

Peterson and Collins

Situation Peterson and Collins, Inc. has an outstanding reputation as a high-quality residential builder in the metropolitan Washington, D.C. market. The company has been in existence since 1977 and has a portfolio of award-winning work. Even though the company was well-regarded, it did not have a consistent marketing process and lacked a website. In addition to developing a compelling online presence, TDC was also asked to invigorate the Peterson and Collins brand identity to better reflect the company's standing in the marketplace.

Solution Even though the company's clientele was comprised mainly of affluent Washingtonians, architects generally have a primary business relationship with homeowners and advise them on builders in the region. As a result, the key marketing audience for Peterson and Collins was architecture firms.

After conducting interviews with architects, company principals and former clients, TDC developed a brief that distilled perceptions of the company and its positioning. We found that architects favored Peterson and Collins because the firm built its designs with uncompromising attention to detail.

This principle guided our branding direction for a presentation that was solid and modern, yet sophisticated. In other words, an identity was needed that framed the company as an architecturally-minded builder committed to the highest level of service and craftsmanship.

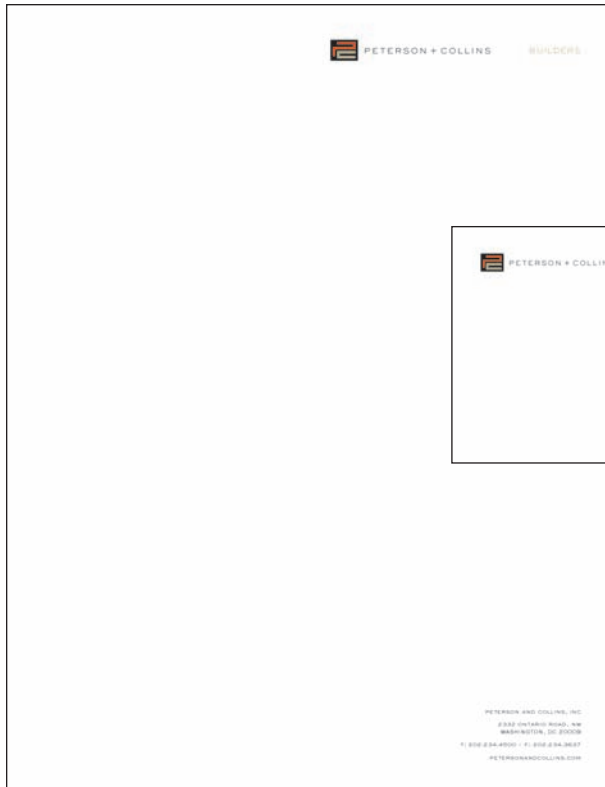
Result TDC developed a simple, elegant logo that conveyed perfect balance and proportion. This was incorporated into designs for stationery, a brochure and a website, all of which further supported the integrity and sophistication of the firm's work.

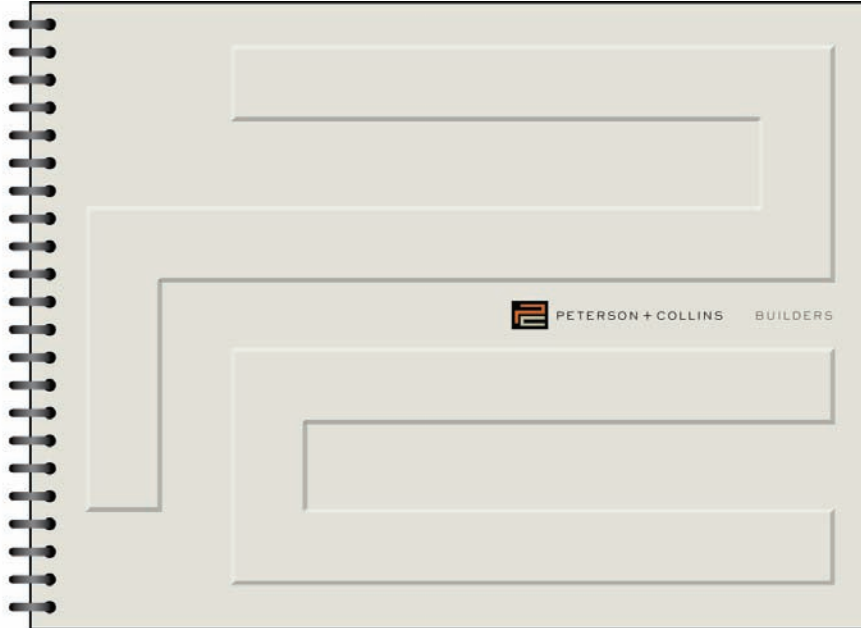
- o logo and logotype
- o stationery system
- o construction sign



PETERSON + COLLINS

BUILDERS





PRIVATE RESIDENCE

Adamstein & Demetriou Architects
Washington, DC

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