

Harbor Pros

Case Study



Overview

Client Name: Harbor Pros

Industry: Construction

Business Type: Small Business

Timeline: August 2021

Budget: \$10,500

Engagement: Creation of Visual Brand Identity

Contact:

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Synopsis: In August of 2021, Harbor Pros engaged Allovus to create a stand-out visual brand identity on a modest budget that would include everything from logo, typefaces, and color palettes, to the layout of branded materials that spanned business cards, promotional materials, and truck wraps. Additionally, the design solution needed to represent well on a website, with mindfulness towards mobile apps and crafting an engaging social media presence.

Building from the ground up

Crafting a visual brand identity for a startup South Sound handyman

Our challenge

In August of 2021, Jason Higgins founded Harbor Pros, a new contractor sole proprietorship in the South Sound area. His mission was to bring high-quality, mobile handyman services to the market to solve creative challenges that would stump the average handyman. Jason was uniquely suited to tackle problems that combined his attention to detail, and ability to solve problems creatively and deliver quality work at a reasonable price.

As a small business startup, Jason had a modest budget to work with, but he knew that a strong brand identity would help him stand out in the crowded Gig Harbor market. Because he had a keen eye for recognizing quality and value, he came to us to create a distinctive visual brand identity that would set a solid foundation for his company.

He was especially interested in ensuring that everything from his business cards, to his website, to his trucks would make a strong impression and put his best foot forward.

We knew that to do this right, we would engage in a fast-but-thorough implementation of our design process: a collaborative discovery phase, followed by quick-turn design ideation sprints that led us into final concepts. Once we had buy-in from Jason on the final design direction, we could move into producing the art, print production guides, and final assets that he would need to truly bring Harbor Pros to life.

A masculine mood board

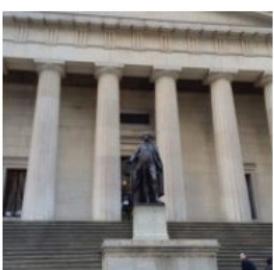
Tools. Building. Equipment.



Intriguing. Sophisticated. Accessible.



Reliable. Accountable. Dependable.

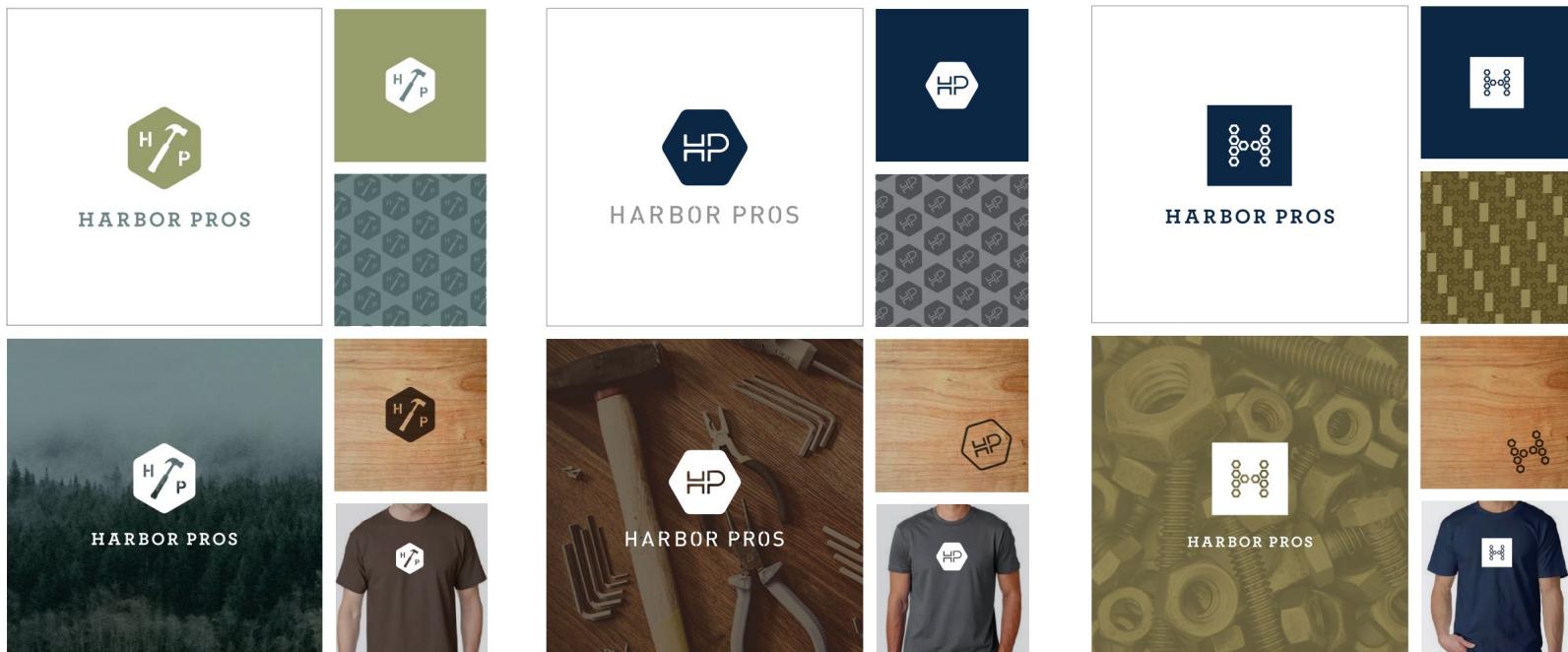


During the discovery phase, we identified key elements that not only helped to define the tone and personality of the brand identity we wanted to create but also served as inspiration for developing the visual identity.

The words we chose in collaboration with Jason to inspire us ranged from the physical and material to the esoteric and emotional. As we began selecting imagery that represented these words and concepts, a visual inspiration collection—or mood board—developed that was down-to-earth, accessible, and dependable.

In combination, we were starting to get a clearer picture of the visual brand we would construct: masculine, solid, engaging, trusted, and overall, representing quality craftsmanship. This would be a brand that would represent Harbor Pros well and would attract customers who valued quality products and well-thought-out solutions over quick, cheap fixes—a perfect match for Jason's skillset.

Multiple ideation cycles



Our first round of ideation centered on the core of any visual identity: a logo. We quickly explored a myriad of ideas—shapes, colors, and type—but also patterns, textures, and backgrounds. With Jason's active input, we zeroed in on key building blocks: the appeal of a hexagonal shape, reminiscent of the head of a screw, and stylized representations of the letters “HP” for Harbor Pros.

Theme exploration

In our next round, we continued to explore—but now with badge-like enclosures, like something that might represent well on a handyman's must-have accessory: a baseball cap. We also took inspiration from our

physical environment—the Tacoma Narrows bridge, the shapes of houses, and the literal tools of the trade, screwdrivers and hammers.

1

ENCLOSURES

Influenced by the badge shapes found throughout the construction industry



2

TACOMA BRIDGE

Local residents will identify with this local landmark



Theme exploration

3

HOMES

For residential customers, this direction also made a lot of sense



4

TOOLS

Tools of the trade were a natural exploration path



Tightening it up

Emerging from early ideation

Tighter conceptualization



Emerging from the early ideation, we shifted into a third design round, where we began to tighten up concepts and bring the elements together.

The primary components of the logo resolved into the stylized letters "HP", now with a roof-like addition, and sans-serif typography: the company name, "Harbor Pros", and "Local Handyman", an encapsulation of Jason's mission.



With further refinement, we anchored these elements in the hexagonal "screw-head" from our earliest ideation or a stamp-like circle and began to explore color palettes in earnest.

Tighter conceptualization

Logo



Emotional Attributes

Intriguing
Different
Sophisticated
Friendly
Reliable
Approachable
Dependable
Professional

Typeface

Gotham
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Seal



Baseball Cap



T-shirt



Business Card



Pattern



Color Variations



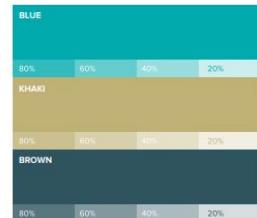
Truck Application



Icons



Palette



Additional explorations focusing on fonts, color palettes and applications help to refine direction further

Finishing touches

Our 4th round

Finishing Touches

A



(laser cut wood w/ sticker)

In our final, fourth round of design iterations, we presented the choices to Jason—the primary logo components, from which he could select the best combination. We also selected three options for color palettes—in each case, three colors that we believed represented Jason, Harbor Pros, and the local community well.

Design Extension



Each of the color options felt appropriate to the Gig Harbor waterfront landscape and were either gender-neutral or skewed slightly more masculine.

Together, these elements felt cohesive and correct—a brand that represented a quality handyman service that could be trusted on sight.

Finishing Touches

B



Feminine

Gender Neutral

Masculine



(Offset with logo emboss –or– metallic foil)



(Offset w/ double hit)

Design Extension



Finishing Touches

C



Feminine

Gender Neutral

Masculine



(Offset w/ blue metallic foil)



(Offset)

Design Extension



The final choice

And...the final build

The final choice

Ultimately, Jason chose our favorite options to create a visual brand identity that was flexible, versatile, and timelessly classic. With the combined graphic hexagonal shape containing the “HP” initials, wrapped in the typography of the company name and mission, the new Harbor Pros logo was clean, elegant, and recognizable across all types of media—from websites, to business cards, to the sides of a truck.

Additionally, being value-minded, we collaborated with Jason to simplify an earlier color option from three colors down to a two-color palette comprised of a deep bluish-grey slate, and a warm taupe that calls beach sand or wood grain to mind. This two-color palette is incredibly flexible, allowing multiple uses when incorporating shades and tones, while also saving money from a print- and paint-production perspective.



Business card with 4 back-of-card variations

Coated

Uncoated

Color guidelines

Process	Spot	RGB
C57 M30 Y17 K51	PMS 7545C	R17 G46 B58
C7 M27 Y55 K22	PMS 465C	R187 G193 B89
C90 M49 Y46 K44	PMS 546U	
CS M18 Y47 K15	PMS 466U	

The final choice



Truck options

Overall, Jason was thrilled with the work of the Allovus team. “Not only were they fun to work with,” said Jason, “but the final product was high-quality and professional, just like I like to produce for my clients.” He felt pride in the design and recognized how valuable it was for his brand-new business to make an outstanding first impression.

We couldn’t be prouder of the work we did for Jason and Harbor Pros. Crafting a compelling visual brand identity is work that requires skill, curiosity, creative thinking, and a passion for getting things exactly right—just like your local, high-quality expert handyman would do it.

How can we build a brand that is the foundation of your success? Reach out, and let’s get started!

Thank you!

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