 8.2% from the previous year. What makes this achievement even more compelling is that it occurred during one of the most challenging economies.

Alex's commitment to excellence and passion for our work make him an important part of the Family Giving Tree family. For any nonprofit that wants to succeed in creating awareness, raising funds, and fulfilling their mission, I highly recommend calling Alex. It will be the best phone calls you make this year.

JENNIFER CULLENBINE

FOUNDER, THE FAMILY GIVING TREE

WHAT CLIENTS SAY ABOUT AAD, INC.

“Alex is one of the most well-rounded designers I have ever worked with. He enthusiastically approaches each project applying his creative talents and passionate attention to detail to produce pieces that effectively communicate the mission of Second Harvest Food Bank. There is no other designer that turns projects around with such incredible speed.”

LYNN CROCKER

**FORMER DIRECTOR OF MARKETING
AND COMMUNICATIONS
SECOND HARVEST FOOD BANK**

WHAT CLIENTS SAY ABOUT AAD, INC.

“I first worked with Alex when I managed marcom at Oracle. Even though I now represent a non-profit organization with budgets dramatically smaller than Oracle’s, I still depend on his creative talents and skills. Alex is as generous as he is talented. Alex donated a large portion of his fees in order to meet our budget. Alex is easy to work with and his speed is amazing. Because of his efforts our marketing efforts are visually appealing, have consistent branding, and implement trackable metrics. His commitment to nonprofits and their causes is inspiring.”

CHRIS MOORE

**FORMER OPERATIONS MANAGER
BAY AREA GLASS INSTITUTE**

WHAT CLIENTS SAY ABOUT AAD, INC.

“Alex’s work is consistently brilliant and on-target. He takes the time to listen and learn about my business, my industry, and competitors. Consequently, his design work has added tremendous value to my IT business by developing a clear, effective brand that stands out in a crowded marketplace. It also means a great deal to me that Alex really cares that his design work contributes to the success of my business.”

BENJAMIN ARONSON
ARONSON & ASSOCIATES
PRESIDENT

WHAT CLIENTS SAY ABOUT AAD, INC.

“AAD was an invaluable member of our Corporate Communications team. During my tenure at Wind River Systems, we went through two logo changes, more than ten company acquisitions, several major product launches, and literally hundreds of communication projects. No matter what we assigned — web pages, data sheets, white papers, trade show panels, brochures, annual reports, — AAD consistently delivered amazing creative results — always on time and on budget.”

STEPHANIE SCHWARZ
FORMER DIRECTOR OF
MARKETING & COMMUNICATIONS
WIND RIVER SYSTEMS

WHAT CLIENTS SAY ABOUT AAD, INC.

“AAD consistently provides us with creative and innovative design work. Projects are completed quickly and efficiently with an unwavering attention to detail and quality from start to finish. AAD acts as a partner in the success of our endeavors and works to see the ‘big picture’ of each project we work on together.”

ESTELLE HAYES

FORMER DIRECTOR OF COMMUNICATIONS

BELLARMINE COLLEGE PREPARATORY

WHAT CLIENTS SAY ABOUT AAD, INC.

“The Town of Los Altos Hills hired Alex to completely recreate the town newsletter. Not only did he design a beautiful, colorful, inviting newsletter that captured the essence of the town, but he also contributed immeasurably with his excellent writing and editing abilities. Alex is a joy to work with because he understands and appreciates collaboration. Working with a variety of contributors can be difficult, but Alex is able to synthesize and interpret all of this to create engaging layouts. Alex’s passion for creating publications that really connect with readers — to inform and inspire — is contagious. The speed at which he works is remarkable, and helps the project to move quickly. The project is also possible due to Alex’s generous donation of creative services.”

DUFFY PRICE

EDITOR, OUR TOWN

TOWN OF LOS ALTOS HILLS

WHAT CLIENTS SAY ABOUT AAD, INC.

“I wish everyone I worked with was as professional, skilled, and efficient as Alexander Atkins. He combines a brilliant flair for design with a dynamic, intelligent approach. He pays meticulous attention to detail and has a great ability to cover the creative angles, but what amazes me most is that these benefits never slow the process or his turnaround. I highly recommend AAD, Inc.”

GREGG HURWITZ

MARKETING CONSULTANT

NORTH VECTOR

WHAT CLIENTS SAY ABOUT AAD, INC.

“From the very first set of proofs he presented, we knew that Alex was extremely talented. Based on his design concepts, our marketing materials exhibit both the highest quality image as well as the zest and vigor of a game-changing legal delivery model. Alex also introduced us to high-quality, limited run digitally printed brochures that give us the ability to introduce client specific case studies. His innovative leadership has significantly enhanced our business opportunities. We also appreciate Alex’s willingness to work with us in developing a flexible price structure for his services that addresses our business challenges. We look forward to collaborating with Alex on many other projects.”

DAVID BOHRER
FOUNDING PARTNER
CONFLUENCE LAW PARTNERS

WHAT CLIENTS SAY ABOUT AAD, INC.

“Alex is aware the importance of the collaborative process while creating projects that are the work of many artists. He is a pleasure to work with and inspires everyone to make the project better. We are 100% sure that our book won five national book awards because of his beautiful design that reflects his mastery of publication design and love of words.”

ANIELA AND JERZY GREGOREK
CREATORS OF THE HAPPY BODY PROGRAM
AND AUTHORS OF “THE HAPPY BODY”