

# **Bishop Brothers Inc.**

Branding Refresh Proposal

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# Introduction

Who is Bishop Brothers Inc.?

What is the task?

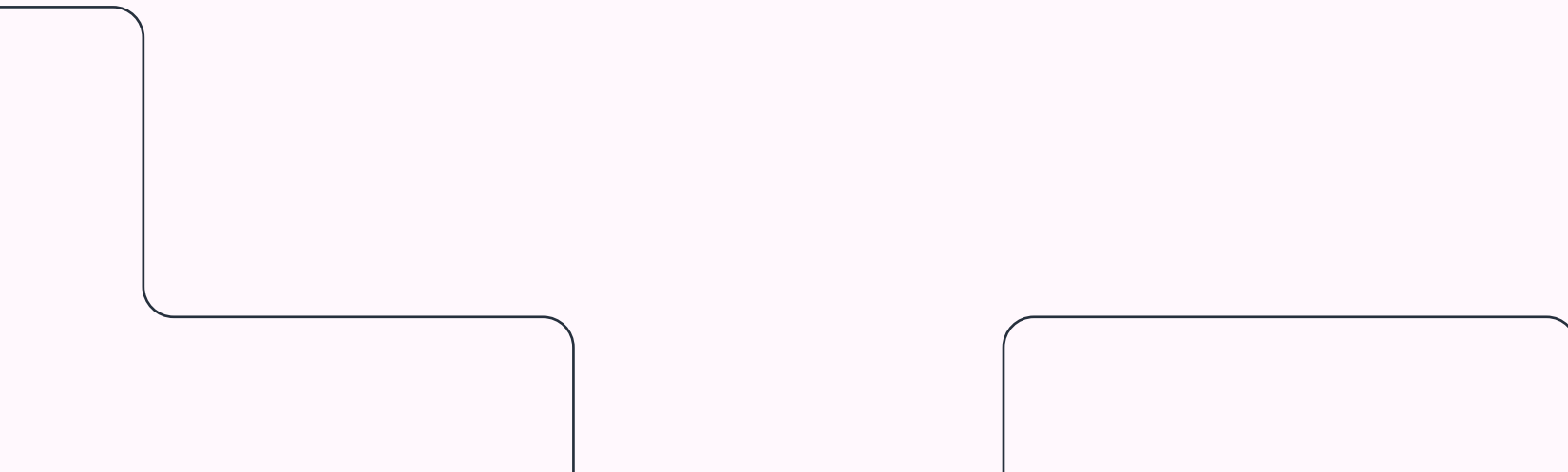
How will a new and unified brand identity benefit Bishop Brothers?

# How to approach implementing new branding

Implement new branding in phases

What do these phases mean?

What benefits do these phases provide?



# Phase 1

# Overall brand look

Typeface: Nimbus Sans

Fonts:

**Nimbus Sans Black**

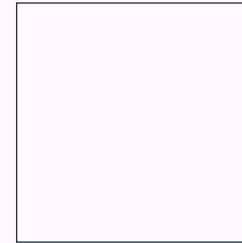
**Nimbus Sans Bold**

Nimbus Sans Regular

Nimbus Sans Light



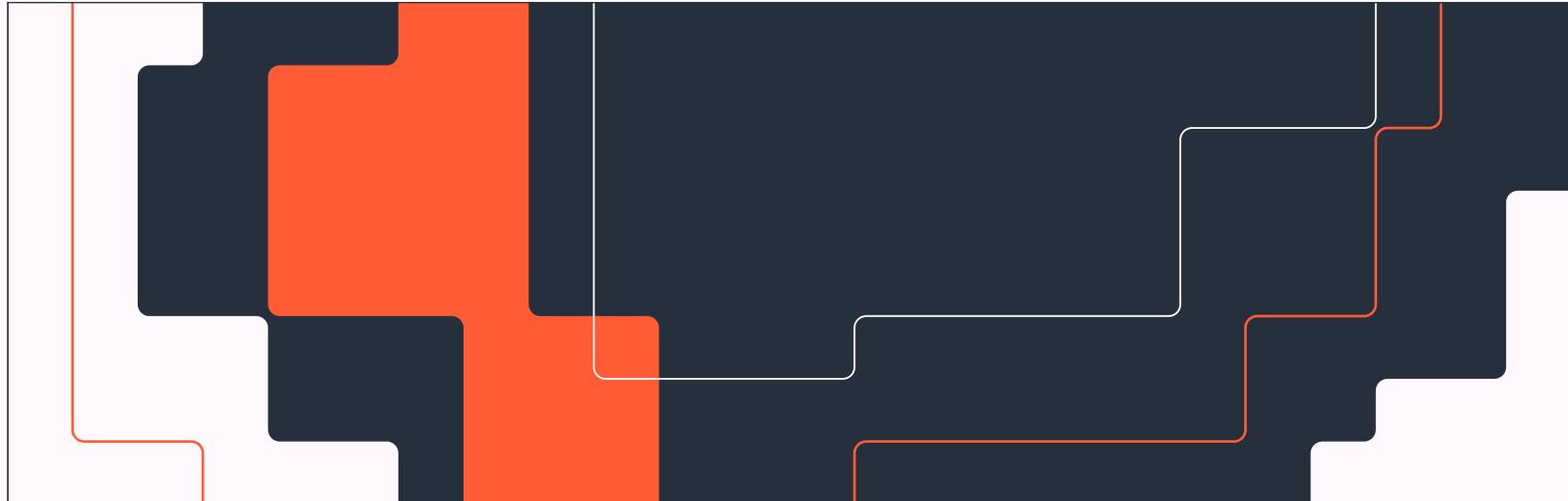
Dark Gray-Blue



Off-White



Cool Orange



# Taglines

Long-lasting loyalty and service

“We build it right because we don’t know hoe to build it wrong.”

## Logo refresh

Original Logo



**BB**  **BISHOP**  
**BROS.**  
**INC.**  
**DESIGNERS AND CONSTRUCTORS**

# Logo refresh

Evolved Logo



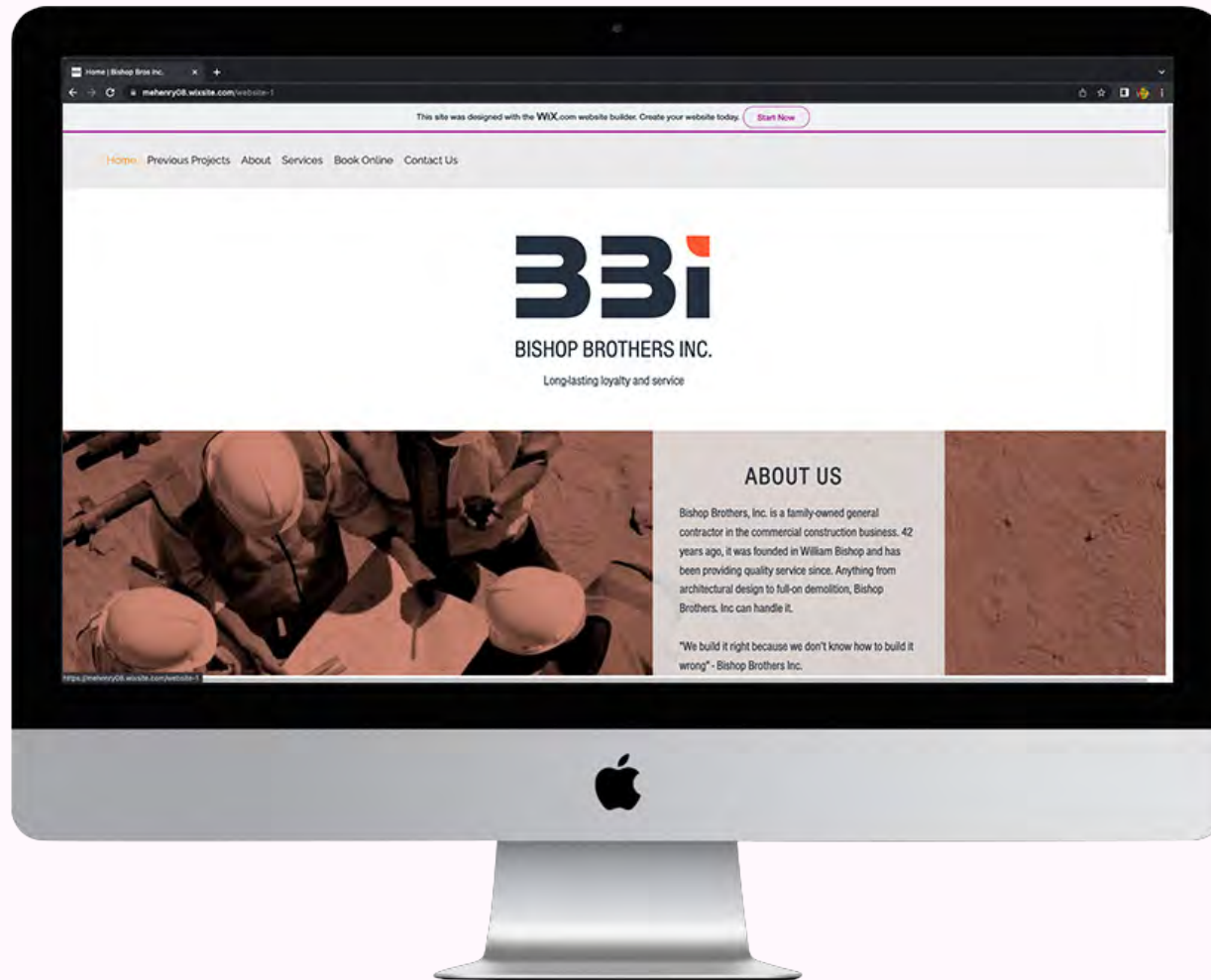
**Bishop Brothers Inc.**

Design and Construction





# A new Bishop Brothers website



# Handouts that leave an impact

## Who we are

Bishop Brothers is a general construction company located in Alta, Illinois. We have been serving Peoria and Central Illinois since 1936. We are a family owned and operated business who are dedicated to our work. The business was founded by William Bishop, which he then transferred to his three sons: Bill, Steve, and Dennis.

Since then, the company has been passed down to Justin Bishop and Dusty Dykema. They are looking to grow and evolve the company by building more long lasting relationships between them and their partners.

We build it right  
because we  
don't know how  
to build it wrong

**33i**  
Bishop Brothers Inc

Long Lasting Loyalty and Service

## Contact Information

2800 W Alta Ln, Peoria, IL 61615

309) 243 - 5599

bishopbrosinc@comcast.net

www.bishopbrosconstruction.com

## Services

Our services include mainly light commercial construction projects. We are also able to do design work, smaller construction projects, and maintenance.

## Our Collaborators

Our current customers include:  
Unity Point  
Salvation Army  
Rivian  
Neuro Restorative  
Unit 5  
Ag lab

## Contact Information

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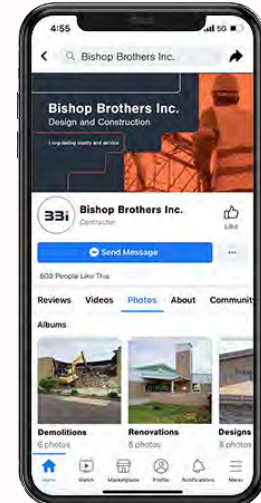
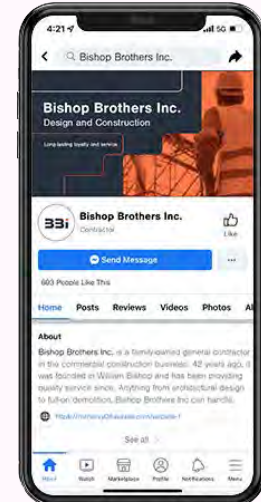
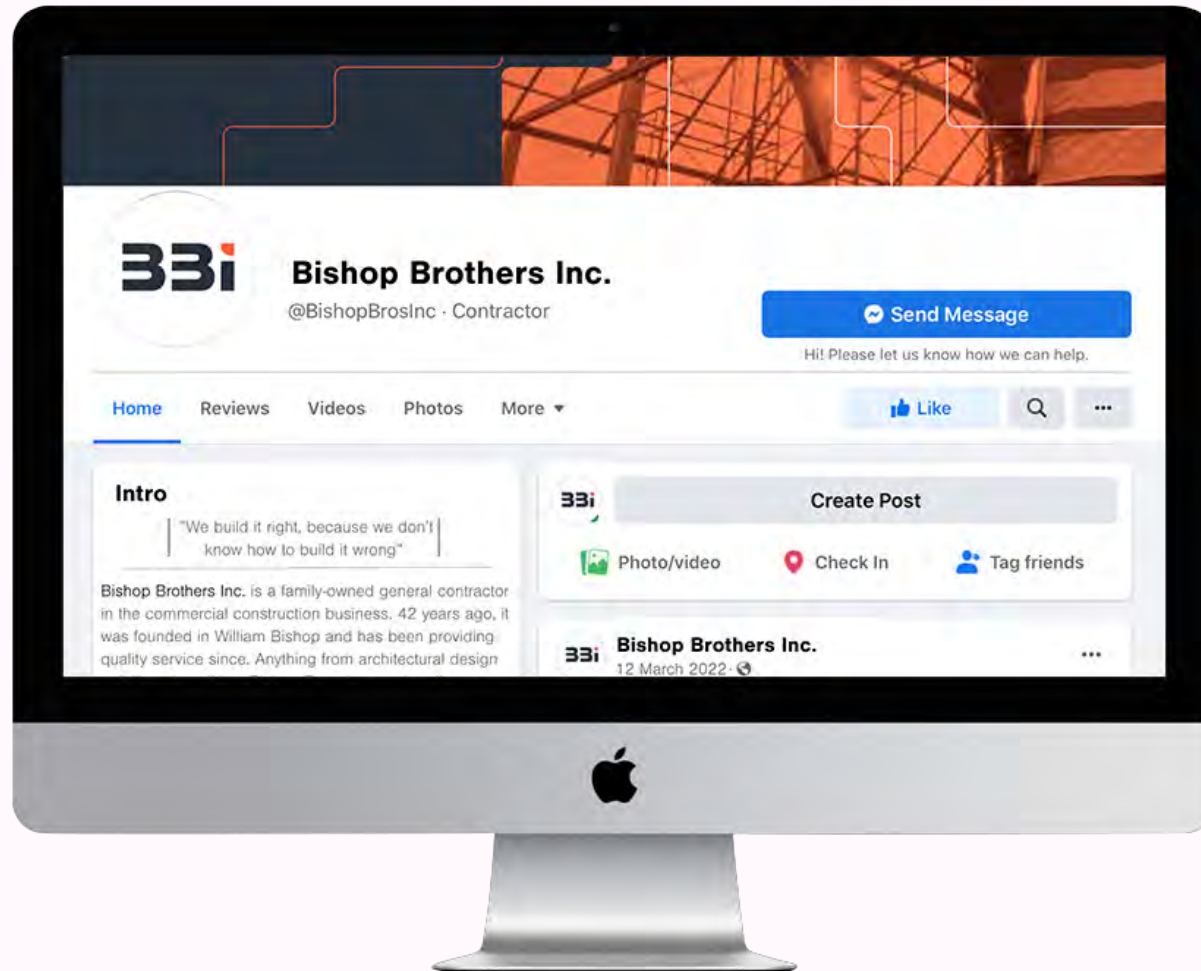
309) 243 - 5599

bishopbrosinc@comcast.net

www.bishopbrosconstruction.com

Contact Us For More Information

# A stronger social media presence





# Phase 2

# Business cards



# Business to business mail



**B3i**

**Welcome to Bishop Brothers Inc.**

We serve Central Illinois. We are a general design and construction company located in Alta, Illinois. We offer a variety of services for commercial and residential customers. Call us for professional, experienced, and reliable construction services from design to completion. Our services include but are not limited to design/build, construction management and pre-engineered structures. Site development, architectural services are available.

Contact us:    [www.bishopbroconstruction.com](http://www.bishopbroconstruction.com)    (309) 243-5599



**B3i**

**Bishop Brothers Inc.**

Long Lasting Loyalty and Service



# Bishop Brothers merchandise





# Phase 3



# Conference/Convention materials



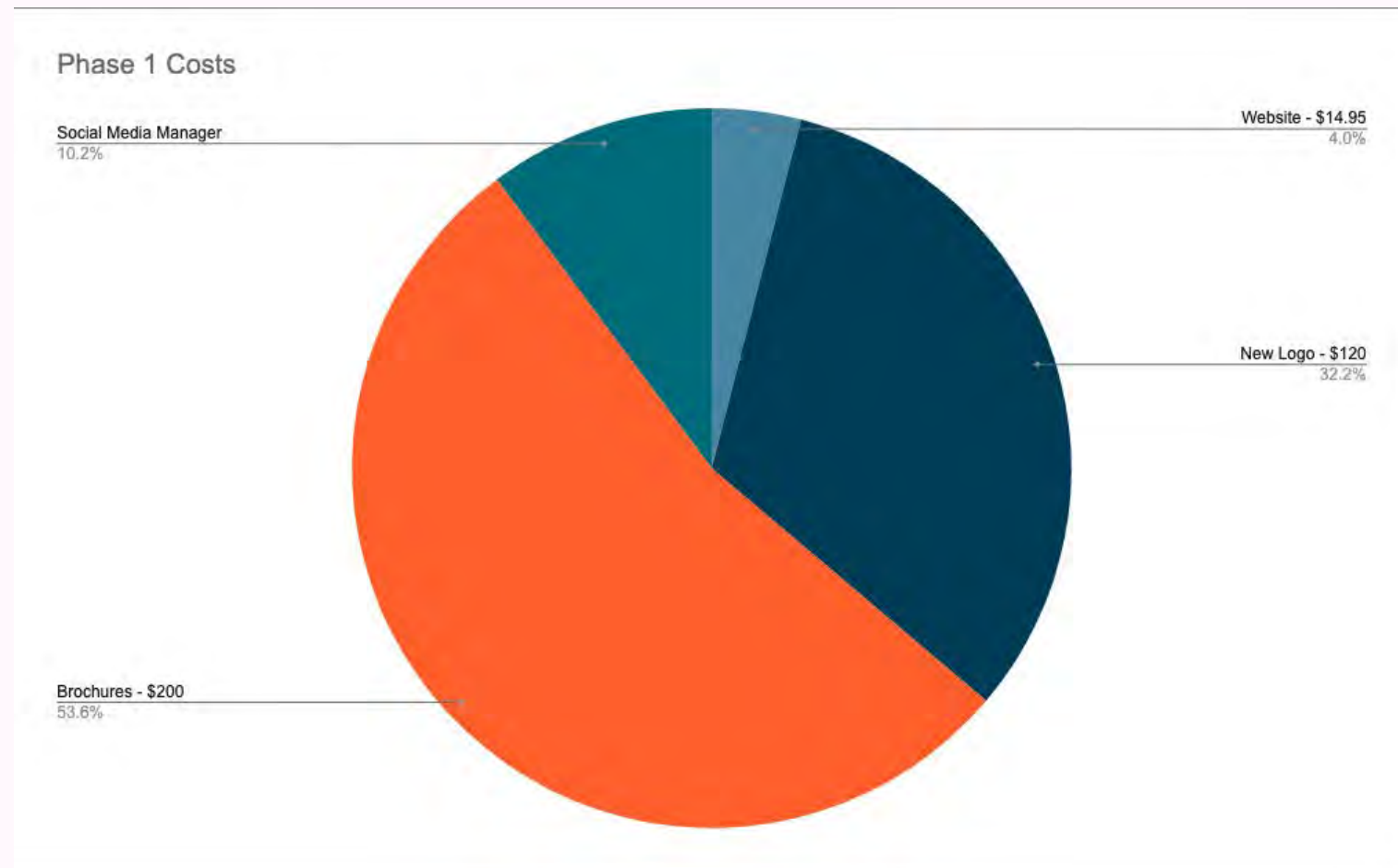
## New vehicle wraps



# Budget

Total cost of phase 1 - \$334.5

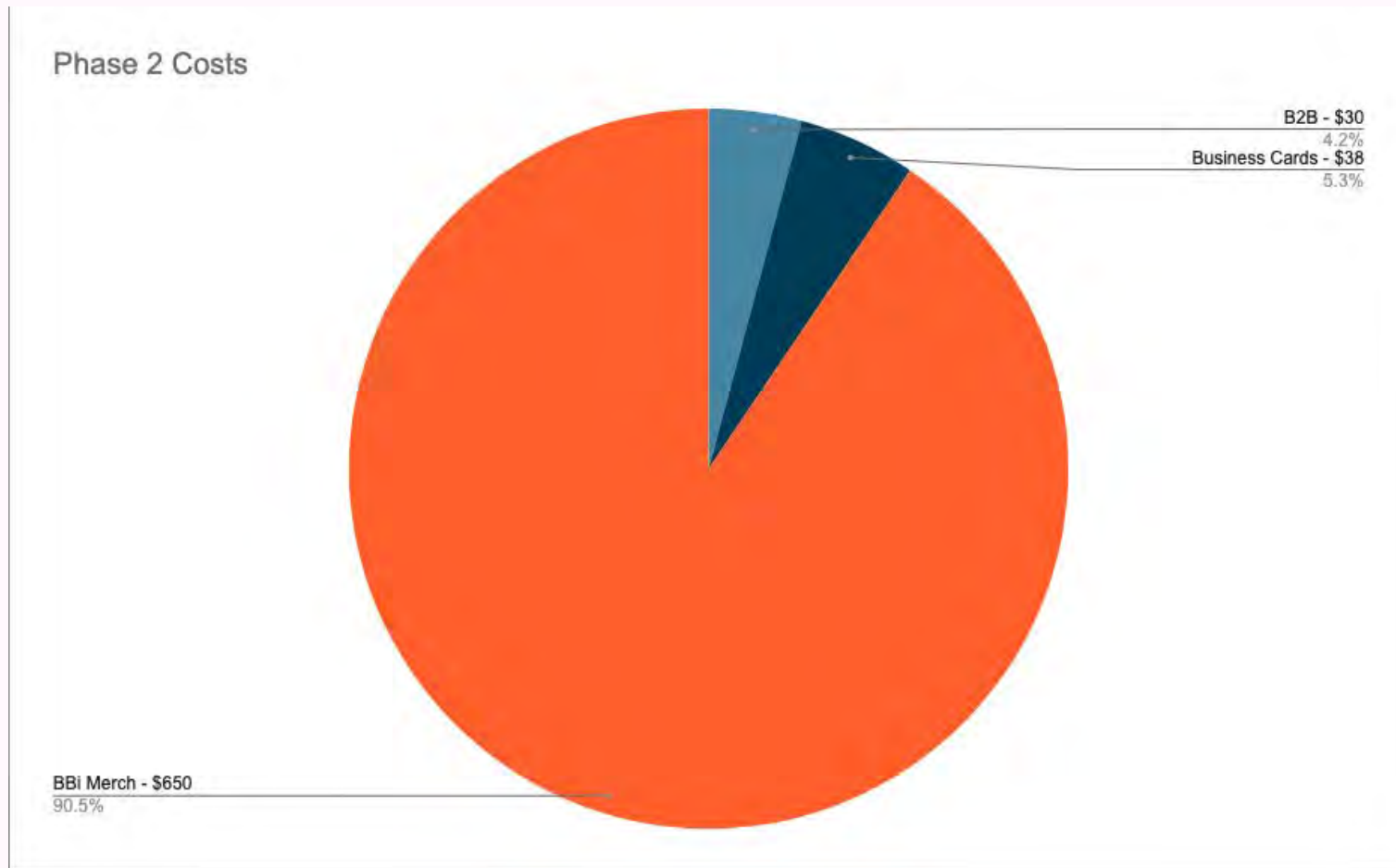
- Website domain name will need to be renewed yearly
- 250 brochures



# Budget

Total cost of phase 2 - \$718

- 25 B2B mail pieces
- 500 business cards

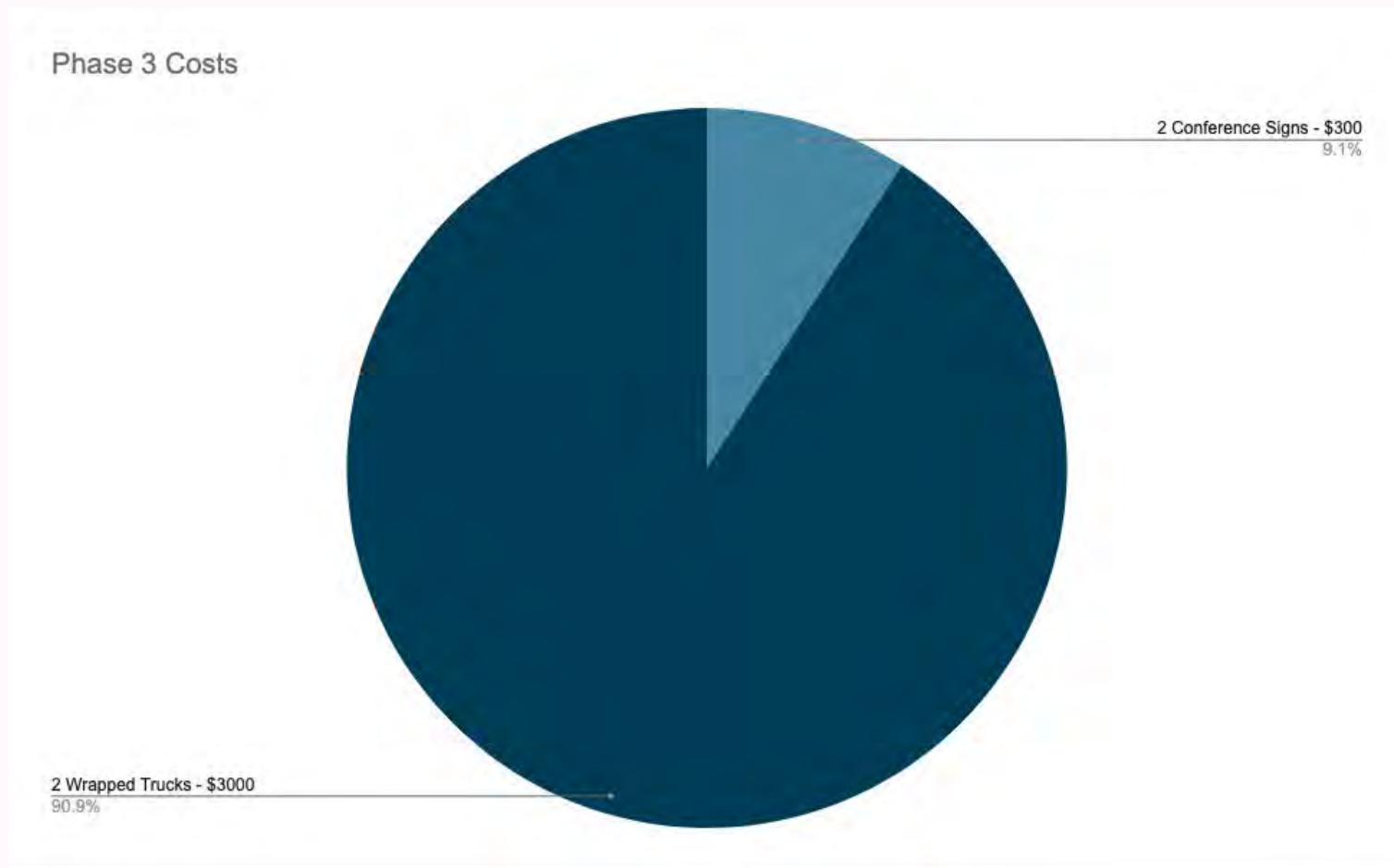


# Budget

Total cost of phase 3 - \$3300

Total cost of labor throughout all phases - \$7,120

Total cost of branding project - \$11,480.50



# Conclusion

A three phase plan is very beneficial

Slow implementation allows for the brand to build over time

The new brand identity modernizes Bishop Brothers Inc., but stays true to its legacy