

Strength
Determination
Precision
Industrial

Stable
Control
Direction
Technical

Precise
Functional
Grounded
Architecture

We don't just build — we reset the ground,
break the old to create the new.
It's about actions that leave a mark.
About land that remembers
who touched it. H&S

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HARD NARRATIVE CONCEPT

VI GRND

WORX®



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RESET THE GROUND

17 WHERE BECOMES THE LANGUAGE
18 STRENGTH GRND WORX®
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BASE NEUE

ACCENT FONT

VOL.1 EDITION 1.00

DETERMINING GRAFIK + SIGN

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Thin
Extra Light
Light
Super Condensed
Medium
Semi Bold
Bold
Extra Bold
Black

Thin
Extra Light
Light
Condensed
Medium
Semi Bold
Bold
Extra Bold
Black

Thin
Extra Light
Light
Regular
Medium
Semi Bold
Bold
Extra Bold
Black

Thin
Extra Light
Light
Wide
Medium
Semi Bold
Bold
Extra Bold
Black

Base Neue is a typeface that holds the ground beneath it.

Its shapes are massive and confident, yet free of excess. It doesn't shout — it delivers, like a command on a job site from someone who knows exactly what needs to be done.

This font visually conveys stability, movement, and direction. It has weight and controlled energy. Like the GRND WORX® brand, it's about power that reshapes the terrain — about hard beginnings and clean transformations.

The typeface holds structure, defines space, and emphasizes what matters: this is where the new begins.

COLORS

C-1

#FFF800
rgb (256, 248, 0)

%80 %60 %40 %20

C-2

#00000
rgb (0, 0, 0)

C-3

#FFFFFF
rgb (249, 249, 249)

Yellow — Signal. Impact. First step.

This is the color of decision, warning, and control. It flashes like a beacon on heavy machinery — not just to catch the eye, but to mark the moment of action. In the context of the brand, it's an explosive accent: the first point of impact, the first act in the transformation story.

Black — Depth. Pressure. Power.

The color of mass and the silence before action. It's the background that balances everything around it. It evokes metal, deep soil, and the night before the work begins. It gives structure its shadow and the brand its weight.

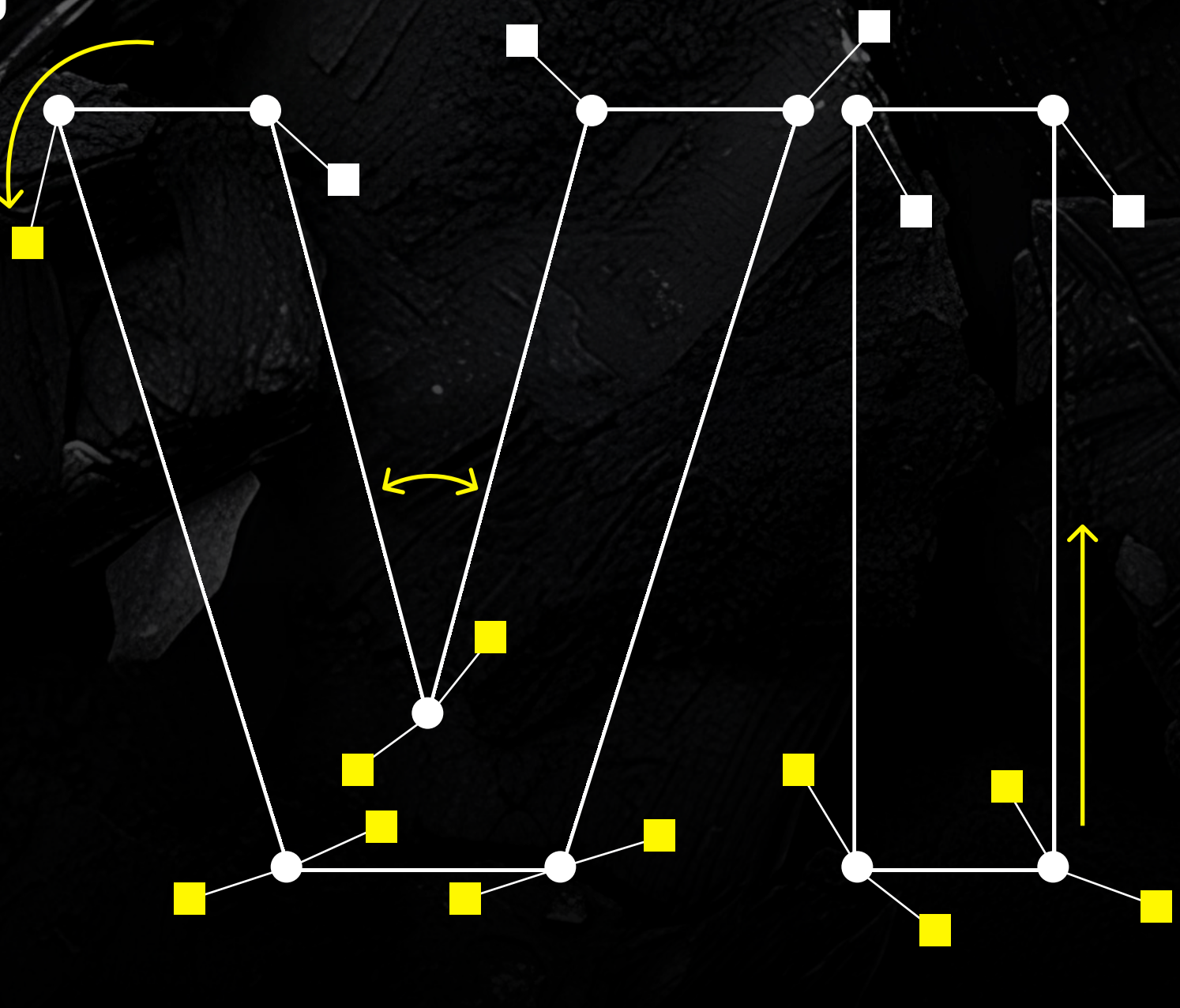
White — Space. Future. Reset.

White is the fresh surface after demolition. It's the breath between actions, the space for vision. It contrasts the weight of black and the blast of yellow, allowing form to speak and meaning to land with clarity.

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SYMBOLISM & MEANING

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The VI GRND WORX symbol is built from transformation itself.

At its heart lies the rotated "VI" — a subtle nod to the Virgin Islands, where the company operates.

When turned, these letters become a forward-pointing arrow: a symbol of movement, energy, and momentum.

GRND

works

What does the name mean?

GRND is a stylized take on ground — the soil, the origin, the foundation. It's where every project begins.

Every storm cleanup, demolition, or build starts with the ground.

WORX is a bold variation of works — evoking action, tools, engines, and impact. It's raw, industrial, and deliberate.

Together, **GRND WORX** means more than just groundwork. It represents the first step. The ones who arrive early, clear the path, and lay the foundation for change.

It's for those who work hard, go deep, and never back down.

Why this name?

Because "VI" adds context, place, and identity — connecting the brand to the Virgin Islands, and pointing boldly toward the future.

"GRND WORX" adds muscle — a name that speaks in steel, grit, and power.

Combined, **VI GRND WORX** is a statement: We don't just move earth — we set the groundwork for what's coming next.

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Power That Shakes the Ground.



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