How can one name make room for a group of ventures?

The identity system behind BuildCon, BuildNation and BuildOn.



Make Build the part that stays.

BuildX is the guide’s internal name for the system. Each venture uses the same “Build” prefix, then adds a name, colour and symbol that reflect its own work.

ORIGINAL OVERVIEW OF THE BUILD IDENTITIES

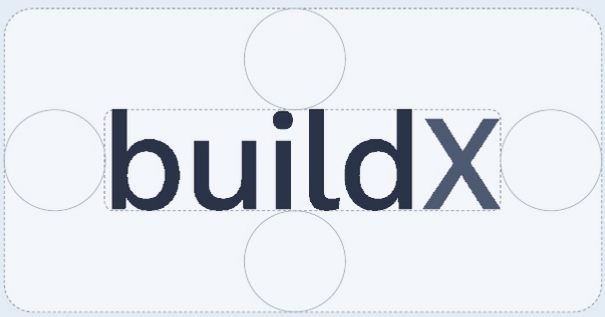


Give the shared lettering a set of rules.

The guide specifies space around the mark and where each symbol sits above the venture name. These details give new lockups the same proportions.

ORIGINAL BUILDX CLEAR-SPACE DIAGRAM

Logo Breathing Space



Full Logo Breathing Space

Give each venture room to choose a colour.

The guide lays out twelve hue families for future identities. A shared dark prefix anchors the names as the suffix and symbol change colour together.

ORIGINAL TWELVE-HUE PALETTE

Brand Colors

BuildX offers a versatile palette of 12 distinct color hues for separate ventures' brands to select from, ensuring vibrant and impactful primary logo and brand colors.



12 Different Brand Color Hues

Use a rising graphic for growth.

BuildCon pairs an orange suffix with three rising bars. The identifier can also stand alone in colour, reverse or monochrome.

ORIGINAL BUILDCON IDENTIFIER VARIANTS

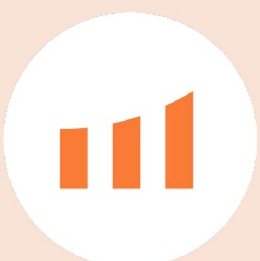
Identifier

BuildCon Brand Identifier

The brand identifier is derived from the symbol in the logo, and can appear in isolation to be used in special situations and spaces. For example, it may be used in small areas or very large canvases, or to avoid repetitive use of the logo on one plane, or for subtle placement of the visual element for surface articulation.



Predominant Version



On White Background



Dark-themed

Use a bird to express uplift.

BuildNation takes its own route with a green suffix and a bird in flight. The guide carries the symbol from the wordmark into a circular identifier.

ORIGINAL BUILDNATION IDENTIFIER VARIANTS

Identifier

BuildNation Brand Identifier

The brand identifier is derived from the symbol in the logo, and can appear in isolation to be used in special situations and spaces. For example, it may be used in small areas or very large canvases, or to avoid repetitive use of the logo on one plane, or for subtle placement of the visual element for surface articulation.



Predominant Version



On White Background



Dark-themed

Give a third venture its own print presence.

Purple picks out the BuildOn name on the card. The common lettering lets it sit beside the other identities while the colour distinguishes it.

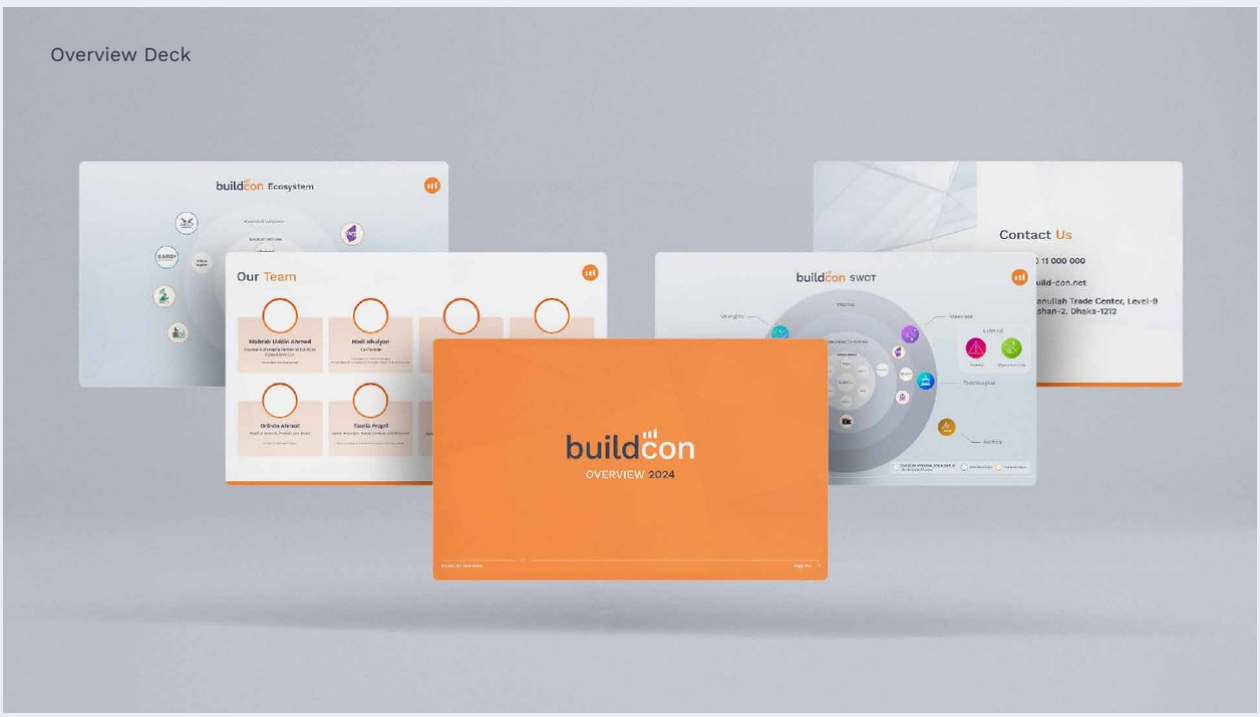
ORIGINAL BUILDON BUSINESS CARDS

BuildOn Business Card



Carry the rules into a presentation.

The BuildCon deck shows how the orange, wordmark and graphic elements hold together across diagrams and longer slides.



ORIGINAL BUILDCON OVERVIEW DECK MOCKUP

Give future ventures a structure to build on.

The same rules govern the names and lockups. Each venture can make an independent impression through its own symbol, colour and applications.

BRAND ARCHITECTURE AND VISUAL IDENTITY SYSTEM

Connect the unconnected.



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