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LOGO PACKAGE

Builders

PREPARED FOR BUILDERS R US · GUYANA

Three directions for a construction brand built on trust,
craftsmanship and a face people remember.



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OPTION 1 — WORDMARK

The turned R

BuildersRUs

WHY THIS MARK WORKS

One turned letter buys what most construction brands never get: instant recall. The heavyweight black wordmark reads like structure itself — solid, engineered, built to last — while the amber R borrows the colour of hard hats and high-vis gear, so the brand wears its trade with pride. Clean enough for contracts and invoices, bold enough to own the side of a van. This is the mark that makes Builders R Us look like the market leader before the first job is even quoted.



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The builder's handshake



WHY THIS MARK WORKS

People don't hire companies — they hire people they trust. This mark puts that trust on display: a builder who looks the client in the eye and gives the thumbs-up. Approved. Done right. The golden lettering radiates energy and optimism, and the character gives the brand a face no competitor in Guyana can match — one that works as hard on a WhatsApp profile as on a job-site board. Choose this to be remembered by name and by face.





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OPTION 3 — MASCOT + HOUSE

The finished roof



WHY THIS MARK WORKS

Every build ends the same way: a family looking up at their new roof. This mark sells that ending. The builder, the name and the rooftop — with its window already lit — tell the whole story in one glance. Sun-yellow warmth, a blue R for calm reliability, and a silhouette every homeowner recognises from fifty metres away.

