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Houston Luxury Architecture Firm Launches Rebrand

HOUSTON—In the architecture industry, every creative decision is made with the utmost precision and thought. For Newberry Architects, the decision to update their brand took as much attention to detail as their residential and commercial projects. Every step was taken with intention—and the first step was to become Newberry Architecture.

Newberry Architecture makes the transition in July, displaying a new, contemporary logo and website that reflects the growing firm. The clean, sophisticated gold logo was introduced along with the new name, Newberry Architecture.

“This rebranding of Newberry Architecture couldn’t have come at a better time,” said Founder and Principal Ken Newberry. “Our new look better reflects the luxurious, sophisticated work that our team does. The logo and name update will help us enter a new chapter as a company.”

The change in name comes as Mr. Newberry expands the leadership of the company to include three additional principals: Gina Brown, Clint Johnson, and Jorge Carranza. These longtime members of the Newberry team oversaw the rebranding process and have been an integral part of the firm’s growth, both in the size and the scale of projects.

“We’re taking on new projects at every turn,” said Gina Brown. “The firm has matured, and we were in need of a brand that better reflected the scope of our work. I’m excited to see where we go next.”

The firm’s new brand is designed to have a global appeal. While based in Houston, the company has completed projects across the U.S. as well as abroad. The elements of the logo reflect their growth, using a gold tone associated with elegance and sophistication and charcoal linked to timelessness. The logo’s design represents the merging of technical knowledge and engineering and artistic vision through the use of using clean lines and rounded edges.

“We feel that the mature, sophisticated appearance of the new brand represents our personal growth,” Jorge Carranza said. “Our personal growth as architects has been in step with the refinement of our process as an architecture and design firm.”

To see the firm’s new brand in action or view its luxury architecture portfolio, visit the company’s newly designed website at NewberryArchitecture.com.

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About Newberry Architecture

Newberry Architecture is a full-service architecture firm in Houston, Texas established in 1997 by Founder and Senior Principal Ken Newberry. The firm's mission is to simultaneously embodies clients' personal style and enhances their day-to-day experiences. As a result, the firm has established a strong reputation and continues to maintain close working relationships with its clients. Newberry's offers services in interior design, architecture, landscape, and more.

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