



# Odegard & Co

*Daggett Construction*

Dave Daggett is a man of sincere intention, his goal in business is to be a blessing to those he serves. So, we centered his new construction company's brand strategy on human connection and quality service.

[www.odegardco.io](http://www.odegardco.io)



# 01 Intro

# Brand Book

Intro

Logo

Physical

Digital

Guide





# Brand Book

Intro

Logo

Physical

Digital

Guide

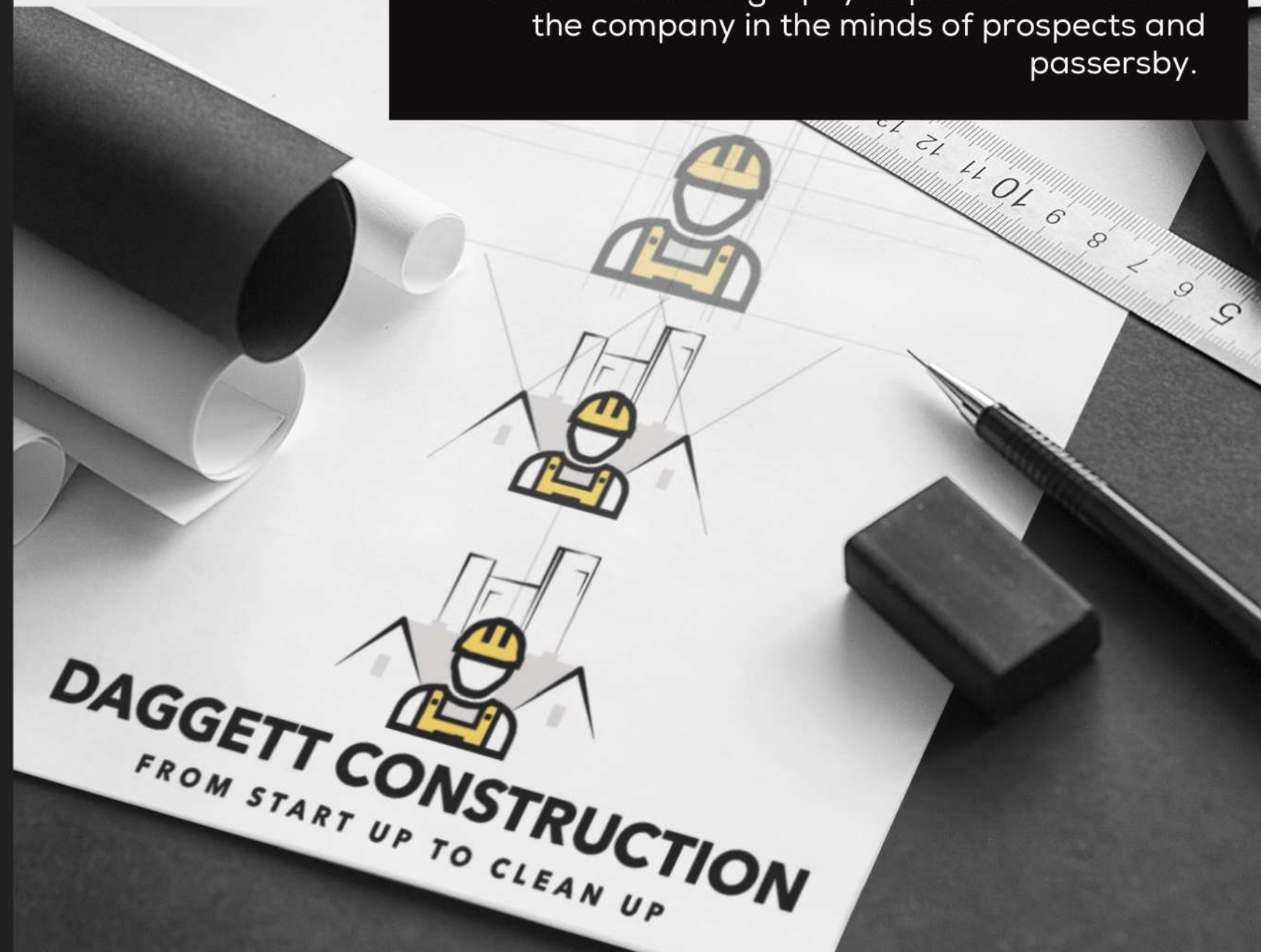
# 02

Logo Design



## Logo Design

Human connection first, then quality construction. That's the name of Daggett's game. So, in his logo, we positioned our "Daggett man", an easily identifiable character, in the foreground. Behind him, we put both residential and commercial construction iconography to provide context for the company in the minds of prospects and passersby.





# Collateral Creation

Expanding on an established continuous design language is effortless. Sharp and sturdy line work gives these print assets structure and houses the information in easily understood categories.



# Brand Book

Intro

Logo

Physical

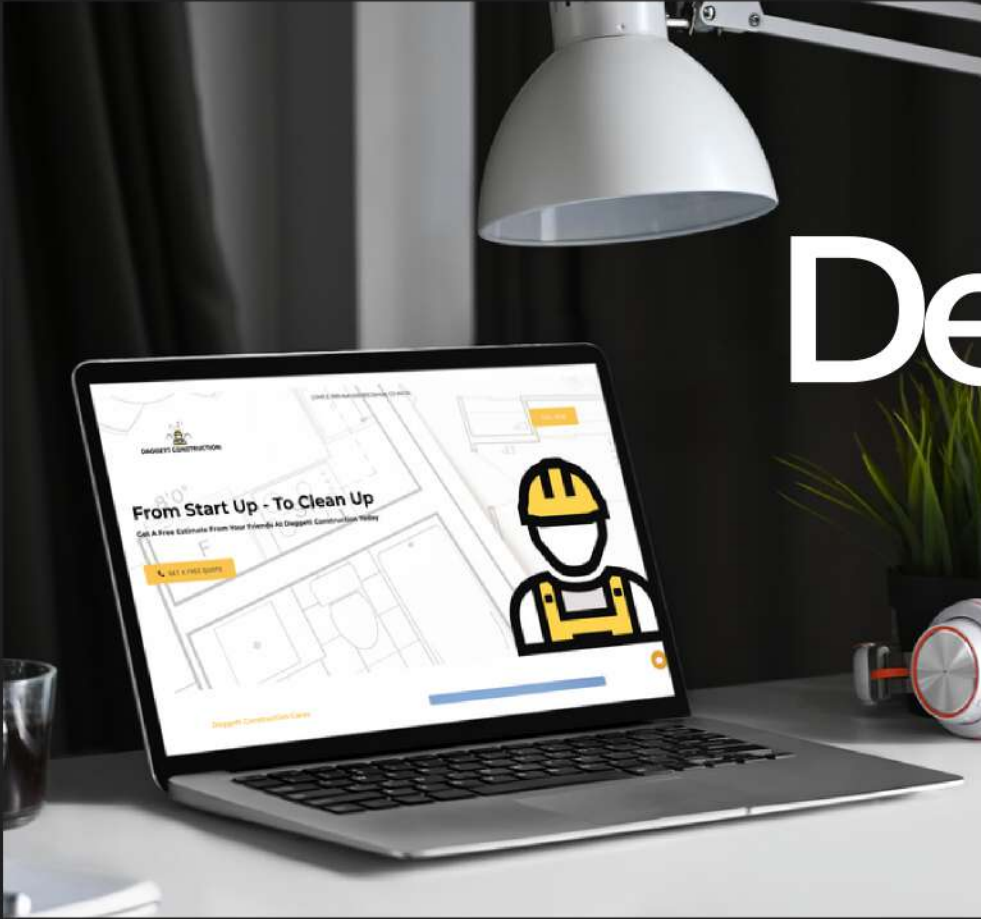
Digital

Guide



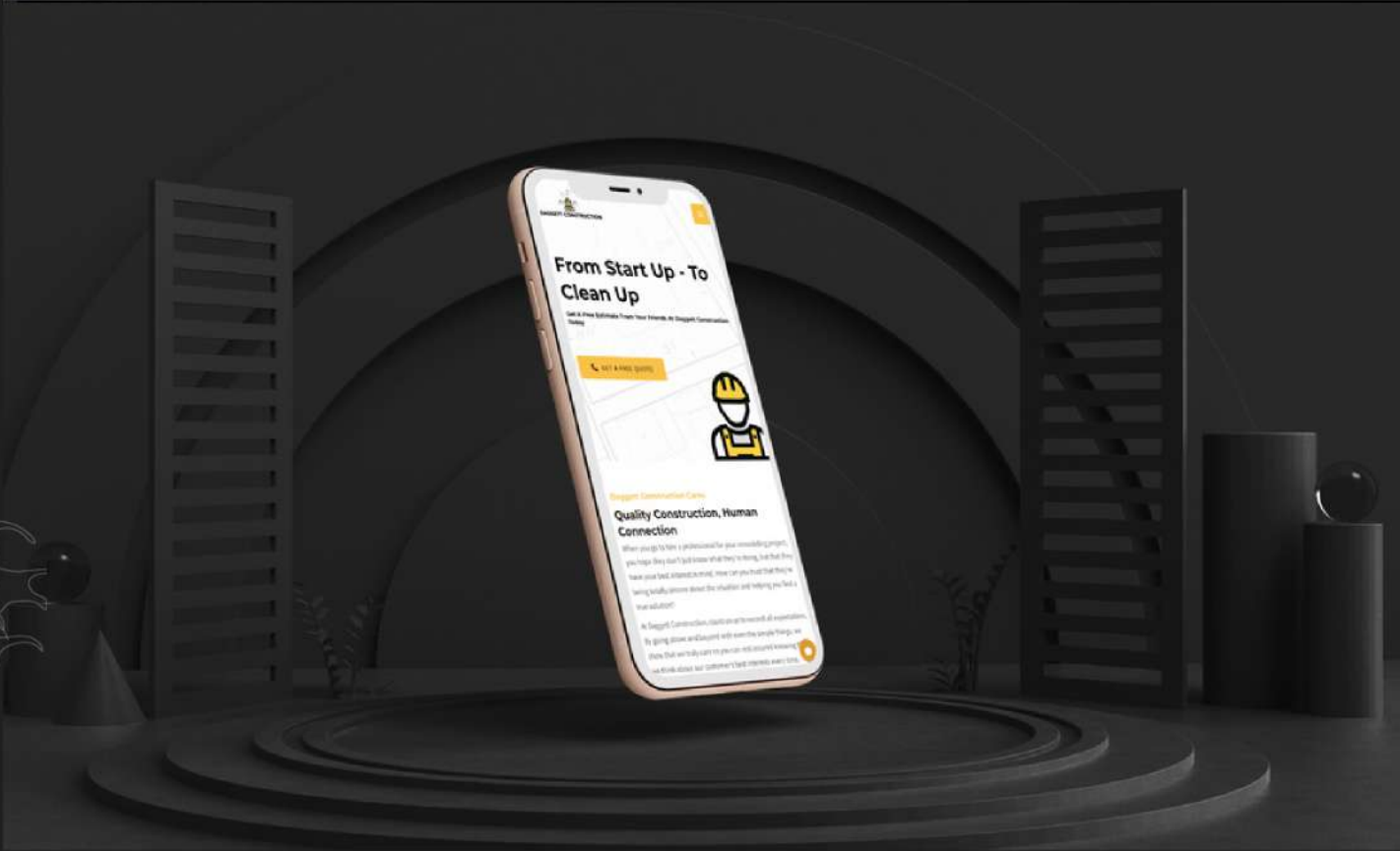
# Brand Book

- Intro
- Logo
- Physical
- Digital**
- Guide

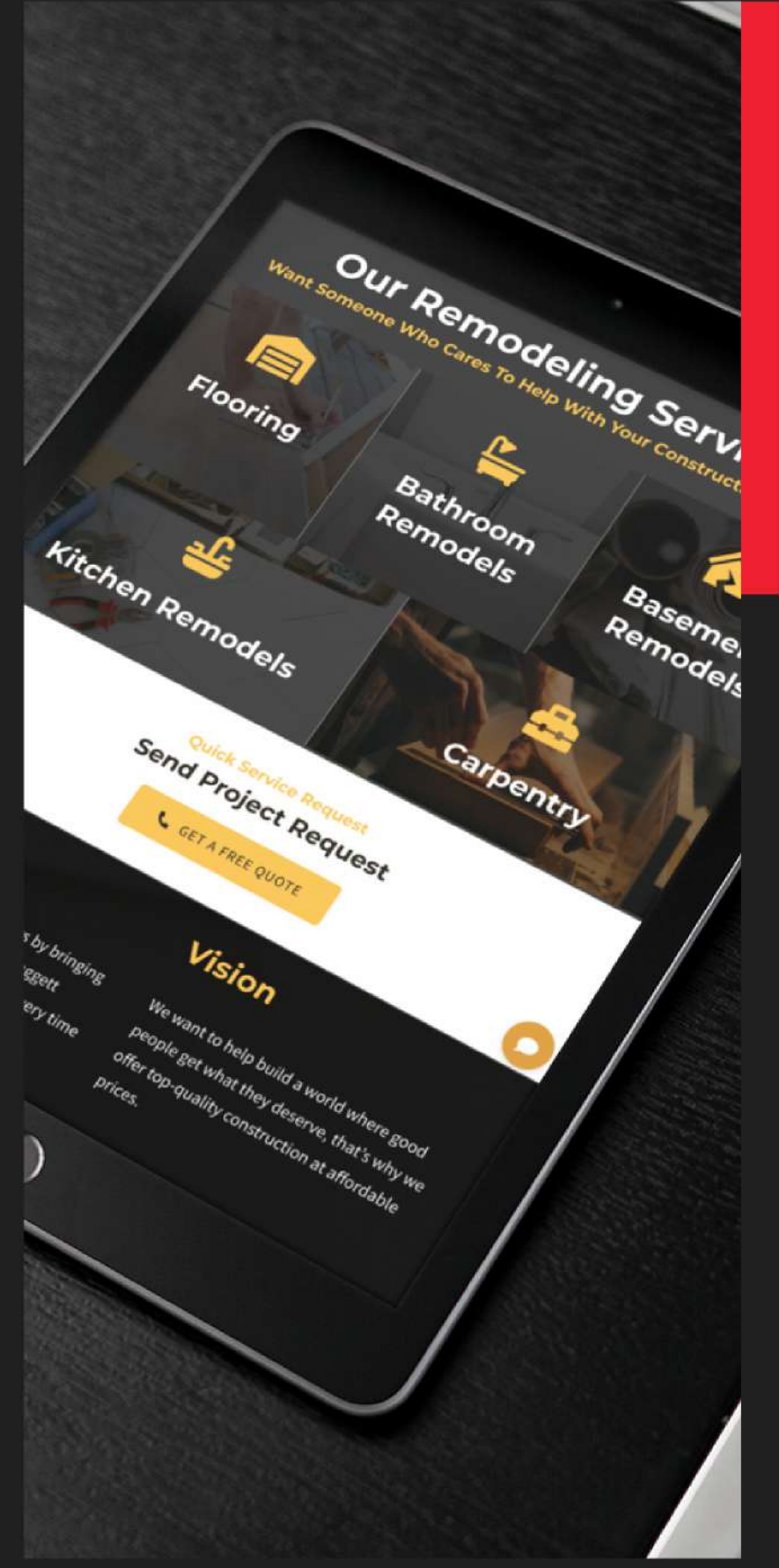


# Website Development

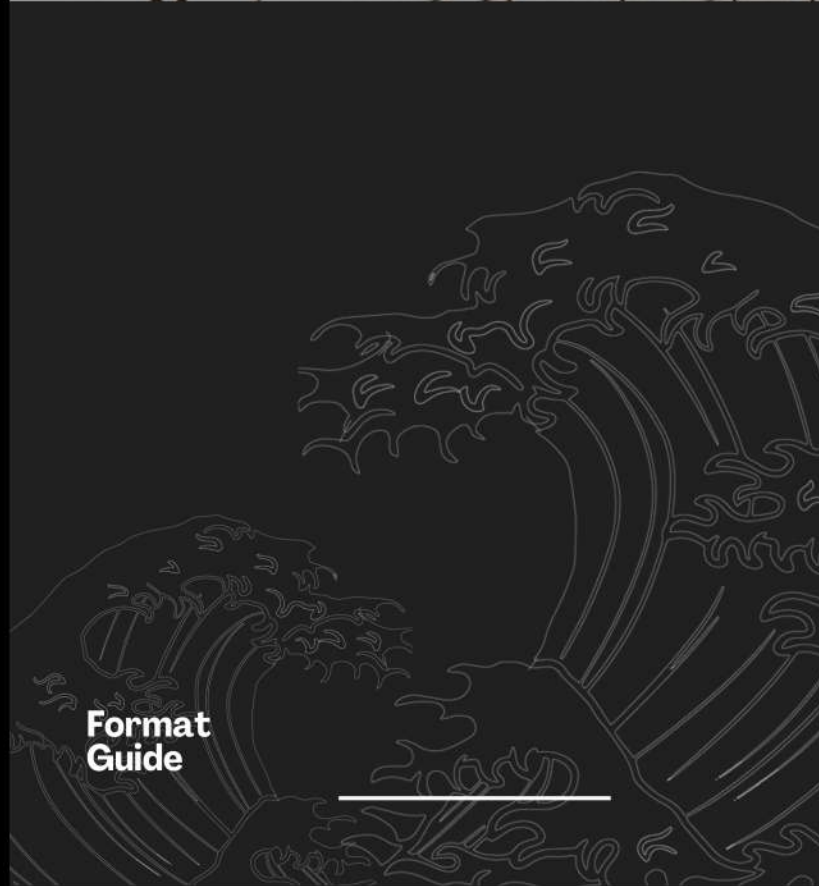
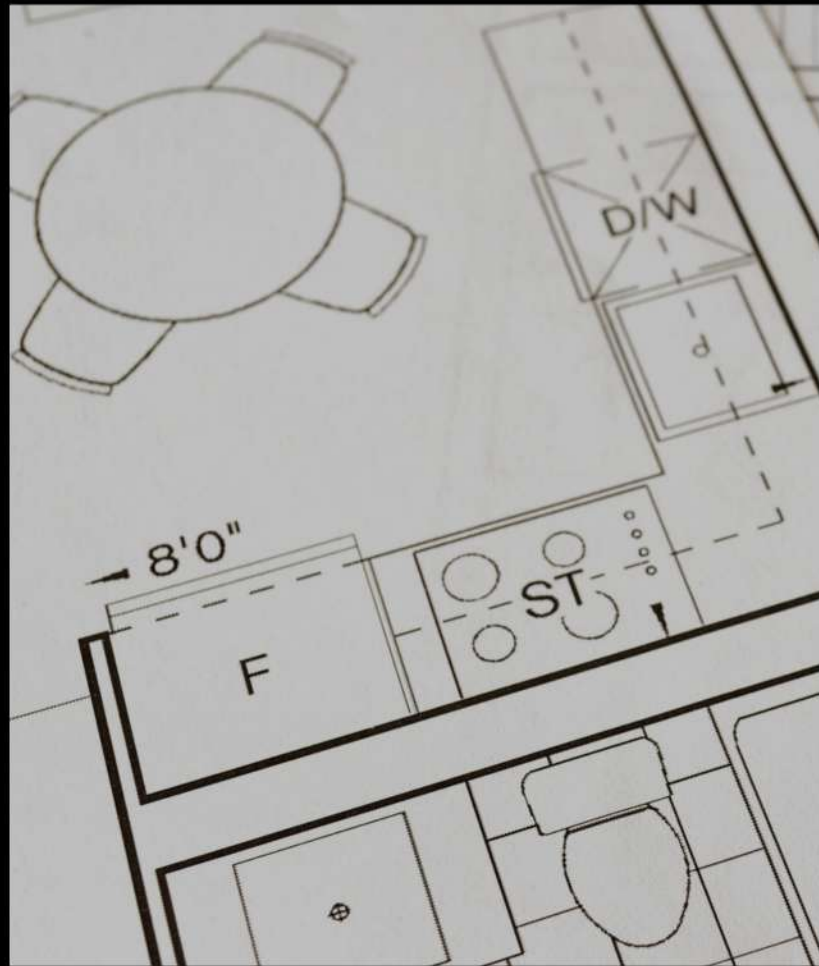
Simplicity sells. This website works the audience through a standard sales process [1) problem identification 2) solution positioning 3) result attainment] with little fluff. That way, the continuous design language can establish the brand's visual identity, the text provides the crucial information, and the prospect can get what they need and nothing they don't. Keep it simple, or something.



Creative  
Responsive  
Unique







# Format Guide

LOGO VARIATION	LOGO SUBMARK	FAVICON

## Color Palette

#FDD120	#FFFFFF	#E7E3E3	#000000 CYMK 60-50-50-100

## Typography

LOGO TEXT	HEADINGS	TEXT

# Brand Book

