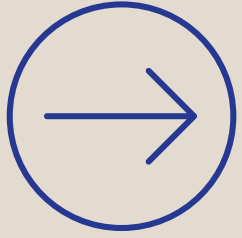


Brand Guidelines for VLC Construction





About



VLC
CONSTRUCTION

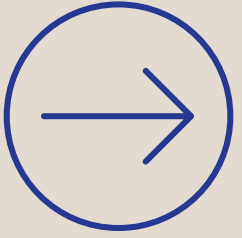


About VLC Construction

The Brand Guidelines for Represent Your Brand

VLC Construction is a trusted leader in delivering innovative, precise, and reliable construction solutions. Our brand reflects strength, stability, and professionalism, built on a foundation of integrity and excellence. We specialize in high-quality steel fabrication, infrastructure projects, and engineering-driven outcomes. The guidelines outlined here ensure our identity remains consistent, recognizable, and impactful across every platform, representing our commitment to building better, on time, and with precision.





Brand Logo

VLC Construction



Brand Logo

Brand Logo Description

The VLC Construction logo symbolizes strength, precision, and growth. The bold geometric lines represent structural integrity and engineered excellence, while the upward angles convey progress and ambition. The circular arc adds balance and continuity, reflecting stability. Together, the design communicates innovation, reliability, and a modern construction identity.



Logo Color Variant

- Logo With Wording
- Logo with wording in black and white
- Logo without wording
- Logo without wording in black and white

This serves to show different variations of the logo

01



02



03



04



Brand Icons

The VLC Construction logo is built with purposeful design. Each segment carries meaning, symbolizing strength, growth, innovation, and people-centered values that define the company's identity and vision.



Represents the foundation and framework of construction. The geometric form echoes rooftops and steel beams, symbolizing **strength, precision, and engineered stability**. Together, the “A” and “V” embody progress, partnership, and the company's reliable foundations.

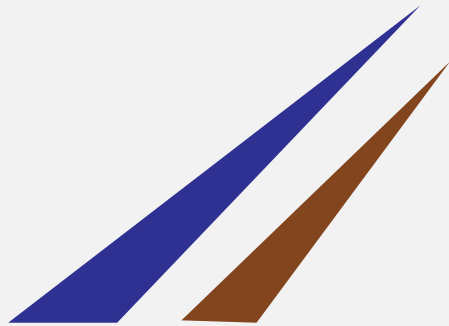


The sweeping arc conveys **growth, protection, and continuity**. It frames the logo with balance, reflecting the company's long-term vision and commitment to sustainable progress.



Brand Icons

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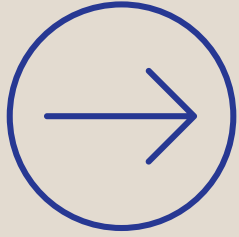
Dynamic Strikes (Blue + Brown Accents)

The sharp, rising accents represent **innovation, energy, and forward momentum**. They emphasize progress, technical excellence, and VLC's ability to cut through challenges with precision and drive.



Circle (Blue Dot)

The circle signifies the **human element** — people remain central to VLC's mission. It reflects **focus, vision, and leadership**, highlighting how the company is driven by expertise and people-first values.



Brand Colour



VLC
CONSTRUCTION



Logo Color Palette

Primary Color

Navy Blue (#2b2e72) Symbolizes trust, intelligence, professionalism, and calm. Represents engineering precision and reliability

Brown (#87461e)

Evokes energy, creativity, optimism, and transformation. Represents stability and foundation in construction.

Secondary Color

Black (#000000) Stands for strength, authority, and clarity. Used for strong contrast, typography, and minimal applications.

White (#FFFFFF) Represents simplicity, openness, and balance. Ensures logo visibility across backgrounds.

#2b2e72

#87461e

#000000