

BRAND GUIDELINES

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BRAND STRATEGY

01

Customer Insight

Version 01

The Core Truth

Connecticut homeowners have been burned by contractors before. They have experienced the missed phone calls, the crews that never showed up, the projects that dragged on for months past the deadline, and the work that had to be redone by someone else. They are not looking for promises. They are looking for proof.

What They Say

- "I just want someone who shows up when they say they will."
- "Every contractor we have talked to says they are different. None of them have been."
- "I am not looking for the cheapest. I am looking for someone who will actually finish the job."
- "We put off this project for three years because we dreaded dealing with contractors."

What They Feel

- Anxiety about starting a remodel because past experiences were stressful
- Frustration with contractors who do not return calls or provide updates
- Distrust of sales pitches and 'too good to be true' estimates
- Desire for a professional relationship, not a transactional one
- Relief when they find someone who treats their home with respect

The Insight

Homeowners are not buying a remodel. They are buying the absence of stress. They want to hand off the project to someone competent and get their life back. The renovation itself is secondary to the experience of working with someone reliable.

What They Need

Stated Need	Underlying Need
"A new kitchen"	Control over their daily life during construction
"A finished basement"	Confidence that the investment will be done right
"Updated bathrooms"	Peace of mind that someone competent is in charge
"Better flooring"	Trust that the contractor will not disappear mid-project

Rational & Emotional Benefits

Version 01

Rational Benefit

Benefit	Proof Point
Clear communication	Daily updates every afternoon with project status
Predictable timelines	We show up when scheduled and finish when promised
Transparent pricing	Written proposals with exactly what is included
Quality craftsmanship	15+ years experience, CT HIC licensed (#0668405)
Single point of contact	One team handles the full project
Local expertise	We understand Connecticut construction challenges
Permit handling	We manage all filings with local town halls
Structural competence	We fix problems properly, never cover them up
Warranty protection	Work is guaranteed and we stand behind it
Flexibility	Consultations available on-site or via Zoom

Emotional Benefit

During the Project	After the Project
In control, not anxious	Proud to show their home
Informed, not in the dark	Confident the work will last
Respected, not dismissed	Relieved it is over and done right
Confident, not second-guessing	Satisfied they chose wisely
Calm, not dreading each day	Trusting they have a contractor for life

The Emotional Shift

Before BuiltWell	After BuiltWell
"I dread dealing with contractors"	"I actually enjoyed the process"
"I do not trust estimates"	"They did exactly what they said"
"I have to micromanage everything"	"I handed it off and it got done"
"Remodeling is a nightmare"	"It was easier than I expected"

Brand Essence, Values, Vision & Mission

Version 01

Brand Essence

Everything BuiltWell does flows from one commitment: being the contractor who actually does what they say. In an industry defined by broken promises, we are defined by kept ones.

Core Values

1. Integrity First

We fix problems properly. We never cover up structural issues, cut corners on materials, or hide mistakes behind drywall. If we find rot, water damage, or failing systems, we document it, discuss it with you, and address it correctly. Integrity before aesthetics. Systems before surfaces.

2. Communication Always

We believe most contractor problems are communication problems. So we over-communicate. Daily updates. Returned phone calls. Clear timelines. No surprises. You will never wonder what is happening with your project.

3. Punctuality Without Exception

When we say Tuesday at 8 AM, we mean Tuesday at 8 AM. Respecting your time is respecting you. Our crews arrive when scheduled. Our projects finish when promised. This is not exceptional. This is the baseline.

4. Craftsmanship With Pride

We take pride in work done well. Not flashy. Not trendy. Just solid, lasting, well-crafted results. We approach every project with the discipline of structural experts who understand that what you cannot see matters as much as what you can.

5. Local Investment

Connecticut is our home. Our reputation is here. We are not a franchise or a national chain. We are local contractors who live in the communities we serve. When we finish your project, we might see you at the grocery store. That accountability matters.

Vision (Where We Are Going)

To become the most trusted name in Connecticut home remodeling by proving, one project at a time, that contractors can be reliable.

We envision a future where homeowners in Fairfield County and New Haven County no longer dread remodeling projects. Where the expectation is clear communication, punctual crews, and completed work. Where BuiltWell is the obvious choice because we have earned that trust through years of consistent delivery.

Mission (What We Do Every Day)

We remodel Connecticut homes with structural expertise, clear communication, and the reliability homeowners deserve but rarely receive.

Every kitchen, bathroom, basement, and floor we complete is an opportunity to prove that contractors can be different. We communicate consistently. We arrive on time. We complete what we start. This is not our marketing. This is our mission.

Brand Personality

Version 01

If BuiltWell Were a Person

BuiltWell is the contractor your neighbor recommends without hesitation. The one who showed up every day, kept the site clean, and finished on time. He does not oversell or make flashy promises. He tells you what to expect, then delivers exactly that.

He has been doing this for 15 years and has seen everything. Rock ledges that surprise other contractors do not surprise him. Water damage behind walls does not panic him. He knows Connecticut homes and their quirks.

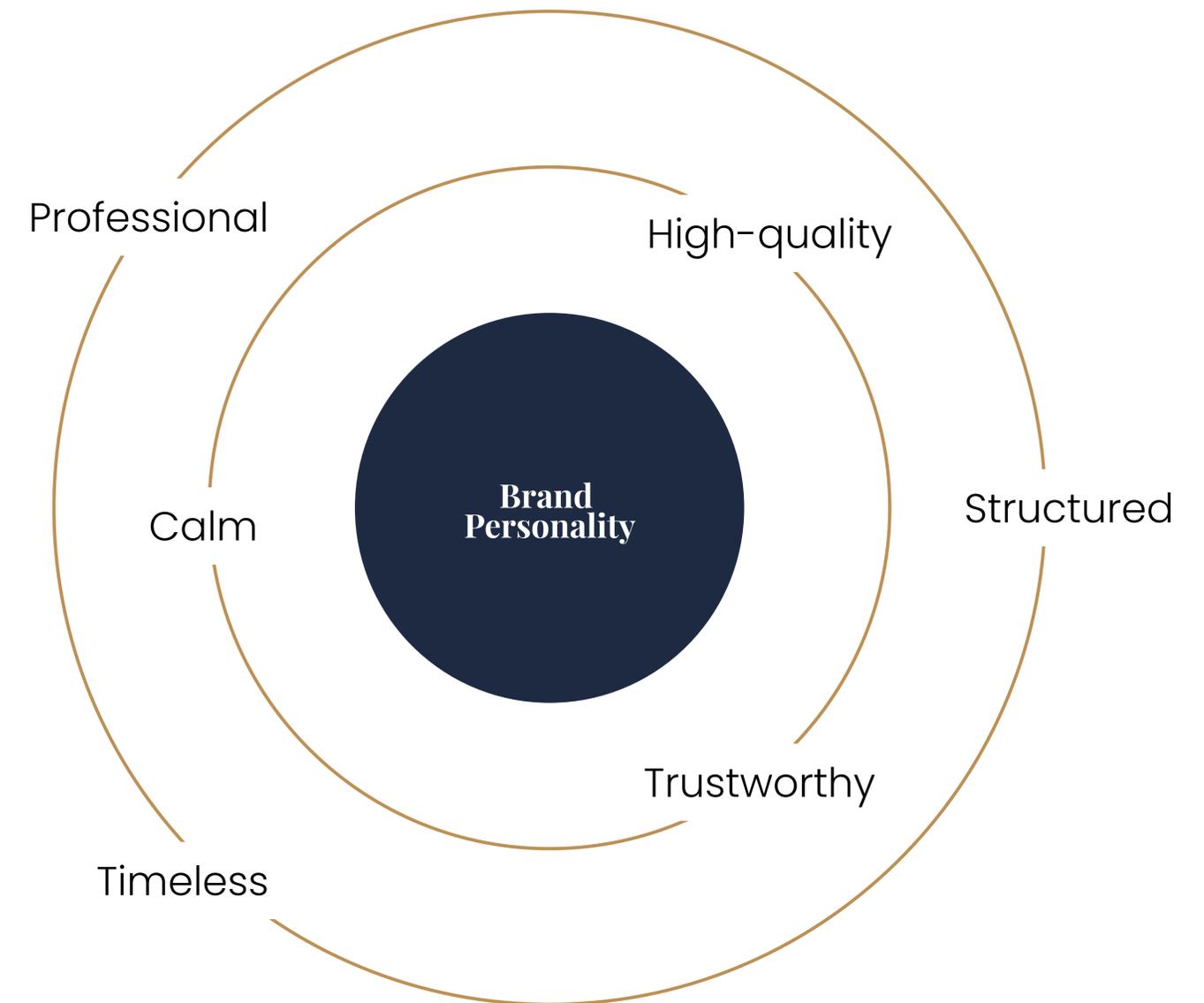
He is not the cheapest option and does not pretend to be. But he is fair, and he is worth it. When he says the job will take eight weeks, it takes eight weeks. When he says the tile work will look good, it looks good.

He is confident without being arrogant. Professional without being cold. Direct without being rude. He explains things clearly because he respects your intelligence. He does not talk down to you or overwhelm you with jargon.

After the project, you have his number. If something needs attention, he answers. Because his reputation matters more than any single job.

Brand Archetype: The Expert Craftsman

We are not the flashy disruptor or the luxury concierge. We are the master tradesman who has spent decades perfecting the craft. We let our work speak for itself. Our confidence comes from competence, not marketing.



Brand Personality

Voice Characteristics

We Are	We Are Not
Confident	Arrogant
Professional	Corporate
Direct	Abrupt
Warm	Overly casual
Premium Quality	Exclusive or elitist
Practical	Salesy
Knowledgeable	Condescending

Personality Traits

Trait	Proof Point
Reliable	We do what we say. Every time. No exceptions.
Straightforward	Clear communication. Direct answers. No runaround.
Skilled	15+ years of expertise. Structural knowledge. Local experience.
Respectful	We value your home, your time, and your investment.
Local	Connecticut is our home. Our reputation is here.

Key Messaging

Primary Message

The Last Contractor You'll Hire

This is our tagline and our promise. It works because it is specific and confident without being arrogant. It implies both quality (you will not need to hire someone to fix our work) and relationship (you will not want to work with anyone else).

Personality Traits

Message	Use When
We communicate. We arrive on time. We complete what we start.	Homepage hero, general brand statements
BuiltWell was built in the field, not a boardroom.	About page, establishing credibility
Integrity before aesthetics. Systems before surfaces.	Service pages, technical credibility
Connecticut homes have unique challenges. We know them all.	Town pages, local expertise
Daily updates. Returned calls. Clear timelines.	Process page, addressing customer anxiety
We fix problems properly. We never cover them up.	Trust concerns, case studies

Message Hierarchy

Level	Message	Use Case
Tagline	The Last Contractor You'll Hire	Logo, headlines
Core Promise	We communicate. We arrive on time. We complete what we start.	Board intras webmap
Proof Points	Daily updates, punctual crews, structural expertise service pages, content	Service Pages
Call to Action	Schedule a Free Consultation	Every page

Key Messaging

Messaging by Audience Concern

If They Are Worried About...	We Say...
Finding a reliable contractor	"We communicate. We arrive on time. We complete what we start."
Getting ripped off	"Transparent pricing. Written proposals. No surprise charges."
The project dragging on	"When we say six weeks, we mean six weeks."
Being left in the dark	"Daily updates every afternoon."
Hidden problems	"We fix issues properly. We never cover them up."
Coordinating contractors	"One team handles everything."

Elevator Pitch (30 Seconds)

"BuiltWell is a home remodeling contractor serving Fairfield and New Haven counties. We handle kitchens, bathrooms, basements, flooring, and more. What makes us different? We actually do what we say. Daily communication. Crews that show up on time. Projects that finish when promised. In an industry where that is rare, we have built our reputation on making it standard. That is why our tagline is 'The Last Contractor You'll Hire.' Once you work with us, you will not want to work with anyone else."

Boilerplate

Short (50 words):

BuiltWell is a home remodeling contractor serving Fairfield County and New Haven County, Connecticut. Specializing in kitchens, bathrooms, basements, and flooring, BuiltWell is known for clear communication, punctual crews, and quality craftsmanship. CT HIC License #0668405.

Medium (100 words):

BuiltWell is a home remodeling contractor headquartered in Orange, Connecticut, serving homeowners throughout Fairfield County and New Haven County. With 15+ years of experience, BuiltWell specializes in kitchen remodeling, bathroom renovations, basement finishing, and flooring installation. The company also offers design services, home additions, interior painting, carpentry, attic conversions, and deck construction. BuiltWell is built on three commitments: consistent communication, punctual crews, and completed projects. In an industry where reliability is rare, BuiltWell has made it standard. CT HIC License #0668405. Fairfield County: (203) 919-9616. New Haven County: (203) 466-9148.

LOGO

02

Logo

Version 01

The BuiltWell logo combines a solid house icon with a serif wordmark to represent structural integrity and reliability. The icon's arched entrance signifies accessibility, while the clean, professional typography reinforces a sense of established craftsmanship and trust. Together, these elements create a balanced visual identity that feels both modern and grounded.



Icon

Version 01

The house icon symbolizes stability, craftsmanship, and the foundation of home. Its minimalist, solid geometry reflects a commitment to structural integrity, while the arched doorway adds a welcoming, human touch to the brand's professional identity.

It can be used with the primary logo palette; blue & orange and the monochrome colors; black & white.



Logo Misuse

Version 01

Please see the do and don'ts while to avoid any kind of eye bleeds and not-appealing visuals when using the brand's logo.



Don't distort the logo



Don't add shadows to the logo



Don't outline the logo



Don't move any parts of the logo



Don't add unnecessary gradients to the logo



Don't use colors out of the color palette of the brand

Logo Clear Space

We all need some space, so do logos. To ensure maximum impact and legibility, always maintain a minimum clear space around the logo. This area must remain free of all other text, graphics, or distracting elements.



Logo Minimum Size

The BuiltWell logo should never appear at sizes smaller than 34 pixels.



Color Combinations

For the default version of the BuiltWell logo, we use our primary brand colors; Oxford Blue and gold.

It can also go with the secondary color palette, using only the white version of the logo on all the color backgrounds, except the cream color.



COLORS

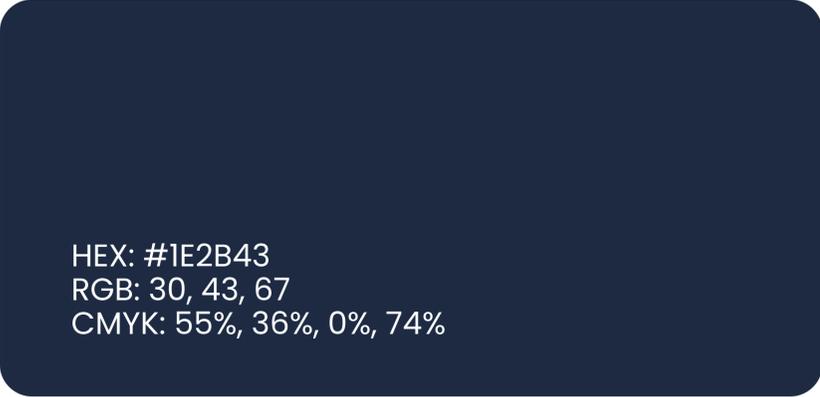
03

Primary Color Palette

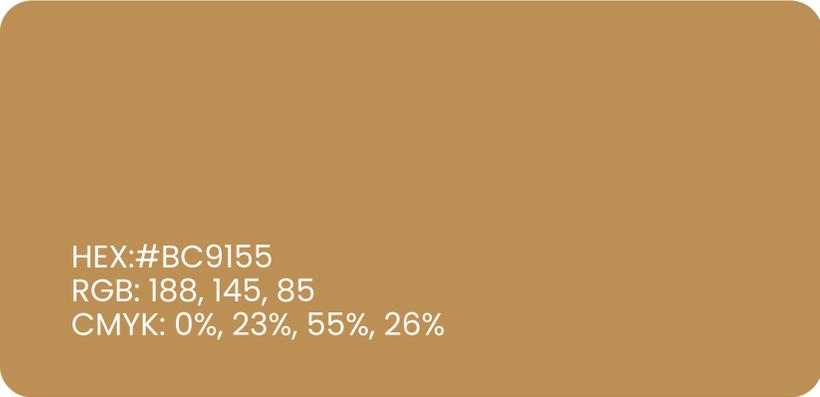
Colors are a very important part of the brand.

Our brand's primary color palette contains two colors: Oxford Blue and gold. These colors work together to create a cohesive and recognizable aesthetic.

They give the brand a calming effect and a sense of balance. The palette can be used everywhere including the background, text and logo of the brand.



HEX: #1E2B43
RGB: 30, 43, 67
CMYK: 55%, 36%, 0%, 74%



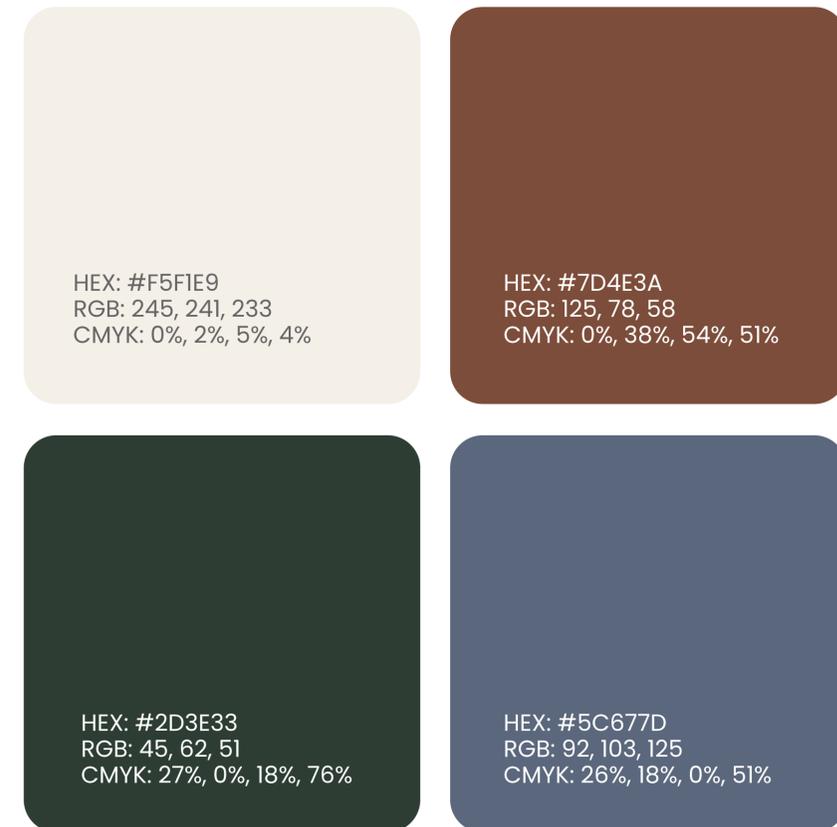
HEX: #BC9155
RGB: 188, 145, 85
CMYK: 0%, 23%, 55%, 26%

Secondary Color Palette

Version 01

We are a high-quality brand and we want to show it the best way possible. In that manner, we choose the colors very wisely to convey that feeling to our costumers.

Our secondary color palette includes 4 colors, they can be used in social media posts and ads for the brand.

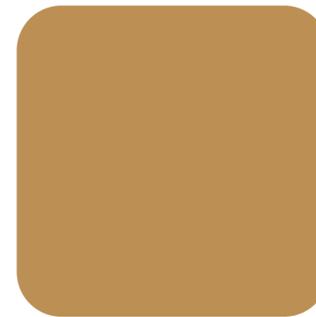


Color Rules

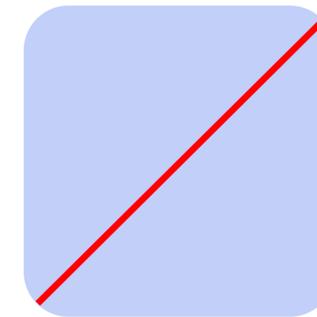
Version 01

It is so important to use the brand's color palettes in a correct way to avoid any kind of eye bleeds and not-appealing visuals.

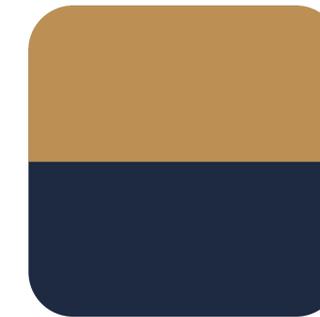
Please follow the color rules when creating layouts.



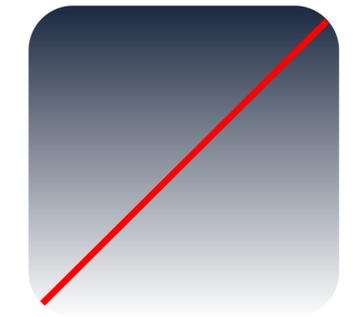
DO
Use colors from the brand's palette.



DON'T
Use any other colors.



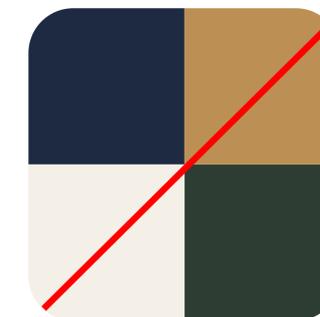
DO
Mix the brand's colors.



DON'T
Use gradient colors.



DO
Use primary and secondary color palette.



DON'T
Use more than 3 colors at once

Color Pairings

Version 01

Not every color goes well with each other.

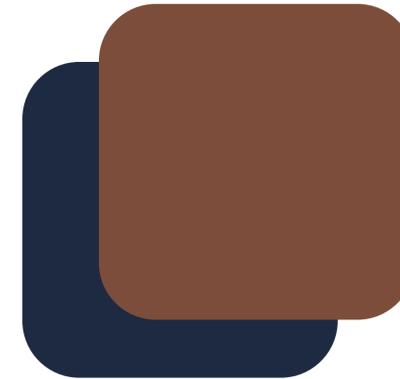
To avoid any unsuccessful color pairings, please see the suggested pairings of our brand and try to use them in best way possible.



Gold & Oxford Blue



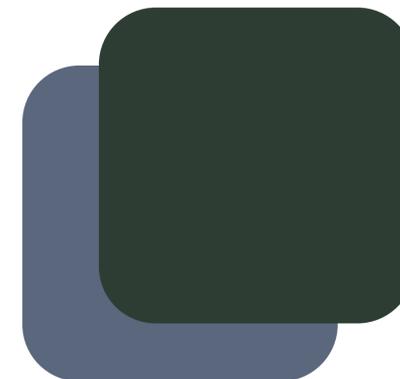
Cream & Oxford Blue



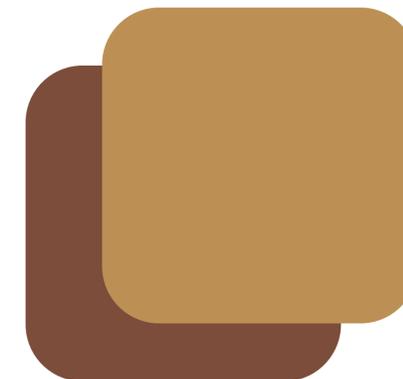
Oxford Blue & Terra Cotta



Cream & Slate Gray



Slate Gray & Deep Spruce



Terra Cotta & Gold

TYPEFACES

04

Primary Typeface

Our primary typeface is Playfair Display.

Playfair Display is a high-contrast, transitional serif that embodies elegance, authority, and classic sophistication. Its delicate hairlines and bold strokes create a refined "modern-traditional" aesthetic, ideal for premium headlines and luxury brand applications

It can only be used in headings.

Aa

Playfair Display

QWERTYUIOPASDFGHJKLZXCVBNM

Uppercase

qwertyuiopasdfghjklzxcvbnm

Lowecase

0123456789

Numbers

!@#\$%^&*()[]- _ = + {} \ / ; : " , . < > ?

Special Characters

Line-height 0% / Line-spacing 92%

Secondary Typeface

Our secondary typeface is **Inter**.

It is a sans serif typeface that maintains a great readability. It is simple, clear and goes well with the primary typeface, Playfair Display.

It can be used in any kind of body texts, whether in social media posts, application or website.

Aa

INTER

QWERTYUIOPASDFGHJKLZXCVBNM

Uppercase

qwertyuiopasdfghjklzxcvbnm

Lowecase

0123456789

Numbers

!@#\$%^&*()[]-_=+{}\\/:;“,.<>?

Special Characters

Line-height 0% / Line-spacing 92%

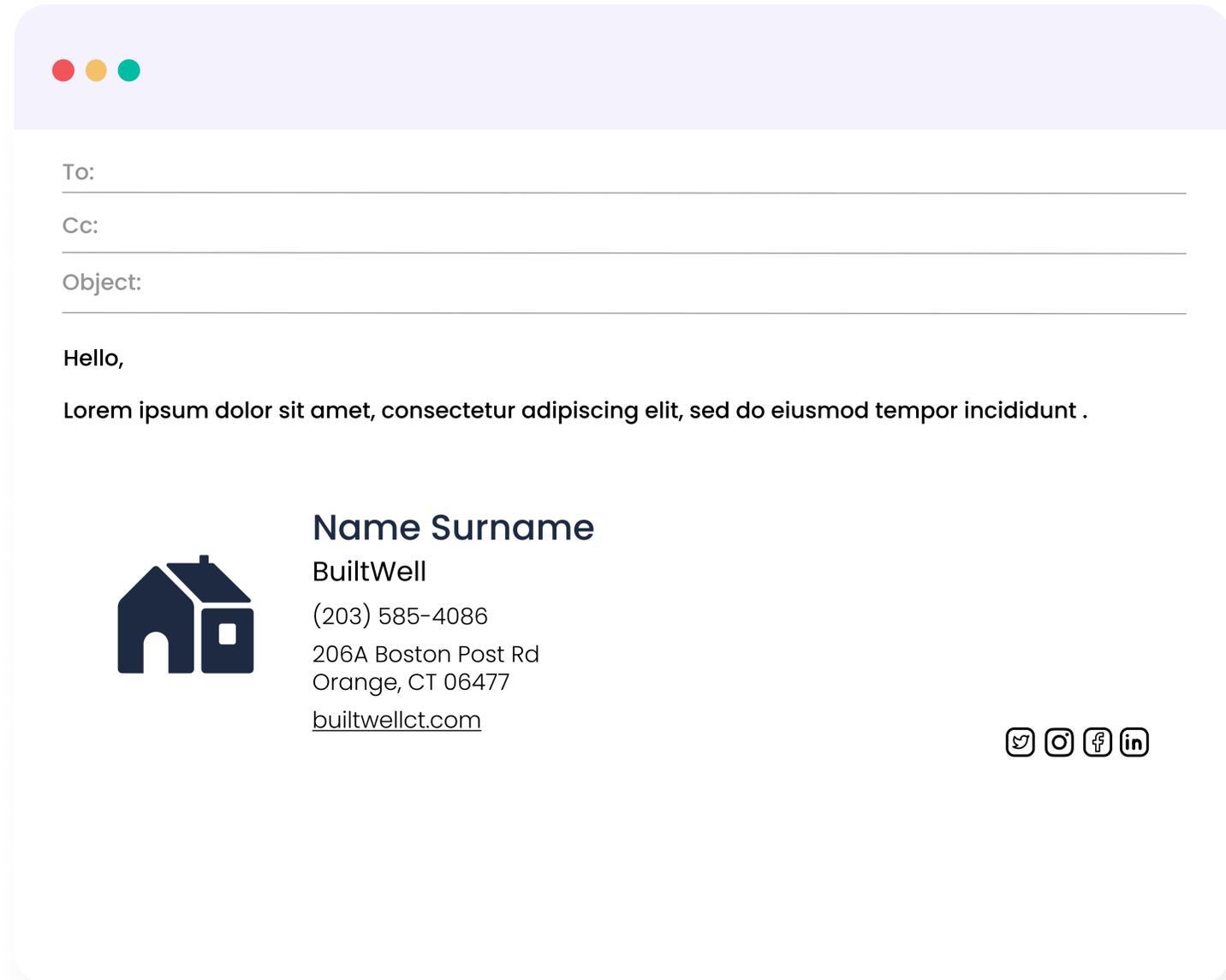
GRAPHIC
ELEMENTS

05

Email Signature

Version 01

The email signature is designed with the same care as every aspect of our branding. Simple, clear and professional.



Letterhead Template

Our brand's letterhead templates are mostly simple and clean looking designs with the logo and the icon of the brand.

