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## **Timberline Const. unveils new brand, website, vision for the future**

September 21, 2018 - Construction Design & Engineering

Canton, MA Timberline Construction has unveiled a bold new brand image and website, setting the stage for projected and dramatic growth.

“Timberline Construction distinguishes itself for having the best professionals in the business, exceptional expertise and a laser focus on the client,” said Steven Kelly, Timberline’s president since 2002. “We made a strategic decision to elevate the firm to an even higher level, and that required us to re-craft our brand image, completely re-imagine our online presence and reaffirm our commitment to the companies we serve.”

Our colorful new logo is multi-faceted and each shape intersects and comes together collaboratively, representative of the collaboration required within the AEC industry. The new logo is refined and imaginative, married to a bold new position statement:

Exceptional. No exceptions.

“We are thrilled with our new image,” said Kelly. “It is uncompromising. It tells our current and prospective clients that we are dynamic team who goes above and beyond and committed to providing exceptional results.”

Timberline is proud of the companies and partners it serves from science and technology to industry-leading corporations, developers and academic institutions.

“Our brand new website communicates our mission and purpose, introduces our team, many of whom are among the top construction executives and professionals in the greater Boston area, and showcases our work,” said Kelly. “We intend for it to be a great place to demonstrate our appreciation for current clients while offering potential clients an introduction to Timberline.”

Timberline has also embarked on an aggressive growth strategy leveraging its highly experienced team to continue its ascent as a best-in-class team within the region.

“I’ve never been so proud of our team as I am today. We are building one of the best companies in the Greater Boston area. It starts with having the best people and providing them with a culture

where they thrive, develop, and achieve both professional and personal goals. In doing so, we have a team of like minded individuals who strive to exceed our clients' expectations and deliver an exceptional client service," said Kelly.

Exceptional. No exceptions. This is more than a clever statement, but the true expression of the commitment and purpose of Timberline Construction.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540