Name of the company site: **byconstruct.com**

🔶 CONSTRUCT Brand Identity

🖤 Brand Essence: The brand that builds brands.

Luxury meets utility. Think: the Bauhaus of modern experience design — where aesthetic precision supports deeper meaning and function. Construct feels *architectural*, *global*, and *intelligent*, with a hint of mystery. Where ideas are designed into experiences.

🎨 Updated Color Scheme:

Color Name	Hex Code	Meaning + Usage
Emerald Forest	#014421	Depth, nature, control. Hero brand color. Evokes maturity and design authority.
Oxblood Red	#4A0000	Passion, boldness, underground grit. Use for detail work, key actions, or overlays.
Imperial Yellow	#F6C700	Royalty, attention, clarity. Accent color — think CTAs, hover states, highlights.
Royal Blue	#002366	Trust, creativity, digital experience. Balances the warmth of yellow and oxblood.
Ivory Mist	#F6F5F0	Clean, elegant background contrast. Still works beautifully as a canvas.
Charcoal Black	#121212	Primary background / text. Keeps the tone grounded and ultra-lux.

🔲 Logo Design:

CON
STR
UCT

Concept:
A minimalist, monogram-style logo that uses negative space, symmetry, and geometric structure — reflecting the idea of *design as construction*.

Option A: Text-based Wordmark

- All caps: **CONSTRUCT**
- Lettering is spaced and structured with architectural balance.
- "CON" in slightly bolder weight than "STRUCT" to subtly nod to Connoisseur.

Option B: Monogram Mark

- A stylized "C" + "T" nested or interlocked.
- Uses rectangles and grids (like blueprint lines).
- Could optionally include a small golden dot or line — the "finishing touch" — reinforcing precision and quality.

🔧 Usage Tips:

- Use the monogram for icons, favicons, app splash screens.
- Wordmark + tagline ("Built to be felt.") for marketing, website headers, and presentations.
- Pair gold sparingly — think: scroll hover, call-to-action underline, button outlines.

Example flows:

- Decided on background

1 Header section: logo centered