



FWS

FWS BRAND STRATEGY 2025



1 OVERVIEW

This strategic brand blueprint redefines FWS's identity in alignment with its leadership position in industrial construction. Formerly aligned with the Magician/Ruler archetype, the brand evoked transformation through vision and the power to guide clients through the unknown. While this persona served the company during earlier growth stages, it no longer fully reflects the company's position in the market or its influence across sectors. In this revised direction, FWS transitions confidently into a Ruler/Sage archetype—balancing authority, control, and strategic foresight with wisdom, expertise, and clarity.

This updated strategy elevates how FWS shows up visually, vocally, and experientially across all touchpoints—from social media and advertising to client proposals, onboarding materials, internal training assets, and trade show presence.



2 BRAND ARCHETYPE: RULER / SAGE

RULER

The Ruler archetype reinforces FWS's command over large-scale, high-stakes construction projects. It communicates control, structure, confidence, and leadership. Clients see a company that owns its process, minimizes risk, and delivers on its word.

KEY TRAITS:

Authority

Precision

Reliability

Structure

Leadership

Trust



2 BRAND ARCHETYPE: RULER / SAGE

SAGE

The Sage embodies FWS's expertise. It positions the brand as a trusted advisor—one who guides, educates, and informs at every stage of the process. It's not just what FWS builds; it's how it builds.

KEY TRAITS:

Wisdom

Insight

Foresight

Knowledge

Thoughtful

Guiding

COMBINED:

FWS leads with confidence and backs it up with expertise.



3 MESSAGING TONE AND LANGUAGE

TAGLINE STRATEGY



BUILDING BEYOND

FWS's refined brand tagline, "Building Beyond," was developed as a strategic evolution of the company's previous tagline, "End-to-End Solutions and Beyond." While the original phrasing attempted to communicate the company's scope and ambition, it lacked clarity and resonance. The revised version keeps the essence of "beyond"—a powerful and flexible word that implies leadership, innovation, and limitless possibility—while eliminating the awkward phrasing and redundancy of the original.

3 MESSAGING TONE AND LANGUAGE

WHY 'BUILDING BEYOND' WORKS:

1. SIMPLICITY AND CLARITY

The phrase is clean, short, and memorable—perfect for marketing, signage, and digital campaigns. It removes vague terminology and replaces it with a bold, declarative phrase that says exactly what FWS does: it builds. But more importantly, it builds beyond expectations, boundaries, and conventional methods.

2. VERSATILE AND ADAPTABLE

“Building Beyond” is intentionally open-ended, allowing it to be extended across multiple themes, campaigns, and services. Examples include:

- Building Beyond the Blueprint
- Building Beyond Ordinary
- Building Beyond the Expected
- Building Beyond Barriers

This modularity gives the tagline longevity and broad creative application.

3. ALIGNMENT WITH THE RULER/ SAGE BRAND ARCHETYPE

The tagline communicates leadership (Ruler) and innovation (Sage) in a single, forward-looking phrase. It reflects the company's authority in complex, large-scale projects while hinting at their commitment to continuous improvement, sustainability, and knowledge-based solutions.

3 MESSAGING TONE AND LANGUAGE

WHY 'BUILDING BEYOND' WORKS:

4. SUBTLE CONTINUITY WITH LEGACY BRANDING

By retaining the word “beyond” and similar font characteristics, the tagline pays homage to the legacy brand without requiring a total departure. This helps ease internal and external audiences into the new strategy, preserving familiarity while enhancing strategic clarity.

5. VISUAL AND VERBAL COHESION

When paired with FWS’s updated visual identity—bold type, deep red tones, and disciplined design—the tagline reinforces the sense of control, foresight, and confidence central to the brand’s Ruler/Sage positioning.

BUILDING INDUSTRY.
BUILDING PARTNERSHIPS.
BUILDING BEYOND.

“Building Beyond” is more than a marketing line—it’s a brand promise. It captures the strategic evolution of FWS and sets a high standard for its internal teams, partners, and clients to rally behind. It communicates leadership, future-readiness, and a refusal to settle for industry norms.

3

MESSAGING TONE AND LANGUAGE

BRAND VOICE

Authoritative yet approachable. Confident without bravado. Thoughtful, structured, and exacting.

LANGUAGE GUIDELINES

- Use clear, strategic language grounded in facts and outcomes
- Avoid casual or overly inspirational tone (remove vestiges of the Magician archetype)
- Lean into leadership terminology: "expert-driven," "industry-leading," "risk-managed," "technically informed"
- Speak from a place of insight: "here's what we're seeing in the industry" / "based on decades of execution in ag-industrial sectors..."

EXAMPLE MESSAGING LINES:

- "Building Beyond Execution—Guided by Strategy."
- "The confidence of a Ruler. The clarity of a Sage."
- "Where technical certainty meets trusted leadership."
- "Foresight, structure, results."

4

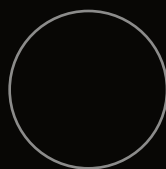
VISUAL DIRECTION

BRAND COLORS (FWS)



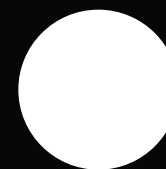
#E64B22

Industrial orange for energy and visibility



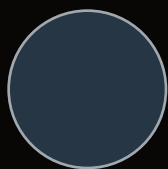
#000000

Charcoal and black for strength and structure



#FFFFFF

White for simplicity and space



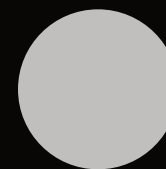
#273746

A deep navy accent for contrast and subtle sophistication.



#475463

Steel gray for clarity and technical control



#BFBFBF

A soft gray for balance, neutrality, and clean minimalism.

These colors reinforce a commanding and professional aesthetic. They communicate the gravitas of the Ruler and the discipline of the Sage without appearing cold or distant.

4

VISUAL DIRECTION

TYPOGRAPHY

- Primary Typeface: Structured sans-serif (conveys precision and professionalism)
- Recommended Usage: Use typographic hierarchy and spacing to create calm, well-organized layouts

FONT FAMILY

GOTHAM

HEADER

GOTHAM BLACK ITALIC ALL CAPS

BUILDING BEYOND

SUBHEADER

GOTHAM MEDIUM ITALIC ALL CAPS

OUR EXPERTISE

BLOCKS HEADER

GOTHAM BOLD ITALIC ALL CAPS

INDUSTRIAL DESIGN

4

VISUAL DIRECTION

TYPOGRAPHY

TAGLINE

GOTHAM LIGHT ALL CAPS

CORE SERVICES

PARAGRAPHS

GOTHAM LIGHT

Full lifecycle planning & management with a focus on risk assessment, quality control, budget alignment and seamless execution across delivery models.

- Alternative Font

FONT FAMILY

ARIAL

HEADER

ARIAL BLACK ITALIC ALL CAPS

BUILDING BEYOND

4

VISUAL DIRECTION

TYPOGRAPHY

SUBHEADER

ARIAL ITALIC ALL CAPS

OUR EXPERTISE

BLOCKS HEADER

ARIAL BOLD ITALIC ALL CAPS

INDUSTRIAL DESIGN

TAGLINE

ARIAL REGULAR ALL CAPS

CORE SERVICES

PARAGRAPHS

ARIAL REGULAR

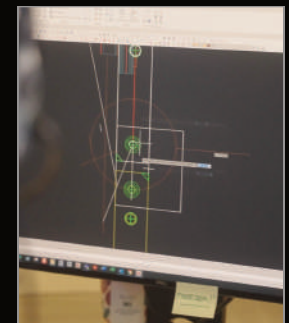
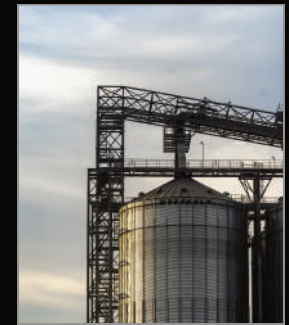
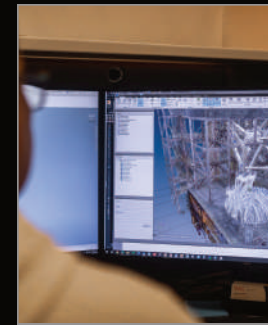
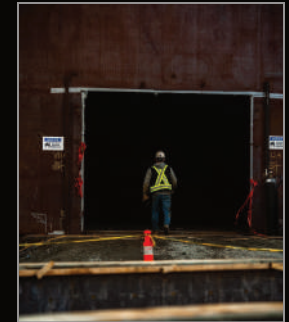
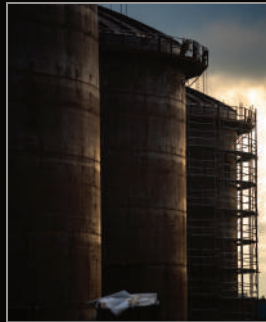
Full lifecycle planning & management with a focus on risk assessment, quality control, budget alignment and seamless execution across delivery models.

4

VISUAL DIRECTION

PHOTOGRAPHY AND IMAGERY

- Lead with real project documentation — show scale, complexity, execution
- Include strategic visuals — team members in planning sessions, QA walk-throughs, high-angle site overviews
- Avoid over-produced “conceptual” imagery reminiscent of the Magician era



5

CONTENT THEMES

PRECISION EXECUTION

Showcase project milestones, detail, timeline control, and



INSIGHT AND FORESIGHT

- Whitepapers, thought leadership articles, industry reports
- Example: “Why Carbon Targets Are Shaping the Next Generation of Facility Design”

5

CONTENT THEMES

LEADERSHIP IN COMPLEXITY

Highlight large-scale builds, complex environments, multi-disciplinary



PEOPLE + PROCESS

- Showcase team bios that reinforce deep expertise and long-tenure
- Emphasize field-to-corporate cohesion and mentorship structure

5

CONTENT THEMES

SAFETY AND STANDARDS

Not just policy-based but
approach results in lower



TRUST AND CONTINUITY

- Show the long-term relationships with clients and repeat business across decades

6 STRATEGIC GOALS

1

ELEVATE BRAND PERCEPTION:

Shift from perceived project vendor to trusted long-term advisor and authority

2

ATTRACT HIGH-CALIBER CLIENTS:

Position FWS as the obvious choice for complex ag-industrial, mining, and infrastructure projects

3

SUPPORT U.S. MARKET EXPANSION:

Ensure consistency and clarity of messaging in all regions with tailored content

4

ALIGN INTERNAL CULTURE:

Use brand tone to reinforce expectations for communication, leadership, and quality company-wide

7 APPLICATION GUIDELINES

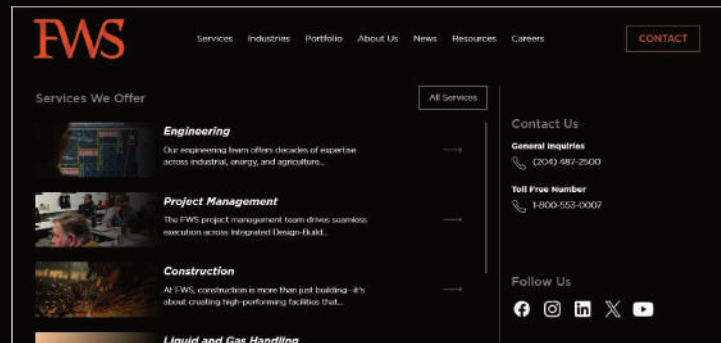
WEBSITE

CLEAR SERVICE SEGMENTATION

Industry

Capability

Project

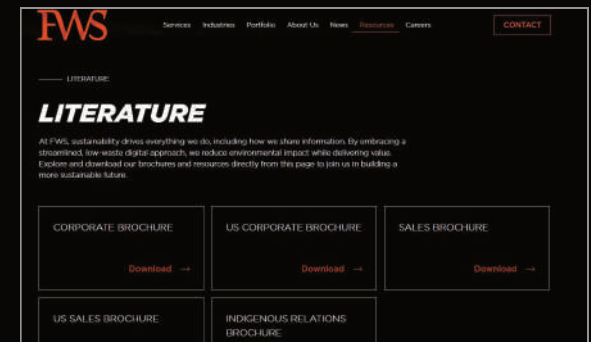
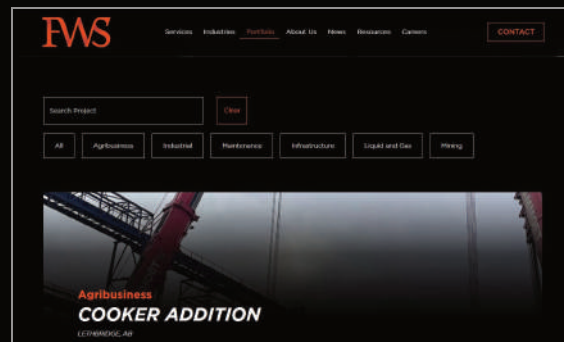


STRATEGIC CONTENT

Case Studies

Insights

Downloadable PDFs

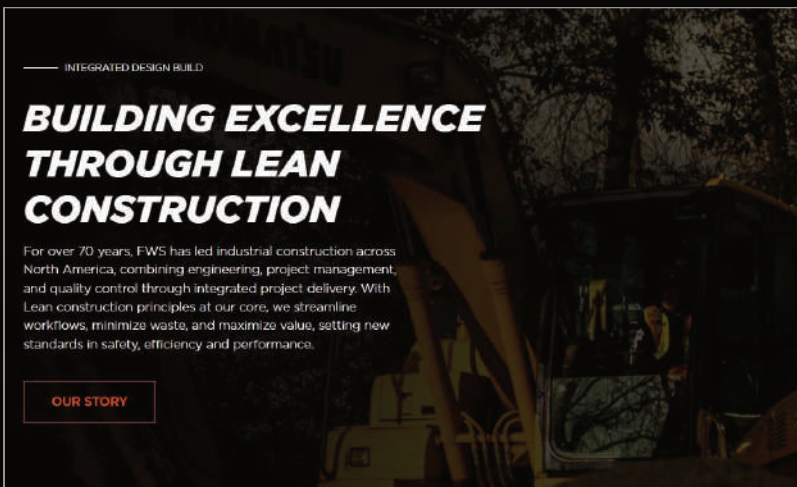


7 APPLICATION GUIDELINES

WEBSITE

SUBTLE CONFIDENCE

Every element signals control and knowledge

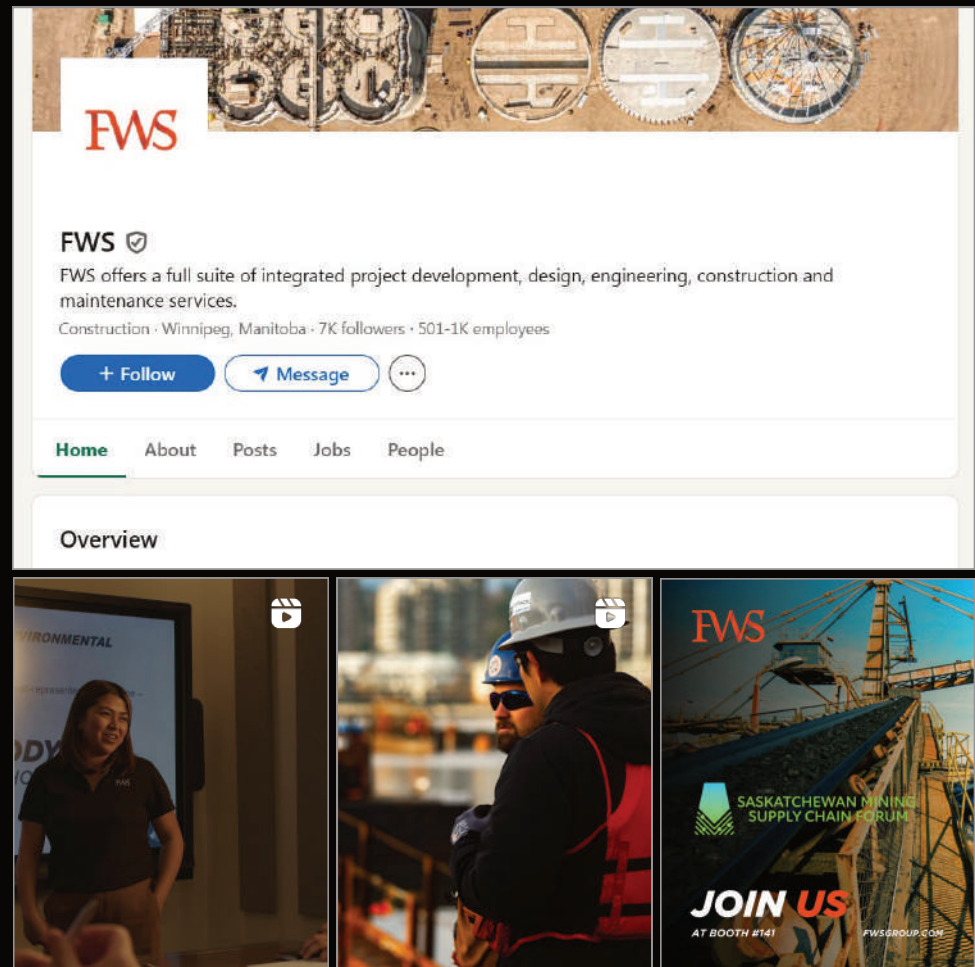


7 APPLICATION GUIDELINES

SOCIAL MEDIA

STRATEGIC:

LinkedIn-first, with authority-led content



7 APPLICATION GUIDELINES

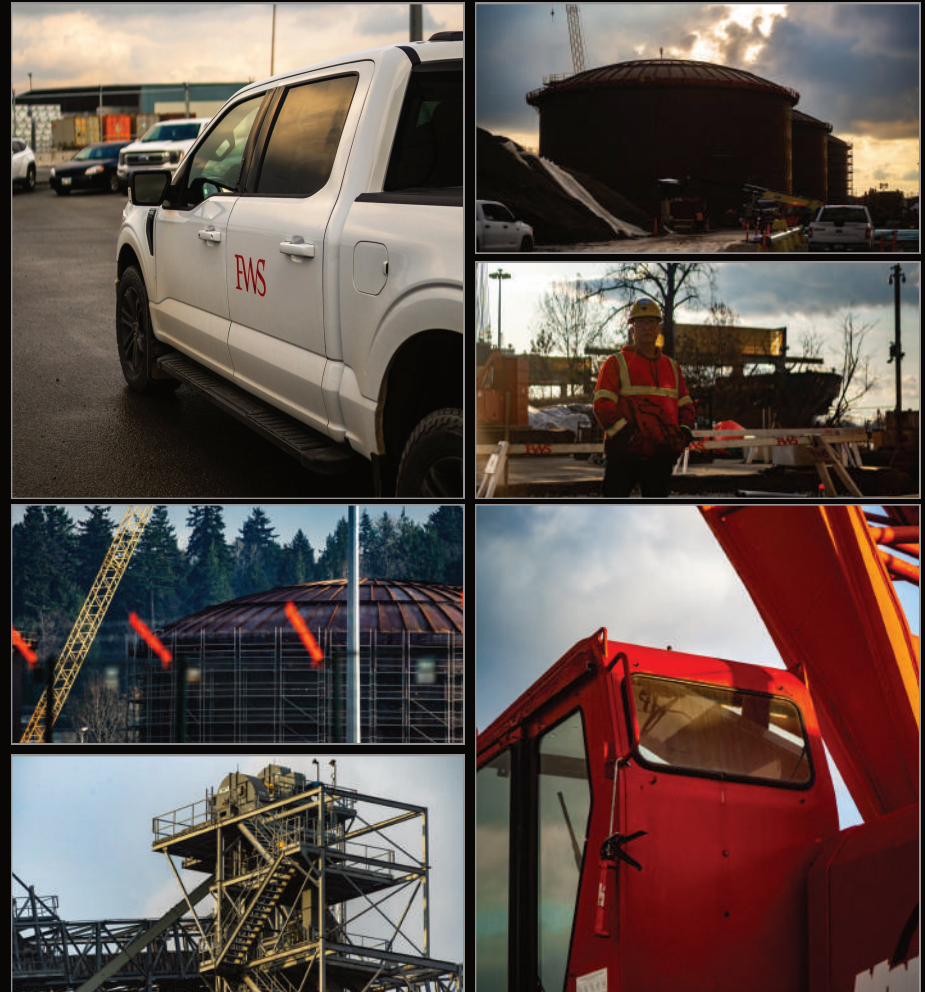
SOCIAL MEDIA

BALANCED VISUAL RHYTHM:

Site Photos

Clean Infographics

Leadership Commentary



7 APPLICATION GUIDELINES

VIDEO

FOCUSED STORYTELLING (RULER/SAGE NARRATIVE):

- “Here’s what we faced. Here’s how we solved it.”
- Feature technical walkthroughs, client interviews, in-field team moments



7 APPLICATION GUIDELINES

INTERNAL COLLATERAL

Brochures

Recruitment Docs

Tradeshow Displays Should Adopt Voice

Design Principles From This Document



7 APPLICATION GUIDELINES

SALES + BD

- Messaging frameworks to help explain not just what FWS builds, but why it's built better due to strategy, integration, and foresight
- Use of highlight cards for industries, execution differentiators, and self-performing trades

SERVICES

WHAT WE DO

We deliver comprehensive solutions for industrial construction and bulk material handling projects, managing everything from initial design to construction management and ongoing maintenance. Since 1953, our expertise has expanded across diverse industries, including potash mining, vegetable oil crush plants, process facilities, and container transloading terminals. Our experience in food & beverage facility engineering ensures efficiency and innovation in processing and handling operations.



8

OVERVIEW

FWS is no longer a company that simply transforms ideas into builds (Magician). It is a builder of confidence, structure, and long-term certainty (Ruler) — backed by decades of experience, data, and leadership in the field (Sage).

This strategy ensures that every touchpoint with FWS communicates control, depth, and trust. It's not about appearing flashy or friendly—it's about being respected, reliable, and essential.

