



guidelines brand  
brand guidelines



*...building your dream with us*



In the logo, the letter 'J' of the brand name is made in the shape of an anchor, a symbol of strength and trust. It also incorporates an upward-facing arrow in it.

As an organisation, we pride in our integrity, as a core value that we bear, and we ensure that it is expressed throughout all our services.

The upward-facing arrow in the logo also communicates our passion for growth, success and excellence for our brand, and importantly, for our esteemed clients.

# Logo Forms





**Red**  
#C20114



**Yellow**  
#FFEC51



**Grey**  
#585D5F

**Red** - Jasper is most commonly found as red. The colour depicts solidness, strength and firmness - the quality of our buildings.

**Yellow** - A mostly dominant colour in the construction industry.

**Grey** - The colour of Nickel, a lustrous, hard metal found in nature which has immense applications in the construction industry.

Typeface: **Lagu Sans**

Aa Bb Cc

Lagu Sans Extralight  
Lagu Sans Regular  
Lagu Sans Semibold  
Lagu Sans Bold  
Lagu Sans Black

*Lagu Sans Extralight Italic*  
*Lagu Sans Regular Italic*  
***Lagu Sans Semibold Italic***  
***Lagu Sans Bold Italic***  
***Lagu Sans Black Italic***

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 / @ # \$ ( ) .

mock-  
ups







**thank  
you!**

