



Who is [Colour Co. Rentals](#):

Colour Co. is an Atlanta equipment rental group & creative collective started by four local Atlanta creatives, focused on providing people of diverse backgrounds with quality equipment and resources to tell their stories.

The team is comprised of:

Lead Team Producer: *Deanna Griffin, an Atlanta Filmmaker & Cinematographer*
Operations Manager: *Immanuel Powell, an Atlanta Fashion Photographer, Creative Director & Digital Marketer*

Director of Content: *Eric Kamusau, an Atlanta Fashion Photographer & Cinematographer*

Marketing Manager: *Sydney Seabron, an Atlanta filmmaker, cinematographer, and video editor.*

Sustainability Initiatives:

At Colour Co. Rentals, sustainability is integral to their mission of supporting underrepresented creatives. They are committed to reducing our carbon footprint by investing in second-hand equipment, minimizing paper and plastic waste through recycling and reuse, and using eco-friendly materials for productions and events.

As creatives in the indie scene, they understand the importance of working with what you have and finding innovative ways to reuse and recycle materials. They are dedicated to exploring and highlighting new approaches to make filmmaking more sustainable, fostering both creativity and environmental responsibility.

By empowering our community to create with a conscience, Colour Co. Rentals strives to safeguard the planet for future generations while ensuring fair and equitable access to resources for all. Through these efforts, they aim to protect the future of our industry and commit to providing opportunities for all creatives to thrive.

Women in Focus:

The [Women in Focus Summit](#) was a two-day event hosted by Colour Co. Rentals and [Ladibug Studios](#) in honor of Women's History Month. As the first of its kind, the sold-out summit celebrated and empowered women and non-binary individuals in the film industry through a dynamic mix of mixers, film screenings, panel discussions, hands-on workshops, and valuable giveaways. Sustainability was at the forefront, with eco-

friendly plates, cutlery, and minimal paper waste implemented throughout the event. With plans to make Women in Focus an annual event, Colour Co. Rentals intends to double its sustainability efforts for future summits, continuing to elevate underrepresented voices while fostering environmental consciousness in the film industry.

Explore Colour Co.'s resources, including camera and lighting demos, workshops, and film documents designed to support creative journeys. Follow Colour Co. to stay connected and access resources to elevate a creative's journey.

Instagram: [@colourco.atl](https://www.instagram.com/colourco.atl)

LinkedIn: [Colour Co. Rentals](https://www.linkedin.com/company/colour-co-rentals)

TikTok: [@colourco.atl](https://www.tiktok.com/@colourco.atl)