



Brand, Design, Build

Madera Contracting

# Madera Contracting

Building a brand for a residential construction business, one step at a time.

Madera is a company that has been involved in the business of remodelling staircases since 2002. Its meticulous approach to veneering has transformed more than 300 staircases across the Greater Toronto Area.

In 2014, realizing that its team's expertise, dedication, and attention to detail could be applied across all areas of residential construction, Madera expanded its service offering to include complete renovations. The company's business objective now is to provide work, materials, and service of the highest quality in order to deliver the best possible results in renovations to its customers' homes and living spaces.

CASCO worked with Madera to create a new brand identity that would align with the company's new and expanded business model and service offering.

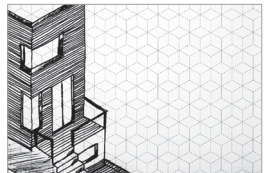
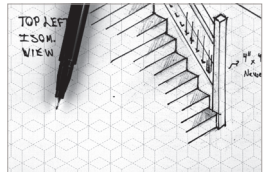


Before & After



# Challenge

Transforming the brand of a company operating in the residential construction market across the Greater Toronto Area requires a keen understanding of the industry and its complexities. After conducting extensive visual benchmarking, we were able to identify the marketing tactics that prevail across the industry. Those tactics are focused on narrowing potential customers' attention to a limited range of issues, while we wanted to craft a value proposition from which a brand identity could be developed and expressed. That's where we saw an opportunity to take a completely different approach to positioning the company, while ensuring that its new business model—a more comprehensive contracting services company—was front and centre.





"Different, more modern.  
Uncomfortably bold. I believe that  
the new brand identity will help  
my business stand out in such a  
crowded market."

Gerardo Casco, Owner  
Madera Contracting



# Solution

First we focused on developing a positioning strategy: establishing a brand character with key attributes that would connect in meaningful ways with customers across the residential construction market. Building trust is essential in establishing relationships with customers that are centred on their homes.

The new pragmatic and technical creative direction is based on an isometric grid that supports Madera's offering: plan, design, and build. The grid supported the development of a visual language that portrays design thinking. The simple black-and-white treatment communicates simplicity, which helps potential customers feel at ease with the prospect of complex renovation projects.

The tone of voice combines Spanish and English, speaking to the founder's Costa Rican roots and making the brand approachable and accessible to a wider audience.

[maderacontracting.com](http://maderacontracting.com)



When a good business believes it can be great,  
we step in to help chart a course.

CASCO is a strategic branding agency.

Let's discuss how strategic branding can have  
a positive impact on the future of your business.

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