



Loudermilk Homes Introduces Modern New Logo

New logo for leading custom luxury home design and construction firm reflects evolving modern client design preferences as business expands and matures.

ATLANTA – MARCH 29, 2022 – Leading custom luxury home design and build firm [Loudermilk Homes](#) is excited to introduce a new modern logo as part of a strategic rebranding campaign that better reflects client design aesthetics and its maturity and growth as a business.

The new logo was developed over several months and features bold text, clean lines and a modern look that showcases the company’s versatility in designing and building custom luxury homes across many styles from contemporary to traditional. The linear and rectangular shape of the logo was inspired by the tiles often used in gourmet chef’s kitchens and spa-inspired bathrooms as well as window panes, flooring, millwork, trim and other custom finishes that Loudermilk Homes often designs and builds in each home.

Since Sherwin and Roane Loudermilk founded the company in 2009, Loudermilk Homes has designed and built numerous custom luxury homes in metro Atlanta and beyond for clients such as executives, professional athletes, artists, entrepreneurs and other high net worth individuals. Popular styles include ultra modern, European modern, transitional, traditional, farmhouse and other custom designs that draw from blended architectural styles.

“Our new logo is sophisticated and memorable — just like each home we design and build using top-of-the-line materials and quality custom craftsmanship,” said Sherwin Loudermilk, Founder & CEO of Loudermilk Homes. “We are excited to introduce this new logo and branding as we lean into a new decade of growth.”

Loudermilk Homes started with a modest vision of building a handful of homes per year. The family-owned company has since become one of the most respected award-winning custom luxury design + build firms in the Southeast, with several dozen projects underway at any given time.

In recent years, Loudermilk Homes has expanded its business and achieved strategic growth goals including:

- Developing and constructing homes in new communities in Cashiers/Highlands, North Carolina, including [Saratay Falls](#), Cedar Hill, Pilots Knob and Bear Mor

- Being chosen as the exclusive builder for [The Homestead at Milton](#), an ultra luxury community with just 30 estate-sized lots and homes designed by renowned architectural firm Stephen Fuller, Inc.
- Creating in-house teams for architecture design and custom luxury pools
- Supporting the launch of an interior design sister company, Loudermilk Designs
- Winning numerous OBIE Awards from the Greater Atlanta Home Builders Association

Loudermilk Homes is not affiliated with and has no business ties to Loudermilk Companies, a commercial real estate investment and operating company owned and run by a different family with the same surname.

ABOUT LOUDERMILK HOMES

Loudermilk Homes was founded in 2009 by former IBM executive Sherwin Loudermilk. The award-winning luxury homebuilder follows a proprietary 9-Step “Process to Perfection” that ensures quality custom craftsmanship and complete transparency on every project. Each home has top-of-the-line smart home technology that can be integrated with Amazon Alexa, and the Loudermilk Connect app allows homebuyers to see real-time video feeds, approve change orders, and monitor budgets and schedules from any device 24/7. Loudermilk Homes has been honored to win numerous awards from the Greater Atlanta Home Builders Association, Modern Luxury Interiors, City Lifestyle, Houzz and other influential publications. Learn more at www.LoudermilkHomes.com or call 770-485-2600.

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