

Design studio offers plenty of carrots to clients.

Most design firms expect the owner to take a bite out of profits. But for one local firm, that bite goes to the owner's favorite pet instead.

At Lucky Rabbit Studio, **5% of all profits go straight to the House Rabbit Society** for the rescue and adoption of house rabbits. To owner Mark Kerley, the idea came naturally.

"I branched out on my own to do more meaningful work," said Mark. "This way I get to do great design and raise awareness for something that's important to me. It's not just a slogan; it's a huge reason the business exists at all."

Mark has more than 20 years experience in graphic design and 15 years experience with house rabbits. He's also been a foster parent for several abandoned rabbits while the House Rabbit Society helped him find permanent homes. So it comes as no surprise that Mark was born in 1963 – the Year of the Rabbit.

Ironically, Mark says, the bunnies taught him how to treat his design clients. He explains: "More attention isn't as important as the right kind of attention. You have to find dangers before they do, deliver the basics on time every time, and treat them as if they own the place – which, of course, they do."

Mark's current house rabbit, Sophie, is the model of a lucky rabbit. Rescued in 2003, she has the run of the house and enjoys chases and snoozing under the bed during the heat of the day. Now she doubles as the company's logo. With his clients' help, Mark hopes to help other rabbits to be as lucky as Sophie.

Because, he says, four rabbit feet are always luckier than one.

Lucky Rabbit Studio is a locally-owned full-service design company, offering everything from logos and layouts to brochure and business cards. Owner Mark Kerley has more than 20 years experience designing for Drees Homes and others. More information is available at www.luckyrabbitstudio.com.

House Rabbit Society is a national, nonprofit animal welfare organization based in Richmond, California. To learn more, visit www.rabbit.org.

