



**Small
Business
Grant Winner**



BLENDED *Designs*®

2018 Prize Winner

ABOUT BLENDED DESIGNS

Casey and Harvey Kelley married in 2014. They were a blended family, and that's how they landed on the name for their small business — Blended Designs. The concept for Blended Designs developed after a conversation with their eight-year-old son Carter. “He came to me and said he wanted a bag with his picture on it for school,” said Casey. After looking through hundreds of character backpacks, she noticed very few had children of color. “I felt there was a void we could fill,” said Casey. The Kelleys did just that. They created a line of school and travel gear for kids that features fun characters representing children of color.

Their goal is to empower kids by depicting images that represent who they are alongside positive messages that they can do anything. Casey and Harvey's characters are designed with a broad range of skin tones, hairstyles, and characteristics. Each character has a backstory and is based on a real person. Blended Designs has expanded their product line to also include: masks, journals, and shoe charms.



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By BD



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