

# SKHB Construction Ltd

Brand Brief — February 2026

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## 1. Brand Overview

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**Company:** SKHB Construction Ltd

**Founder:** Sununu

**What we do:** Build and maintain beautiful restaurants

**Clients:** Restaurant owners

**Location:** London, UK

**Key project:** Kudu Grill, 57 Nunhead Ln, London SE15 3TR

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## 2. Brand Values

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- **Reliability** — On time, on budget, every time
  - **Craftsmanship** — Exceptional quality in every detail
  - **Relationships** — Calm, friendly, and understanding client partnerships
  - **Precision** — Measured, careful, no shortcuts
  - **Honesty** — Transparent about what's achievable within budget
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## 3. Brand Personality

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SKHB is **the calm professional** — friendly, precise, and easy to work with. No drama, no surprises. You get exactly what was promised, built beautifully.


*Think: a trusted partner, not just a contractor.*

**If SKHB were a person, they'd be:**

- The one who listens first, then delivers exactly what you need
- Calm under pressure, steady hands
- Warm and approachable, but serious about the work

## 4. Colour Palette

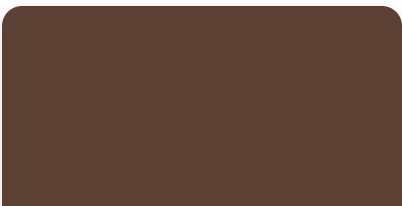
*Inspired by Balinese luxury resorts — lush, natural, organic, serene.*



**Jungle Green**

#2D5A3D

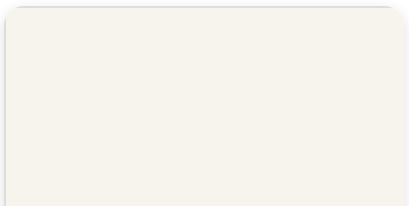
Primary — deep tropical, lush



**Dark Bamboo**

#5C4033


Primary — rich, natural wood



**Linen**

#F7F3ED


Background — soft, airy calm



**Rice Paddy**

#8BA888


Secondary — fresh, organic green



**Warm Stone**

#A89279

Secondary — earthy, grounded



**Volcanic Black**

#1E1E1E

Text — strong, elegant

### How to use them:

- **Jungle Green + Dark Bamboo** for headlines and main branding
- **Rice Paddy** for accents, dividers, and soft highlights
- **Linen** as the main background — keeps things open and serene
- **Warm Stone** for supporting elements, borders, and subtle details
- **Volcanic Black** for body text — strong but not harsh

## 5. Tagline Options

1. "Building restaurants worth returning to."

— Speaks to the end result: a space people love

2. "Crafted spaces. Lasting impressions."

— Short, premium, and memorable

3. "We build where people gather."

— Warm, human, speaks to the purpose of restaurants

4. "Precision-built for hospitality."

— Direct, professional, industry-specific

5. "From blueprint to beautiful."

— Captures the full journey of a build

## 6. Brand Voice Guide

**Tone: Calm, Confident, Genuine**

Do	Don't
Speak plainly and honestly	Use jargon or buzzwords
Be warm but professional	Be overly casual or salesy
Let the work speak for itself	Over-promise or exaggerate
Show understanding of the client's vision	Talk only about yourself

Be specific about what you deliver

Be vague or generic

### Example phrases that sound like SKHB:

*"We'll work within your budget to get the best result possible."*

*"Our team handles everything — from electrics to the finishing touches."*

*"We build long-term relationships, not just restaurants."*

*"Quality you can see. Timelines you can trust."*

### Words that fit the brand:

Crafted

Reliable

Precise

Beautiful

Partnership

Detail

Quality

Trust

Delivered

### Words that don't fit:

Cheap

Disrupting

Revolutionary

Cutting-edge

Hustle

Grind

## 7. Typography

### Inspiration: Bambu Indah website

The Bambu Indah site uses **Moche** (headlines) and **Collier** (body) — both Adobe Typekit fonts with an organic, artisan feel.

### Recommended fonts for SKHB:

**Headlines: Fraunces** (Google Font, free)

Organic, warm serif with character — similar weight and feel to Moche.

Use for: headings, taglines, logo text

**Body: Libre Baskerville** (Google Font, free)

Refined, readable serif with elegance — similar to Collier.

Use for: body copy, descriptions, navigation

▮ **Premium option:** For an exact match to Bambu Indah's style, use **Moche** + **Collier** via Adobe Fonts (included free with any Creative Cloud subscription).

## Crafted Spaces. Lasting Impressions.

SKHB Construction Ltd builds and maintains beautiful restaurants across London. From kitchen fit-outs to complete renovations, we deliver exceptional craftsmanship on time and on budget.

## 8. About Copy

### Short version (for website header):

*SKHB Construction Ltd builds and maintains beautiful restaurants across London. Led by Sununu, we bring calm precision and exceptional craftsmanship to every project — on time and on budget.*

### Full version (for About page):

#### **We build restaurants worth returning to.**

*SKHB Construction Ltd is a London-based construction company specialising in building and maintaining beautiful restaurant spaces. From complete builds to ongoing maintenance, we handle everything — kitchens, electrics, plumbing, tiling, flooring, painting, and every finishing detail.*

*Founded by Sununu, SKHB is built on strong client relationships and honest communication.*

*We listen first, plan precisely, and deliver exceptional workmanship within your budget and timeline.*

*We're not the biggest. We're the ones who get it right.*

*Whether you're opening your first restaurant or refreshing an established favourite, we'd love to talk.*

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## 9. Services

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### Full Restaurant Builds

From empty shell to opening night. We manage the entire build — structure, kitchen, electrics, plumbing, floors, walls, and finishing touches.

### Kitchen Fit-Outs

Functional, durable, and built to handle the heat. We design and install kitchens that work as hard as your chefs.

### Renovations & Refurbishments

Breathe new life into your space without shutting down longer than necessary. We work efficiently to minimise disruption.

### Ongoing Maintenance

Keep your restaurant looking and running its best. We offer reliable maintenance to protect your investment.

### Specialist Work

Tiling · Flooring · Electrics · Plumbing · Painting · Counters · Mirrors · Bespoke Joinery

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## 10. Competitor Positioning

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**Main competitor:** Aspect

- SKHB differentiates through personal relationships, hands-on founder involvement, and a boutique, precision-driven approach
  - **Positioning:** SKHB is the trusted partner, not the faceless contractor
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## 11. Next Steps

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- ☐ Review and pick favourite tagline
  - ☐ Confirm colour palette
  - ☐ Logo design (pending Google app key)
  - ☐ Website build
  - ☐ Portfolio photography of completed projects
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*Brand brief prepared for SKHB Construction Ltd — February 2026*