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Spector Group reveals refreshed brand identity

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NEW YORK, NY Spector Group, a leading global architecture, interiors and master planning firm, has revealed the company's refreshed brand identity, including a logo refresh and newly launched website. The new identity, conceived of by leading digital agency Big Drop, is a modern riff on the company's well-known aesthetic, commemorating over 50 years of business for the firm.

Founded by the late Michael Harris Spector FAIA, one of the industry's most respected figures, Spector Group is known for their design excellence for architectural projects spanning exterior architecture, master planning and interior design. To date, the firm has received more than 100 awards from the American Institute of Architects and has completed over 2,000 projects around the world. Headquartered in New York City and Long Island, Spector Group is led by Scott and Marc Spector, sons of the late founding principal Michael Harris Spector.

"Following the firm's 50th anniversary, we sought to refresh our brand identity – creating something that simultaneously celebrates the past but looks forward to the future. As a firm that specializes in design, we wanted our own brand to reflect the modern designs we produce for our clients," said Scott Spector, principal of Spector Group. "Our new brand identity successfully captures the very essence of Spector Group," said Scott Spector, principal of Spector Group. "We were looking to create something that venerates the company's past, while, at the same time, ushering us into the future," said Marc Spector, principal of Spector Group.

Specializing in innovative design solutions, Spector Group continues to shape the way people live, work and experience the built environment.

Visit Spector's website at: www.spectorgroup.com.

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