

# JAW Construction Logo Brief

JAW Construction is a building company focusing on residential builds. They specialise in quality, high spec, unique builds with an emphasis on contemporary design and modern building materials.

Jaw Construction is not a cookie cutter, pick a plan from a book company and they need a logo which is not only going to express their quality workmanship but sets them apart as much as their exceptional builds do.

## Key Concepts:

- ✓ Clean, modern and easily recognisable
- ✓ JAW must be easy to read
- ✓ Can incorporate building symbols (no gable roofs, mono-pitch is fine)

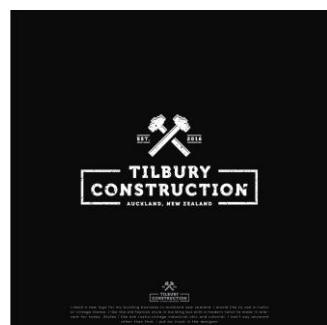
## Colours:

Green (#8bc440) – or there about, black/grey/white (as required - no fixed colours at this stage)

The use of wood in the below example is nice

Would like a dark and light version to be printed on either white or black backgrounds

## Existing Concepts the client likes:



**Example of work:**



**Formats Required:**

All the standard formats – his res vector, .png on transparent background, light and dark versions

This will be used on large scale signage so needs to be good quality