

PROJECT: Texwin Logo Rebrand

BRAND OVERVIEW

Texwin is a leading manufacturer, retailer and rent-to-own provider of high-quality wood and metal buildings, including garages, carports, barns, pole barns, portable buildings, and various other types of custom metal structures, such as barndominiums.

Established in 1999 and based in Wills Point, Texas, the company has been supporting communities throughout Texas, Oklahoma, and Louisiana, operating under the brands [“Texwin Carports”](#) and [“Winslow’s Custom Buildings”](#).

As we unite our two brands into one entity named 'Texwin,' we're seeking a logo that transcends mere design. We're looking for a symbol that embodies the spirit of American heritage, a badge of honor that exudes Texas pride. Our goal is to create a logo that instills a sense of pride in every Texwin customer and employee, forging a deep and enduring connection with our brand.

OBJECTIVES

- Develop an iconic, all-American, Texas-inspired logo that weaves the essence of Texwin with a modern design that captures our semi-rural heritage and can stand the test of time.
- Structure the logo to be adaptable for sub-branding through strategic use of colors and elements that capture the unique identity of Texas. Sub-brands may include our various product categories, such as "portables", "carports", "garages", "barns", "greenhouses", "kits", "self-storage", and "commercial."

TARGET AUDIENCE

- **Homeowners** who are typically living in rural, or semi-rural areas, looking for custom additions, garages, carports, or other backyard buildings for extended living or work-related applications.
- **Families** needing specialized structures such as playhouses, garden sheds, greenhouses, she-sheds, man caves, workshops, or a place to store their treasured items (such as vintage cars).
- **Farmers/Ranchers** requiring barns, storage sheds, loafing sheds, or livestock shelters tailored to their specific needs.
- **Organizations** operating self-storage units, or needing office space, storage, or other facilities for their day-to-day operations.
- **Contractors** seeking a local, reliable supplier of residential and commercial metal building products.

BRAND VALUES TO COMMUNICATE

- **Pride:** Reflecting Texas' rich history, culture, and achievements (consider using colors or elements that evoke a sense of pride and loyalty).
- **Courage:** Texas has a rich history of bravery and resilience, from the Alamo to modern-day challenges (consider using colors or elements that represent courage and determination).
- **Independence:** Texas is known for its independent spirit (consider using colors or elements that symbolize self-reliance, freedom, and individuality).
- **Heritage:** Texas has a diverse cultural heritage, including Native American, Mexican, and European influences and Texwin has been supporting rural and semi-rural communities since 1999 (consider using colors or elements that reflect this rich tapestry, including possible references to Texwin's year of establishment).

- **Landscape:** Texas boasts vast landscapes, from rolling hills to deserts, forests, and coastlines (elements such as cacti, longhorns, or the Lone Star can evoke the state’s natural beauty).
- **Friendliness:** Texans are known for their warm hospitality and deep sense of community (consider using friendly fonts and inviting colors to convey a welcoming vibe).
- **Resilience:** Texwin wants to be known for quality and durability (consider using colors or elements that symbolize durability and capture the steadfast spirit of Texas).
- **Versatility:** Texwin offers a range of products, each of which can be tailored to a customers’ unique needs (consider allowing space to incorporate sub-branding for use across the company’s various product categories)

LOGO REQUIREMENTS

- Include 1 primary logo design and 1 secondary icon logo that can symbolize the brand effectively on its own.
- The logo must feel Texan from colors to fonts while being unique to stand out from competitors and other Texas brands.
- The logo must have the ability to be used in a single color.
- The logo must feature the word “Texwin” predominately with space flexibility for a sub-brand headline such as “Garages” or “Portables” to be able to be added in the future.
- The logo should be straightforward yet iconic, ensuring it is easily recognizable and memorable across various contexts while being able to stand the test of time.
- The logo must maintain its integrity and clarity at any size across various mediums and applications, from digital platforms to physical signage and product branding.

VISUAL INSPIRATION





TEXAS
PUB & RESTAURANT



TEXAS BRANDS
EST. 2020



GARRISON BROTHERS
Distillery

GARRISON BROTHERS
Distillery





