

# FEAZEL ROOFING

HEADQUARTERS  
NEW ALBANY, OH

**BRANDING CASE STUDY**  
CONSTRUCTION



Property of Continental Office™



## OVERVIEW

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Feazel Roofing is an industry innovator in commercial and residential exterior solutions. The company's new headquarters serves to centralize its marketing, accounting and dispatching in Columbus, and will also add support staff as the company expands its national footprint.

Continental Office's furniture, interior construction and branding teams worked together to build a design solution that provided a peek into Feazel's focused yet witty company culture. The designs highlight their foundations of trust that propelled it toward the powerhouse it has become.

## DESIGN

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Designs focus on texture, light, and material to bring a refined grit to the new space that emphasizes the company's industry expertise, success and professionalism.







## HIERARCHY

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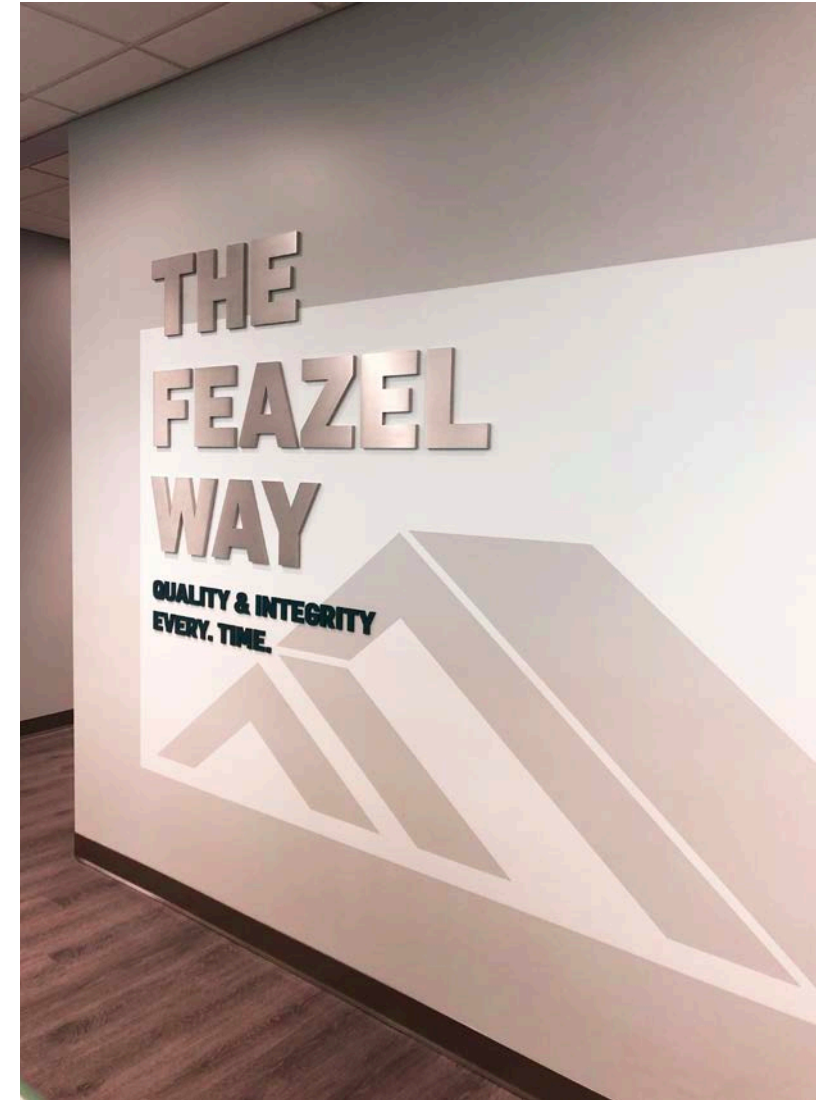
Messaging through the use of positive and negative spaces creates a strong hierarchy of information.



## QUALITY

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Solid aluminum with a brushed texture refracts light and color to create dynamic messaging.



## DEPTH

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Aluminum, vinyl, and acrylic branding emphasize corporate values while creating visual interest in the space.

