

**FOR:** Giffels Webster

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**Giffels Webster Launches New Logo, Shortens Name to Reflect Broader Collection of Services**

**DETROIT**, Oct. 31, 2012 – Giffels Webster today announced the launch of a new logo and shortened name to reflect its broader collection of services.

The firm unveiled an updated logo and dropped the word “Engineers” from its company name. The word “engineers” was eliminated to better showcase the firm’s numerous areas of expertise. Previously known as Giffels-Webster Engineers, the firm will now be called Giffels Webster.

“For more than 60 years, Giffels Webster has been known in Michigan as a civil engineering firm, but we’ve expanded beyond our traditional services to provide expertise in much more for our public, private and institutional client base,” said Scott Clein, LEED AP, president and partner at Giffels Webster. “We are a diverse team with many skills, and our shortened name more accurately reflects the breadth of services we offer.”

The new logo, which includes contemporary and clean lettering and a bright green symbol, can be viewed at [giffelswebster.com](http://giffelswebster.com).

“Instead of hanging onto the past, we chose to reflect how we have evolved with a fresh and modern take on who we are,” Clein added.

**About Giffels Webster**

Giffels Webster is a collection of people — civil engineers, landscape architects, planners, surveyors and environmental specialists — who choose every day to make communities better. The Michigan-based firm serves public, private, and institutional clients throughout the United States with their infrastructure needs.

Since its inception in 1950, Giffels Webster has evolved to offer a broad scope of services centered on helping clients achieve their project or programming goals, including civil engineering, municipal consulting, planning, land development consulting, landscape architecture, and environmental consulting. [www.giffelswebster.com](http://www.giffelswebster.com).

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