

CASE STUDY PRESENTATION

CASE STUDY

GYRO X FORTRESS BUILDERS

GROWYOURREMODELOUTFIT.COM



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INTRODUCTION

GYRO is a marketing and branding agency dedicated to helping remodelers, builders, and service-based businesses grow with clarity and consistency. We create high-impact brand identities, websites, and digital systems that make businesses look professional, trustworthy, and ready to scale.

[GROWYOURREMODELOUTFIT.COM](https://growyourremodeloutfit.com)





ABOUT THE PROJECT

Fortress Builders is a construction and remodeling company committed to delivering quality craftsmanship and reliable project execution. Their focus on structural integrity, modern design, and customer satisfaction sets them apart in a competitive market.



LOGO

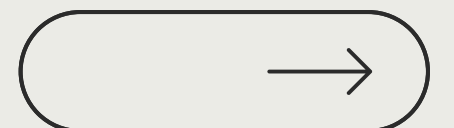
The Fortress Builders logo is intentionally crafted to convey strength, stability, and architectural clarity. Its sharp, structured form draws inspiration from modern construction elements—echoing rooftops, peaks, and fortress silhouettes to symbolize protection, precision, and long-lasting craftsmanship.

Built on a refined geometric grid, the logo maintains perfect balance and consistency across every application. The bold, angular letterforms in the wordmark further emphasize the brand's commitment to contemporary building standards and reliable workmanship.



LOGO MARK

The Favicon utilizes the brand's unique and modern logo mark. It has been scaled up to ensure boldness and visibility when used in smaller spaces. This design choice maintains brand alignment while ensuring the Favicon remains distinctive and recognizable across various platforms.



COLOR PALETTE

Fortress Builders’ primary colors are selected to establish a strong and professional visual foundation. Each tone reflects the brand’s core values—strength, reliability, modernity, and refined craftsmanship. These colors create a confident and cohesive identity, ensuring the brand remains recognizable across all platforms. Their balanced contrast supports clarity in both digital and print applications, delivering a clean and contemporary look.

PRIMARY COLORS

#70808e

#171e2b

#a79f85

SECONDARY COLORS

#dbe6b1

#c3cdd7

#a79f85

TYPOGRAPHY

Aa
Manrope

Manrope has been selected as the standard typeface for all media, including headings, body text, and call-to-actions. This variable typeface offers a range of weights, providing flexibility to meet various design needs while ensuring a consistent and cohesive visual identity across all communications.

ExtraBold

Regular

Bold

Light

Medium

ExtraLight



Let's Build
Something
Stronger.
Together.

If you're ready to transform your
home into something lasting,
comfortable, and uniquely
yours — let's talk.

BOOK A FREE CONSULTATION

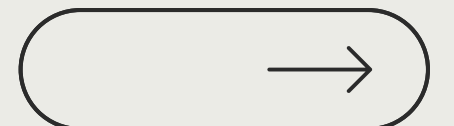


Built for Life.
Designed
Around You.



WEBSITE DESIGN

The Fortress Builders website is designed to be clean, modern, and conversion-focused. Strong project imagery, clear messaging, and structured layouts work together to highlight the company's craftsmanship and professionalism. The homepage quickly guides visitors through services, project highlights, and credibility markers, creating an intuitive first impression. Service pages use concise text, icons, and supporting visuals to explain offerings clearly, while project pages showcase completed work with organized layouts that build trust and confidence. Neutral tones, balanced spacing, and a consistent grid system create a polished, architectural feel across all screens. The final website presents Fortress Builders as a reliable, detail-driven construction partner and encourages potential clients to connect with ease.



FORTRESS

BUILDERS

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Remodeling Services
Built to Last

At Fortress Builders, we remodel homes with enduring craftsmanship, transforming outdated spaces into personalized fortresses of modern comfort and timeless design. Our process is as dependable as the results, so you can enjoy the journey as much as the finished space.

Request A Design ConsultCall Now

KITCHEN REMODELING

Open up your floor plan, elevate storage, and bring in light—without the stress. We guide you from first concept through final walkthrough with clear timelines and clean, respectful job sites.

What's Included

Space Planning // Cabinetry & Surfaces // Lighting // Flooring // Fixtures // Finishes—tailored to how you live and cook.

Popular Upgrades

Pantries // Islands with Seating // Appliance Upgrades // Under-Cabinet Lighting // New Windows.

Why Homeowners Choose Us

- Integrity in Quoting
- Reliable Schedules That Respect Your home.
- Thoughtful Design Support

Get a Kitchen Consult

BATHROOM REMODELING

From serene primary suites to hardworking guest baths, we combine modern function with luxury comfort—beautiful now, built to last.

What's Included

Layout Improvements // Tile & Surfaces // Vanities // Lighting // Ventilation // Water-Efficient Fixtures // Accessibility Options.

Popular Upgrades

Curbless Showers // Heated Floors // Soaking Tubs // Custom Storage // Statement Lighting.

Why Homeowners Choose Us

- Transparent Communication
- Craftsmanship You Can Feel In The Details.
- Selection Guidance

FORTRESS

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Kitchen Remodels
Built to Last

Open up your space, add light, and cook more together—without the stress. We design and build kitchens that look beautiful, work beautifully, and stand up to daily life.

Request A Design ConsultCall Now

WHAT'S INCLUDED

Layout & Space Planning

Better flow, storage, and accessibility where you need it.

Tile & Surfaces

Floors, walls, shower surrounds, and niche details that balance style and durability.

Vanities & Storage

Custom or semi-custom solutions with optimized drawers, dividers, and linen space.

Plumbing & Fixtures

Tubs, showers, valves, drains, toilets, and water-saving fittings.

POPULAR UPGRADES

Curbless (walk-in) showers // Heated floors // Soaking tubs // Rain + handheld combos // Built-in niches & benches // Backlit mirrors // Statement tile walls // Quiet, high-CFM exhaust fans

OUR BATHROOM PROCESS

CONSULT

Goals, pain points, measurements, timeline, and investment range.

DESIGN & SELECTION

Tile, vanity, fixtures, glass, lighting—guided choices that fit your style and budget.

PLAN

Clear schedule, permits, ordering, site protection, and dust control.



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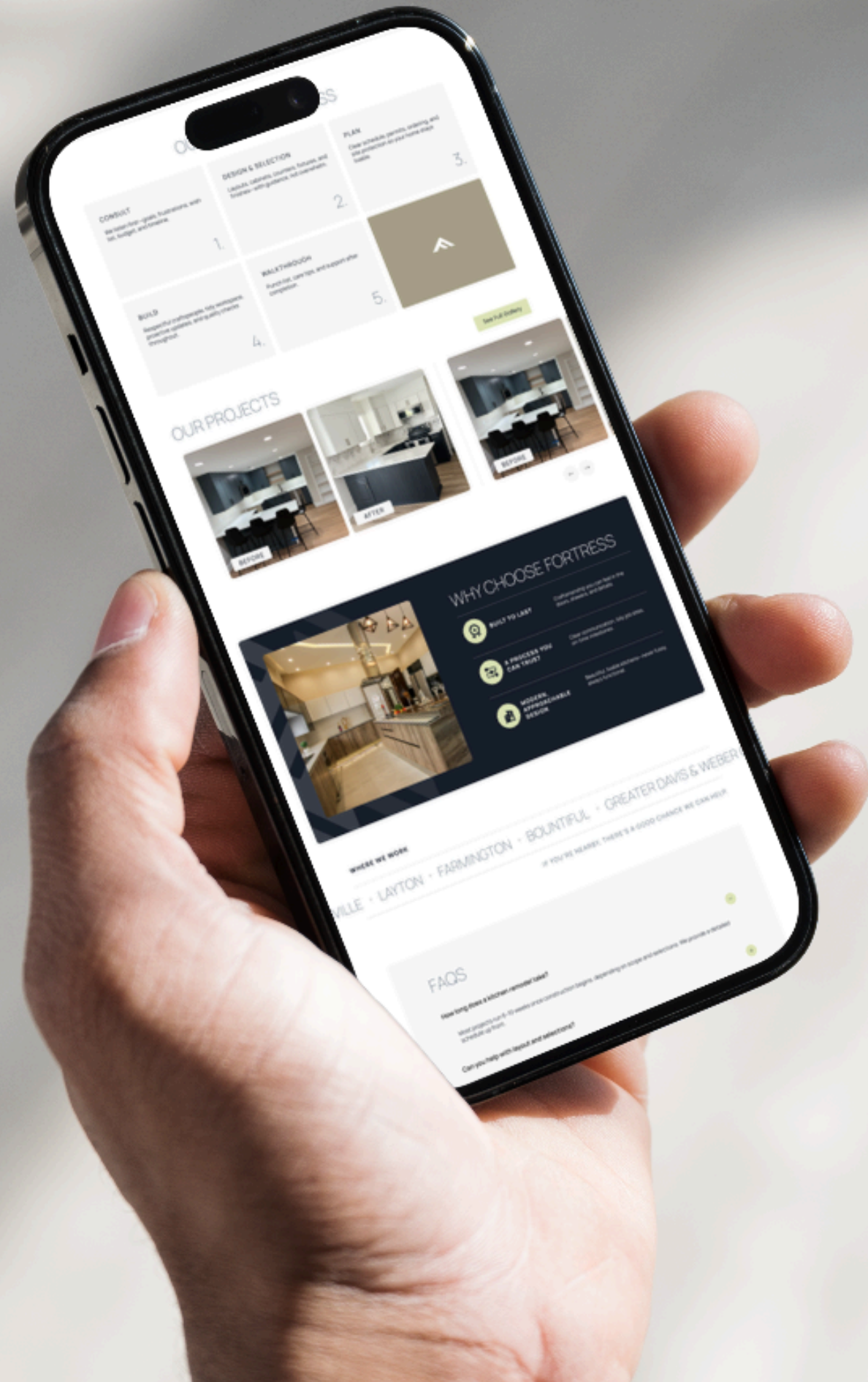
Kitchen Remodels Built to Last

Open up your space, add light, and cook more together—without the stress. We design and build kitchens that look beautiful, work beautifully, and stand up to daily life.

[Request A Design Consult](#)

[Call Now](#)





OUR PROJECTS



WHY CHOOSE FORTRESS



- BUILT TO LAST**
Our construction process is designed to last for decades.
- A PROCESS YOU CAN TRUST**
We have a proven process that has been used for over 20 years.
- AFFORDABLE AFFORDABLE AFFORDABLE**
We offer competitive pricing for all our projects.

WHERE WE WORK

CHICAGO • LAYTON • FARMINGTON • BOUNTIFUL • GREATER DAYS & WEBER

FAQS

- How long does a kitchen remodel take?
Most projects take 6-12 weeks from construction begin to completion.
- What is the cost of a kitchen remodel?
Costs vary by project, but we provide a detailed estimate.
- Can you help with layout and selection?
Yes, we can help you choose the best layout and materials for your space.

