



Local Company Designing on a National Stage

At the bottom of an email from Bryan Ledbetter of Airtype Studio, his title reads as “owner, director of everything.” He’s not kidding. Airtype Studio, a Winston-Salem creative agency housed in a restored space at the corner of Burke Street and Brookstown Avenue downtown, handles the creative needs of an impressive list of national clients – or partners, as Ledbetter prefers to call them.

The staff at Airtype work with everyone from NASCAR to Valspar paints, Capitol Records to the NFL. They’ve worked with folks closer to home, too, creating an interactive web presence for Wake Forest University as well as supporting the Winston-Salem based Grins beverage company. Airtype isn’t focused on the size of the account but instead on making sure the project best fits the work that they are doing.

“We aren’t about the bottom line,” Bryan said. “We just want to make sure that we do great work.”

Ledbetter started Airtype from his home in 2006. Since then, it has grown into a ten-employee business that occupies a 2,400-square-foot space at 1000 Brookstown Avenue. Just recently, Airtype bought the 10,000-square-foot former antiques store space next door and will be restoring and moving into that in the not-too-distant future. “Right now it’s a mess,” Bryan added, “but once we’re done with it, it will be a pretty cool spot.”

In addition to the creative and branding work that they do for their clients as their “day job,” the folks at Airtype are behind several other ventures – Airtype Apparel (largely focused on “action sports” like BMX Flatland, one of Ledbetter’s personal passions), Animal Farm (an apparel project following the Airtype Apparel lead but focused on kids), and the new Camel City Goods line – a collection of vintage apparel and other paraphernalia inspired by all things Winston-Salem. Camel City Goods was created with a five-year plan in mind but took off within months after its online debut about a year ago. Anyone who loves Winston-Salem would be impressed by the history-telling items that Camel City Goods has to offer; Winston-Salem native and NBA star Chris Paul is a fan, for example.

All of this to say, that yes, Bryan Ledbetter is a busy guy, a true “director of everything.”

“A lot of what I do is just working to streamline things to make them clean and efficient,” he said. “A big part of that has been working with Jane Potter at Butler + Burke.” Aware of what he calls his “controlling nature,” Bryan said that he really needed to learn to trust someone else with the tax and accounting responsibilities so that he could focus on the design work that he loves.

“Working with Butler + Burke has taken a huge weight off of my shoulders. And they’ve been great at adapting to the way I do business...which is different,” Bryan said. “They’ve been a complete godsend.”

For more information, visit www.airtypestudio.com, or stop by Camel City Goods at 1000 Brookstown Avenue.