

# NEWS RELEASE

Contact: Gil Hanson  
E-mail: [ghanson@hansondesign.com](mailto:ghanson@hansondesign.com)

## **Hanson Associates Re-builds Brand for KCBA Architects**

PHILADELPHIA, August 2006- KCBA Architects hires Hanson Associates Inc., the Philadelphia-based marketing and brand design group, to modernize and upgrade the KCBA's position as a regional leader in design and architecture.

Formerly DWKCB Architects, KCBA contracted Hanson to develop a new brand name and contemporary image representing the firm's 33-year growth and expansion as regional leaders in architecture and design. Gil Hanson, principal founder of Hanson Associates, Inc. states, "Changing the firm's name to KCBA Architects has considerable credibility. It's a logical evolution – retaining the familiar partners' initials while shortening it and making it easier to say and remember. Our job was to compliment their reputation and company promise with a more relevant brand image and message."

With the development of the new brand look and logo, Hanson Associates combined KCBA's distinguished work ethic and community spirit with an updated image that would resonate with new target markets while retaining KCBA's familiar heritage that many local schools, churches and businesses have come to know and respect.

"The name has changed, but the philosophy remains the same. We are proud of our reputation as a leading architectural firm and have adapted a business style that is both flexible and creative. This will insure that KCBA will continue to deliver successful architectural solutions that bring your vision to life." - KCBA Architects

Hanson Associates specializes in developing brand identity and marketing solutions for a wide range of global marketers, including American Express, Campbell's, ARAMARK, JPMorganChase, Pernod-Ricard, Sara Lee, USAA and Sodexo. The firm's areas of expertise are brand development, marketing communications, packaging and retail design.

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