

Begin project-

Barlac Fabrications is a metalwork company that utilizes advanced and cutting edge technology to provide perfect B2B metal products without fail.

Note this is a mock company for purposes to display branding and design skill only

Platforms utilized in the making of this project: Figma, Adobe Premiere, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Google Drive

Project length: 31 hours, including this document.

Video clips and photographs sourced from pixabay

Organize design realms -

- Typography x
- Logo x
- Color Palette x
- Social Media x
- Web assets x
- Motion graphics
- Print Media x
- Style / Mood Research Board x
- Advertising Content x

Style / Mood Research Board

What became immediately apparent was the very common use of this dark turquoise color. Just about every leading metalworks company in the United States is using this darkish blue / dark turquoise color with a few exceptions using yellow and sometimes red as well. It makes sense to see a soft blue being used as the main brand color for these companies as it portrays reliability, familiarity, security and trust. Blue is a very commonly used color in the service industry for branding because of its innate comforting and trustworthy mood it gives off.

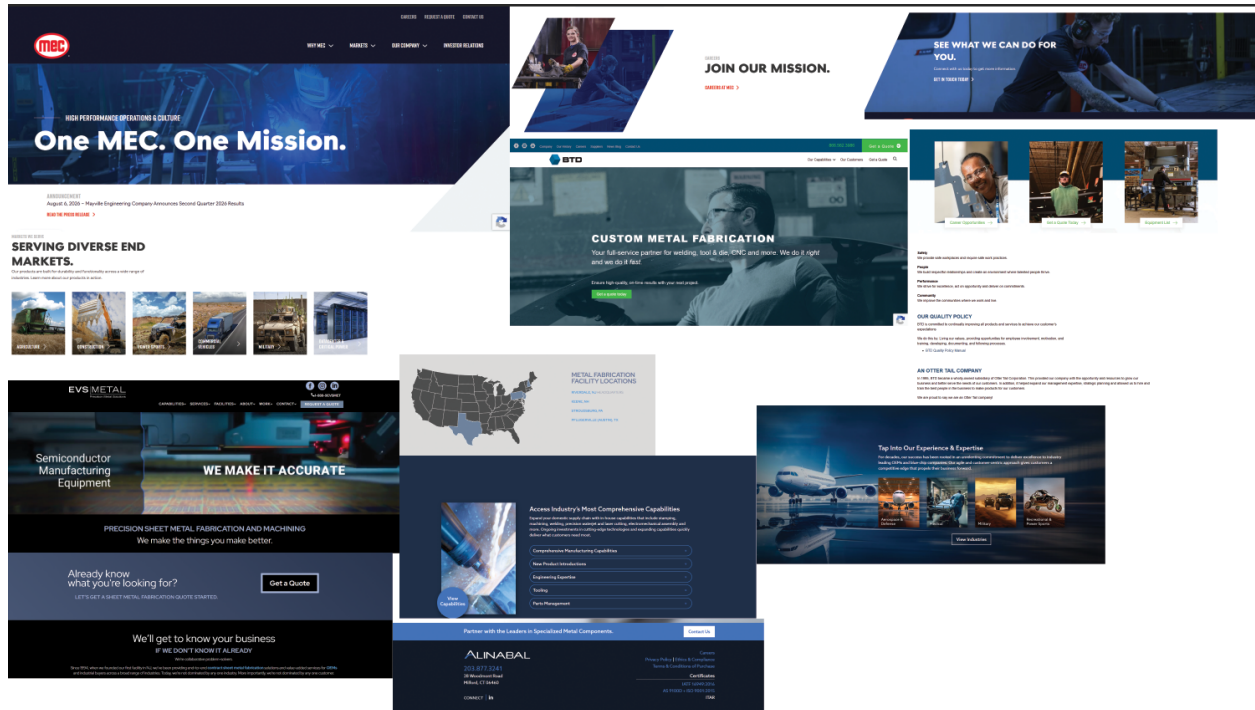
Competitors to reference:

<https://www.mecinc.com/markets/commercial-vehicles/>

<https://btdmfg.com/our-company/>

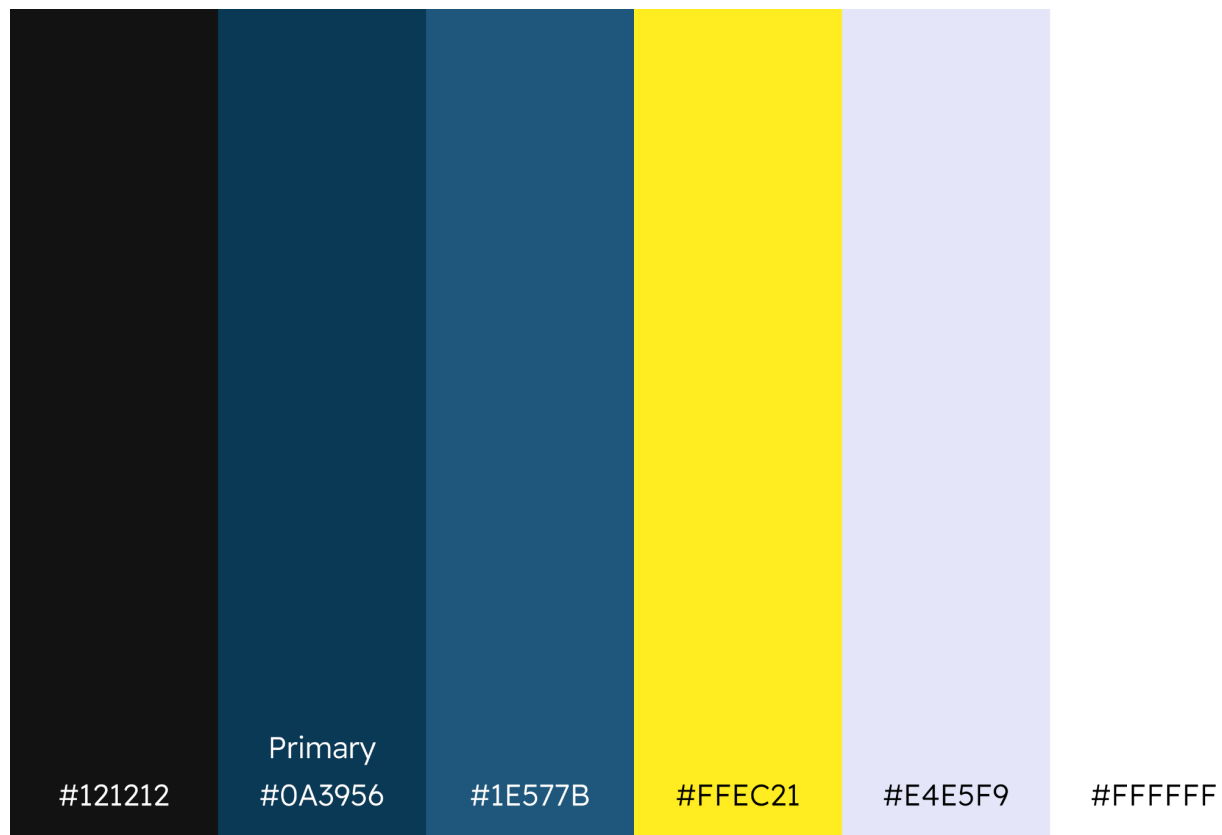
<https://evsmetal.com/>

<https://www.alinabal.com/>



Further research suggests a trend with white and one accent color to support the main blue aesthetic. This is not always the case but appears to be the most common approach. With this research I will be moving forwards with a dark turquoise as the primary color with white, an accent color, then maybe a secondary blue an off-white / light gray and then an off-black.

Color Palette



While creating the color palette, I decided to add an accent yellow to use very sparingly around the brand. I'm not completely sold on this idea yet and may come back to change it later. Really depends on how it blends within the web assets. - Coming back hours later to this section to iterate that I will be moving forwards with the yellow splash. It accentuates excellently when used in moderation.

Logo

The logo will define a lot about the brand. I really like the idea of a rigid concept. I want the logo to present as structured, tough and built with a foundation. Sharp, rigid and clean. I liked the concept of having the standalone logo be integrated into the company name. For example: Barlac is the logo but the B is dressed up in a way where it can stand alone or with the rest of the word. After looking through what felt like hundreds of fonts, I locked in on nine different options to go further with.

BARLAC **BARLAC** **BARLAC**

BARLAC **BARLAC** **BARLAC**

BARLAC **BARLAC** **BARLAC**

Once laid out together, I pretty quickly ruled out about half of these options.

BARLAC **BARLAC**

BARLAC **BARLAC**

From here I had a pretty good idea in my head of what I wanted to do and found the bottom left font to be the best for manipulating. From here, I made iterations of the concept I had in mind.

BARLAC

BARLAC

BARLAC

BARLAC

BARLAC

BARLAC

BARLAC

After some iterating, I landed on a concept I was satisfied with.



Typography

Typography was developed post-logo creation deliberately to make for a much faster process on deciding best font types for the core copy that would be found on main channels such as the website.

BARLAC HEADER 1 MONSTERRAT BLACK

BARLAC SUB HEADER 1 MONSTERRAT BOLD

BARLAC HEADER 2 OSWALD BOLD

BARLAC SUB HEADER 2 OSWALD MEDIUM

Barlac body Navigo light.

Barlac fallback body Arial regular.

Barlac very small body Arial regular.

Typography for this company is very straightforward. Strong, all caps and heavy title fonts with standard typeface for body text with no serif. The font choice is deliberately simple and should be able to achieve most textual goals using only these fonts.

Web Assets

For the most part, the website will try to avoid using shaped material such as buttons. If needed, buttons will be rectangular with no roundness. Often words with an icon will provide selective material. Displaying a landing page felt like my best approach here to show the web design concept.

CUSTOM METAL FABRICATION RAISE THE BAR

MANUFACTURING

In need of a completely customized metal product? We do it all.

[GET A QUOTE >](#)

INDUSTRIES

SERVING ALL MAJOR INDUSTRIES

Products made to be used for a lifetime. Unfailing fabrication across a multitude of the world's most impactful industries. Learn more about our products involved in each industry.



AGRICULTURE >



DEFENSE >



CONSTRUCTION >



COMMERCIAL >

WHY BARLAC

WE ARE DEPENDABLE

Barlac does more than just fabricate metal products. We strive for only the highest quality products. Barlac can meet any deadline by utilizing our world class manufacturing team.

[LEARN MORE ABOUT WHAT MAKES BARLAC GREAT >](#)

CAREERS

OUR QUALITY PRODUCT BEGINS WITH YOU

[CAREERS AT BARLAC >](#)



Social Media

B2B companies always face a major challenge with social media and that is natural engagement. On average, consumer facing companies have a much easier time developing content that builds engagement naturally because it targets the average individual instead of business executives. For this reason, B2B social media content should be more focused on reminding executives who already follow us that our business exists. Provide those individuals with updates and helpful information rather than tailor towards trying to get a share or like, a B2B social channel should focus on calls to action. Outreach and growth in a B2B company much more involves SEO and advertising to a proper look alike audience. That being said, it is still important to make social media content that looks professional and pushes the active following to take action. Furthermore, this means a lot of the heavy lifting will be done in the copy of the post rather than the graphic itself.



You may see a post like this with copy such as “Barlac is announcing the inclusion of the new (insert cutting edge technology here)! Starting next week, all production of commercial vehicles will be made utilizing only the best and most current solutions. Interested in updating your commercial fleet? Get a quote in minutes on our website. (Insert website)

Other members within a B2B following usually includes the employee base itself. Therefore a good option for content creation can include celebrating employee achievements. (With

employee consent of course.)



These posts can easily be converted to motion as well.

<https://www.youtube.com/watch?v=ypQUpvOf5dM>

Social media is also a great place to update investors and shareholders on company finance.

BARLAC

**Q4 2026 CONTINUES
TO TREND UPWARDS**

**19.7% HIGHER THAN
EXPECTED OUTCOME**

Advertising Content

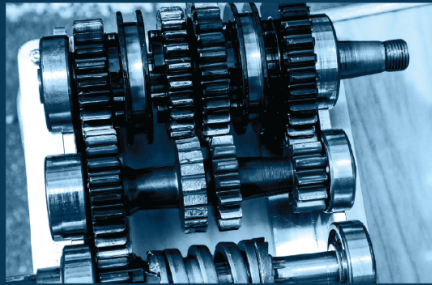
The most important aspect of the advertising content will be targeting the correct audience. This is mainly a backend thing that involves creating a look alike audience to then use as a basis for pushing the content to the right people online. The content itself should be majorly focused on pushing the most important information quickly and effectively. This mainly means b-roll footage with text or voice over describing what the company does.

<https://www.youtube.com/watch?v=JoiAvarLDSQ>

Email Marketing

One of the most commonly used contact and advertising methods for B2B companies

BARLAC



A SEAMLESS TRANSITION FOR YOUR TRANSMISSIONS

Looking to switch metal fabricators? After a century in the business, it's safe to say we've made it easy.

Whether you're looking to change fabricators or looking for your first, we offer best rate custom metal services with expertise and efficiency.

GET A QUOTE



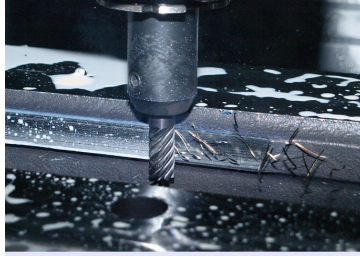
Copyright 2026 Barlac Fabrication Company Inc.

Mailing Address:
Barlac HQ
123 Any Street
Any City, Any State 12345

[Update Preferences](#) | [Unsubscribe](#)

Print Media

Professional print material can be vital for B2B companies, utilized mainly at trade shows and events to spread the word to other executives.



METAL WORK THAT LASTS A LIFETIME

At Barlac, we guarantee our fabrications will last a lifetime through some of the toughest production and environmental pressure.

- > WE BUILD LEGACIES
- > SEAMLESS COOPERATION
- > UNDENIABLE QUALITY

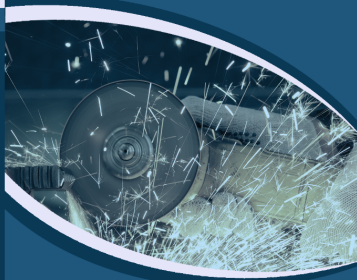
American certified metalworks company with a passion for providing top quality custom fabrication services.

All great businesses begin with an even better foundation. Get a quote from our website in minutes.

ABOUT US

Barlac has been revolutionizing the metal industry for over a century. Throughout that time, we've developed incredible relationships with businesses within the agriculture, defense, commercial and construction industry.

We are always looking for to build new partnerships. Reach out today for a quote.



CONTACT US

Main Headquarters
123 Anywhere Street
Any City, Any State 12345

Phone: +1 (123) 456-7890

Email: info@barlac.com

Website: www.barlac.com



BARLAC MANAGING YOUR METAL SINCE 1924

Fabricating metal products for four of the most impactful industries in the world.

www.barlac.com



CAREERS

We are always looking for exceptional talent at Barlac. Do you have competitive skills to bring to the table? Then we want to meet you.

Machinists, welders, executives, communications, design, development, even programming. We have room for your talent.

- > READY TO GET STARTED?
- > VISIT BARLAC.COM/CAREERS

WHAT WE DO



SERVICING THE WORLD'S MOST IMPACTFUL INDUSTRIES

- > CONSTRUCTION
Reliable machinery at competitive rates.
- > COMMERCIAL
Efficient output without sacrificing quality.
- > AGRICULTURE
Lifelong tools that will never fail.
- > DEFENSE
The world's most advanced defense systems.



WHY CHOOSE US

Barlac's dedication to establishing excellent professional relationships and our perfect record for never missing a deadline should be well enough to justify our credibility. To top it off, Barlac also offers America's most competitive spending plans.

Already working with a fabricator? We make it easy to switch with our online relations portal. All you need to do is take the first steps and we'll do the rest.

- > GET A QUOTE IN MINUTES
- > VISIT BARLAC.COM FOR MORE INFO



CAREERS

We are always looking for exceptional talent at Barlac. Do you have competitive skills to bring to the table? Then we want to meet you.

Machinists, welders, executives, communications, design, development, even programming. We have room for your talent.

- > **READY TO GET STARTED?**
- > **VISIT BARLAC.COM/CAREERS**

WHAT WE DO

SERVICING THE WORLD'S MOST IMPACTFUL INDUSTRIES

- > **CONSTRUCTION**
Reliable machinery at competitive rates.
- > **COMMERCIAL**
Efficient output without sacrificing quality.
- > **AGRICULTURE**
Lifelong tools that will never fail.
- > **DEFENSE**
The world's most advanced defense systems.

WHY CHOOSE US

Barlac's dedication to establishing excellent professional relationships and our perfect record for never missing a deadline should be well enough to justify our credibility. To top it off, Barlac also offers America's most competitive spending plans.

Already working with a fabricator? We make it easy to switch with our online relations portal. All you need to do is take the first steps and we'll do the rest.

- > **GET A QUOTE IN MINUTES**
- > **VISIT BARLAC.COM FOR MORE INFO**

BARLAC

MANAGING YOUR METAL SINCE 1924

BARLAC



123 Any Street, Any City
Any State 12345



info@barlac.com



+1 (123) 456-7890



www.barlac.com





John Doe

Senior Executive
123 Anywhere St., Any City
hello@vibra.com

12 January 2031

Dear Mr. John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Aria Evergreen
General Manager

Motion Graphics

There's a lot of different things in a B2B industry where motion design can be handy, from presentation introductions to data visualization. For Barlac, the main focus on motion design is to keep things smooth, clean and slow. The motion should be easy to follow and not be overly stimulating.

<https://www.youtube.com/watch?v=X2clvB4gTfE>

<https://www.youtube.com/watch?v=7AY1rg1Bslc>