

Brand Presentation

by Smart Marketing Advertising Agency

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Brand Introduction

Authentic

Sporty

Motivational

Bold

Innovative

BSB Construction is a disciplined, team-driven general contractor delivering strategic leadership, clear communication, and relentless execution. Built on accountability and integrity, they approach every project with a competitive mindset and a commitment to getting it done right.

Creative Direction



Deep blues and greens paired with yellow accents balance trust, credibility, and forward momentum.



Modern patterns and contemporary typography create a confident, energetic, and approachable look.



Subtle movement and contrast reinforce growth without feeling overly corporate.



Imagery highlights naturally lit, welcoming spaces in use, reflecting progress and success.





Logo Design

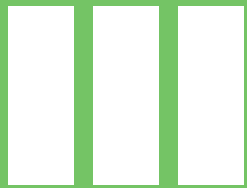
Primary Logo

This logo design is built on meaning, not decoration. It reflects discipline, structure, and forward focus. A mark that feels strong, intentional, and performance-driven.




Golf ball dimples for
background as college
athletes




3 pillars representing
each founding
principle

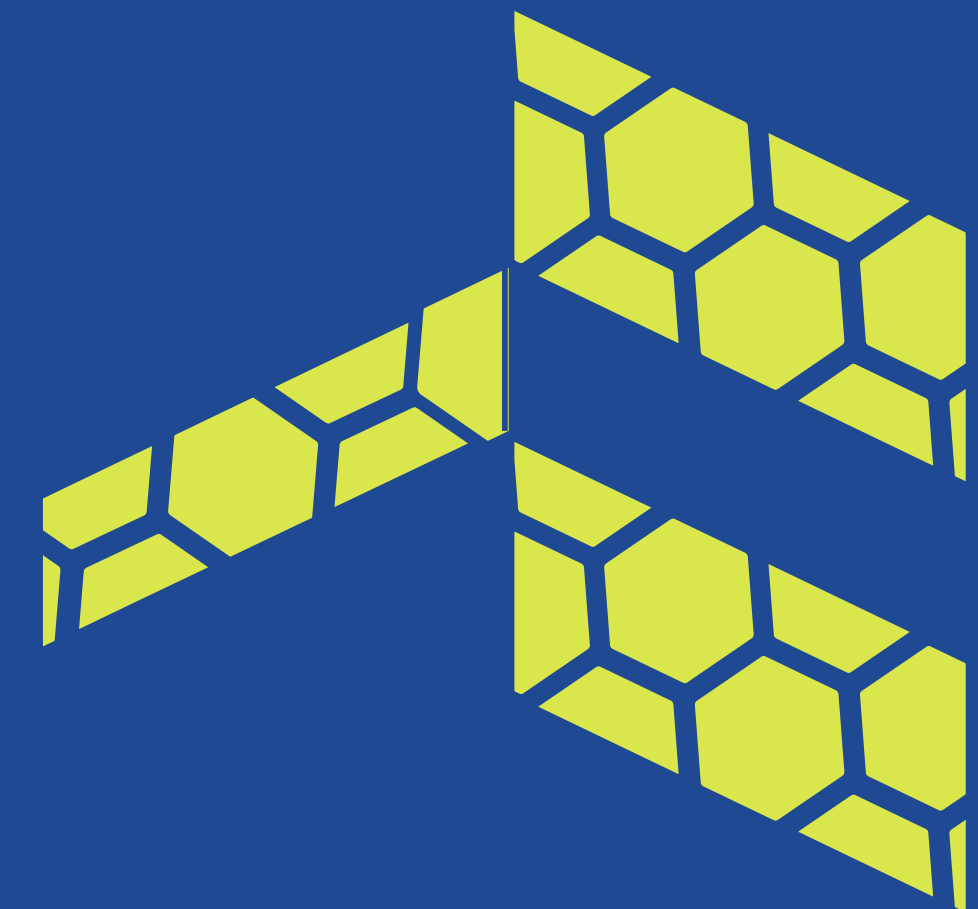



Cornerstone & arrow
symbolize growth and
strength



Secondary Logo

The secondary logos, or logomarks, can be used in place of the primary logo for smaller collateral items, or as a shorthand logo identifier.



Logomarks & Stickers

Additional branding elements like these can be used on social media, print collateral, event signage, etc.



Color Palette

This palette balances trust and strength with energy and clarity. The deep blues ground the brand in professionalism and stability, while the lime and greens inject momentum and freshness.

**Cobalt**

#1F4992

Steel

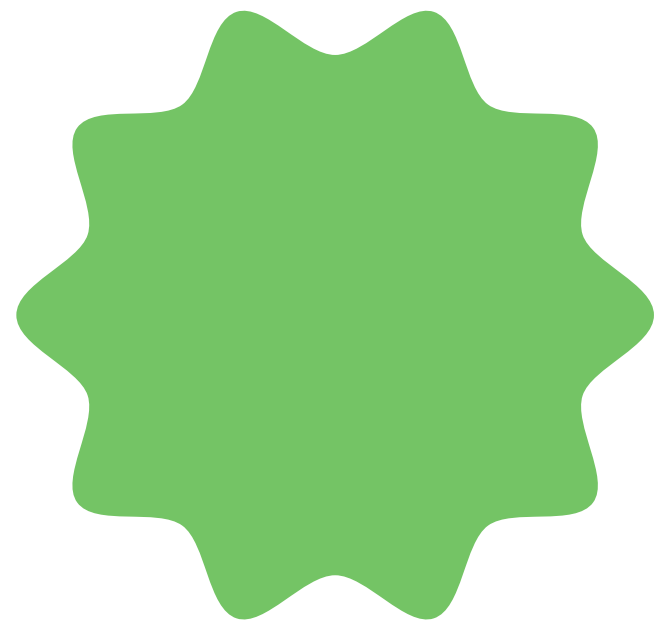
#001F3F

Momentum

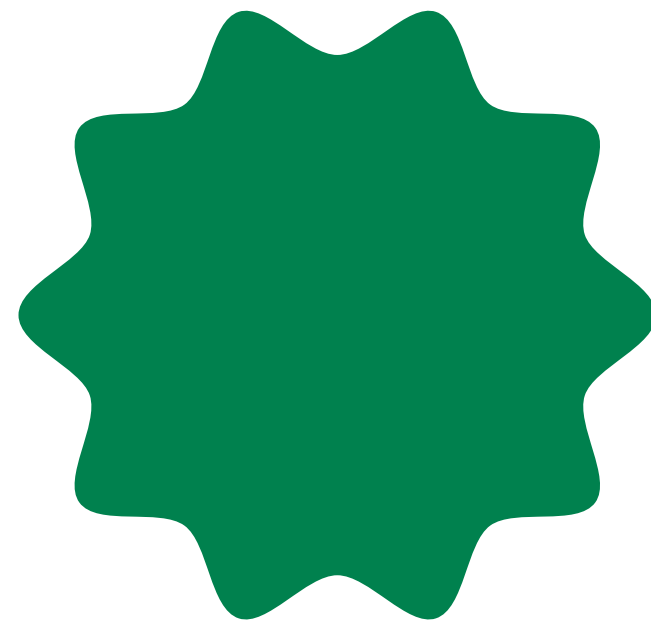
#D9E74C

Slate

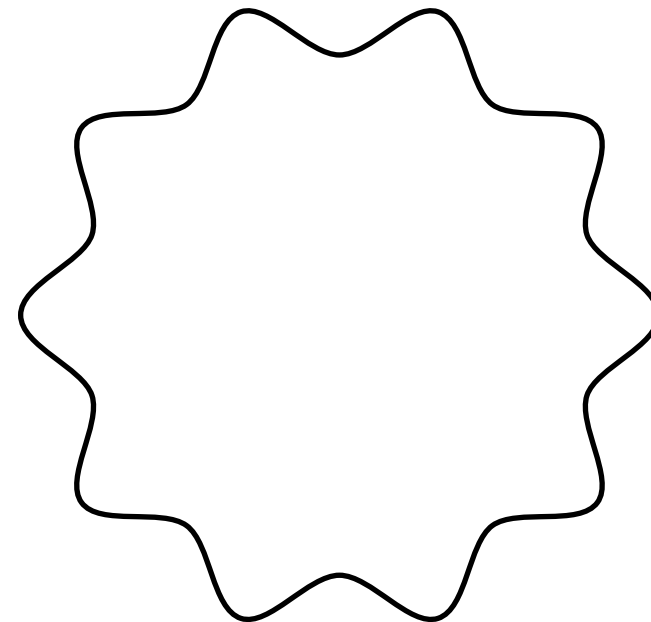
#475159

**Groundwork**

#74C465

**Timber**

#00814E

**Scaffold**

#FFFFFF

Brand Typography

Field Gothic Demi Wide

Typograpy

Aabcd

Geometric

Clean

Professional

Light

Regular

Bold

Typograpy

Polymath Regular

Aa b c d

Versatile

Dependable

Timeless

Light

Semibold

Black

Brand Application

Built for What's **Ahead**



Driven by precision, discipline,
and results.

Quality-Driven General Contracting



Brand Presentation

Brand Application

BSB Construction



A decorative pattern of hexagons in the top right corner. One hexagon is solid dark blue, while the others are white with dark blue outlines. They are arranged in a staggered grid.

Let's Talk!