



BRANDING IDENTITY FOR WELDINGMEN

PROPRIETARY AND CONFIDENTIAL INFORMATION

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Logo and name did not highlight the professional service provided by the company.

Logo is too generic. The name "DOTKOM" is the descriptive version of the internet extension ".com" so it will confuse customers as to what services you provide.

So we propose to change the name to something easy to remember, has great brand recall, and is derived from the industry the company thrives in.

BUILT ON QUALITY

When it comes to welding projects, we never compromise.
With every project, we submit ourselves to the highest standards.
We are never complacent, always striving to do better than our last project.

CAN DO ATTITUDE

We love what we do, which is why it results in high quality work and a can-do attitude. When others turn their heads from a project, we choose to face it head-on with energy and fervor, striving to be better in the process.

WE LOVE COMPLEX CUSTOM FABRICATION

At Weldingmen, we love complex jobs that require precision and quality, that's why we're number one in the list of welding services and custom fabrication.

WE BRING INNOVATION

We know we are not the first ones to do this, but we have perfected the craft to an artform. We learn, we innovate, and we become better.

CUSTOMER VALUE PROPOSITION

Weldingmen is a young energetic team that brings passion and skill into a centuries-old industry. They pride themselves on specialising and perfecting TIG welding, a complex and skill-intensive welding method that other engineers turn their heads from.

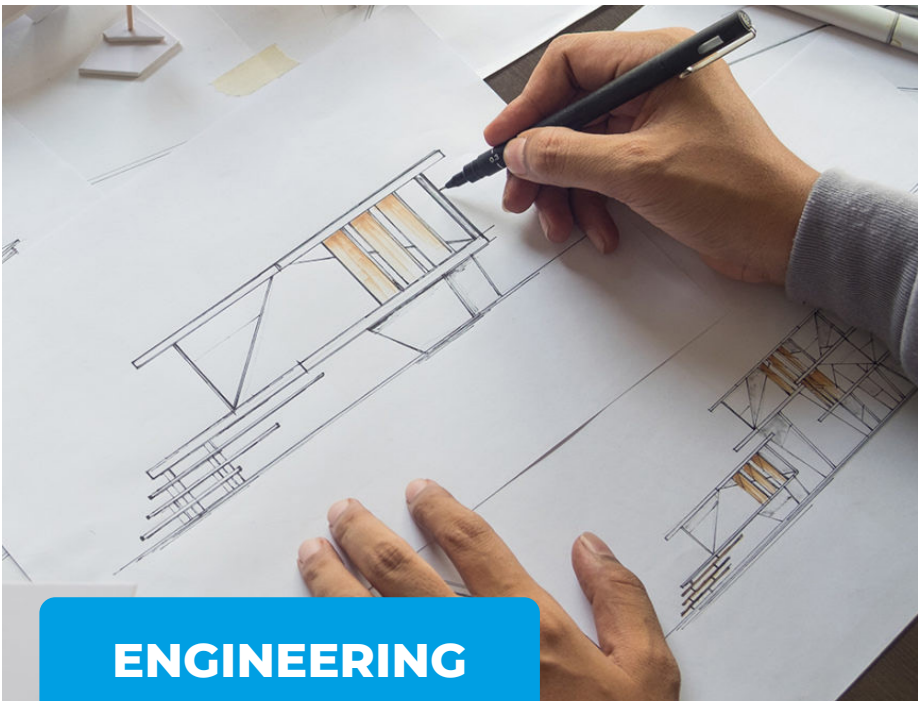
Aside from this, they also offer 3D & 2D project design drafting, bespoke project builds, custom fabrication, and perfecting spiral staircases, curved balustrades and handrails.

With their energy and dynamism, Weldingmen plans to elevate the welding industry to the next level by being the best at what others reject.

WHERE DID WE BEGIN?



NEW GENERATION



ENGINEERING



YOUTH



STEEL



CRAFT

LOGO EXPLORATION



DESIGN DIRECTION

ENERGY YOUTH INNOVATION

Weldingmen prides itself on having the voracity of youth in a centuries-old industry. They are open to change, passionate about their craft, and treats their profession like an artform.





weldingmen

CMYK: 100,0,0,0
RGB: 0,159,227

CMYK: 85,50,0,0
RGB: 29,112,183

CMYK: 60,50,20,100
RGB: 6,3,14

The new Weldingmen logo design and colours best reflect the core of the company. The stylised W and M are positioned in a way that they stand shoulder to shoulder, two parts of one element different only in the hue of blue.

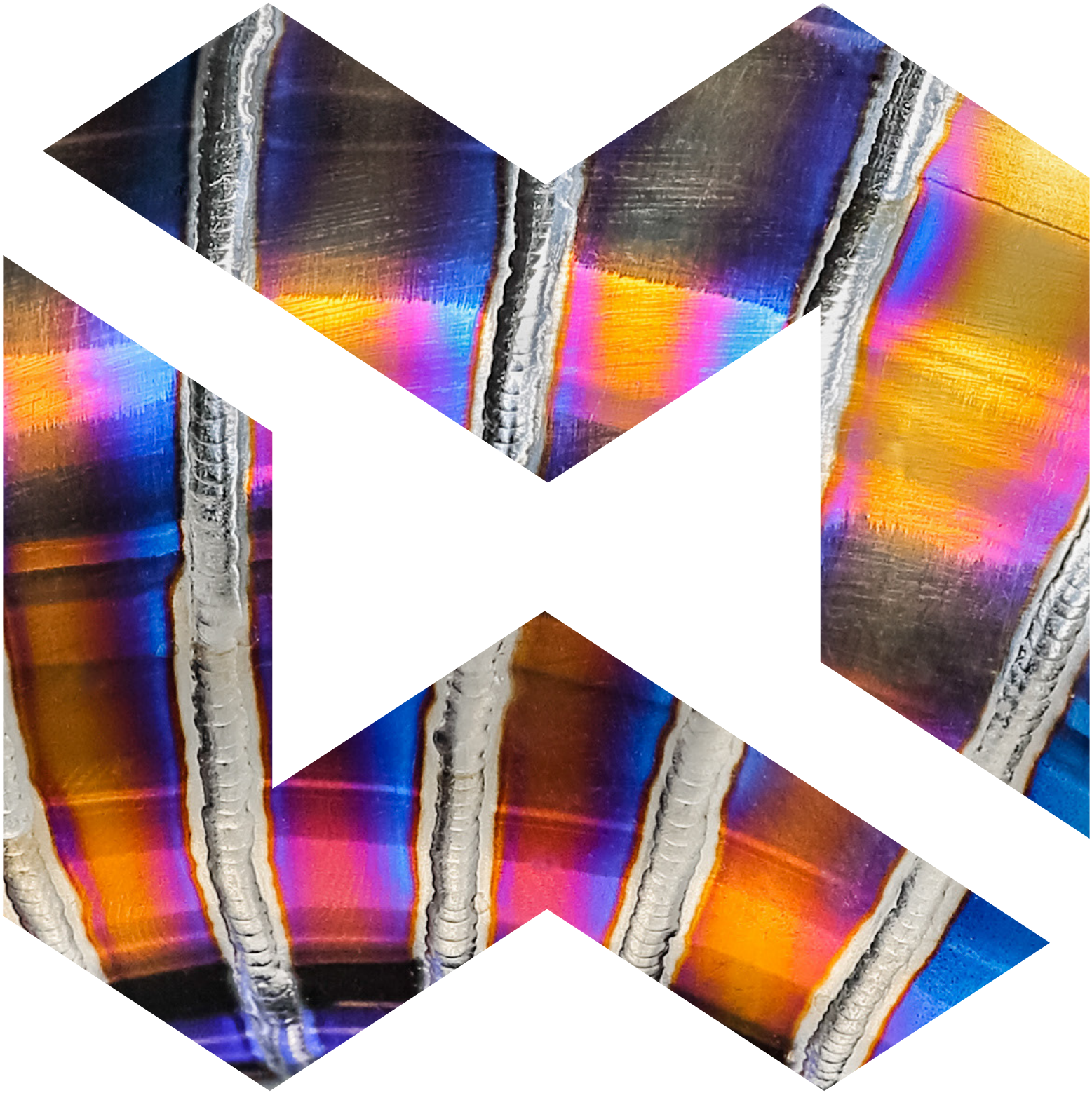
The lighter blue represents the youth of the company, while the darker blue symbolises the hi-tech industry of engineering.

The type lettering simulates the classic craftsmanship of the core industry, expressing a strong brand feel that the welding industry is recognized for while still keeping it new, simple and flexible.











weldingmen
















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 weldingmen

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