



brand ■ design

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*Meeting the needs of business with
strategic design and branding expertise.*

About RB Brand+Design

Communication is what RB Brand+Design is about.

Our passion lies in the problem solving we do for clients and creating solutions that work. Taking sensible risks and explaining the direction in strategic business terms. From design, to copy, to direct human contact; we do whatever it takes to make our clients successful and happy.

The consultancy was started back in 1993 by Rob Bennett prior to receiving his MA in Publication Design. Armed with this and his BA in Journalism (Advertising) he was able to bring to life his theory that the elements of communication should not be created in a silo and that it takes a team to truly be successful. While slowly building his business, Rob worked as a designer for the Corporate Communications department of Legg Mason before becoming Head of Design at Deutsche Asset Management. He always used his overall knowledge of the marketing process to play a leading role in communication efforts beyond his job description. Again, the mantra of “whatever it takes to get the job done right” held prominence.

The consultancy currently utilizes a corp of experienced professional from various marketing fields, depending on the client’s needs. Mr. Bennett leads his team’s as the projects creative visionary encouraging every team member to find solutions from both the expected and unexpected. Mr. Bennett is also the primary client contact in most instances.

Mr. Bennett's personal involvement extends to the design and general marketing community. He is a member of the executive board of AIGA-Baltimore, comments frequently on Speak-Up, authored an essay on design in a corporate environment for Speak-Up and the Professional Practices section of AIGA's Voice, has taught design at the Maryland Institute, College of Art and at Towson University, a state school just north of Baltimore. He has also lectured on brand and marketing strategy at the University level and a national branding conference. In addition, Mr. Bennett is an active member of Koffeetalk and the Marketing Roundtable, a networking group of marketing professionals in the Baltimore area.