YAMRA CONTRACTOR

BRAND IDENTITY GUIDELINES

Building Today | Better Tomorrow



A modern, architectural identity built around structure, reliability and progress.

01 | THE LOGO CONCEPT

The Yamra symbol combines a hidden letter “Y” with the shape of a roof. It connects the company name with the world of construction in one simple, memorable mark.



THE “Y” — YAMRA
The descending lines form a stylised Y, linking the symbol directly to the company name.

THE ROOF — CONTRACTING
The layered, roof-like top represents buildings, shelter and the practical work of construction.

THE LAYERS — STRUCTURE & STRENGTH
Repeated parallel lines suggest organised planning, solid foundations and attention to detail.

Overall meaning

The logo communicates Yamra as a contractor that builds with purpose: a clear identity, a strong structure and a dependable approach from planning to completion.

02 | COLOUR & TYPOGRAPHY

The palette is deliberately neutral and architectural. It feels professional on site, in offices and across printed or digital materials.

Stone Grey
#A7A39B
Primary

Charcoal
#2E3A44
Secondary

Off White
#F5F5F4
Background

Deep Slate
#1F2328
Text / contrast

Typography

Recommended typeface: Montserrat
Use Montserrat Bold or SemiBold for headings and company name. Use Montserrat Regular for body copy, descriptions and documents. Keep spacing clean and avoid decorative fonts.

Brand voice

Clear, confident, practical and dependable. Use short sentences that communicate quality, safety, teamwork and timely delivery without exaggerated claims.

03 | BRAND APPLICATIONS

The identity should remain consistent across every customer and site touchpoint. Use the logo clearly, keep contrast strong and avoid adding effects that reduce legibility.



Suggested applications

- Business cards and letterheads
- Site signage and office reception
- Hard hats, uniforms and staff ID cards
- Company vehicles and equipment
- Project documents, proposals and digital profiles

04 | QUICK BRAND GUIDE

DO	AVOID
Use the original symbol and wordmark consistently.	Do not stretch, tilt or redraw the logo.
Use charcoal on light backgrounds and white on dark backgrounds.	Avoid low contrast, busy backgrounds or unnecessary shadows.
Keep clear space around the logo.	Do not crowd the logo with other text or graphics.
Use the brand palette and simple typography.	Avoid introducing too many extra colours or typefaces.

Brand statement

Yamra Contractor stands for dependable construction, thoughtful planning and lasting structures. The logo brings the company’s initial and a roof together to express the purpose of the business: creating solid spaces with care and confidence.

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