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Premier Architecture Firm Celebrates Reveal of New Brand

HOUSTON—Even in the busy lives of architects and designers, there's time to celebrate. This month, Houston's premier architecture firm Newberry Architecture brought together more than 150 architects, designers, and clients to celebrate the reveal of their new brand.

The new brand was in development for more than a year and included a new logo and website.

"We put out a soft launch of the new brand in July, and the response has been astounding," said firm Principal Gina Brown. "Our new logo is much more timeless and artistic. The entire brand now mirrors the class of work our team creates."

The new brand comes at a time when the Newberry Architecture leadership team has grown to include three additional principals: Gina Brown, Clint Johnson, and Jorge Carranza, who join founder Ken Newberry.

"This year marks the 20th anniversary of Newberry Architecture," said Carranza. "We started as a small firm working out of a house, and today we're a team of more than 20. We've added commercial projects to our portfolio, and we're adding structural engineering to our services. The rebrand came at the perfect time, just as we were broadening our vision as a firm."

The early years of the firm, a pair of Newberry's first clients were Ray and Kara Childress, who were also in attendance at the launch event. In the past two decades, the firm has worked on multiple projects for the Childresses, with each new project reflecting the firm's evolving style and skill.

"When I first met the Childress family, the firm was still working out of my house," said Ken Newberry. "Since then, we've grown so much in both technical skills and artistic vision. Over the next year, our newest projects will showcase this even more so."

The firm's new logo combines soft colors with clean lines. It's simultaneously contemporary and classic, which is what gives Newberry international appeal. The firm's projects range from traditional to modern. Newberry has completed a variety of projects across the U.S. and abroad in a wide range of styles.

"Our clients come to us because of our portfolio—They see what we're capable of and the level of work we create," said Clint Johnson. "They stay and work with us again and again because of our level of professionalism and attention to detail. Our new brand reflects that."

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About Newberry Architecture

Newberry Architecture is a full-service architecture firm providing premier designs for clients in the U.S. and internationally. Established in Houston, Texas, in 1997, the firm's commitment to client satisfaction spurred its growth into large residential and commercial projects.

Newberry strives to attain the highest level of talent to cultivate a team that evolves professionally with each project and to create a culture that promotes technical and artistic excellence. Newberry Architecture leads each project with quality and expertise, approaching each undertaking as a partnership between the firm's team and the client. The end result is a collective project that reflects a greater vision.

Contact

Leasa Roy

leasar@newberryarchitecture.com

713-862-7992 ext. 113

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