



BRAND PROPOSAL

BUILD TOGETHER: SOUTHEAST WYOMING

LOGO & IDENTITY SYSTEM

NextGen Sector Partnerships

A comprehensive design package prepared for the
Laramie County Construction Sector

MAY 2026

ABOUT

A BRAND FOR THE PEOPLE WHO BUILD THINGS

This proposal presents a complete brand identity system for the Laramie County Construction Sector Partnership which is a key pillar of Wyoming's NextGen Sector Partnerships initiative.

The NextGen model positions industry as the driver of its own future. Contractors, business owners, and tradespeople sit at the center of the conversation. Identifying real workforce challenges, permitting hurdles, and growth opportunities.

This brand was designed to reflect exactly that spirit. It's grounded, structural, and unmistakably Wyoming. Every element from the I-beam letterforms to the compass orientation to the mascot choices were chosen intentionally to represent the people and the place this partnership serves.

What follows is a complete brand system including color palette, typography, logo suite, mascot identities, and sample usages.



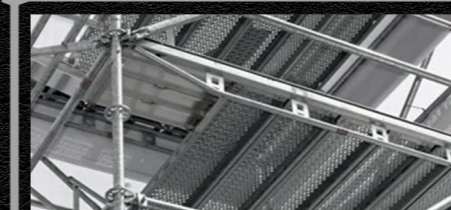
MOLTEN SLAG

HEX	RGB	CMYK
#891F1F	137, 31, 31	28, 97, 95, 31



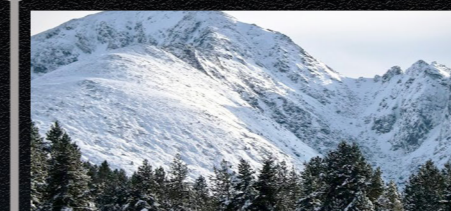
DEEP BLUEPRINT

HEX	RGB	CMYK
#192533	25, 37, 51	86, 73, 53, 62



SCAFFOLD SILVER

HEX	RGB	CMYK
#A8A5A5	168, 165, 165	36, 31, 31, 0



HIGH PLAINS WHITE

HEX	RGB	CMYK
#F7F8F9	247, 248, 249	2, 1, 1, 0

COLORS

THE PALETTE

Color is one of the most immediate ways a brand communicates who it is. The Build Together palette draws from two sources: the physical world of construction, and the symbolic history of the Wyoming state flag.

TYPOGRAPHY

High Iron is a custom typeface constructed for this project around the structural geometry of the I-beam. Each letterform references the flange and web proportions of structural steel, making the font itself a piece of the brand's visual identity. Used in logos, headlines, and primary display settings, High Iron brings immediate craft and character to every application

PRIMARY FONT

HIGH IRON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONT

METRONIC SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

I-BEAM ELEMENT

PROVIDING BRAND STRUCTURE

The I-beam is the most recognizable structural element in modern construction. It's what holds buildings up, bridges together, and frameworks in place. That's exactly why it anchors this brand.

The I-beam appears throughout the Build Together SE Wyoming identity system. It's embedded in the custom High Iron typeface, forming the container of the primary logo, and woven into supporting graphic elements like the Southeast compass angles.

In a brand built for the construction industry, it serves as a unifying thread across every touchpoint, reminding the audience that this partnership is about building real things, solving real problems, and creating real infrastructure for the people of Southeast Wyoming.



LOGOS



PRIMARY LOGO

The primary logo places the full name of the partnership inside an I-beam container, structurally framing the identity. Set in High Iron, the wordmark is direct, and confident. This is the foundational mark of the brand and to be used in primary applications, official documents, and anywhere the full identity needs to show up.



SECONDARY LOGO

The secondary logo centers on a compass rose with the partnership name integrated into its form. The southeast quadrant of the compass is intentionally highlighted, grounding the mark in the specific region this partnership serves. Paired with the silhouette of Wyoming's iconic bison, the secondary mark connects the construction industry to the broader identity of the state.



BISON MASCOT

The American bison is Wyoming's official state mammal and it's a well earned designation. They are an animal defined by strength and endurance. The bison mascot brings familiarity to the brand and something community members can rally around. In the logo, you will find a hidden "WY" emblem in the thick shaggy cape.





JACKALOPE MASCOT

The jackalope is one of the most beloved pieces of Wyoming folklore. It's a creature born from the imagination of the West, part tall tale and part local pride. You'll find it in diners, on postcards, and in the kind of stories told around a job site at the end of a long day.

Choosing the jackalope as a secondary mascot is a deliberate nod to the character of Southeast Wyoming and the people who live and work here. It says there's room for humor, community, and a little Wyoming weirdness alongside the hard work. It's the mascot for the people who know the inside joke, and it's an instant conversation starter for everyone else.





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