



# The Towbes Group

Investment | Development | Construction | Property Management

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## THE TOWBES GROUP HAS A NEW LOOK

**SANTA BARBARA, CA**— On March 17, The Towbes Group will display a fresh new look, and highlight the core purpose: We Build Community.

A new logo will be added to the buildings, fleet of vehicles, uniforms, in addition to the website and social media sites. The corporate website will be taken over by just the logo for a month as the company rallies behind the great new look and shares it with the world. The new logo prominently displays TG and Towbes Group, and drops the abbreviated word Inc. There is a subtle symbol of reference to the four primary areas of business focus: investment, development, construction and property management.

“The new logo and core purpose touch on the foundations of the company in a great new way. Even with changes such as these, the company structure remains the same between me, Craig Zimmerman, and our executive team. The team we have in place is doing a great job. I appreciate all the great new ideas like this that are carrying the company into a fresh future,” said Michael Towbes, President.

“This is a great way to reflect the devotion to innovation at The Towbes Group. We are always looking to make things better. The new logo is a very simple way of reflecting everything we do in one image. We think it’s really going to excel in the digital space where it can be animated and highlight our core teams even further,” says Craig Zimmerman.”

The Towbes Group, Inc., headquartered in Santa Barbara, is a real estate investment, development and property management company with more than 60 years of experience in the Tri-County area. TGI has developed more than 6,000 residential units and 1.8 million square feet of commercial properties, primarily in Santa Barbara, Ventura and San Luis Obispo counties. The company currently manages more than 1.8 million square feet of commercial office, industrial and retail space, and approximately 2,500 residential units.

The Towbes group meets the community’s residential, commercial and industrial rental needs—work that will continue. Towbes Group tenants can expect the same quality and detail-focused leasing experience, the same comfortable and functional living at a Towbes owned and managed residential property, and the same attention to detail in design and construction on every future project The Towbes Group completes.

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