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## **PROCON has new logo and branding initiative**

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According to the management of PROCON, the firm has come up with a new logo and branding initiative. The logo reflects PROCON's unique approach to the design build process, as well as, a strong commitment to the firm's customer base, which extends throughout New England and the Tri-State Area.

The new logo, which will be included on all new marketing material, signage and advertising, represents PROCON's unique process and single-source philosophy. In an industry wary of change, PROCON'S team embraces innovation and constantly seeks to improve with the goal of creating systems and processes that minimize client risk, foster collaboration and partnership, and ultimately deliver projects that fully realize the client's vision.

"We are excited about our new branding initiative and our new logo," said John Samenfeld, president of PROCON. "PROCON's integration of our architectural design and construction management services and our desire to build and maintain strong customer relationships are the basis for our success. We are thankful for the trust our clients have placed in us and we are committed to working hard to retain their valued partnership."

PROCON is an architectural design and construction management firm specializing in commercial, hospitality, institutional, industrial and multi-family residential projects. Founded in 1935, PROCON has evolved to become one of the true design-build firms in the Northeast and is highly-regarded for its single-source philosophy and commitment to client success.

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