

SKHB Construction Ltd

Brand Brief — February 2026

1. Brand Overview

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

2. Brand Values

- **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

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
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4. Colour Palette

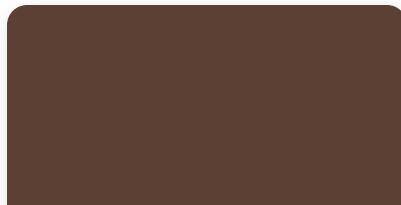
Inspired by Balinese luxury resorts — lush, natural, organic, serene.



Jungle Green

#2D5A3D

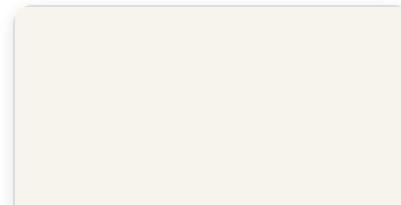
Primary — deep tropical, lush



Dark Bamboo

#5C4033

Primary — rich, natural wood



Linen

#F7F3ED

Background — soft, airy calm



Rice Paddy

#8BA888

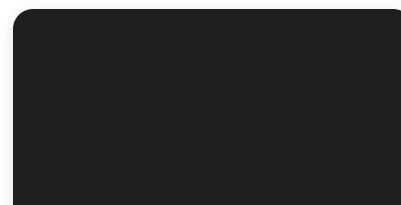
Secondary — fresh, organic green



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
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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
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Example phrases that sound like SKHB:

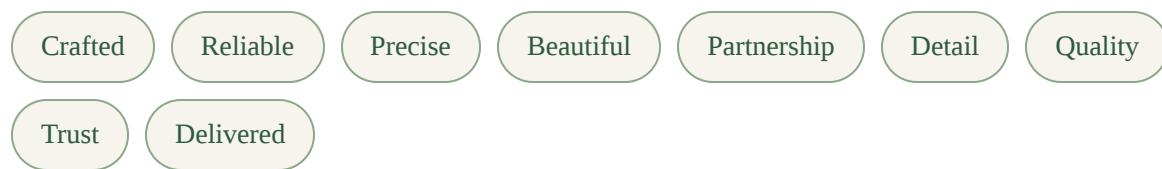
"We'll work within your budget to get the best result possible."

"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:



Words that don't fit:



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.

9. Services

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

10. Competitor Positioning

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

- 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