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## **QA+M Architecture honored at SMPS CT Marketing Awards**

June 21, 2019 - Connecticut

QA+M Architecture's marketing team Cynthia Colón (left) and Beth Taylor accepted the award.

Farmington, CT According to QA+M Architecture, its corporate rebranding took home first place honors in the Society for Marketing Professional Services (SMPS) Connecticut Chapter's Marketing Communications Awards in the best Corporate Identity category. Awards were handed out at the Awards Gala held at the Farmington Gardens on May 29th.

The SMPS Marketing Communications Awards program is one of the longest-standing, most prestigious awards competitions that recognizes excellence in marketing communications by professional services firms in the architecture, engineering, and construction (A/E/C) design and building industry. The bi-annual celebration recognizes the industry's best and brightest marketers and highlights innovative campaigns for awards across several categories.

Winning entries were judged relative to the project's marketing objectives, content, measurable results and overall budget.

"Our new corporate identity represents what today's QA+M Architecture looks like – a modern, evolving, energetic and forward-thinking architecture firm," said Beth Taylor, QA+M's director of marketing. "It was an exciting process to overhaul our entire brand identity—from our office headquarters to our website, marketing collateral, signage, and beyond."

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