

**FOR IMMEDIATE RELEASE**

## **NORR Offices Around the Globe Adopt New Brand Identity**

**TORONTO, 2 March, 2009** - All members of the world wide NORR organization are adopting a new logo.



A leader in architecture, engineering and planning, NORR is the flagship brand of the Ingenium Group of companies. NORR has a 70+ year history of providing clients with the strengths of a global, multi-disciplinary company: capacity, knowledge, skills, experience and innovation. NORR has offices in Toronto, Kingston, Ottawa, Calgary, Vancouver, Detroit, Denver, Tampa, Dubai, Abu Dhabi, Moscow and New Delhi.

Clear, bold and instantly recognizable, the new logo's simplicity and precision suggest the clarity and integrity of the NORR service offering. With its graceful combination of straight and curved elements, the font style balances energy, dynamism and stability.

"The new NORR brand identity is rooted in the firm's historical graphic style, reflecting its proud heritage," said Victor Smith, CEO, Ingenium Group. "The contemporary design is more open and expansive, reflecting the NORR's global reach and the new tagline makes a clear statement about the business we are in and expresses our multidisciplinary strengths."

The combination of words 'Architects Engineers Planners' will vary among the NORR offices depending on their licensed staff complement in each province or state.

Under the NORR brand, clients around the world benefit from superior communication systems; a unified and sophisticated set of protocols, procedures and standards and consistent standards of practice in place throughout the entire, globally diverse, organization.

NORR's collaborative approach maximizes client's investments, spurs innovation and enhances budget, schedule and performance certainty.

"This integrated approach also creates excellent learning and experience building opportunities for NORR staff, wherever they may be located," said Smith. "As a people-focused organization, NORR encourages and celebrates innovation and upholds a strong client service ethic."

NORR's design, technical and management expertise establish a solid foundation on which the organization will continue its national and international growth and diversification.

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“The new NORR brand identity signals that we are building on our great legacy,” stated Smith. “We are moving forward into an exciting future as a global service provider, with an extensive array of services for clients in the commercial, transportation, institutional and lifestyle (resort, retail, residential, sports and entertainment) arenas.”

**NORR**

A member of the Ingenium Group of companies, NORR offers full-service architecture, engineering, planning and interior design, providing truly integrated solutions for a wide range of commercial, institutional, retail, residential and hospitality clients. The NORR brand provides a well-honed balance of design, technology and management skills.

**Ingenium Group Inc.**

Delivering global building solutions, the Ingenium Group of companies offers an extensive range of architectural, engineering, land use and development planning, interior design, project management, and design-build services through offices in Canada, the United States, the Middle East, Eastern Europe and Asia. The Ingenium Group member company brands include NORR, Giffels and CION. For more information: [www.theingeniumgroup.com](http://www.theingeniumgroup.com).

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