



PRESS RELEASE

PWCampbell Announces New Corporate Brand, Logo, Website, and Marketing Strategy

Open Door and “Best in Class” Themes Central in 2022 Company Refresh

Pittsburgh, Pennsylvania, November 11, 2022 - PWCampbell recently “opened the door” to a new corporate identity and comprehensive website, unveiling this plan at an internal company-wide meeting. The new approach not only summarizes the company’s updated positioning strategy, but it is also reflective of the company’s strong market differentiator in offering a wide array of capabilities to the financial services industry, all under one roof.

“We have refined our capabilities significantly in recent years, striving for

“Best in Class” service in Design-Build, Branded Environments, and Technology Solutions. This new direction represents the natural evolution of this transformation,” said

Jim Caliendo, President & CEO. “The refresh allows us to highlight our true strengths and better showcase our projects. We are also able to clearly target the core of our business, supporting banks and credit unions across the nation, meeting their facilities management and branch network support needs.”

Another contributing factor, PWCampbell’s fourth generation is intricately involved as owners in all aspects of the business.

The Open Door



PWCampbell’s new logo icon represents the symbol for a new door used in architecture and construction.

This design better reflects their ongoing commitment to accessibility, new ideas, and personal service. Find out more here:

<https://www.pwcampbell.com/about/the-open-door/>

BEST IN CLASS

PWCampbell outshines their competition in every way, with all capabilities available under one roof. The PWCampbell team works hard to remain “Best in Class,” approaching client projects with an unrivaled understanding of the financial services industry.

More here: <https://www.pwcampbell.com/about/best-in-class>

(MORE)

“We thought the time was right for a new look and feel. We think that our new “open door” mark is not only indicative of our roots in architecture and construction, but it is also reflective of the many doors we have opened and the many lessons we have learned since our inception in 1910,” said Principal Erin Campbell.

“Like many other brands, we have clearly evolved as a company”

*Erin Campbell
PWCampbell Principal*



This introduction also completes the process of establishing the company’s newest divisions: *NEXTGEN*, targeting commercial construction in Western Pennsylvania, and *Phillip Wentzel Custom Homes*, building high-end residential homes in the Pittsburgh market. These divisions were formally announced last year. With the launch of the new PWCampbell brand and website, each sector now has their own identity, website, and related resources.

Divisions of Distinction



<https://choosenextgen.com/>



<https://www.phillipwentzel.com/>

The firm is slowly making this landmark branding transition, changing out signage, stationary, social sites, administrative documents, and all supportive materials over the coming months. The marketing department is also initiating an outreach program targeting new and existing clients, the subcontractor community, and bank and credit union state associations, to keep everyone informed.

PWCampbell has evolved into a full-service firm for the financial industry, offering design-build, branch experience, and consulting services, with expertise in architecture, interior design, preconstruction, construction, branded environments, and technology solutions. Their Best in Class service and relationship with their clients are the cornerstones of the business. Their website is www.pwcampbell.com.