# Terracotta Construction - Branding Proposal

Prepared by StephensCode LLC

## Logo Concept Directions

* Concept 1: Minimalist Building Icon + Leaf  
  - Abstract outline of a building combined with a leaf.  
  - Symbolizes both construction and landscaping.  
  - Very clean, modern lines.
* Concept 2: Shield and Hammer Emblem  
  - Shield symbol with a simple hammer inside.  
  - Represents strength, reliability, and craftsmanship.  
  - Works well with Yellow/Grey colors.
* Concept 3: Wordmark-Only (No Symbol)  
  - Modern font-based logo with subtle customization.  
  - Extremely sleek and minimalist.
* Concept 4: Abstract 'TC' Monogram  
  - 'T' and 'C' letters woven into a construction-themed monogram.  
  - Brandable for shirts, trucks, business cards.

## Color Palette Suggestions

* Palette 1 - Warm Modern:  
  - Yellow: #F4B400  
  - Dark Charcoal Grey: #333333  
  - White: #FFFFFF  
  - Deep Green (Accent): #3E7C48
* Palette 2 - Sleek Industrial:  
  - Bright Yellow: #FFCC00  
  - Medium Grey: #888888  
  - Light Slate Grey: #B0BEC5  
  - Black: #000000
* Palette 3 - High-End Luxury Feel:  
  - Muted Mustard Yellow: #D4A017  
  - Cool Steel Grey: #5E5E5E  
  - Crisp White: #FFFFFF  
  - Warm Beige: #F5F5DC

## Font Pairing Options

* Pairing 1 - Bold & Professional:  
  - Headline: Montserrat Bold  
  - Body: Open Sans Regular
* Pairing 2 - Sleek & Modern:  
  - Headline: Poppins SemiBold  
  - Body: Lato Regular
* Pairing 3 - Classic Construction Feel:  
  - Headline: Raleway Bold  
  - Body: Roboto Regular

## Slogan/Tagline Ideas

* "Building Relationships. Building Texas."
* "Construction You Can Trust. Service You Can Rely On."
* "From Foundations to Fences — We Build It Right."
* "Your Trusted Partner in Construction and Care."