

Peterson Architecture now PHX Architecture™

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EXTRA EXTRA!

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."

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.

