



Scope of Work

- Complete rebranding and logo system
- Confirmed a move to rename the business
- Implemented brand identity across many platforms (trucks, wearables, signs for construction sites, letterhead, stationary)
- Branding launch party
- Brand launch video direction

Summary of Work

Benike Construction is a fourth generation business that specializes in commercial building.

In this project, we partnered with a local, family-owned construction company to create a brand identity and logo system that would capture the modern, forward motion of the company, while honoring the historic legacy of the business.

Historic Family Brand, Refreshed for Modern Capability

We were approached by Benike Construction when business owners perceived that their historic family brand, last updated in 1977, no longer matched the modern capabilities of a growing business.

“What had happened over time was our imagery had fallen behind the capability of the company. That’s really what the rebrand was about, matching our image and branding with the capabilities of the company,” said business owner, Mike Benike.





A Passion for Local

Benike Construction requested proposals from several design firms, and chose White Space for our local expertise and personal, team-oriented approach. "It was a great fit from the beginning. For us as a local company, it was really important for us to select someone with local expertise. Sarah came alongside us in the process of rebranding, making herself available to talk in person, to guide the process, and to be patient when stakeholders needed to work through their feelings about a rebrand and what direction we needed to go," explained Mike.

"It was a tough decision internally to embark on a rebrand, because there is a lot of history and we want to respect the history. Figuring out how to keep some of the history and respect the legacy that's been built but also move forward was not easy. Sarah was instrumental in helping to guide that process for our company," recalls Mike.



Project Lead: Sarah Miller
Art Director: Sarah Miller
Designer: Christine Dvorak

Constructing a Timeline and Budget

After establishing an agreed upon timeline, budget and scope of work, we began working with a carefully selected team of stakeholders within the company, including onsite marketing and communications director, Kelsey Vaszily.

Our full-day branding workshop was modified to accommodate the busy nature of their industry, while still accomplishing its purpose. "In an industry where time is money and executives are pulled in many directions, Sarah's willingness to condense her timeline to be considerate of our industry went a long way in making our project a success," recalls Kelsey.



Versatility and Visibility

Together, we constructed a refreshed branding identity that matched the evolving capability of the company. “What White Space gave us in rebranding was what we hope to give when we deliver a quality building as a construction company-- something so well built that there’s no need for call-backs, a building so well designed for the purpose it needs to serve that it does so with great versatility, and it does so for the long haul,” explains business owner Mike.

The rebrand included a refreshed brand identity, development of the tagline, “Benike built,” and confirmation of a name change. “Not only did we go through an imaging and branding change, we officially changed the name of the company also. It used to be called Alvin E. Benike Inc, the founder’s name. Now we are aligned as Benike Construction, which is what people have been calling us for decades anyway. So there’s strength in that,” explained Mike.

The company now notices that the versatility of their new brand has also increased their visibility in the community. “Our new brand is so versatile, we can use it everywhere – our trucks, signs on construction sites, letterhead, shirts, portfolio photos of our work,” explained Mike, “That versatility has also made us more visible. Though the company is managing approximately the same amount of jobs as we have in the past, what I hear from people in the community more frequently now is, “Wow, I see your trucks everywhere. You guys are working all over town!”

With increased versatility and visibility, business owner Mike sees a brand that will serve the needs of his company well into the future, “We last rebranded in 1977, so I do not imagine we will be rebranding again until at least 2039, but when we do, it will be White Space who I call.”

