BRAND Experience

SUPPORTING AN ESTABLISHED ARCHITECT STRIKING OUT ON HIS OWN

CLIENT: Roland Architecture (TMG client from 2021 - Present)

OPPORTUNITY: While the architect personally possessed a well-established reputation, his newlyfounded firm did not. TMG was tasked with helping the fledgling firm establish a brand identity.

RESULT: Outstanding. TMG put a professional face to the business, creating collateral and a website reflective of the client's expertise.

SCOPE OF WORK:

- Website development and execution
- Brochure creation
- Headshot photography



John Roland Abisch Founder & Principal

John Roland Abisch is a licensed architect in NY, VA, NC and SC with own 15 years in the industry. Designing over 3,000 units throughout the country. John has extensive experience in mixed-use and multi-family projects, ranging from 3-stary wood framed apartment buildings to concrete and steel high-rise construction.

Prior to starting Roland Architecture, John was a principal at 858 Design in Charlotte and held project architect roles at Milchell Architecture in Rochester, NY and Axiom Architecture in Charlotte, NC. John graduated from the State University at Buffalo with a Bachelor of Architecture in 2009.

John and his canine co-worker Kevin, who serves as "Chief Fun Officer & Sleep Squad Leader", focus on fostering a positive environment with developers, general contractors, and design teams to make the design process simple, efficient and enjoyable for everyone involved.











