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IDT536  
Module 6  
Final



Amber Well Drilling Logo Redesign



## Process Memo

“

Hello, attached below are the three branding pieces for Amber well drilling, my goal with this project was to keep things simple and clean, so as not to overwhelm potential customers with too much information all at once. Most construction projects are fairly intensive with the amount of paperwork, forms, and meetings you have to go through already, and a minimal approach definitely seems like the way to go here. Overall the business cards took about 30 minutes, Facebook another 30, and the website was around an hour to design from sketches to completion. Started at about 4 pm tonight and finished up just after 7. I did edit the logo a bit so as to get rid of the orange on the extended descenders and make it more legible. Looking forward to hearing your thoughts.

”

### Excerpt from course discussion post

With critique not received I left most of the branding elements the same outside of the direction received from the professor in regards to some final tweaks, which worked out well to really tie the brand together. Starting from the dissection of the current branding and website, I developed some sketches that would work in a cleaner format, everything that Amber currently has is a little busy and seems to be in a style that is a little out dated. In general it is assumed that a company that has good services and focuses on quality may not have the best branding or complex web presence, but in this case it seems that Amber is attempting to do both while the execution is a touch lacking. The logo branding being the main source of the styles used throughout the rest of the guidelines, the plan was to keep everything clean and easy to follow while being professional and informative. The design brief was not updated from the previous module, as the objectives had not changed outside of the scope.

Starting with the business cards, a simple logo and website front was developed, and then the back was decided to be simplified with just a name, title, phone number(s) and email. Social media icons were added without handles since in this day and age most users search the name of the company and do not type out the handles in their browser, but use the appropriate social media apps instead.

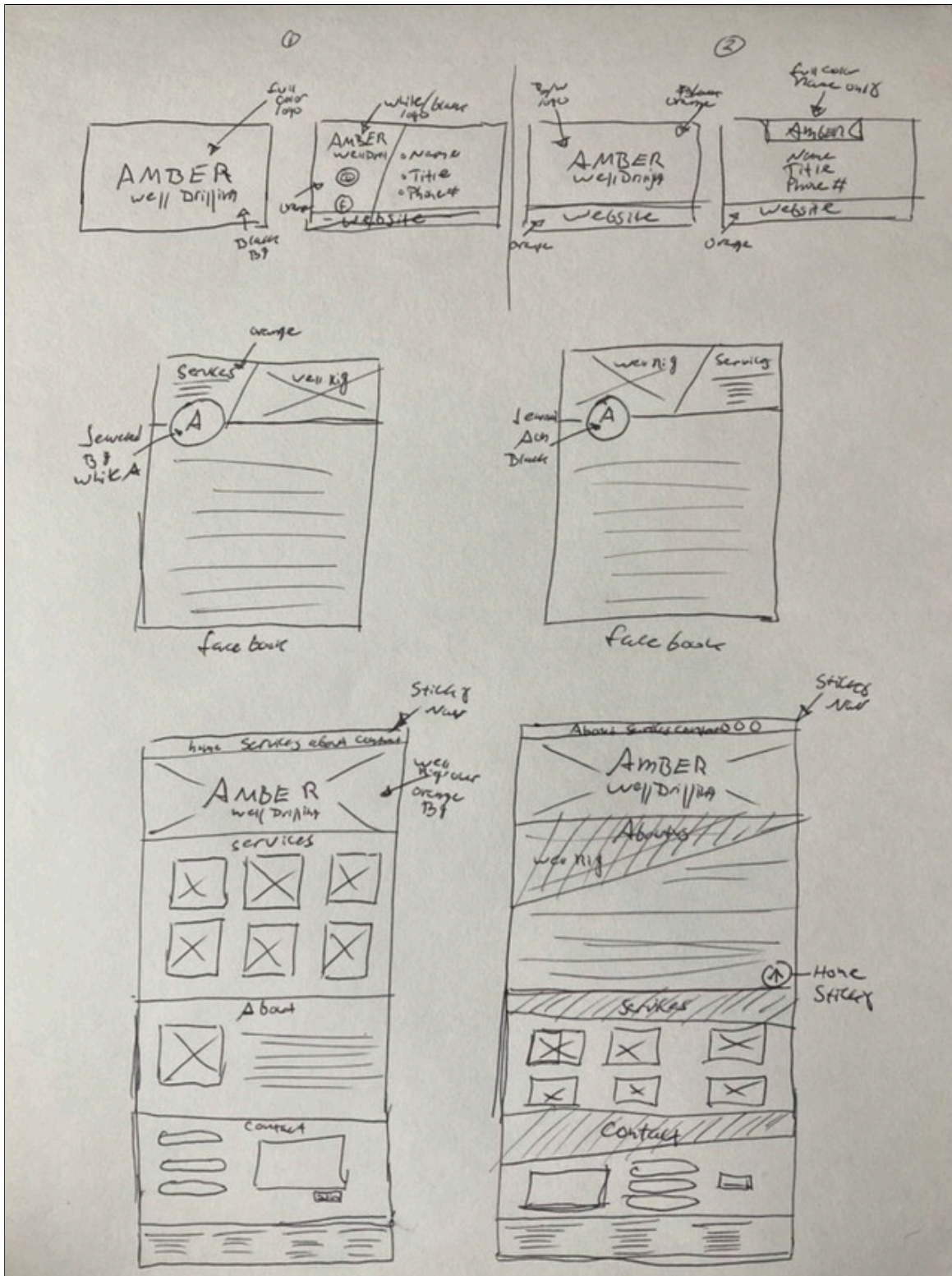
The social media example was made on the Facebook platform as that has evolved to be a main source of business pages more so than Instagram, Twitter, and other low-content social media platforms. Simply put, Facebook offers more in the lines of listing services, websites, and general interaction with potential customers in my opinion. Responsive logos were used in the main profile images to help establish brand recognition.

The website was made to be a simplified single page navigation with additional sections such as “more services” added in to the front page linking. Keeping in line with the branding guidelines, the background is dark but imagery and text are light and inviting. This allows for a highly professional feel to the website as an established service, versus looking thrown together and added onto relentlessly. Simplified logos were used in the header and footer to give a solid start/finish to the page while not taking away from the other content that was more important to the potential customer. As per the professor's suggestions, squared off sections with the (now darker) orange blocking were rounded off in order to meet brand guidelines, this is generally easy to accomplish with a 100% border-radius on the top and bottom of the DIV sections, being negative and positive respectfully.

The company vision, core values, personality, and target audience were re-written completely in order to better fit into a new branding guide.

A final mockup was rendered of all brand assets created, and all references listed for this section.

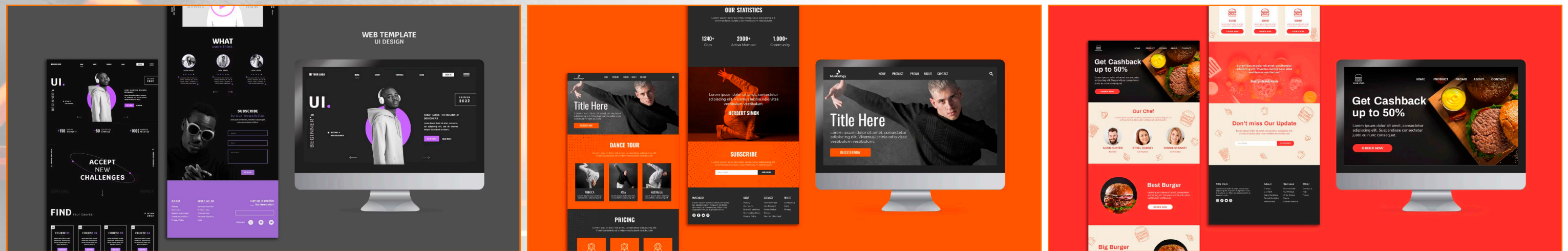
# Sketches





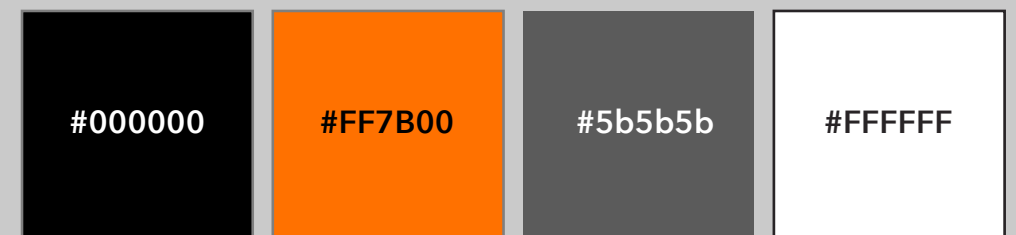
# AMBER

## WE || DR || I || N || G



## Ideation

The design of the brand should be a very clean, simple, and easy to follow style. Emphasis must be placed on the fact that the current brand guidelines are trying to cram over half a century of information onto a single advertisement at any given piece of collateral, and while that does speak to their experience and qualifications, it may be improved.



Logo Swatch Examples

# ABOUT US



## Mission Statement

At Amber, we have dedicated over 55 years to providing superior services in the water industry, specializing in well drilling, pump installation, water conditioning, and more. Our team of highly trained professionals has a collective experience of over 395 years in the field.

As pioneers in the industry, Amber was founded in 1968 and has grown to become the leading provider of drilling and water services in Upstate New York. With extensive knowledge in every facet of the industry, including water, mining, municipal environmental, energy, construction, and geothermal, we possess the expertise to deliver exceptional solutions to our customers.

Our commitment to excellence is evidenced by our license from the New York State DEC (NYRD No. 10967) and our certification as members of the National Ground Water Association. At Amber, we understand the vital importance of water to life and strive to solve any problems that our customers may encounter in the future.

As professionals in the field, water is not just a job for us, but a way of life. Our passion for delivering quality water services is unrivaled, and we invite you to experience it firsthand. If you have any needs for quality water services, do not hesitate to call us. At Amber, we are committed to providing exceptional services and building lasting relationships with our customers.

## Vision Statement

At Amber, we envision a future where we continue to be at the forefront of the water industry, offering innovative solutions and unparalleled services to our customers. We plan to expand our operations, extending our reach to new markets and geographies while consolidating our position as the leading provider of drilling and water services in Upstate New York.

To achieve this, we will be increasing our staffing, bringing on board more highly trained professionals to support our growth plans. With a focus on continuous learning and development, we will provide our employees with the necessary skills and resources to ensure that they can deliver exceptional services to our customers.

As part of our expansion plans, we are exploring new opportunities in related industries, including renewable energy and environmental services. By diversifying our offerings, we will be better positioned to meet the evolving needs of our customers and tap into new revenue streams.

## Core Values

At Amber, we remain committed to our core values of quality, integrity, and excellence in everything we do. We will continue to invest in the latest technologies and equipment to ensure that we deliver the best possible solutions to our customers. Through our unwavering dedication to customer satisfaction and innovation, we will achieve our vision of being the preferred provider of water services in the region and beyond.

## Target Audience

Our company's primary target audience includes a diverse range of clients, such as residential, commercial, mining, farm, municipal, and geothermal customers. Our services are sought out for new construction projects, as well as general maintenance, well deepening, and upkeep of existing systems.

As a full-service provider of water treatment, system installation, and maintenance services, we cater to a wide demographic that spans various age groups. However, we can refine our target audience by several factors, such as land ownership, property maintenance needs, or facility construction requirements.

Our commitment to quality, expertise, and innovation has established us as a leading provider of water services in the region. As such, our target audience is comprised of discerning customers who value exceptional services and solutions that cater to their specific needs.



## Brand Story

When the founders of Amber Water Treatment started their family-owned business over 55 years ago, they had a clear vision to deliver exceptional water services to the Upstate New York region. They knew that water is not just a necessity, but a way of life, and they were determined to provide customers with quality solutions and unparalleled service.

Through hard work and dedication, the company has become a trusted pioneer in the water industry, serving a diverse range of customers, from residential to commercial, mining to farm, municipal to geothermal. Amber's team of highly trained professionals possess the expertise and commitment to quality that has made the company the leading provider of drilling and water services in the region.

When you choose Amber Water Treatment, you're not just getting exceptional well drilling, pump installation, and water conditioning services. You're also choosing a company that is passionate about building lasting relationships with its customers and delivering personalized solutions that cater to their unique needs. Trust the pioneers of the water industry, and choose Amber Water Treatment for unparalleled solutions and exceptional service.

## Brand Personality

At Amber Water Treatment, our brand personality is built around the following keywords:

- **Trustworthy:** We believe that trust is the foundation of any lasting relationship, and we strive to be a reliable and trustworthy partner for our customers.
- **Passionate:** Our passion for water is reflected in everything we do. We are committed to delivering exceptional services that cater to our customers' unique needs and preferences.
- **Experienced:** With over 55 years of experience in the water industry, we have the knowledge and expertise to deliver innovative solutions that meet our customers' evolving needs.
- **Committed:** Our commitment to quality, integrity, and excellence is reflected in everything we do. We are dedicated to providing unparalleled service to our customers and building lasting relationships with them.
- **Innovative:** We are constantly looking for ways to improve and expand our services, leveraging the latest technologies and equipment to deliver innovative solutions to our customers.
- **Personalized:** We believe that every customer is unique, and we strive to provide personalized solutions that cater to their specific needs and preferences.
- **Pioneering:** As pioneers in the water industry, we are committed to remaining at the forefront of the industry, delivering the latest technologies and equipment to our customers.
- **Exceptional:** Our commitment to quality and excellence is reflected in everything we do, from our well drilling and pump installation services to our water conditioning solutions.

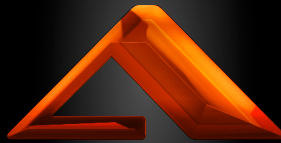
Our brand voice is authoritative, reflecting our position as a leader in the industry. However, we are also friendly and approachable, reflecting our commitment to building lasting relationships with our customers. Our overall tone is confident, knowledgeable, and trustworthy, reflecting our core values of quality, integrity, and excellence.



# AMBER

WE || DR || I || NG

## AMBER



**SOFACHROME**  
AVENIR NEXT MEDIUM

# AMBER

WE || DR || I || NG

## AMBER



# AMBER

WE || DR || I || NG

## AMBER





## Color Palette



Main	Web	Gradient Dark	Accent	Gradient Dark	Accent
#F27000	#F66500	#E83200	#000000	#DEDEDE	#FFFFFF
0:69:100:0	0:75:99:0	0:92:100:0	30:30:30:100	11:8:9:0	0:0:0:0

## Typography

# AMBER

## SOFACHROME

Optical Kerning, -20 Tracking

# WELL DRILLING

## AVENIR NEXT MEDIUM

Optical Kerning, -20 Tracking

# SOCIAL MEDIA

## OSWALD REGULAR

Optical Kerning, -20 Tracking

## Typeface Use

- Main Logo
  - Icon logos
  - Decals
- 
- Main Logo
  - Business card headers
  - main body / paragraph
- 
- Website navigation
  - Website headers
  - Website buttons

## Logo Placement Standards



Place logo at least one A letter form away from any other element or logo.



Do not angle.



Do not stretch to fit.



**AMBER**

WELL DRILLING





- Wells & Well Drilling
- Water Systems and Pumps
- Water Conditioning
- Wastewater Products
- Specialty Services



**Amber Water Pros** ✓  
Construction Services

Contact us

Home About Photos Instagram More

Like Message Search

About

We know how important water is to your life, and we will be around to solve any problems you might have in the future. If you have a need for quality water, call us!

- 159,784,623 people like this
- 159,781,544 people follow this
- 45,264 people checked in here
- <http://www.amberwaterpros.com>
- Send Message
- Website

Photos

See all



Create Post

- Photo/Video
- Check in
- Tag Friends

**Amber Water Pros**  
30 mins

Getting our fleet dropped off at the signs shop for the re-branding! Keep an eye on this space for the before and after pictures!



1K 152 comments 200 shares

Like Comment Share

View comments Oldest

Write a comment...

# AMBER

## WELL DRILLING

## ABOUT US

For over 55 years we've helped customers with superior services, including well drilling, pump installation, water conditioning and more. Our highly trained employees have a combined total of 395+ years of water experience. Amber was founded in 1968 and has the most experienced drilling and water professionals in Upstate New York. We have extensive experience in every facet of the industry including water, mining, municipal environmental, energy, construction and geothermal....

We are licensed by the New York State DEC (NYRD No. 10967) and are Certified members of the National Ground Water Association. We know how important water is to your life, and we will be around to solve any problems you might have in the future. We've been involved in water all our lives, and we are professionals at our job. If you have a need for quality water, call us!



### BEHIND THE SCENES

We work hard for you from start to finish!

## SERVICES

Residential • Commercial • Mining • Farm • Municipal • Geothermal  
Since 1968



### WELL DRILLING

All of our equipment is designed to drill a well in one day and is proven to work, fast safe and reliable!



### WATER SYSTEMS

Amber Water Pros is a leading provider of pump systems and on-site maintenance



### WATER CONDITIONING

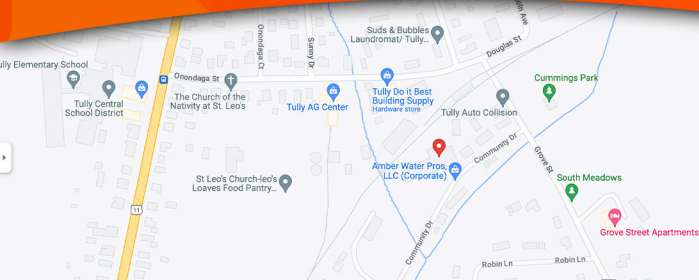
Hard water issues can cause cloudy or foggy water stains on clean dishes, shower doors, and faucets.

[SEE ALL SERVICES](#)

## CONTACT US




Corporate Offices  
Amber Water Pros  
1 Community Drive  
PO Box 1107  
Tully, New York 13159  
315-696-5600

[SUBMIT MESSAGE](#)

[BACK TO TOP](#)


We know how important water is to your life, and we will be around to solve any problems you might have in the future. If you have a need for quality water, call us!



### ABOUT

[History](#)  
[Our Team](#)  
[Brand Guidelines](#)  
[Terms & Condition](#)  
[Privacy Policy](#)

### SERVICES

[Get a Quote](#)  
[Our Services](#)  
[Ticket Status](#)

### OTHER

[Contact Us](#)  
[Help](#)



# AMBER

WELL DRILLING




[www.amberwaterpros.com](http://www.amberwaterpros.com)



# Dave Driller

## Owner

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-  315.345.7890
-  315.789.2345







# References

## Photos

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## Sources

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<https://www.amberwaterpros.com>