



Odegard & Co

TNT Renovation

Tera and TJ outgrew their family business and needed a new outlet for their ambition, so they started TNT Renovation. Partnered with a proven fulfillment provider, the two knew that the next thing they needed was a modern and motivated brand identity.



01 Intro

Brand Book

Intro

Logo

Physical

Digital

Guide





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02

Logo Design

Logo Design

Though there's inherent conflict between the destruction of an explosion and the creation of a renovation, the best things are born from balance. We found the concepts of potential energy, progress, and momentum central to the brand's design language. By housing a box of TNT with an arrow-like roof ready to blow, we captured the concept pretty perfectly for the client's.



Collateral Creation

Because our design language's symbolism is packed with potential energy, the color scheme needed to be simple and sleek. Black and white is an infallible color combination and grounds the design language so the design doesn't overwhelm the audience.



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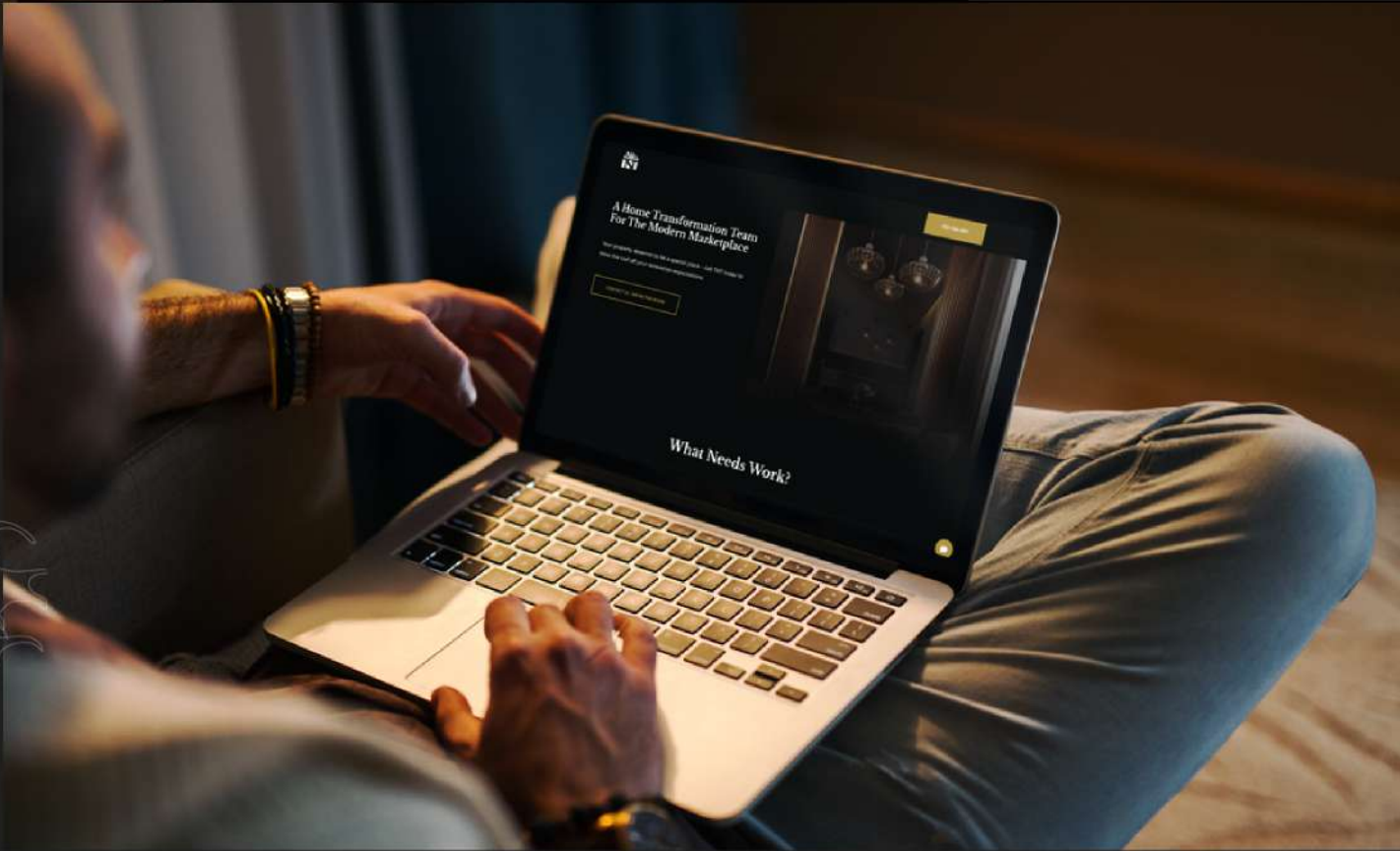
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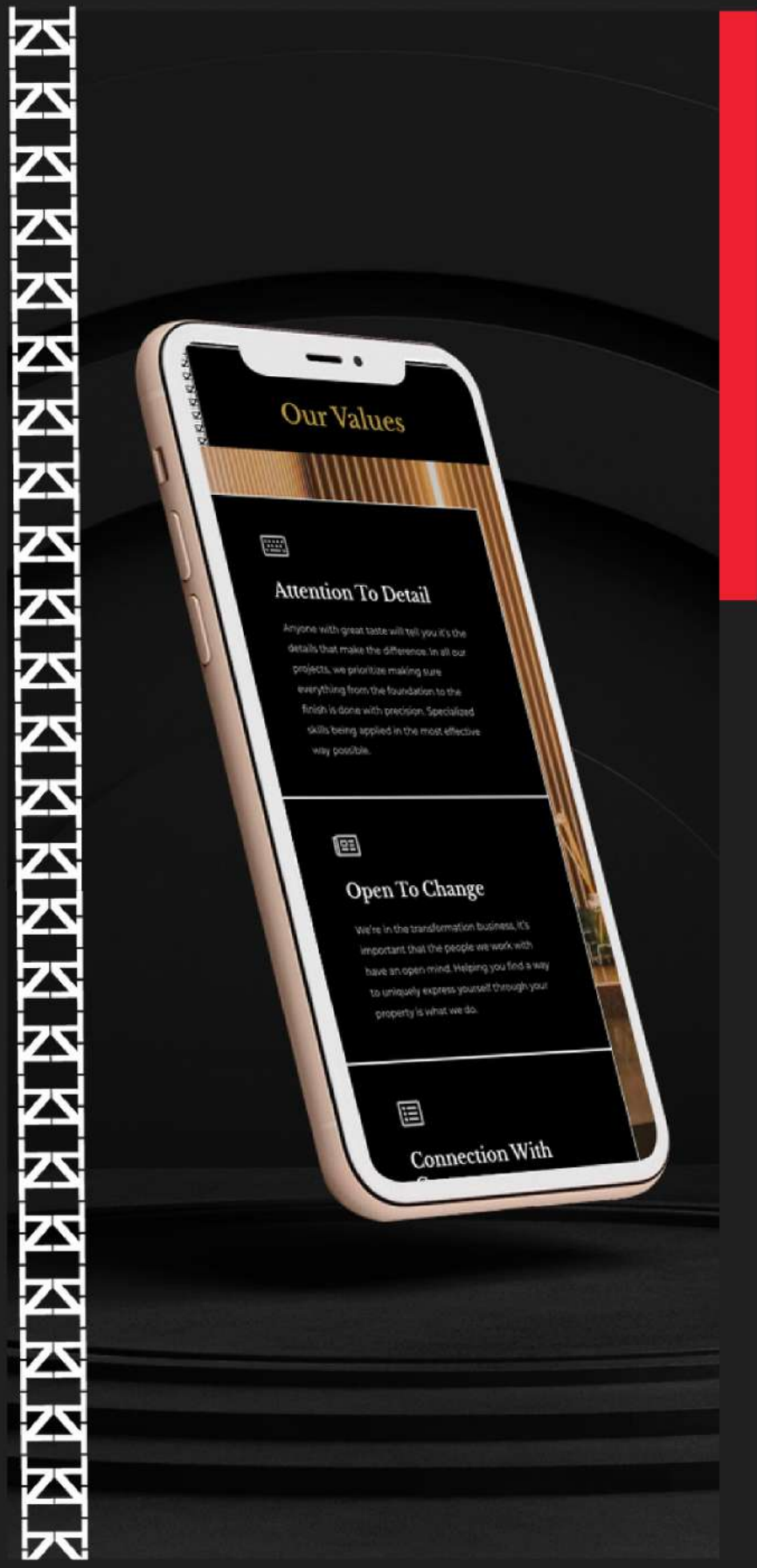


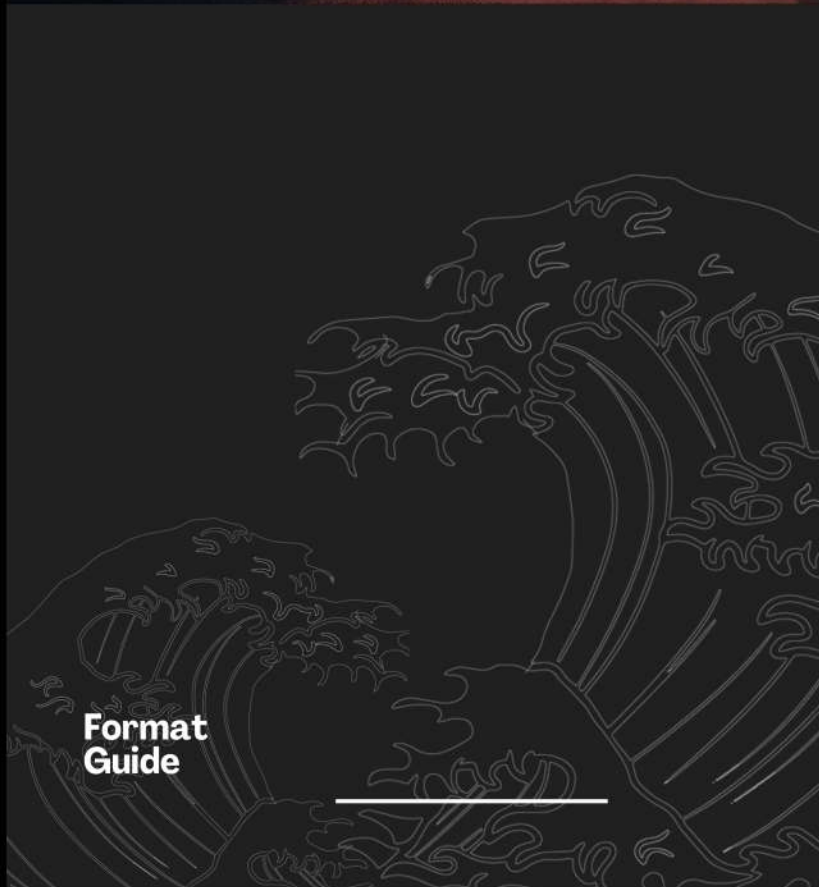
Website Development

As an independent agent powered by a fast growing parent company, Scott needs a website that shed's light on his operation and connects his customers to all the resources he has to offer. This 3 page website works to not only articulate his unique value proposition, but provide ample links to organically created and partnered resources.



Creative
Responsive
Unique





Format Guide

LOGO	FAVICON

Color Palette

#FFFFFF	#E7E3E3	#000000 CMYK 60-50-50-100

Typography

LOGO TEXT	HEADINGS	TEXT
Montserrat Semi Bold	Libre Baskerville	Montserrat

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