

1. STYLE 1



Option 1



Option 2



Option 3



Option 4

STYLE: The above style of the four logo variations for SKR Construction communicates stability, professionalism, and trustworthiness - important qualities for a construction brand.

DESIGN: The logos combine blue and yellow colours, with an upward-pointing roof/arrow symbol which stands for growth, shelter, and structural integrity. The fonts have been selected to give the logo a clean, modern and bold look.

COLOUR: The colours used - Deep Blue represents trust, professionalism, and dependability. Golden Yellow symbolises success, positivity, and premium quality. It also creates a sense of warmth - a core brand personality of SKR Construction, complementing the blue.

IMPACT: Each option effectively communicates SKR Construction's expertise, reliability, and commitment to quality.

2. STYLE 2



Option 5



Option 6

STYLE: The above two logo variations take a bold, geometric, and modern approach and positions SKR Construction as a forward-thinking brand.

DESIGN: The arrow-like shape pointing upwards within the "K" stands for progress, innovation, and growth. The letters S, K, and R are a bold, heavy-weight sans-serif font. This font-style has been selected to communicate strength, durability, and confidence.

COLOUR: The colours used - Deep Blue represents trust, professionalism, and dependability. Golden Yellow symbolises success, positivity, and premium quality and creates a sense of warmth (core brand personality of SKR Construction), complementing the blue.

IMPACT: Both designs successfully differentiate SKR Construction from competitors by blending symbolism, clarity, and impact - positioning the brand as a leader in the construction industry.

3. STYLE 3



Option 7

STYLE: This logo option takes a symmetrical and balanced design ensuring strong brand recognition and readability across digital and print mediums.

DESIGN: The bold, sans-serif font display stability, confidence, and professionalism. The central upward arrow/roof icon integrated within the “K” symbolizes a strong foundation, growth, and premium craftsmanship. The upward arrow effect suggests progress, ambition, and trust, positioning SKR Constructions as an industry leader.

COLOUR: The colours used - Deep Blue represents trust, professionalism, and dependability - ideal for a construction brand. Golden Yellow: symbolises success, positivity, and premium quality. It also creates a sense of warmth, complementing the blue.

IMPACT: This logo positions SKR Constructions as a trusted, forward-thinking, and high-quality brand in the construction industry.

4. STYLE 4



Option 8

STYLE: This logo option for SKR Construction symbolises growth, reliability, and modern craftsmanship, positioning the brand as a trusted name in the construction industry.

DESIGN: The bold, condensed sans-serif font conveys stability, strength, and professionalism. The vertical rising style of the letters along with the upward arrow/roof icon on top of the letters show upward growth which is SKR Construction's focus on building high-quality structures.

COLOUR: The colours used - Deep Blue represents trust, professionalism, and dependability - ideal for a construction brand. Golden Yellow symbolises success, positivity, and premium quality. It also creates a sense of warmth, complementing the blue.

IMPACT: This logo effectively positions SKR Construction as a trusted, innovative, and high-quality brand in the industry.