

1Struct Brand Renovation

1STRUCT is back and better than ever, after an exciting brand relaunch. With a redesigned logo and revised brand identity, every aspect of 1STRUCT now reflects the current vision and future of the business.

Our Name

Importantly, the business name has remained the same throughout this exciting transformation. 1STRUCT was chosen specifically as founders Michael and Ben Davis wanted the company to be number one in its niche field of construction. Thirteen years on and this vision remains the same – while 1STRUCT has developed a reputation for quality construction outcomes and exceptional customer service, there is always room for improvement. This means '1STRUCT' remains the best fit for the company.

1STRUCT has become a reliable household name for building luxury sloping lot homes and raise build under renovations in metro Brisbane. The company has become synonymous with quality, care and luxury and the new logo and re-imagined brand identity have built upon this.

Logo

The new logo needed to mirror the quality of the service, workmanship and luxury finishes that 1STRUCT is known for. "It had to reflect where 1STRUCT has come from, but also represent where we stand today as a trusted, modern, quality Brisbane building company," said Michael.

Having been in business for more than a decade, Michael and Ben knew it was time for a change and a contemporary logo that reflected the maturation of the business. "It was time our logo was updated to match the progression of our business over the last 13 years," explained Ben.

1STRUCT has come a long way since it was founded in 2005 – processes have been improved and modern technologies and software have been implemented wherever possible. The new and improved logo was designed to reflect this, as well as the brand's relentless commitment to clients, passion for quality and dedication to exceeding expectations.

Brand Identity

This was also an excellent opportunity to reassess the brand's identity. All 1STRUCT branding now reflects the team's extensive knowledge of the industry, and experience in building luxury homes and renovations on sloping sites.

The updated brand identity also reflects Michael and Ben's passion for construction and luxury property. The synergy of the brothers' complimentary skills, allows 1STRUCT to offer high quality construction alongside great customer service and now, both the logo and brand identity match these offerings.

Thanks to an exciting brand relaunch, 1STRUCT now has a physical reminder of their exceptional brand, which values client satisfaction and quality finishes above all else. With this solid branding foundation, 1STRUCT can now move on to bigger and better things. For example, the launch of a Luxury Sloping Lot display home, which will beautifully complement the Raise and Build Under display home. Keep an eye on the website to find out more information.

To find out more about how 1STRUCT can help you create your very own dream home on a sloping lot, contact us today.

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