

Brand Identity Brief

Redstone Civil Pty Ltd

NQ Civil Earthmoving & Construction | Townsville, Queensland

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Brand Foundation

Visual Direction

Core Messages

Taglines & One-Liner

■ Brand identity delivered — tone, visual direction, messaging, and taglines defined

This brief was generated using the CDD Blueprint Builder from the Redstone Civil Business DNA profile. It defines the brand's tone of voice, colour palette, typography, imagery direction, audience-specific messaging, and three tagline options. Deploy across capability statements, LinkedIn, GBP, and all client-facing documents.

WORD COUNT SUMMARY

Part 1	Brand Foundation — Essence, Tone & Voice, Avoid	280	37.6%
Part 2	Visual Direction — Colours, Typography, Imagery	215	28.9%
Part 3	Core Messages — Tier 1, Government, Mining	115	15.4%
Part 4	Taglines & Brand One-Liner	135	18.1%
TOTAL		745	100%

CONTENTS

Part 1	Brand Foundation	Brand Essence · Tone & Voice (Practical, Honest, On Time) · What to Avoid
Part 2	Visual Direction	Colour Palette (3 swatches) · Typography · Imagery Style
Part 3	Core Messages	Tier 1 Head Contractor · Government · Mining
Part 4	Taglines & Brand One-Liner	Three tagline options with rationale · Brand One-Liner

1 PART

Brand Foundation

Brand Essence · Tone & Voice · What to Avoid

1. BRAND ESSENCE

Redstone Civil is an experienced North Queensland civil contractor built on practical earthmoving expertise, honest communication, and an unwavering commitment to getting the job done on schedule.

2. BRAND TONE AND VOICE

PRACTICAL

We speak the plain language of the site, focusing on how we execute the work efficiently rather than over-complicating things with corporate jargon.

Example in practice:

"We use our own gear and our own direct crew to control the schedule and deliver exact cut and fill volumes without the fuss."

HONEST

We are straight shooters who tell it exactly how it is, whether it's about pricing, equipment capacity, timelines, or site conditions.

Example in practice:

"If we hit rock that wasn't in the geotechnical report, we'll let you know immediately and have an equipment plan ready to keep the project moving."

ON TIME

We respect the principal contractor's program and understand that our timeline impacts the whole project, so we prioritize schedules without cutting corners.

Example in practice:

"Our 14-week bulk earthworks program for the Bohle Plains subdivision was handed over a week early, ready for the next trade."

3. WHAT TO AVOID

Contradictions to the brand tone — never use these in Redstone Civil communications:



Consulting or academic jargon: Words like "synergies," "paradigm," or "holistic solutions" sound out of place on a civil site and alienate trade-focused procurement teams.



Over-promising or vague claims: Avoid saying you are "the absolute best" or "world-class." Tier 1 estimators want facts, not fluff.



Passive or uncertain language: Phrases like "we hope to," "we will try," or "we might be able to" kill trust. Speak with the authority of your 10+ years of experience.

2

PART

Visual Direction

Colour Palette · Typography · Imagery Style

4. COLOUR PALETTE

Three brand colours — applied consistently across all Redstone Civil documents, signage, vehicles, and digital presence. The palette grounds the brand in the NQ environment: red soil, heavy iron, and site-ready professionalism.

#8B0000

Redstone Dark Red
Primary brand colour. Grounds the identity in the business name while projecting strength and the red dirt of North Queensland.

#FFFFFF

High-Vis White
Secondary colour. Maximum readability contrast on capability statements, vehicle signage, and site banners.

#333333

Asphalt Grey
Accent for text, footers, and diagrams. Anchors red and white with a modern, heavy-industry feel without the harshness of pure black.

Colour	Primary Uses	Avoid
Redstone Dark Red	Logo, headings, vehicle livery, site signage, capability statement accents	Body text (too hard to read at small sizes)
High-Vis White	Document backgrounds, reversed-out text on dark headers, PPE reference colour	Backgrounds on screens only — use off-white #F5F5F5 for digital
Asphalt Grey	All body copy, subheadings, footers, technical drawings, data tables	Do not mix with black — pick one; grey is the standard

5. TYPOGRAPHY

Heading Font

BARLOW

Sturdy · Slightly Condensed · Industrial

Free Google Font. Used for all major headings, the logo wordmark, vehicle graphics, and section titles in capability statements. Looks like it belongs on the side of an excavator or a heavy haulage truck.

Body Font

Roboto

Clean · Highly Legible · Modern

Free Google Font. Used for all body copy in capability statements, emails, proposals, and digital content. Clean and highly legible on screens and printed documents.

6. IMAGERY STYLE

- Use **high-contrast, well-lit photos** of Redstone Civil's owned plant (Komatsu, CAT, Kenworth) in action on real NQ sites.
- Focus on **the results**: clean cut and fill lines, finished open drainage channels, and perfectly levelled road bases.
- Show **the crew in clean, compliant PPE** to project professionalism and readiness for Tier 1 sites.
- **Absolutely no staged stock photos** — Tier 1 clients want to see your actual iron moving real dirt.

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PART

Core Messages by Audience

Tier 1 Head Contractor · Government · Mining

7. CORE MESSAGES BY AUDIENCE

Three distinct audience messages, each with a deployment headline and supporting sentence. Use these verbatim or as the basis for all client-facing communications.

Tier 1 Head Contractor

John Holland · McConnell Dowell · BMD · Fulton Hogan

Reliable civil partners keeping your North Queensland project on schedule.

With our own heavy fleet and zero reliance on subcontractors, we mobilise quickly to deliver bulk earthworks and drainage that keep your prime contract moving.

Government

Townsville City Council · TMR · Regional Shires

Proven infrastructure and road maintenance for North Queensland communities.

Backed by a strong track record across Townsville, Hinchinbrook, and Burdekin councils, we deliver public works, drainage, and pavement renewals that meet strict local government standards.

Mining

Remote site preparation · NQ mine access

Heavy plant and experienced operators for remote site preparation.

We bring well-maintained gear and a practical, experienced mindset to handle bulk earthmoving, access tracks, and drainage corrections on regional mine sites.

4
PART

Taglines & Brand One-Liner

Three options with rationale · Brand One-Liner for all channels

8. TAGLINE OPTIONS

Three tagline options, each anchoring a different brand strength. Option 1 is recommended for the next 12 months based on the most common Tier 1 procurement pain point.

Option 1 ★ Recommended

We show up and get it done.

Leans directly into the owner's preferred messaging. Honest, practical, and speaks to the biggest pain point Tier 1 head contractors have with small subcontractors: reliability.

Option 2

Moving North Queensland forward, on time.

Geographically anchors the business to the NQ region and highlights the critical value of schedule control ("on time") for major infrastructure and pipeline projects.

Option 3

Real iron. Direct crew. Right on schedule.

Emphasises that Redstone Civil owns its plant and employs its own team (no subcontractors), giving procurement managers total confidence in capacity and quality control.

9. BRAND ONE-LINER

Redstone Civil delivers reliable bulk earthworks, drainage, and road maintenance for North Queensland's Tier 1 contractors and local councils, providing owned-plant capacity and experienced operators to keep major infrastructure projects on schedule.

Deployment note: Use the Brand One-Liner in LinkedIn About sections, Google Business Profile descriptions, capability statement introductions, email signatures, and the opening slide of any project proposal. Pair with the recommended tagline "We show up and get it done." on all print materials.