



# A.E.C. BRANDING



Branding **Case Studies**  
for Architecture, Engineering  
& Construction Firms

@IDSbrands



**A proper brand identity should communicate the essence of your firm,** its purpose and the values that the company represents. It should visually engage your present and prospective clients by being simple, meaningful and memorable. Most of the companies in the design and construction industry don't have physical products, and branding Services, especially Business to Business Services, is totally different from branding a product.

Everything lies in the perception of your brand and its ability to create relationships with the audience, so where there are multiple firms offering the same service quality, the one that wins is the one with the most relatable and memorable identity. You want the prospective client to be able to identify and prefer your brand in a pool of options.

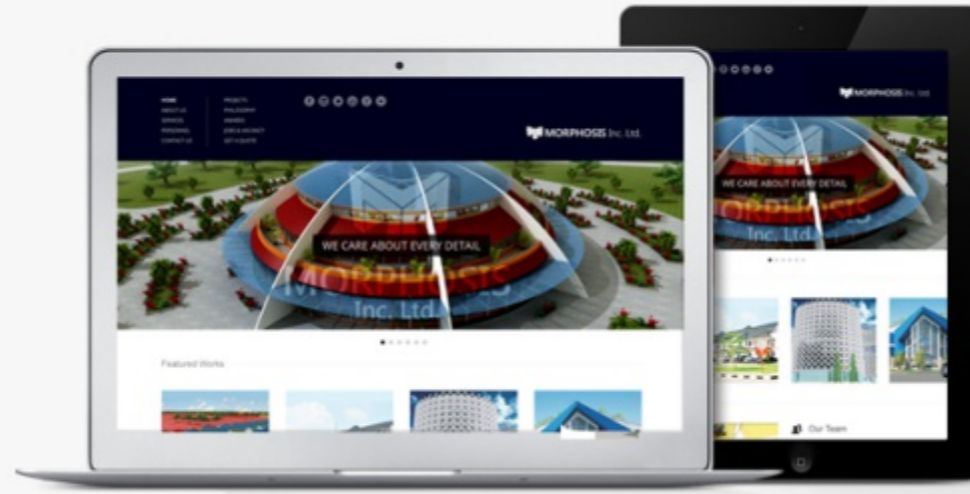
This document showcases a few AEC (Architecture, Engineering & Construction) brands that we have had the privilege of working with to create a more visually striking identity. Each brand projects a different personality, representing the uniqueness of the firm and world-view of the respective partners.

#### Featured Brands:





1



## Client

**Morphosis Inc. Ltd.**  
[www.morphosisincltd.com](http://www.morphosisincltd.com)

## Scope

**Logo Design**  
**Responsive Website Design**  
**Basic Stationery Design & Print**  
**Corporate Profile Design**  
**Presentation Design**  
**Branded Souvenirs**

## Objective

The firm needed to project an image assuring clients of their competence in delivering aesthetic and functional structures.

## Our Solution

Using basic shapes to depict a functional structure in perspective and the first letter of the brand name, we created an identity that symbolizes all services provided by the company, making it simple enough to be understood at first look while retaining it's versatility.



2



### Client

**Baron Architecture**  
[www.baronarchitecture.com](http://www.baronarchitecture.com)

### Scope

**Logo Design**  
**Basic Stationery Design & Print**  
**Corporate Profile/Presentation Design**  
**Responsive Website Design**

### Objective

The former company logo had run its course and was no longer representing the personality the company now projects: functional contemporary architecture. The dilemma was, how do we change the logo and still make it recognizable as the same old one?

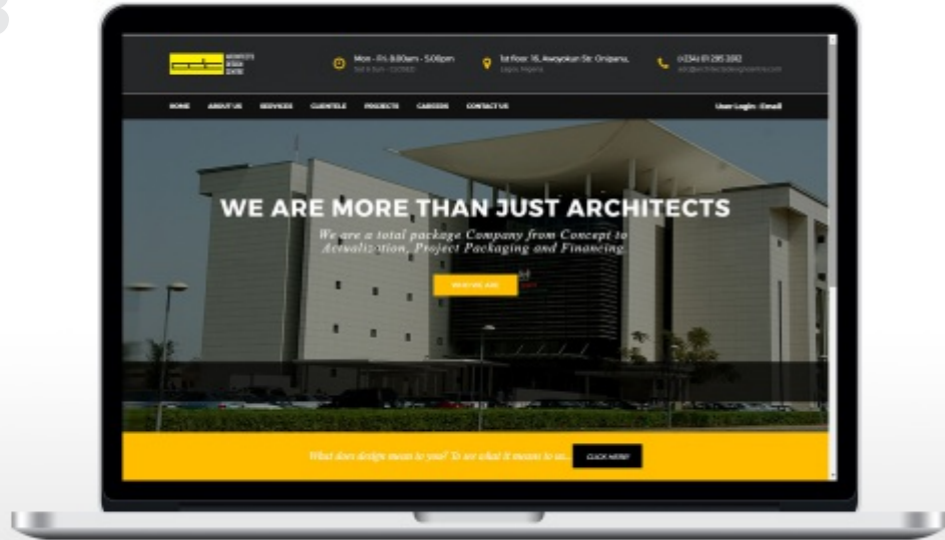
### Our Solution

We understand that most times, the solution is in the problem, you just have to look hard enough. We eliminated only the excess part of the old logo (minimalism) and changed the typeface to a sans serif type. Everyone loved the outcome.





3



## Client

**Architects Design Centre**

[www.architectsdesigncentre.com](http://www.architectsdesigncentre.com)

## Scope

**Logo Design**

**Responsive Website Design**

**Basic Stationery Design**

**Presentation Design**

## Objective

The initial brief was to create a project presentation template and a new website with multiple portfolio gallery, then we realized that the identity system was undefined. We proposed extending the project scope and the client agreed.

## Our Solution

After several sketches and designs, we concluded on a logo that resonates with the company's out-of-the-box thinking with delivering functional solutions in spite of the box (project constraints).



Others



Southbridge Construction

Corporate Profile Design  
Vehicle Branding



Collage Studeozo

Responsive Website Design  
([www.collagestudeozo.com](http://www.collagestudeozo.com))  
Corporate Profile Design



RED Projects Ltd.

Branded Environment





## Spelt IDS, pronounced “IDEAS,” means IDentity Solutions.

At the center of everything we do is a passion for excellence and willingness to grow and exceed our present milestones, always seeking new ways to redefine ideas.

We transport brands from where they are in the mind of their clients and customers, using original ideas and tailor-made strategies, to where they naturally generate brand satisfaction and lasting impressions.

**Our Values** form our effectiveness COMPASS: **C**haracter, **O**riginality, **M**emorability, **P**rofessionalism, **A**dventure, **S**ynergy and **S**implicity.

IDSbrands provides you with an experienced and dedicated team who speak the same language: **your language.**

[Our Capabilities >>](#)

@IDSbrands



**brand**

BRAND  
IDENTITY  
DESIGN

Logo Design. Identity Guidelines  
Development. Digital and Printed  
Corporate Materials.



**digital**

DIGITAL  
EXPERIENCE  
DESIGN

Responsive Web Design. Search  
Engine Optimization. Social Media  
Strategy. Presentation Design



**space**

WORKSPACE &  
ENVIRONMENT  
DESIGN

Corporate Interiors and Exterior  
Branding. Vehicle Branding. Outdoor  
Advertisement Design.

Start with a Call or an Email >>





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