

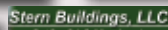



KENYON CONSTRUCTION
Dependability by Design



A LOOK AT THE COMPETITION

Company	Primary Colors	Secondary Colors	Typeface	Primary Art Element	Tag line/ Brand	Target Market
Brickl Bros.	Red	Black	San Serif	Hammer/ Drawing Compass	"The areas design/ build leader." "Let's build!"	25-44
Nelson Construction	Blue	White	San Serif	Typography	N/A	25-44
Stern Buildings LLC	Green	White	San Serif	Typography	"Best darn pole buildings around"	25-44
Wieser Brothers	Green	White	Serif	Square (shape)	"We work with you."	25-44
John K. Peterson Construction	Red	N/A	San Serif	Typography	"Since 1988"	25-44
Ray Olsen LLC	Sky Blue	White	San Serif	Typography	"Quality construction for over 30 years."	25-44
Jim Leis Construction	Red	White/ Black	San Serif	Typography	New Homes	25-44
Wolfe Construction	Black	Yellow/Green	San Serif	Sawblade/ House/ Wolf	Log Homes	25-44
Kirchner Custom Builders	Blue	Orange	Serif	House	New Home Construction	25-44
Bruce Johnson Construction	Green	Orange	San-Serif	Cartoon carpenter	"From the roof to the floor, we do more!" Top quality customer service.	25-44



DEFINING THE BRAND & CUSTOMER MARKET

Kenyon Construction Brand: Dependable new home construction.

Marketing and Ad Campaign: "Dependability by Design"

Customer Background

Sex:	Both
Age Range:	25-44
Generation	X
Total American Population:	80,000,000
Total Customer Percent of Population:31%

Defining Traits of Generation X

- *Believe in investing in their own development and future.*
- *Comfortable with e-commerce.*
- *Informal.*
- *Technology and information savvy.*
- *Want to raise their children and have a balance between work and family.*
- *Detest incompetence.*
- *Medium of choice: Internet and Cable TV.*

Racial Makeup of the Customer Population

• <i>White</i>20%
• <i>Hispanic/Latino</i>4%
• <i>African American</i>4%
• <i>American Indian/Alaskan Native</i>2%
• <i>Asian</i>	1.3%
• <i>Native Hawaiian/Pacific Islander</i>04%
• <i>Other</i>	1.9%

Married with Spouse Present:57%

Single/Never Married:43%

Graduated High School:88%

Bachelor Degree or Higher:29%

Median Annual Income: \$51,135.00

Percent that are Homeowners:59%

Percent that has a Computer:71%

Percent that has Internet Access:71%

Products Bought with Disposable Income:

Vehicles, electronics such as digital cameras, ipods, cell phones, computers and TVs, home improvements such as remodels and additions, new home construction, clothing and fashion especially casual and informal, active wear and sporting goods, DVDs, fine dining, family dining, toys and educational items for children, activity and membership fees.

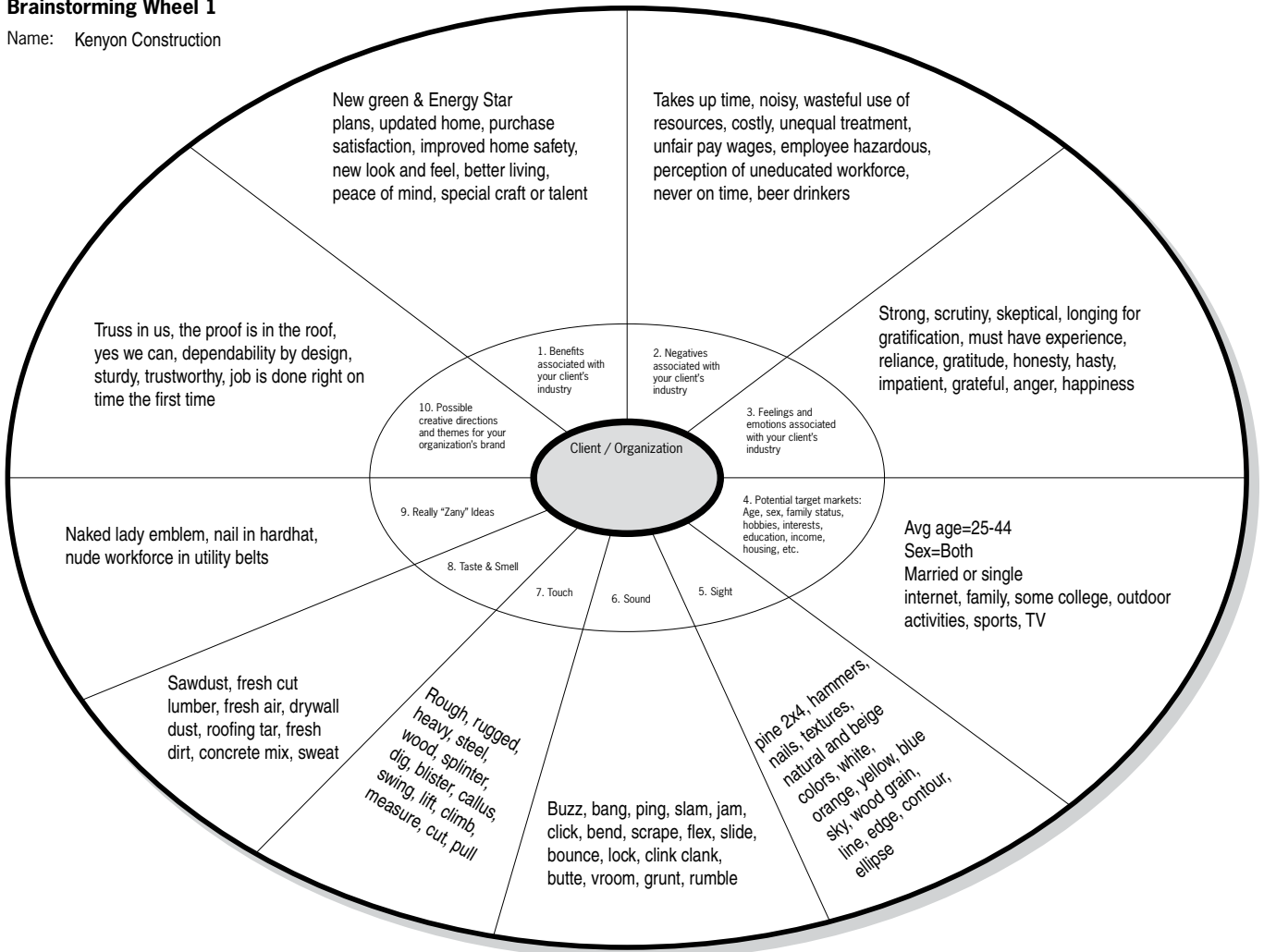
What do they do for Fun?

Kids activities and sports, family time, outdoor activities, biking, hiking, picnics, community sports and events, local nightlife, volunteering and sponsorships, hunting, fishing, travel, education, professional and collegiate sporting events, specialist hobbies, arts and crafts, watch television and movies, surf the internet, social media, facebook, twitter.

BRAINSTORMING

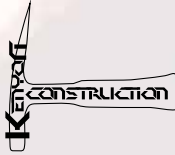
Brainstorming Wheel 1

Name: Kenyon Construction

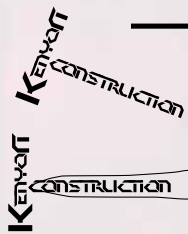
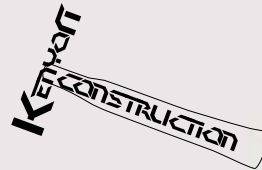


LOGO DEVELOPMENT

Kenyon Construction
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 Kenyon Construction
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 KENYON CONSTRUCTION
Kenyon Construction



KenyonConstruction
KenyonConstruction



STYLE GUIDE & LOGO



Primary Brand Colors:



Pantone Warm Red C • C=0 M=80 Y=95 K=0 • Web #F15A29



Pantone Black C • C=100 M=100 Y=100 K=1000 • Web #000000

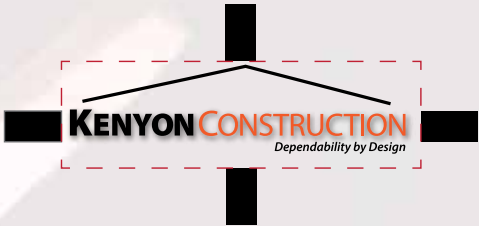
Font: **Myriad Pro Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Font: Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Staging area: All elements should remain a “KE” distance from the logo.



STYLE GUIDE 2 & ART ELEMENTS

Primary Logo & Brand

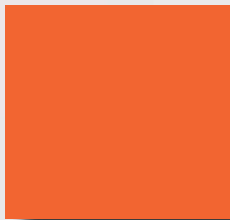
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Secondary Art Elements

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Primary Brand Colors:

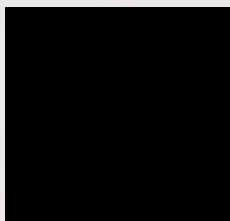


Pantone Warm Red C

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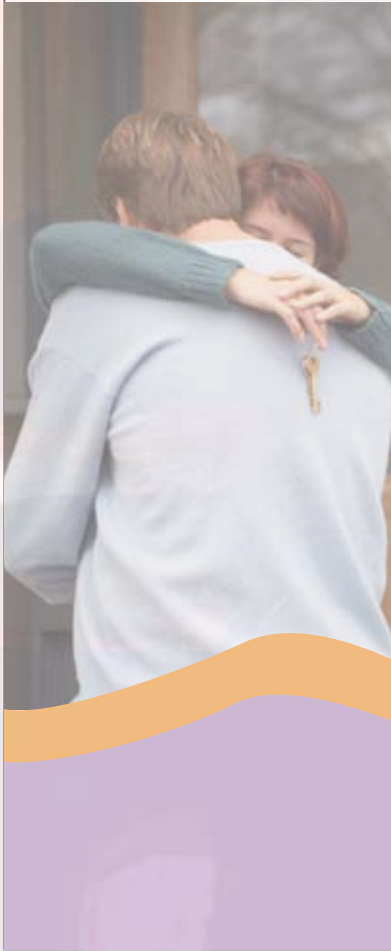
Reference Photography:



v Black C



BROCHURE COVER CONCEPTS



FOLDABLE MAILER

This is a plus-fold mailer that could be sent to clients during, before or after the bidding process.

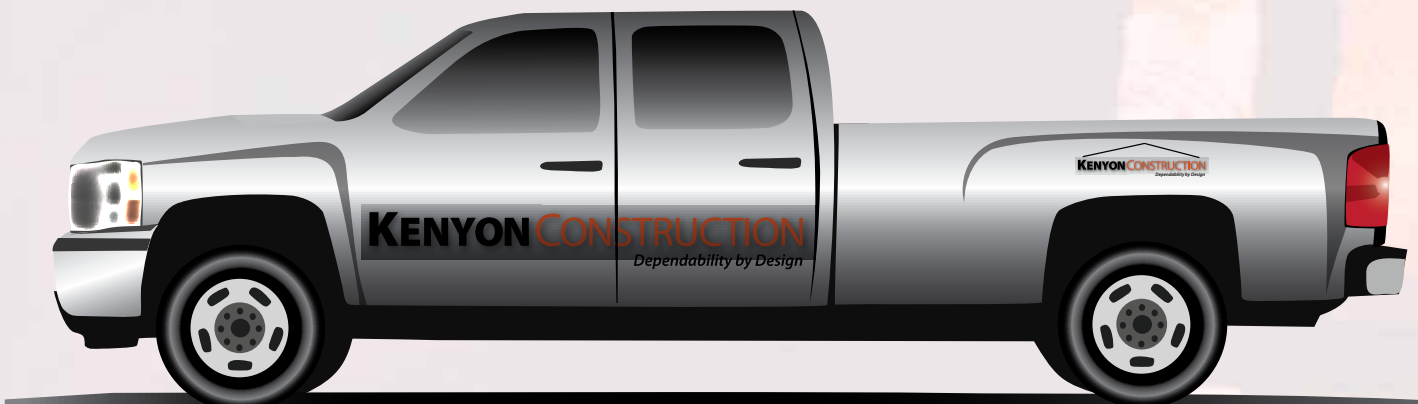


CASUAL CLOTHES



These casual clothes could be worn by employees, company representatives and used as free giveaways.

WORK TRUCK



GOLF OUTING & EXECUTIVE POLOS



Sport the stylish orange sunburst polo during fundraiser golf outings and other company outings. Executive black is perfect for meeting new clients or those semi-formal dinner meetings.

BASEBALL/SOFTBALL JERSEYS



The essential marketing piece for sponsoring a community little league or recreational softball team.

ZONE BARRIER

A great way to zone off work areas,
protect employees and pedestrians
and spread the word.



