



**NOTIONS**  
BUILDING CONTRACTING LLC

## LOGO IDEA



+

**n**

BUILDING  
ICON

LETTER-N

The main logo consists of a clean and sleek building icon. The building is designed with modern lines and is symmetrical to give it a professional and stable look. It represents the company's expertise in the construction industry.

Inside the building icon, the letter "N" is integrated subtly and elegantly. The letter "N" is stylized in a way that complements the overall design of the building, showcasing the company's name, "Notions Building Contracting LLC"

# LOGO PROCESS



# COLOR PALETTE

## MAIN COLORS



#2A2A2A



#22274F

## GRADIENT COLOR



The logo for Notions Building Contracting LLC is a compelling representation of their construction expertise and professionalism. The design centers around a sleek and contemporary building icon, elegantly styled in dark blue color.



LOGO OPTIONS



PRIMARY USAGE



SECONDARY USAGE

# TYPOGRAPHY

## RAITOR

**Aa** | **Aa Bb Cc Dd Ee**  
**1 2 3 4 5 6 7 8 9**

### About Raitor

A slick and sophisticated bold sans-serif, with the touch of futuristic vibes to get prepared for the upcoming met.

## FOSMER

**AA** | **A B C D E**  
**1 2 3 4 5 6 7 8 9**

### About Fosmer

Fosmer is a modern-vintage style of san serif typeface for Display font so only focus that has been simplicity and have strong and bold taste with little curved edge that making it memorable and easy to see.

## LOGO ICON





Logotype must always be used uniformly and coherently in order to transmit a unique and distinctive image. Therefore it cannot be used for application where the elements differ to this specified in this manual.

Avoid horizontal skewing



Avoid vertical skewing



Avoid rotating



Avoid rearranging



Avoid changing colors



Avoid using strokes



Avoid boxing in logo



Avoid moving logo icon





