



Builders Alliance Brand Strategy

An aerial photograph of the Shanghai skyline, featuring the Oriental Pearl Tower, the Shanghai Tower, and the Jin Mao Tower, all rising above a thick, white layer of clouds. The sky is a pale, hazy blue. The text "This is how Ideas are Built Solid." is overlaid in white, bold, sans-serif font in the lower-left quadrant.

**This is how
Ideas are Built Solid.**



This Brand Strategy serves as a strategic roadmap for Builders Alliance. It aligns seamlessly with the Corporate Strategy of Vision, Mission and Core Values. It is a plan for clear action; actions on how the brand can grow to become a powerful brand.





Brand Story

Builders Alliance was built from the experience of Lim Meng Teck, who learnt the ropes of business in his father's company, WY Steel.

His venturesome spirit to go into building and construction came in 2004, sustained with the sense of pride and enjoyment with every project closure. The company began with HDB residential renovations in its first year of operations. In 2005, Builders Alliance tendered for public projects from schools, airports to government agencies. 2008 marked new horizons with overseas construction projects under the Ministry of Foreign Affairs.

In 2015, Builders Alliance ventured into structural steel works, an addition into its existing pool of construction capabilities. Over the years, Builders Alliance has solidified concrete support from its large network of sub-contractors, suppliers and clients.

As the main contractor, Builders Alliance serves as a key interface between Land Developers and Sub-contractors. This catalyst position enables Builders Alliance to grow further. Despite a wealth of experience, Builders Alliance believes in always growing and learning. Relentlessly raising building standards and being proud of quality work is at core of Builders Alliance.

Builders Alliance is well acquainted with the building industry's nuts and bolts. Upon stable foundations, Meng Teck has his sights to bring Builders Alliance into overseas land development. 2019 marked a new chapter in the Builders Alliance story, with real estate development in Australia.

This is a story of Ideas being Built Solid.

Key Milestones

2004

Builders Alliance was established by the founder, Lim Meng Teck, beginning with HDB Residential Renovations.

2005

Tendered for public projects from schools, airports to government agencies.

2008

Ventured into overseas projects for the Ministry of Foreign Affairs.





2020

Builders Alliance
Rebranded

2019

Ventured into real
estate development in
Singapore & Australia.

2015

Began venturing into
structural steel works.

Brand Identity





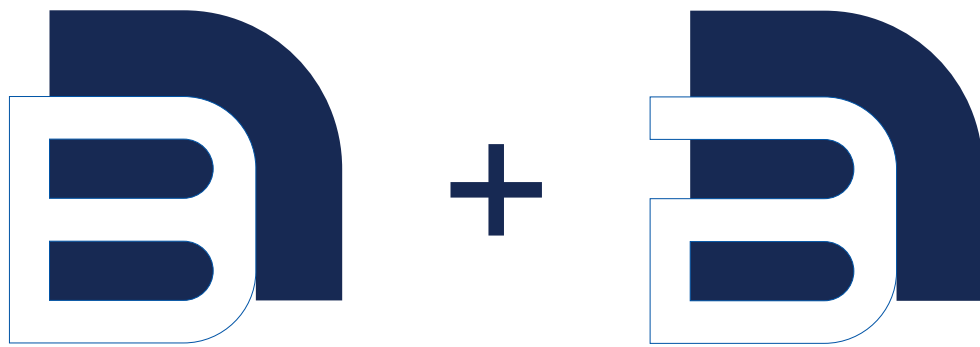
Monogram

Logotype

Main Colour Palette

Secondary Palette

Monogram



The Builders Alliance monogram is a combination of its initials, “B and A”. It is accompanied with a facade curve akin to modern architectural icons. This echoes its expertise in building construction. Together, the monogram logo resembles the structure of a well-built building.

Logotype



The Builders Alliance logotype that pairs with its monogram is set in Montserrat, precisely aligned to work together. All Builders are equally supported by the Alliance, which looks after the welfare of the Builders. The individual letterforms have a sense of boldness and unity, no different from the culture in Builders Alliance.

Main Colour Palette

Builders Alliance Facade Blue

Builders Alliance corporate colour is blue, inspired by the sky with the brand's lofty aspirations. As a building's glass facade reflects the sky, it often appears as a darker shade of blue. This is also known as Builders Alliance Facade Blue.





Builders Alliance Masonry Grey

Facade Blue mirroring the sky is complemented with the down-to-earth nature of construction work. Builders Alliance Masonry Grey represents the supportive components of a building; structural steel, bare concrete and mortar paste. These components represented by Masonry Grey are core to Builders Alliance's line of work.

Builders Alliance **Facade Blue**

CMYK **100, 76, 0, 60**

RGB **0, 32, 86**

HEX **#002056**

Builders Alliance **Masonry Grey**

CMYK **0, 0, 0, 70**

RGB **109, 110, 113**

HEX **#6D6E71**



Secondary Palette

Builders Alliance
Skyline Blue

CMYK **100, 50, 0, 0**

RGB **0, 114, 188**

HEX **#0072BC**

Builders Alliance
**Grounded
Ochre**

CMYK **0, 38, 88, 24**

RGB **193, 120, 23**

HEX **#C17817**

Builders Alliance
Safety Orange

CMYK **0, 66, 97, 2**

RGB **251, 86, 7**

HEX **#FB5607**

Builders Alliance
Sandstone

CMYK **0, 25, 96, 0**

RGB **255, 190, 11**

HEX **FFBE0B**

Corporate Strategy

Vision
Mission
Values
Tagline



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Vision

A Global Heavyweight in Construction and Land Development

We seek to be juggernauts recognised worldwide for our capabilities.

We seek to develop barren deserts into bountiful oases, to move not just mountains, but entire cities.





Mission

Relentlessly Raising Building Standards

We set the benchmark as high as our dreams could go. As they say, the sky is the limit.

We disagree; we never limit our dreams.









BUILD Values

BUILD values are strong beliefs within Builders Alliance. They are guiding principles to live by. They are about character and are non-negotiable. They are so deeply held, they never change. They shape the vision and drive the mission of Builders Alliance.

Boldness

Unity

Integrity

Loyalty

Diligence



Boldness

You are at the forefront
of the construction business.

You are bold and unyielding,
ready to step up and
take the lead.

IDEAS BUILT SOLID





Unity

You are one but
you are many.

You are an Alliance
of Builders, prepared
to take on all challenges.

IDEAS BUILT SOLID





You are grounded
in your principles.

A solid foundation as
building blocks of
greater things to come.

Integrity

IDEAS BUILT SOLID





Loyalty

You are firmly devoted to
reaching new horizons.
You embark on this journey
not as one, but a collective.

IDEAS BUILT SOLID

 BUILDERS
ALLIANCE



Diligence

You are steadfast in your craft,
always delivering the
highest standards.

You never settle for anything less.

IDEAS BUILT SOLID

 BUILDERS
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Brand Tagline

Ideas Built Solid

Builders Alliance is all about translating ideas from blueprint to timeless icons. It is unwavering in its building approach, with a quality standard and commitment to solid foundations for its projects.

This is captured in its tagline, “Ideas Built Solid”. It can be liberally applied on brand activation touchpoints and marketing materials.



Brand Personality

Brand Personality is about a set of human traits used to identify a brand. The brand becomes a real person, with human idiosyncrasies. It draws people to the brand. It creates an emotional response. The aim is not to please everybody but to have a distinctive personality that touches the heart and moves the soul.



Core Archetype
Supporting Archetype
Brand Language

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Brand Archetype





Psychoanalyst Carl Jung identified 12 common archetypes. These not only reveal a brand's personality, but also mirror the hopes and aspirations of their candidates and clients. Often, brands will consist of a *core archetype* combined with a *supporting archetype*.

Brand Archetype



THE HERO



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THE HERO

Core Archetype

The Hero's main motivation is to prove their worth through determination and skilful mastery. They work hard in order to have hone their skills, and take pride that their work sets them apart from the rest. The Hero needs to meet challenges head-on and save the world from unacceptable construction quality.

Hero brands embody these brand attributes: motivated, confident, self-disciplined, competent, courageous, energetic, empowered, masterful, ambitious, focused and inspiring. As such, Hero brands instill reliability.



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The Everyman

The Everyman revolves around the sense of belonging, with an authentic brand voice and a honest brand image. To the Everyman, all men and women are created equal, and this gives them an empathy and lack of pretense coupled with a very realistic view of the world.

Everyman brands embody these brand attributes: honest, humble, friendly and down-to-earth. As such, Everyman brands build diverse communities and make sure everyone's voice is heard.





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Brand Language



The Builders Alliance brand is extended to a body of words and phrases to communicate its exceptional identity. The Builders Alliance tone of voice is one that is confident and assuring. It speaks of its skilful mastery in construction capabilities, without coming across as boastful.

The descriptions for its unique selling propositions and service specialisations are part of this brand language.



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Unique Selling Propositions

Builders Alliance speaks with the pronoun “we” with pride, and confidently tells “you” what Builders Alliance can do well. Unparalleled Quality, Swift Turnaround and Competitive Pricing are Builders Alliance’s Unique Selling Propositions.





Unparalleled Quality

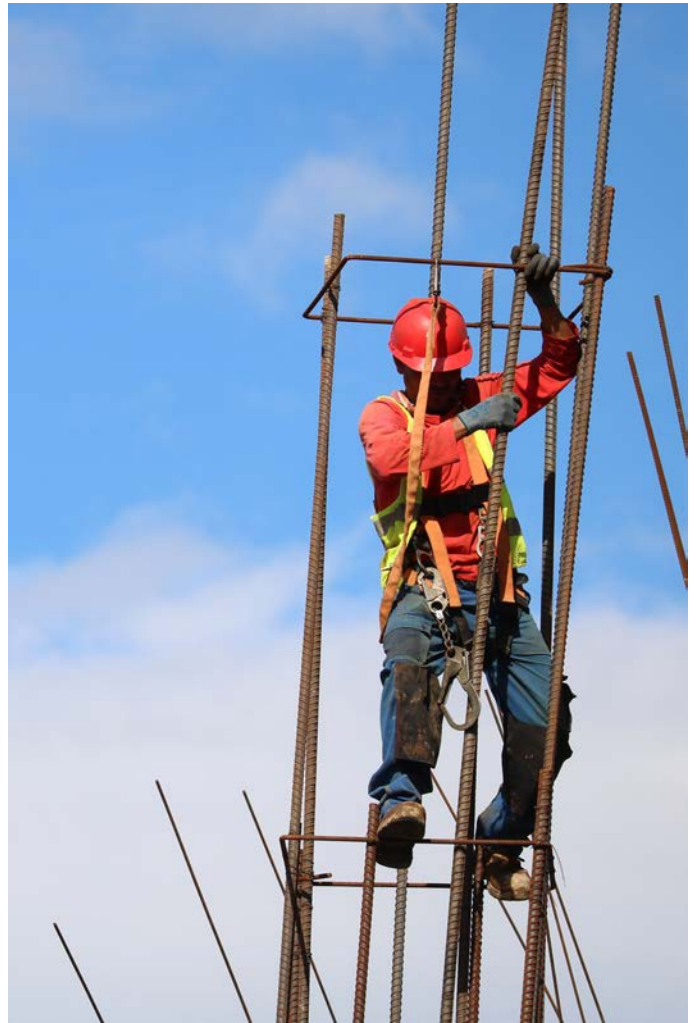
We deliver exceptional build quality, with top-notch materials and superior workmanship.

From renowned architecture firms to the world-recognised Changi International Airport that choose Builders Alliance, they share our commitment to exceptional quality.

Swift Turnaround

Our rapid project turnaround time is achieved through detailed planning and experience.

Since 2004, we have gotten up to speed with reducing construction time. Today, we continue building ideas solid, full steam ahead.





Competitive Pricing

We are competitively priced, for the level of construction expertise you get.

Through our efficient work process and refined systems, we ensure you stay on budget.



Service Specialisations

Clear service specialisations allow Builders Alliance to convey its capabilities to prospective clients. These five specialisations present different construction solutions to clients with varied needs.





DB

Design & Build

BB

Additions & Alterations

BC

Building Construction

RC

Residential Construction

SW

Structural Steel Works

A wooden building frame, consisting of vertical studs and horizontal plates, is suspended by a chain and pulley system against a clear blue sky. The frame is positioned on the left side of the image, with the chain extending upwards towards the top edge.

DB

Design & Build

*We translate
blueprint
drawings into
remarkable
buildings.
We are the
architects to
your ambitions.*

Builders Alliance is one of Singapore's premier contractors in the specialised field of Design & Build projects. With a comprehensive understanding of the objectives and processes unique to Design & Build projects, we are able to provide fast, turnkey solutions for our clients. Design & Build projects are carried out in two phases:

1. The Design Phase

In this phase, we embrace a collaborative partnership with the client to garner an understanding of their wants, needs and budget.

Once we have established the client requirements, we will work with Architects and Engineers in our network to bring the design to fruition.

After the artist's impressions and technical drawings have been finalised, we will submit all the paperwork to the relevant authorities on behalf of the client.

2. Building Phase

Upon approval of all paperwork and a project permit, we will begin with the building process.

Along this build process, if there are changes to be made, we will flexibly adapt and cater to them.



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OLD ONE >



Additions & Alterations

We improve your existing space to help your business adapt in this fast-paced economy. We turn your new needs into new solutions, for you to thrive in your field.

Addition & Alteration (A&A) works are classified as works that are done to an existing premise. These can range from upgrading and improvement works to extension works.

A&A work is renovation, only on a bigger scale. They are usually done in collaboration with the client's existing panel of Architects and Engineers and do not require design input from us.



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BC

Building Construction

*We build your
dreams, from
the ground up.
And we seek to
surpass your
expectations in
quality.*



Our Building Construction projects range from private residences to towering commercial buildings. Like an artist painting blank canvas, we transform empty sites into architectural icons.

A Brief Outline of Our Building Construction Process

Once we have the necessary permits from the authorities, the project kicks off with Excavation. This makes way for the massive Structural Works (ST) that form up the main elements of the building.

Mechanical & Electrical (M&E) installations are the lifeblood of the building, giving function to form. Next comes the Architectural Work such as ceilings, tiles and floor finishes. Subsequently, Air-Conditioning & Mechanical Ventilation (ACMV) ensures a habitable space to live and work in. Likewise, water closets to meet human necessities come under Sanitary & Plumbing (S&P).

The last two processes are the Temporary Occupancy Permit (TOP) and Certificate of Satisfactory Completion (CSC), obtained from the authorities. Finally, a Variation Order (VO) gives our clients the chance for modification before site handover. But we do not rest on our laurels; a one-year Limited Liability period guarantees against defects from workmanship issues.

Arduous, but fulfilling.



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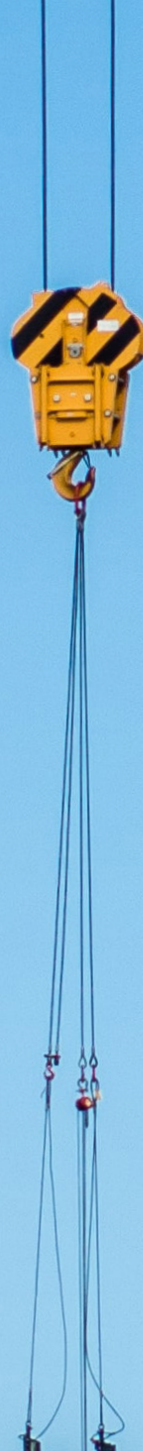
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Arduous, but fulfilling.

*Your dream house is only a
doorstep away with either
of these four simple options:*

New Residence

All parts of the existing house will be demolished, before we build a new one from scratch.

Out with the old, move back in with the new!

Reconstruction

Some structural elements of the existing house will be retained, while new features are built around it. If you wish to conserve golden memories while creating new ones, reconstruction is your prime choice.

Additions & Alterations

Most structural elements of the existing house are retained, as we make additions and alterations to your needs. A&A brings well-deserved upgrades to your home.


Renovation

Purely surface level works are done, such as ceilings, tiles and floor finishes. If you seek a fresh look in your living space, look no further with renovation.



RC

Residential Construction



*We furnish the
finest, for a warm
home you deserve.
Your personal
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Structural Steel Works

*We raise steel structures
with precision and stability,
adding on a track record
that stands the test of
time. We assemble
your foundations,
so that you will
ascend greater
heights.*



A specialised area of our business is in structural steelworks. With in-house workshops and steel-working specialists harnessing a core understanding of industrial steel, we are able to fulfil:

Design

As sub-contractors for certain projects, we are only required to contribute the reinforcing steel structures in buildings.

Fabrication

We meet our client's steelwork needs, from the purchase of raw steel to the in-house fabrication at our workshop.

Installation

On-site installation of massive steel structures require detailed logistical planning. Our team ensures it to be smooth and steady, as steel structures should be.

BA Cares

BA Cares because Builders Alliance believes in looking after its people. Just like the crucial building blocks in construction, Builders Alliance needs its people.

This is why BA Cares.







At Builders Alliance, we embrace cultural diversity.



Our team hails from Singapore, Malaysia, Myanmar, Bangladesh and the Philippines. With the unity of local talents and capable expats, Builders Alliance is another place of belonging for our team.



Our worker dormitories are solely for Builders Alliance project site workers. Our company-specific approach has enabled us to keep hygiene practices and cleanliness to high standards. Implementing social distancing measures and caring for our project site workers is also made easier. This effectively mitigates the transmission of virus outbreaks, in light of the Covid-19 situation.



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