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East Brown Cow launches new website featuring updated brand

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Tim Soley

Portland, ME East Brown Cow, a real estate investment, development and management company, has launched its new website.

The site showcases a refreshed brand identity and an enhanced and searchable portfolio of properties in addition to highlighting the East Brown Cow team and recent company news.

Previously known as East Brown Cow Management, the updated East Brown Cow brand identity includes a new logo inspired by the original logo design, which was established with the company in 1989. The new name reflects an expansion in scope beyond property management to also include investment and real estate development.

Founded by Tim Soley as a first-generation family business, the company's portfolio now includes over 20 assets in Maine's greater Portland urban area, including over 1.2 million s/f of mixed-use office, retail, hospitality space and structured parking.

"As East Brown Cow continues to evolve and grow, we sought to reflect our own development through a new website and enhanced brand identity," said Soley. "We're excited to provide a new way to share our story, promote our mission, and connect with our community."

A modern brand and website serve as tools for the company as they execute their substantial vision - to create meaningful connections to the surrounding urban fabric through high-quality design and a carefully curated use of all assets while providing first-class management services to a growing list of commercial tenants. Actively acquiring and redeveloping several high-profile properties in Portland's fast-changing downtown, East Brown Cow is grounded in a longstanding commitment to environmental stewardship, excellence in urban design, preservation and activation of open space and the exploration of new technology.

Their dedication to this approach is highlighted throughout the site. East Brown Cow encourages visitors to explore the site, which has been built out with a wide variety of property information, company news, and useful links.

Current tenants may utilize the Service Request form to contact the company's property management team. Those seeking more information may submit an inquiry via the Contact Us page, utilize the Contact Leasing Agent buttons throughout the site, or simply explore the history, photography, and specifications of each property within the East Brown Cow portfolio.

The refreshed brand identity will be updated across company assets in the coming weeks.

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