

Rule 29



Geneva, Illinois

Creative matter is matters most to the folks at Rule 29. Founded in 2000, Rule 29 is a strategic design firm that focuses on creating solutions that accurately communicate every client's unique message. With an impressive list of clients, including American Red Cross, Rand McNally, Invesco, Power-Shares, and Office Max, Rule 29 is a leader in brand management. Getting creative with logos, product labels, in-store displays, and catalogs is what they do best.

When owner, Justin Ahrens, was in need of a larger office studio, he worked with Joel Herscher, Growth Corp Vice President, to get the financing to make this possible. By utilizing the 504 Program, they locked in a low, 20-year rate and took advantage of 90% financing. Done conventionally, they would have likely doubled their cash investment into the project. Now, with an office studio that better meets their needs, they can let loose and get creative. Examples of their work can be seen on their website at rule29.com or on their blog at makingcreativematter.com.