



Recognizing Needs and Empowering Others – All In a Day's Work!

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John Valliant has an enviable job. As President of the Grayce B. Kerr Fund, Inc., a small family philanthropic organization in Easton, MD, he keeps a finger on the pulse of his community. He looks for quality opportunities to nurture and encourage

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educational achievement, cultural growth, and self-sufficiency. Often he works with smaller organizations or businesses to help them present a unified marketing message. "We pride ourselves in knowing our grantees very well," Valliant states, "One problem we often see is organizations with a lot of different looks in their marketing materials."

High Level Design, Attention to Details, Amazing Customer Service

This is where 275 Design shines. Rob, also a working artist, applies his years of graphic design experience and his keen artistic eye to logos, website designs, business cards, brochures – the whole range of necessary marketing materials. High level design, attention to details, and amazing customer service are among the many reasons 275 Design was hired by Valliant, who says, "As a graphic designer, Rob is brilliant. If you hire an architect, you want your finished building to portray your personal vision, not the architect's. Rob leads you skillfully each step of the way through the branding and marketing journey to craft your business voice. At the end of the day you will say, That's me! That is exactly what I was looking for."

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Confusion in Marketing Messages

Sometimes an organization just has not clearly thought through their marketing plan. Others are in the early start-up stages or in transition. Mid-Shore Early Learning Center was in transition as they became a separate entity from Easton Memorial Hospital. "They needed help with their branding," says Valliant. So the Grayce B. Kerr Fund, Inc. brought in a professional graphic designer Rob Brownlee-Tomasso of 275 Design to help them put their best foot forward.

Credible Marketing Materials

With skillfully designed marketing materials, Mid-Shore Early Learning Center gained visibility in their community. "A professional look tells parents this is a place I can safely bring my kids," Valliant notes, also, that an increased funding base results from looking credible.

About MSELC
The Mid-Shore Early Learning Center opened in 1992 as an addition to the Easton Memorial Hospital known as the Child Development Center. For over 20 years MSELC has been dedicated to providing quality child care as well as educational enrichment for children from as young as 6 weeks old.
As of March 1, 2014 the Child Development Center was transferred to the Mid-Shore Early Learning Center, a new non-profit organization created by the parents and staff of the learning center.

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