Introducing PHX Architecture

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At Peterson Architecture, it’s out with the old and in with the new.

A new year will bring new changes to the firm which has maintained a specific image since the company’s launch eight years ago. Logos, business objectives and the overall look and feel of Peterson Architecture will undergo a transformation, strengthening the firm’s identity within the architecture industry. Arizona Foothills had an exclusive interview with Principals Erik Peterson AIA and Nikal Conti about how the firm will phase in their rebranding campaign in the next few months.

For starters, Peterson Architecture will now be known as PHX Architecture™ (Phoenix Architecture Design & Planning™), representing the changes the company is making from the inside out. The firm believes that business objectives must evolve with the times and have embraced this by pushing the envelope with every new project that has come its way. PHX Architecture will broaden its objectives by accommodating to their residential client as well as growing a commercial client base. “We recognize the need to know who we are and what our goals are as a company,” Peterson says. “We’re doing something fresh to allow us the opportunity to present ourselves to a wider market.”

Along with welcoming new clientele, PHX Architecture is breathing life into the character and persona of the company. “We want to make the public aware of who works here in addition to me,” Peterson says. The company will put increased emphasis on the talented architects that work behind the scenes, including Principals Jeff Innes AIA and Scott Carson AIA LEED AP.

A new logo was the next step in the rebranding process at PHX Architecture. The company is structured, refined and entering its ninth year in the industry and wanted to represent this with its logo. Updated, clean and sophisticated was the goal while creating the logo as seen below. Three grayscale versions are to be used depending on the type of media or use.

In December, PHX Architecture launched its new branding campaign. The first peek was in the company’s holiday cards. The campaign will pick up speed through January and February with new business cards and social media initiatives among other ventures. “Our goal is to immediately launch into our existing social media realm featuring the fresh look. We’ve found social media a great way to communicate with site visitors who want to know what we’re all about,” Conti says. PHX Architecture will communicate with its followers about current and future projects as well as new developments within the company or industry.

Check out PHX Architecture’s latest advertisement in our January issue. Watch for the launch of PHX Architecture’s new look on Facebook, Twitter, and the new website www.phxarch.com.

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