

THE REBRAND



PLASTER & DRYWALL





A FACELIFT THAT STILL FEELS FAMILIAR

We are proud to announce our new brand identity! In the same way we continue to refine our craft for our customers, we wanted to make sure our brand aligned with the same quality work we provide. Flip through to get a deeper look into why we did what we did!

KEY REASONS LEADING US HERE:

ALIGNMENT.

We want to be a company that portrays our quality services in everything we do. For as long as we've loved our old brand, we felt that a facelift was necessary in order to keep screaming quality across the board.

CONSISTENCY.

Our logo has taken a couple different variations over the years, with little guidance or direction. Our hope is that with this new look, our brand will remain constant and recognizable to you.

ACCESSIBILITY.

As we have grown, we have desired to stay relevant, being able to reach our customers in however they need us. By rebranding and creating a new website, we are able to be more easily accessible.

BEFORE



AFTER



**PLASTER
& DRYWALL**

BUILT R&R TOUGH



PLASTER



**PLASTER
& DRYWALL**



DRYWALL



**PLASTER
& DRYWALL**

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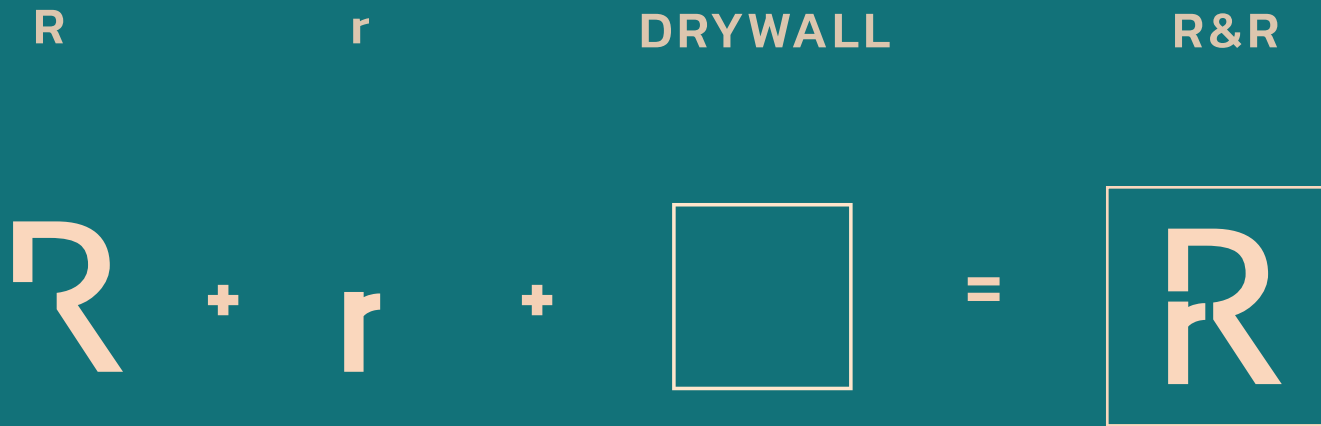
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THE STRATEGY



R&R embodies bringing pieces together to make something new and amazing. Their end product is the result of expertise, craftsmanship, and creativity that make their spaces feel one of a kind. The capital "R" and lowercase "r" come together inside a building block that contains them, in the same way that building blocks are at the cornerstone of R&R and what they do.

THE HEART



Our heart is still the same—creating amazing, one-of-a-kind plaster and drywall spaces for our customers. Our craftsmanship and quality is central to what we do, and solving new and interesting problems keeps us coming back for more. Thank you for letting us serve you for generations, we hope you keep coming back for more.

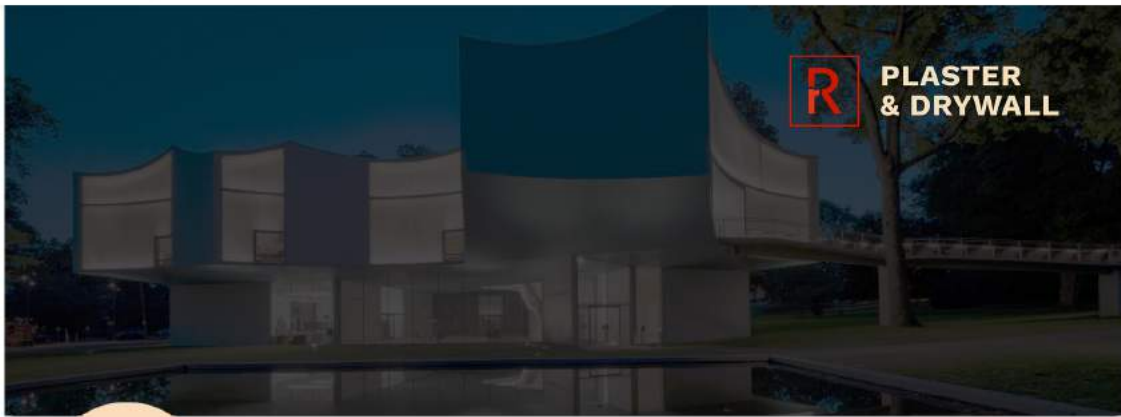
THE COLOR



Keeping with our traditional black and red, our new colors have a modern spin on the traditional R&R you know and love. By softening up the black, adding in an off-white, and including a muted blue, our new palette allows for versatility while still making you feel right at home.




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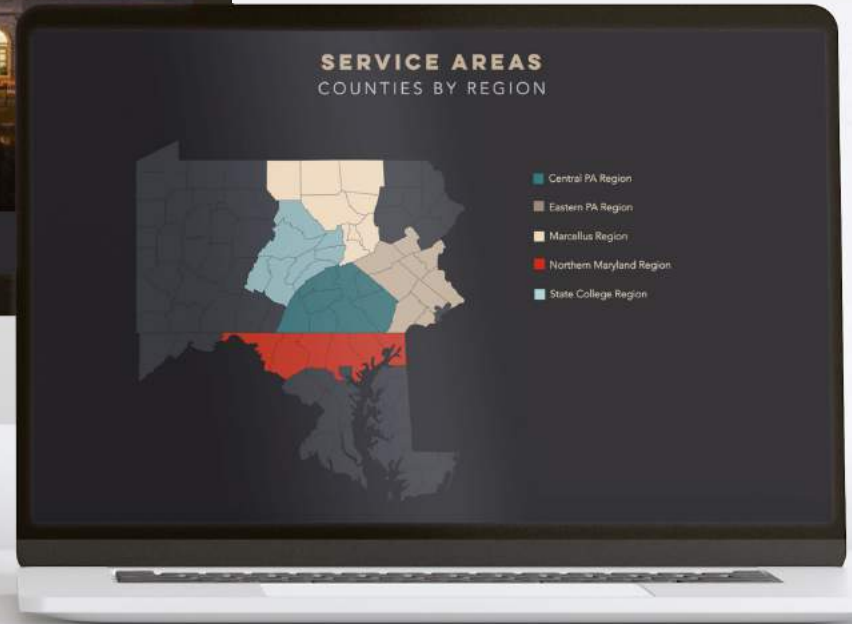
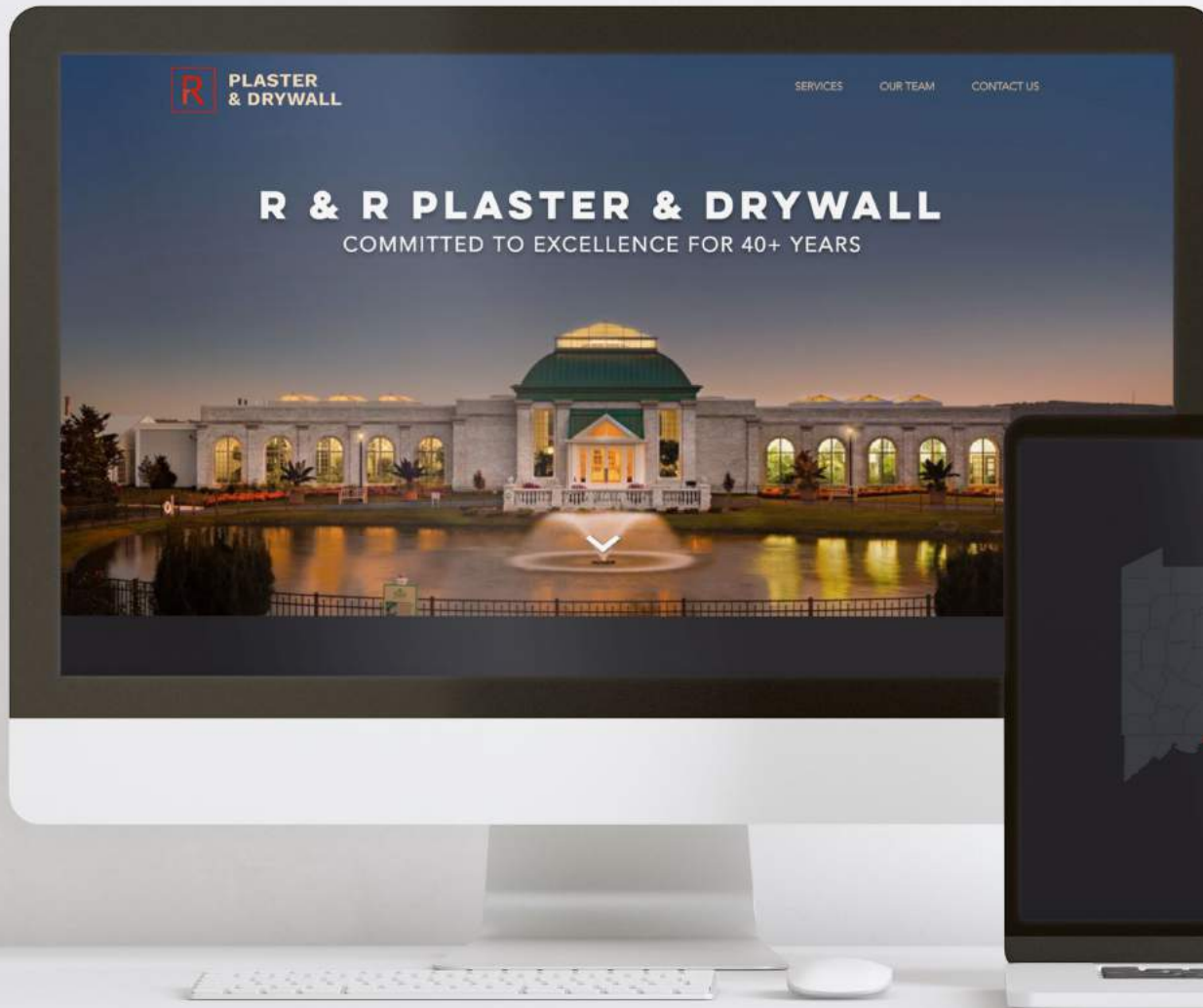
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BUILDING A FUTURE TOGETHER

We are so excited for the next steps as R&R. We deeply appreciate your support and business over the years, and know that the future will be bright as we journey forward. Although a fresh face, our friendly service and top-knotch work should remain a constant. We look forward to building the future together.

If you have any questions about our new rebrand, feel free to reach out to:

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