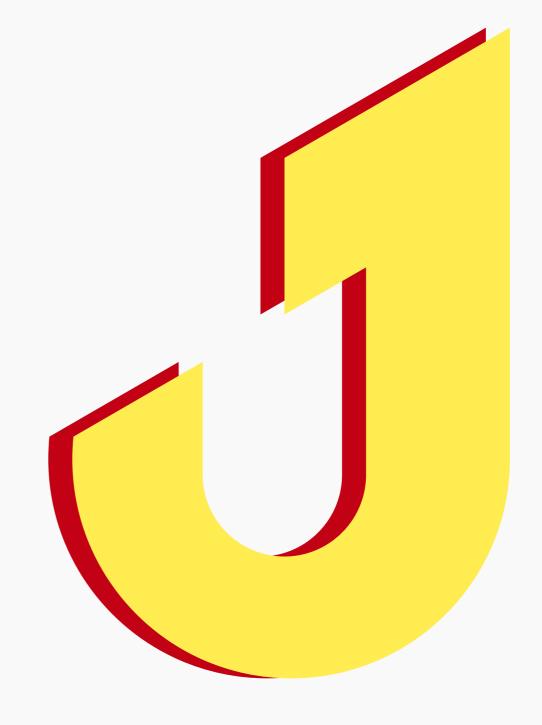
# guidelines brand brandguidelines





...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 organaisation, we pride in our integrity, as a core value that we bear, and we ensure that it is expressed throughtout 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.









### Colour & Typography





**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 constuction industry.

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

Typeface: Lagu Sans

### AaBbCc

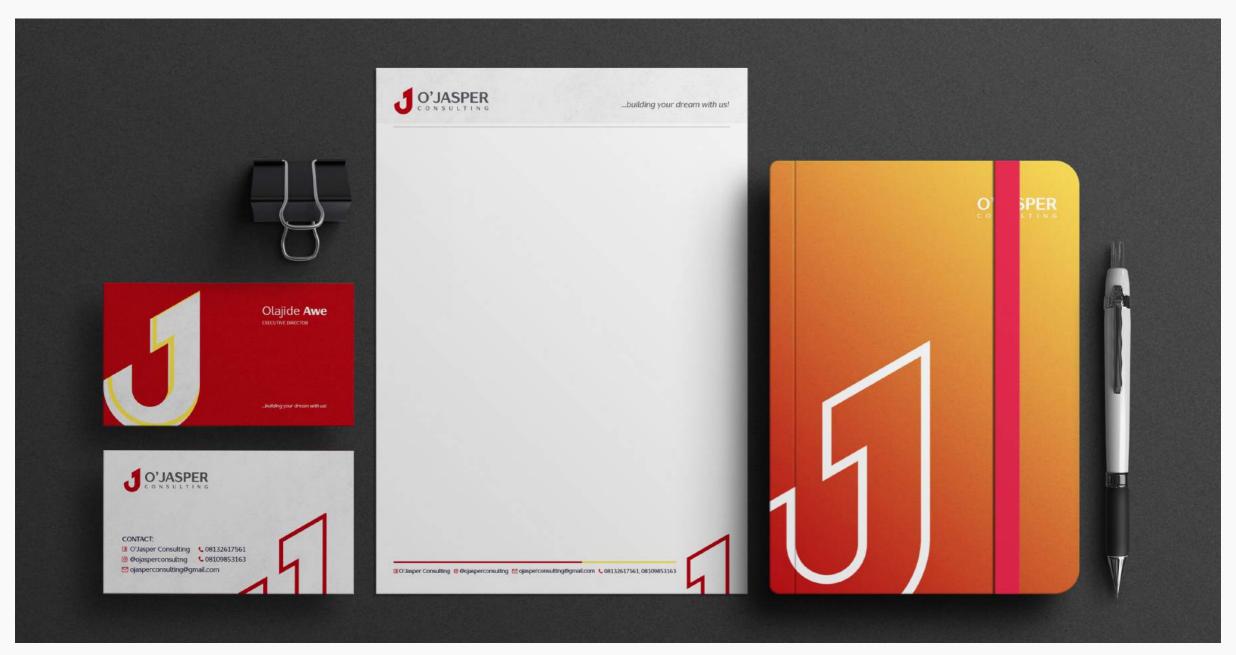
Lagu Sans Extralight
Lagu Sans Regular
Lagu Sans Semibold
Lagu Sans Bold
Lagu Sans Black

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 / @ # \$ ( ).

### 

















## than and