

PLATT

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WNC Architectural Firm Looks To Future With New Collective Brand Identity

Brevard, NC: Al Platt and Parker Platt, principals of a leading architectural firm in western North Carolina, have announced the launch of a new collective identity for their company. The new brand, PLATT, serves as an umbrella name for the multiple divisions of the full-service firm, which includes custom architecture, construction, and interior design.

In addition to the brand, PLATT has launched a new company website at www.platt.us, profiling the philosophy, experience, scope of services, and range of projects created by the professionals who make up the PLATT team.

A year and a half in the making, the new PLATT brand offers a strong, consistent, overarching identity that captures the firm's unique ability to provide clients with a wide range of professional services, all under one roof. By bringing together the services they provide through one unified name, PLATT believes it has created a durable brand that will serve the firm well as it continues to grow.

"Our firm has built its reputation on strong connections with people and places," said Al Platt, who founded the company in 1982. "It is our intent that the new brand engage with people on as many levels as possible."

For Parker Platt, the new identity needed to signify and encompass how the firm could address and create the best living and working spaces for families, individuals, and organizations, especially in unique settings.

"We really listen to our clients," said Parker. "It's our goal to be accessible, responsive to our client's needs, and to provide a range of interconnected services, if they are needed, all from one place. We are about relationships. We aim to build better lives and communities together with the people and places that we value."

“We’ve evolved over the last 40 years and so has our brand,” added Curtis M. Greenwood, Business Director at PLATT. “While our name has changed, our client-focused, core values remain the same.”

For high-resolution images, please click [here](#).

About PLATT

PLATT is a full-service Architecture, Construction, and Interior Design firm based in Brevard, North Carolina, serving clients throughout the Southern Appalachian Highlands and beyond. Established in 1982, the company is led by partners Alfred F. Platt Jr., AIA and Parker Platt, AIA, and supported by a team of 30+ professionals. Specializing in custom homes and unique commercial structures, PLATT has successfully completed over 500 projects across The United States. To learn more, visit: www.platt.us or find us on Instagram at [@platt.us](https://www.instagram.com/platt.us).

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