

MARTINEZ+JOHNSON
ARCHITECTURE

BRANDING
WEB DESIGN
STATIONERY
MOVING ANNOUNCEMENTS

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ARCHITECTURE



AN ARCHITECTURAL FIRM THAT
SPECIALIZES IN PERFORMING
VENUES WORKS WITH UNISON
TO FIND THE JUNCTURE OF
LIMITLESS CREATIVITY AND
ELABORATE DETAIL.

CHALLENGE

Martinez & Johnson Architecture (MJA) approached Unison needing a new site that properly captured their unique position in the marketplace. The leader in architectural design for performing arts venues, MJA needed a site that was aesthetically consistent with their design philosophy while still commercially powerful enough to make the firm enticing to prospective clients.

SOLUTION

Unison's team of designers were up to the task of matching MJA's design philosophy online. The new site reflects MJA's expertise and impressive record with creating new venues as well as meticulously restoring older buildings, maintaining their historicity while making them technically modern. Strategic copywriting by Unison's team made MJA's message more focused and compelling, but it is really the vivid imagery of previous MJA projects that speaks for itself.



Unison found the optimal balance between creating a new message for MJA and standing back and allowing the beauty and elegance of MJA's venues to emerge naturally.

RESULT

Unison developed a new consistent brand identity for MJA, one that is centered around the elegance of MJA's work and the technical and creative expertise of their organization. Unison paid homage to the stylistic precision of MJA's talented team with the sophisticated aesthetic of our own online creation.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

CONTACT

1010 Wisconsin Ave., NW
Suite 400
Washington, DC 20007

Patrice Samara
Executive Director of Strategic Communications

P. 202.337.7887
E. patrice@unisonagency.com