

JRA Build Waihi Beach – Brand Identity Guide

A small, local building company based in Waihi Beach, New Zealand.

1. Brand Personality

JRA Build Waihi Beach is a small, family-run building company rooted in the coastal community of Waihi Beach. Led by Joe and his local team, the business embodies craftsmanship, honesty, and reliability. The brand should reflect its local roots, approachable character, and pride in quality workmanship.

2. Color Palette

Color Name	Hex Code	Description
Yellow-Gold	#FFC22B	Energetic and bright; symbolizes craftsmanship and optimism.
Charcoal Black	#1B1B1B	Solid and dependable; provides grounding and contrast.
Warm Off-White / Sand	#F7F4EE	Natural and coastal; evokes warmth and approachability.
Muted Ocean Blue	#5C7A89	Subtle nod to the sea and sky at Waihi Beach.
Soft Clay / Driftwood Gray	#C9BBA7	Organic tone ideal for backgrounds and section dividers.

3. Typography

Headings: Oswald or Montserrat Semi-Bold

Body Text: Lato or Open Sans

Accent: Roboto Mono (for small technical details)

This pairing balances strength with approachability. Use bold geometric typefaces for titles and clean sans-serif fonts for readability.

4. Brand Usage & Website Design

- Use the yellow-gold as the primary highlight for calls-to-action, buttons, or key icons.
- Keep the overall tone light and natural with sand or off-white backgrounds.
- Charcoal is ideal for headers and footers, while ocean blue adds subtle contrast for dividers or accent lines.
- Maintain generous spacing to create an open, modern coastal feeling.

5. Suggested Tagline

“Reliable. Local. Craftsmanship by the Coast.”

This brand identity represents JRA as a trusted, approachable builder grounded in community and coastal craftsmanship.