

CASE STUDY PRESENTATION

# CASE STUDY

GYRO X FORTRESS BUILDERS

GROWYOURREMODELOUTFIT.COM



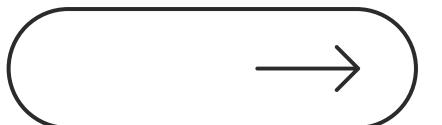
# TABLE OF CONTENTS

GROWYOURREMODELOUTFIT.COM

INTRODUCTION

BRANDING

WEBSITE



# 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](http://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.



# LOGOMARK

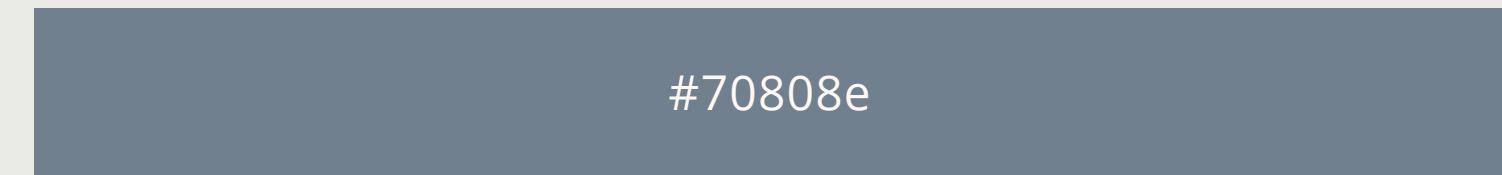
The Favicon utilizes the brand's unique and modern logo mark. It has been scaled up to ensure boldness and visibility when used in smaller spaces. This design choice maintains brand alignment while ensuring the Favicon remains distinctive and recognizable across various platforms.



# 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.

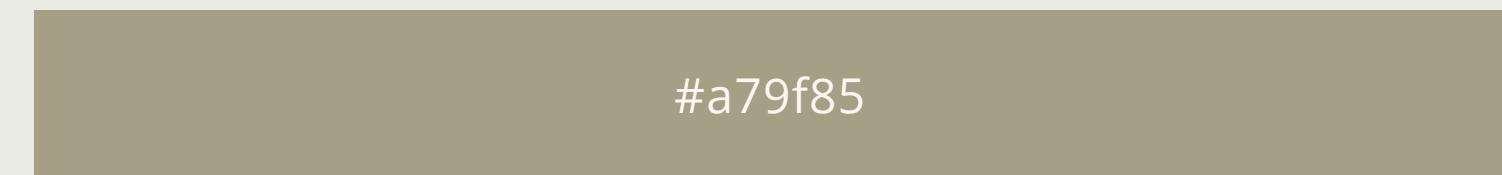
## PRIMARY COLORS



#70808e

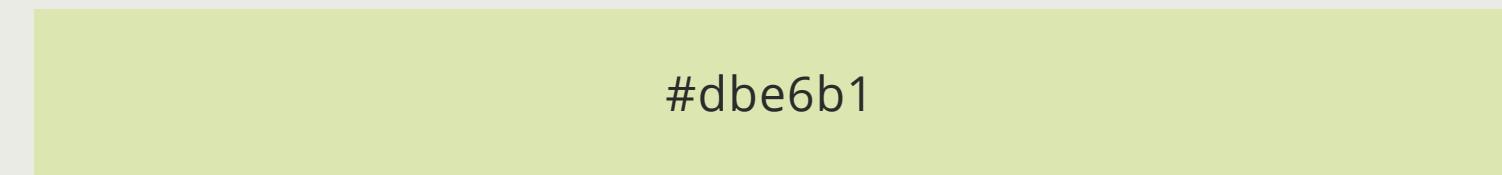


#171e2b



#a79f85

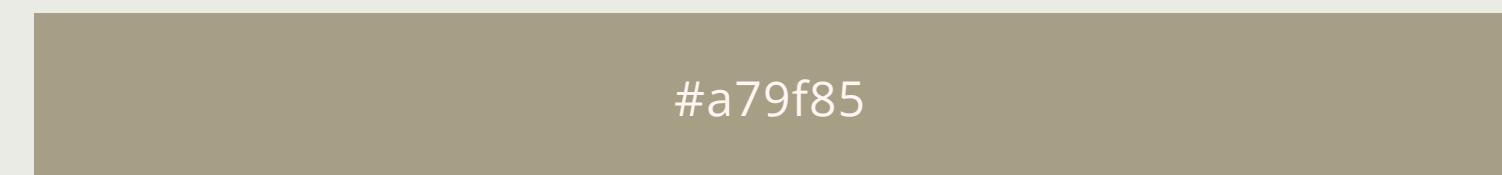
## SECONDARY COLORS



#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**

**Bold**

**Medium**

Regular

Light

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.



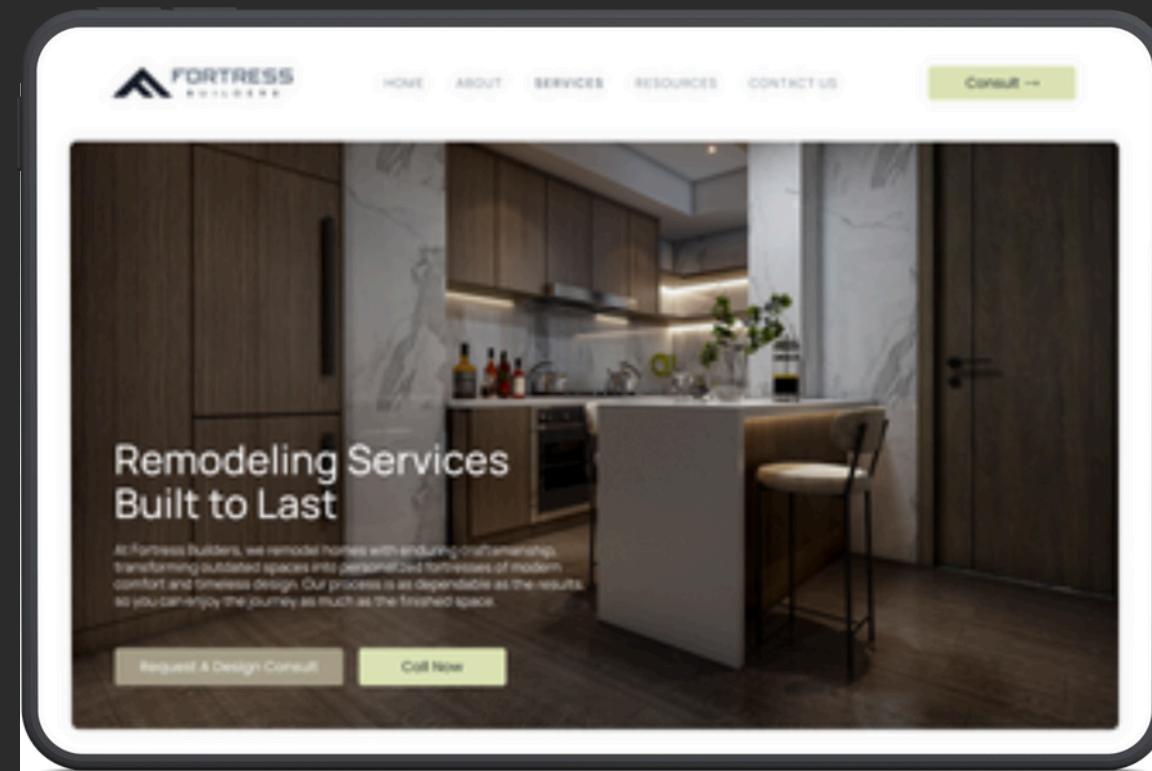
# WEBSITE DESIGN

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.





### 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**

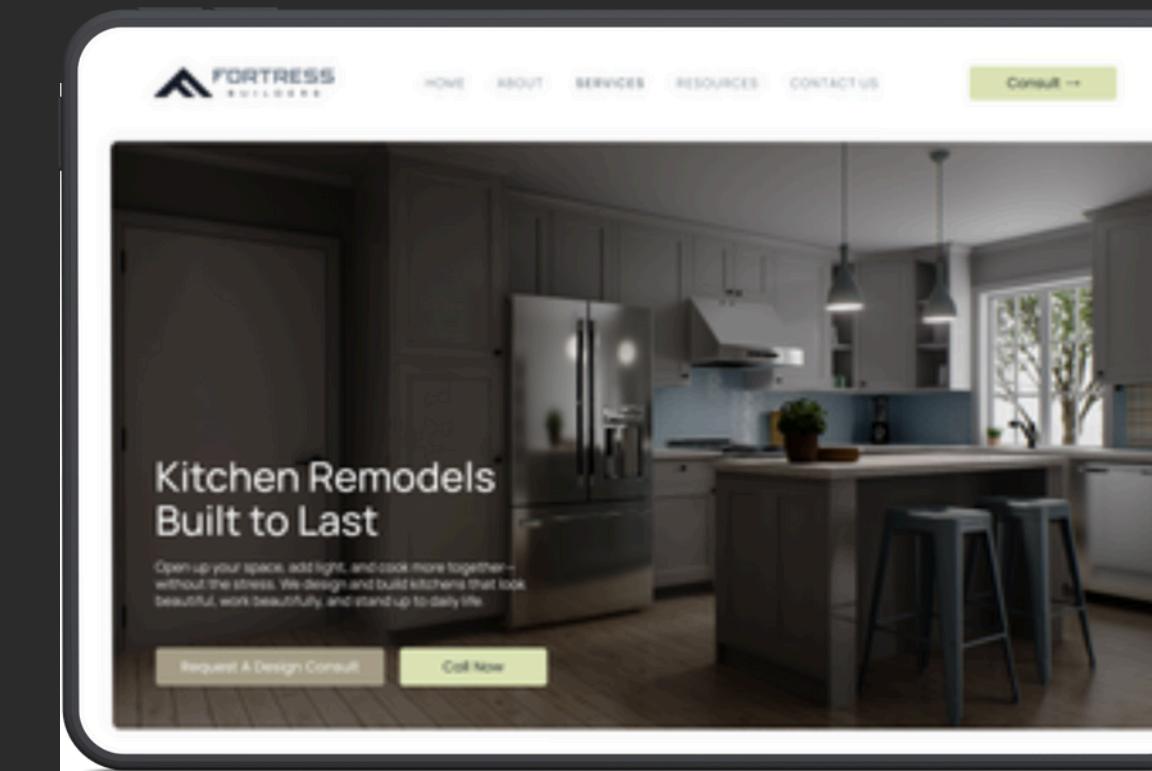
Layout Improvements // Tile & Surfaces // Vanities // Lighting // Ventilation // Water-Efficient Fixtures // Accessibility Options.

**Popular Upgrades**

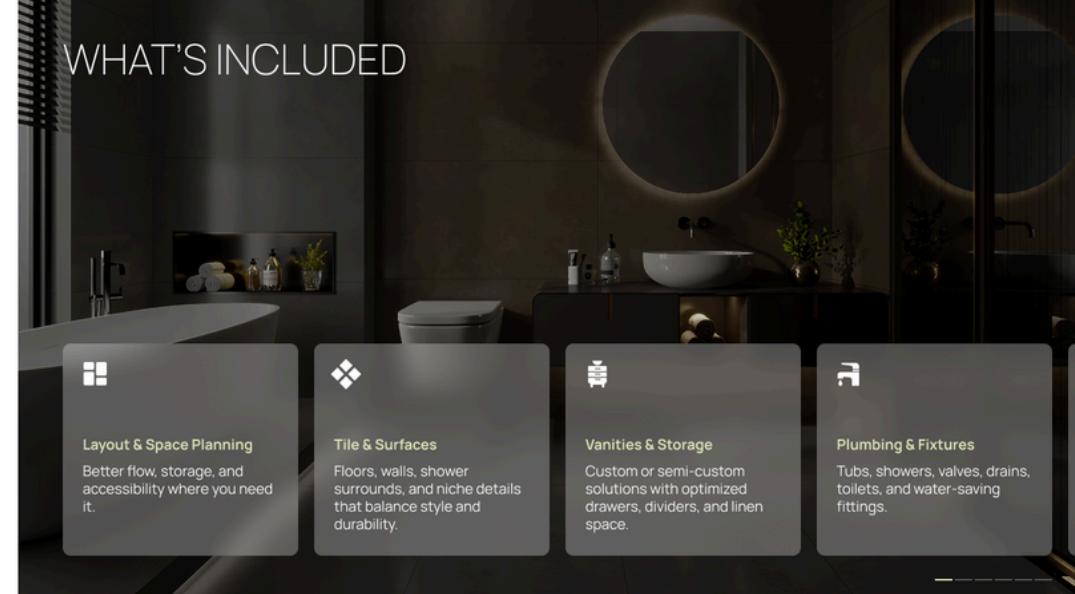
Curbless Showers // Heated Floors // Soaking Tubs // Custom Storage // Statement Lighting.

**Why Homeowners Choose Us**

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



### 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**

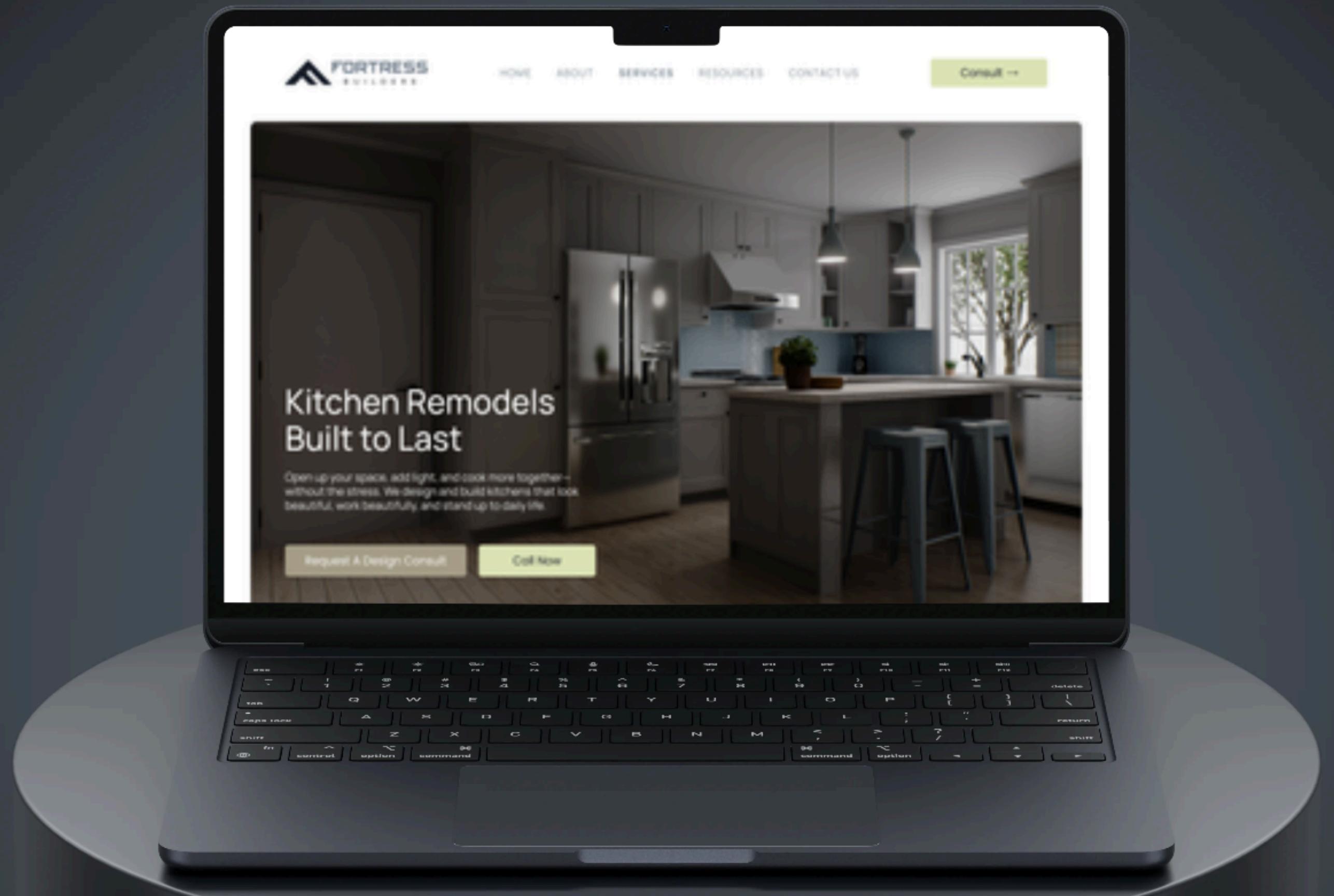
Curbless (walk-in) showers // Heated floors // Soaking tubs // Rain + handheld combos // Built-in niches & benches // Backlit mirrors // Statement tile walls // Quiet, high-CFM exhaust fans

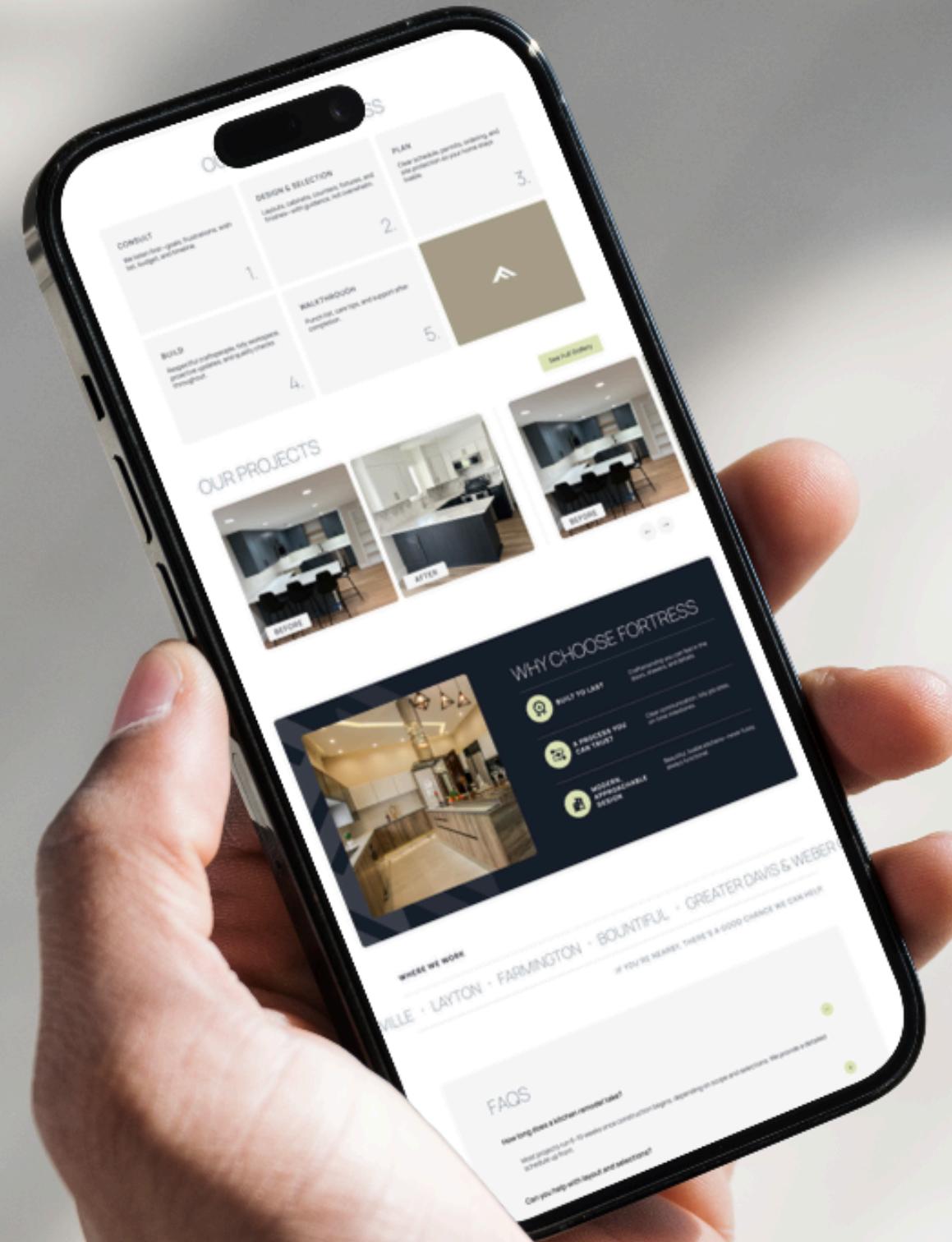
### OUR BATHROOM PROCESS

**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.







GROWYOURREMODELOUTFIT.COM

