

channel communications, llc

news release

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For Immediate Release

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The Channel team is tapped by Peterson and Collins, Inc. for branding assignment.

Agency to create new brand identity and web site for top Washington builder.

WASHINGTON, DC/BALTIMORE, MD, November 20, 2006 — The Channel team, a branding and integrated marketing communications company, has been hired by Peterson and Collins, Inc. to re-energize its brand with a new logo, identity materials and web site.

Peterson and Collins, Inc. is a Washington, DC-based builder specializing in architecturally designed residential projects. Over the last 30 years, the firm has earned local and national recognition, including being voted one of the top 28 builders by Washingtonian Magazine in 2006 and one of the top 500 remodelers in the United States by Qualified Remodeler Magazine for the last seven years.

The contract, which begins immediately, will include the development of a new brand identity, which will be incorporated into everything from letterhead to brochures and signage. Channel will also create a new web site for the firm. According to Peterson and Collins' president, George Collins, "The Channel team's work reflects the design sensibility required to communicate our professional approach and superior craftsmanship."

With offices in Washington, DC and Baltimore, MD, the Channel team provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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