

THE ART OF IMPACT

Two innovative business owners combine forces to pack a powerful PUNCH in design.

by Joan Tupponce

Last year when the Children's Museum of Richmond wanted to develop a new mascot to help build brand recognition, they knew exactly who to call — the innovative team at PUNCH, a full-service creative design firm.

The collaboration resulted in the birth of Seymour the Dinosaur, a friendly red “See-more-a-saurus” that has become the face of the museum. “Seymour truly brings to life the museum’s tag line of ‘See More. Do More. Be More,’” says Randy Wyckoff, president of CMoR.

Companies and nonprofits across the Richmond area look to PUNCH for work that is clever, innovative and animated. The small but dynamic company was formed when Charlie Connell of Briarpatch Productions and Kelly Adams of OIC Design merged their two companies in 2004. “The name PUNCH defines us well,” Adams and Connell say. “Our passion is to create solutions that have impact in today’s competitive marketplace. We strive to provide products and results that both our team and our clients are proud of.”

The company’s informal, inviting atmosphere in a colorful row house office on Main Street is the perfect incubator for creativity. “Our mission is simple — happy clients,” says Adams. “Our goal is to ensure that our clients have the best design solution for their project, completed on-time, within budget and finished exactly to specification.”

Specialties include advertising, graphic design for print and multimedia, Web design, corporate identity and branding.



Thurston Howes

Charlie Connell and Kelly Adams (center)
with PUNCH team members

“We take a project from concept to completion. We build pieces that work well for the clients,” Connell explains. “We have a heavy focus on production values because Kelly has such a strong production sense.”

Adams’ intuition pays off. “In designing the season marketing campaign for Richmond Ballet, we added value and maximum impact by devising a mini-brochure to match the season brochure at minimum cost.”

Each year Adams and Connell ask employees to suggest a nonprofit that could benefit from the company’s expertise. “Just recently we completed a 2006 calendar for ART 180 featuring quotes from young people in their programs with illustrations from local artists. Those types of projects define who we are,” says Connell.

PUNCH’s client list continues to grow with a wide range of clients, from well-known corporate names such as Anthem and World Access, to nonprofits like SportsBackers, to small and mid-sized firms such as StyleCraft Homes. “We create diversity in our client list,” Adams says, “by limiting the number of clients involved in the same industry. The diversity of

our work keeps our creatives energized and because of that,” she says, “everyone here loves what they do.”

That is probably why PUNCH has a long list of satisfied customers: They get the impact they came for with knockout designs that are fresh and appealing.