

Proposal Request:

We'd like to see **proposals for a new logo** and an **initial mock landing page** that conveys overall **look and feel**.

- The landing page can be high-level — meant to show tone, visual direction, and how the brand could come to life digitally.

Background & Context

This brief is to provide context behind a new brand we are launching for a line of aluminum corporate doors.

- The product originally lived under Sympateco Inc. (<https://www.sympatecoinc.com/>), but due to strong sales and growing traction, it's ready to stand on its own.
- The goal is to create a dedicated brand that builds awareness and credibility among architects, designers, and corporate decision-makers. With the plan to launch residential to follow.
- Competitors include Boyd and All Steel, but we differentiate through:
 - Fanatical attention to detail and superior craftsmanship.
 - A patented installation system that ensures precision, durability, and long-term performance.
 - Doors that look as good as they function—elevating design while delivering reliability.

Objectives & Goals

This rebrand is about more than just a new logo or website, it's about carving out a clear space in the market and giving this product the identity it deserves.

- Build a standalone brand that reflects the quality, innovation, and craftsmanship behind the aluminum door line.
 - Position the brand as a design-forward, trusted partner that understands the architectural process and delivers elevated solutions.
 - Lay the foundation for growth, allowing the new brand to expand into new markets, partnerships, and product lines over time.
- Increase visibility and awareness among architects, designers, builders, and corporate clients who specify or influence door selections.

- Support sales efforts with a cohesive visual identity, modern website, print collateral and clear messaging that drives credibility and lead generation.

Target Audience

We're speaking directly to the people who shape the spaces where businesses live and work, the ones who care about design, performance, and reliability in equal measure.

Primary Audience:

- **Architects and Designers** — They influence specs and care deeply about how materials look, perform, and integrate into their design vision.
- **Corporate Decision-Makers / Facility Teams** — They value longevity, functionality, and trust in their partners.

Secondary Audience:

- **General Contractors & Builders** — They care about precision, ease of installation, and reliable timelines.
Developers / Project Managers — They prioritize proven quality, smooth delivery, and low-maintenance materials.

Secondary:

- **Residential Decision-Makers** — Homeowners, builders, and designers working on high-end or custom residential projects who value architectural quality and design-forward solutions.

Brand Narrative

We're fanatical about great design and that's why every door and window we create is engineered with intention, every line refined for integration, every finish modern and bold. We believe great design should feel effortless — precise, smooth, and complete. Our patented installation system makes every door and window a seamless fit. Innovation is in our DNA, shaping not just what we build, but how beautiful and satisfying the result feels. We stay with you until every detail is right because perfection is our goal and the pursuit of it is our standard.

Reasons to Believe:

- **Patented Installation System** – Ensures a perfect fit, durable performance, and long-term reliability.
- **Solutions-Oriented Design** – Every detail is thoughtfully engineered to simplify the process and enhance the final build.
- **Local & Accessible** – Responsive, approachable, and committed to partnership at every stage.

Tone of Voice:

- Confident, precise, and modern.
- Grounded in craftsmanship, but forward-looking in innovation.
- Speaks with the clarity and assurance of a trusted design partner.

Visual Identity

Color Palette

- Black: #0000
- Gray: #6a7774
- Cream: #f4f1ec
- Azure: #50616b
- Brown: #8b634b



Typography

- **Primary Font:** Oswald
- **Secondary Font:** Space Mono
- If you as designers have other ideas

- **We like these primary and secondary font options, but we're open to designer input if you have typefaces that better align with the brand's look and feel.*