

BRAND BOOK

IDENTITY AND CAMPAIGN

CRU

Constructora · Rural · Urbana

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BRAND OVERVIEW

CRU LLC is a Puerto Rico–based construction firm distinguished by its integrated approach to design, construction, and project management across residential, commercial, and public infrastructure sectors. With more than 15 years of experience, the company has built a strong reputation for delivering cost-effective, high-quality solutions tailored to the needs of both private and public clients. Led by President Ricardo Rubí and Vice President Omar González, P.E., CRU’s multidisciplinary team of engineers, inspectors, and construction specialists ensures every project meets the highest standards of precision, efficiency, and craftsmanship. From large-scale urban developments and institutional facilities to complex utility and infrastructure systems, CRU combines technical expertise, strategic management, and innovative design to create projects that enhance Puerto Rico’s built environment and drive sustainable growth.

COLOR PALETTE

#231e1f
R=35 G=30 B=31
C=69.2 M=67.8 Y=63.96 K=74.56

#939497
R=147 G=148 B=151
C=45.08 M=36.56 Y=35.15 K=1.44

#babdbf
R=185 G=189 B=191
C=27.26 M=20.11 Y=20.05 K=0

#c24e38
R=194 G=78 B=56
C=17.85 M=82.03 Y=85.53 K=6.34

#8d8072
R=140 G=128 B=114
C=44.78 M=43.5 Y=52.95 K=9.39

#ffffff
R=229 G=231 B=232
C=0 M=0 Y=0 K=0

LOGO

CRU



LOGO OPTIONS

RU
RU
RU
RU
RU
RU



RU
Constructora · Rural · Urbana

PATTERN OPTIONS



TYPOGRAPHY

Gotham Bold

**ABCDEFGHIKLMNOPQRSTU-
VWXYZ**

abcdefghijklmnopqrstuvwxy

1234567890

!@#\$%^&*()?

Montserrat Regular

ABCDEFGHIKLMNOPQRSTU-
VWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

!@#\$%^&*()?

Montserrat Italic

*ABCDEFGHIKLMNOPQRSTU-
VWXYZ*

abcdefghijklmnopqrstuvwxy

1234567890

!@#\$%^&()?*

POSTER



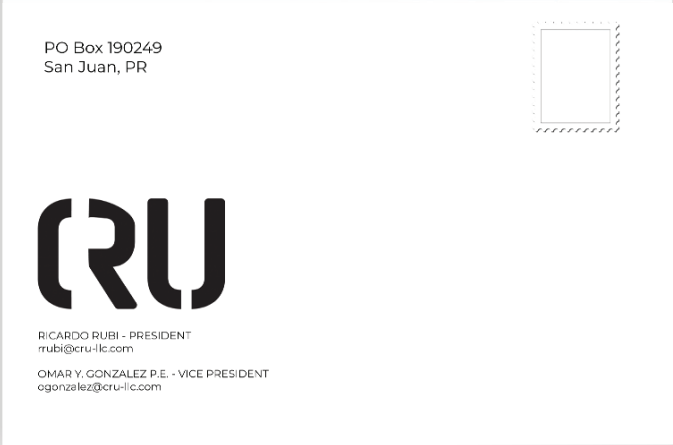
POSTER



POSTER



POSTCARD



POSTCARD



POSTCARD



PRODUCT MOCKUP



PRODUCT MOCKUP



SOCIAL MEDIA STRATEGY

The goal of CRU's social media presence is to showcase the company's reputation as a trustworthy, dynamic, and multidisciplinary construction company that serves Puerto Rico. Our objective is to use digital platforms to promote the values, knowledge, and mission that characterize CRU in addition to showcasing our work. The strategy consists of a well-balanced combination of project-oriented articles that highlight craftsmanship and the kind of work we produce, awareness content that increases exposure and strengthens credibility, and brand activation posts that establish our identity and services. When combined, these three content pillars produce a coherent story that conveys professionalism, dependability, and knowledge, assisting viewers in comprehending the brand, trusting the brand, and identifying with CRU's mission.

Social Media Goals

CRU's social media objectives center on raising brand awareness by creating a contemporary, dependable presence that connects with developers, homeowners, and decision-makers in the public sector. By highlighting CRU's level of expertise and generating leads through project highlights, open house marketing, and service-focused material, overall the campaign seeks to establish authority and credibility. Additionally, by showcasing team culture, on-site work, and the company's high standards of skill, social media will improve community engagement and support in recruitment.

SOCIAL MEDIA STRATEGY

Target Audience:

The target audience for CRU consists of investors, developers, and homeowners looking for dependable, superior design-build, construction, and project management services in Puerto Rico. Additionally, the corporation provides services to public sector organizations seeking skilled contractors for government buildings, schools, and infrastructure. CRU also seeks to connect with professionals in the sector and skilled craftsmen who might work together or join the team as the business expands.

Content Themes

Theme 1: Brand Identity & Credibility

Purpose: Build trust, introduce CRU, reinforce expertise.

Content includes:

“Who We Are” & “What We Do” posts

Rebranding visuals

Services

Theme 2: Engagement & Awareness

Purpose: Keep audiences active, curious, and connected.

Content includes:

Conceptual visuals

Company culture

Material spotlights

Theme 3: Project Showcases

Purpose: Generate interest and demonstrate real results.

Content includes:

Full project spotlights (residential, multi-family, public)

Tactics & Execution Plan

Platform Strategy

Instagram — Brand identity, visuals, projects, awareness

Facebook — Community connection, event promotion, business updates

FACEBOOK

The screenshot displays the Facebook profile for CRU (@cru-llc). The profile picture is a large graphic with the letters 'RU' repeated in a grid pattern. The cover photo is a solid blue color. The page header includes the CRU logo and the text 'Constructora · Rural · Urbana'. The navigation menu on the left includes 'Home', 'About', 'Photos', 'Reviews', 'Events', 'Posts', 'Community', and a 'Create a Page' button. The main content area features a post from CRU, dated 18 hours ago, with the text: 'We're excited to reveal our newly remodeled conference room. A project that highlights CRU's commitment to quality, detail, and functional design.' The post includes an image of a modern conference room and a detailed description: 'A conference room should inspire ideas and this remodel does exactly that. CRU upgraded the space with clean lines, warm materials, and a layout that enhances focus and collaboration. From updated lighting to modern finishes, every detail was carefully executed to create a professional environment built to perform. Another transformation delivered with CRU's commitment to quality.' The post has 82 likes and a comment input field. The right sidebar contains information about the page, including 'Construction, Project Management, Architecture San Juan, Puerto Rico', 'Community' statistics (100,000 likes, 99,000 followers), 'About' information (response time, website, portfolio), and a list of pages liked by this page: Artists, Developers, and Designers.

CRU
Constructora · Rural · Urbana

CRU
@cru-llc

Home
About
Photos
Reviews
Events
Posts
Community

Create a Page

CRU
18 hrs

We're excited to reveal our newly remodeled conference room. A project that highlights CRU's commitment to quality, detail, and functional design.

Conference Room

A conference room should inspire ideas and this remodel does exactly that. CRU upgraded the space with clean lines, warm materials, and a layout that enhances focus and collaboration.

From updated lighting to modern finishes, every detail was carefully executed to create a professional environment built to perform. Another transformation delivered with CRU's commitment to quality.

Like Comment Share

82

Write a comment.

Construction, Project Management, Architecture
San Juan, Puerto Rico

Community [See All](#)

Invite your friends to like this Page

100,000 people like this

99,000 people follow this

Sara Helwe likes This

About [See All](#)

Typically replies within a few hours
[Send Message](#)

<http://cru-llc.com>

Portfolio

[Suggest Edits](#)

Pages liked by this page

Artists Liked

Developers Liked

Designers Liked

EVENTBRITE



The screenshot shows a web browser window displaying an Eventbrite event page. The browser's address bar shows 'eventbrite.com'. The page header includes the Eventbrite logo, a search bar, and navigation links for 'Browse Events', 'Create Event', 'Help', and 'Sign In'. The main event card features a large image of a modern building with a red door and the text 'Open House by CRU'. Below the image is a 'Tickets' button. The event details section includes a description, date and time, location, and refund policy.

eventbrite Search for events Browse Events Create Event Help Sign In

Open House by CRU

Multi-family residential development in La Parguera

Dec 10
1pm-4pm



Dec 10

Open House: Parguera Multi-Family Residences

By CRU LLC

RSVP Required

Tickets

Description

Discover modern living in one of Puerto Rico's most serene coastal regions.

The 19th edition of SCOPE Miami Beach returns to the sands of Ocean Drive and 8th Street. Featuring 140 International Exhibitors from 25 countries and 60 cities, SCOPE Miami Beach will welcome over 60,000 visitors over the course of 6 days.

Amidst an unprecedented outpouring of critical acclaim from press, curators, and collectors, SCOPE Miami Beach is once again poised to lead the charge for emerging contemporary art market.

SCOPE Miami Beach 2019 will open with the Platinum First View on Tuesday, December 3, 12pm-4pm; followed by with its VIP and Press Preview on Tuesday, December 3, 4pm-8pm. The fair will run through December 8th; 11am-8pm Wednesday-Sunday.

PLATINUM FIRST VIEW

Tuesday | December 3 | 12PM - 4PM

VIP | PRESS PREVIEW

Tuesday | December 3 | 4PM - 8PM

PUBLIC HOURS

Date And Time

Tue, Dec 3, 2019, 12:00 PM - Sun, Dec 8, 2019, 8:00 PM EST
[Add to Calendar](#)

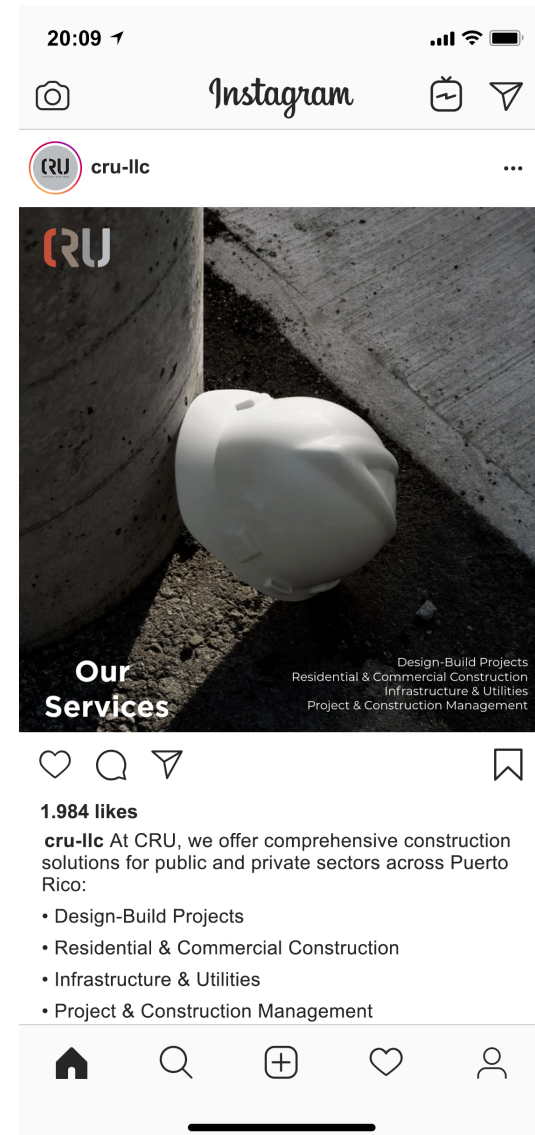
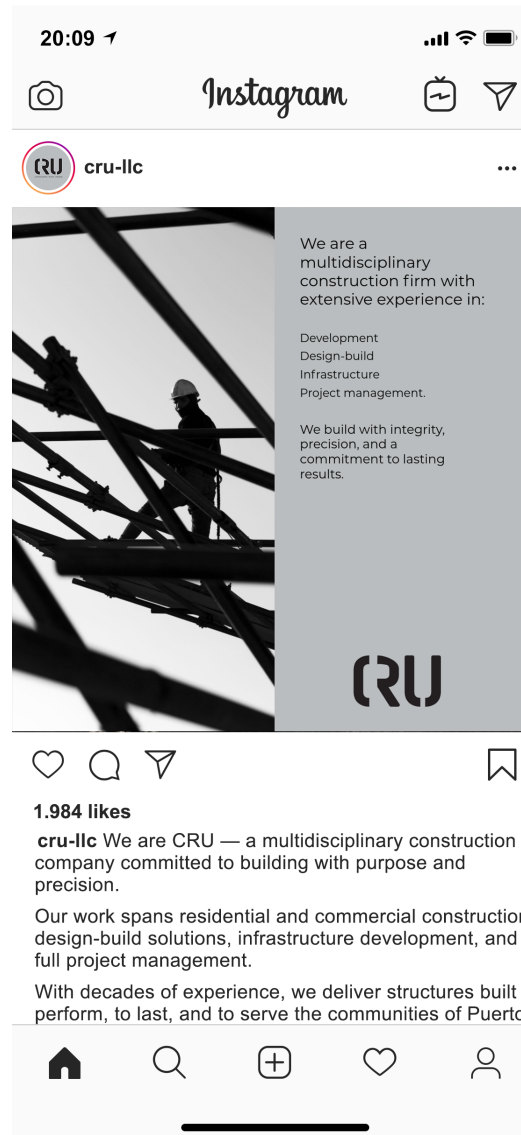
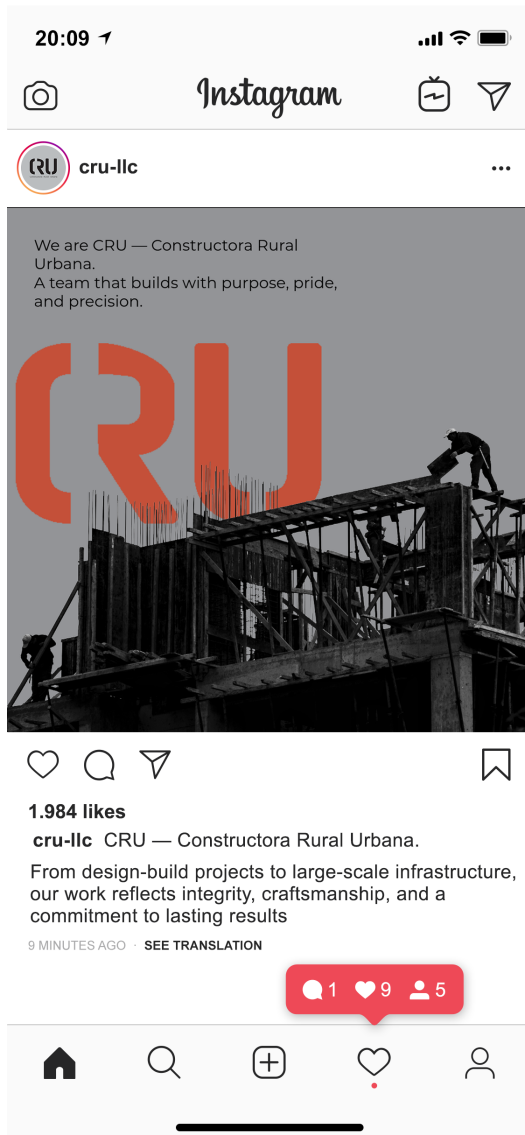
Location

SCOPE MIAMI BEACH PAVILION
801 Ocean Drive
Miami Beach, FL 33139
[View Map](#)

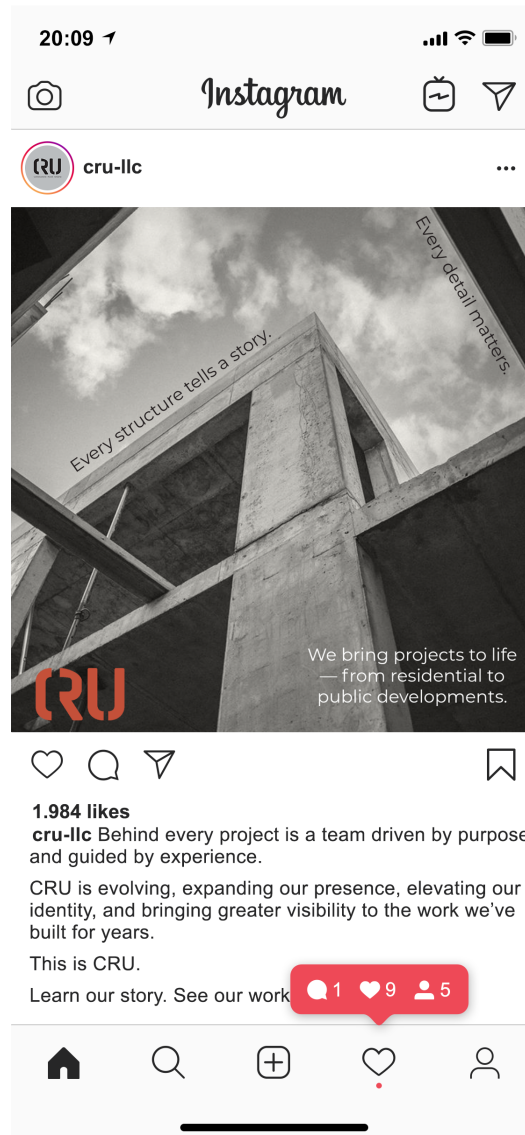
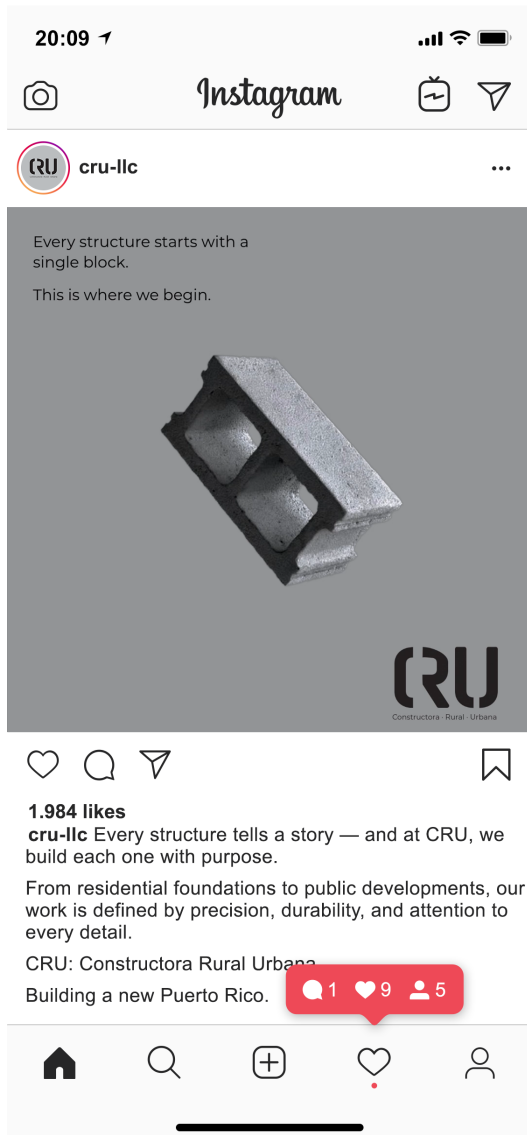
Refund Policy

No Refunds

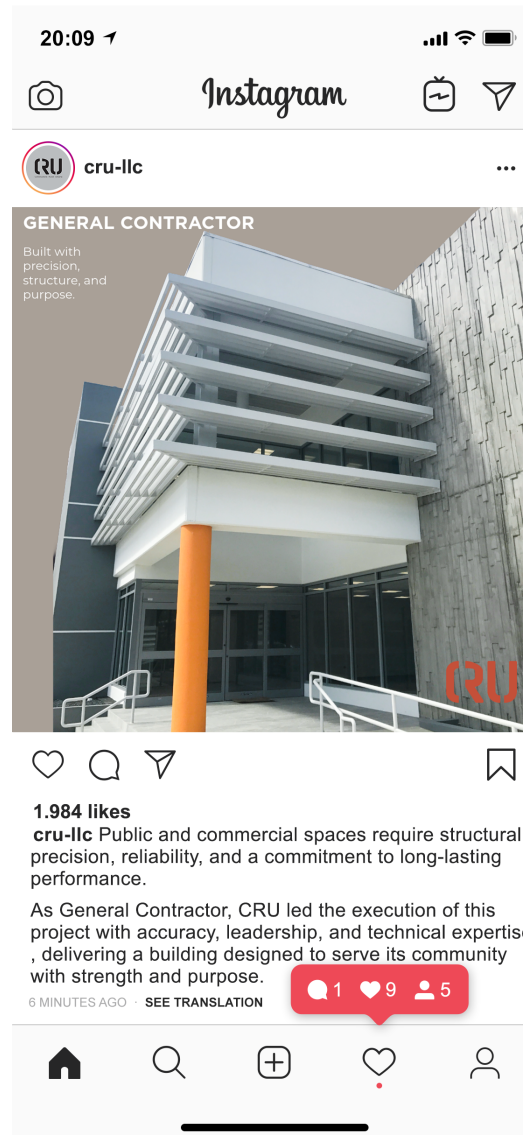
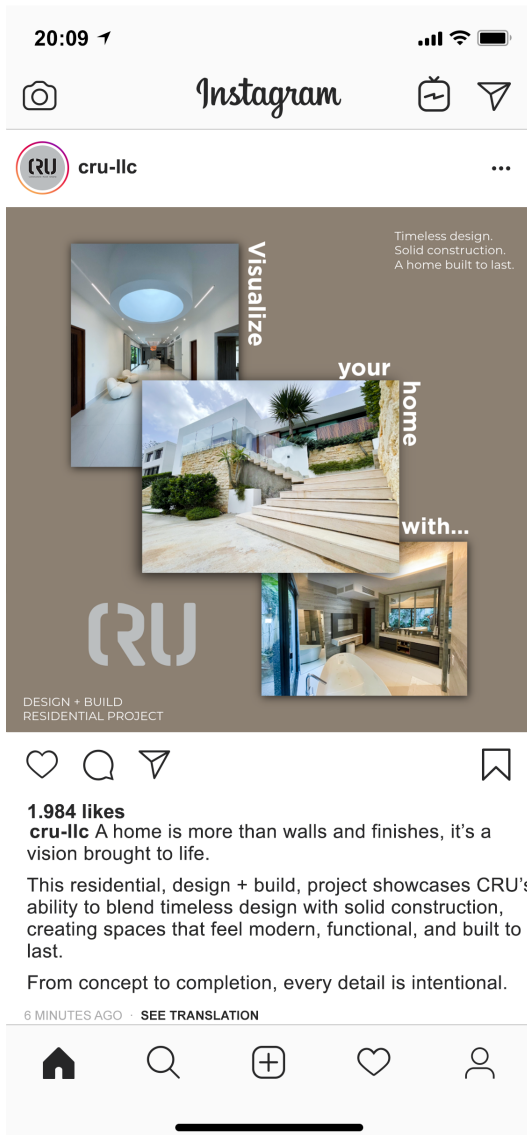
INSTAGRAM STRATEGY 1



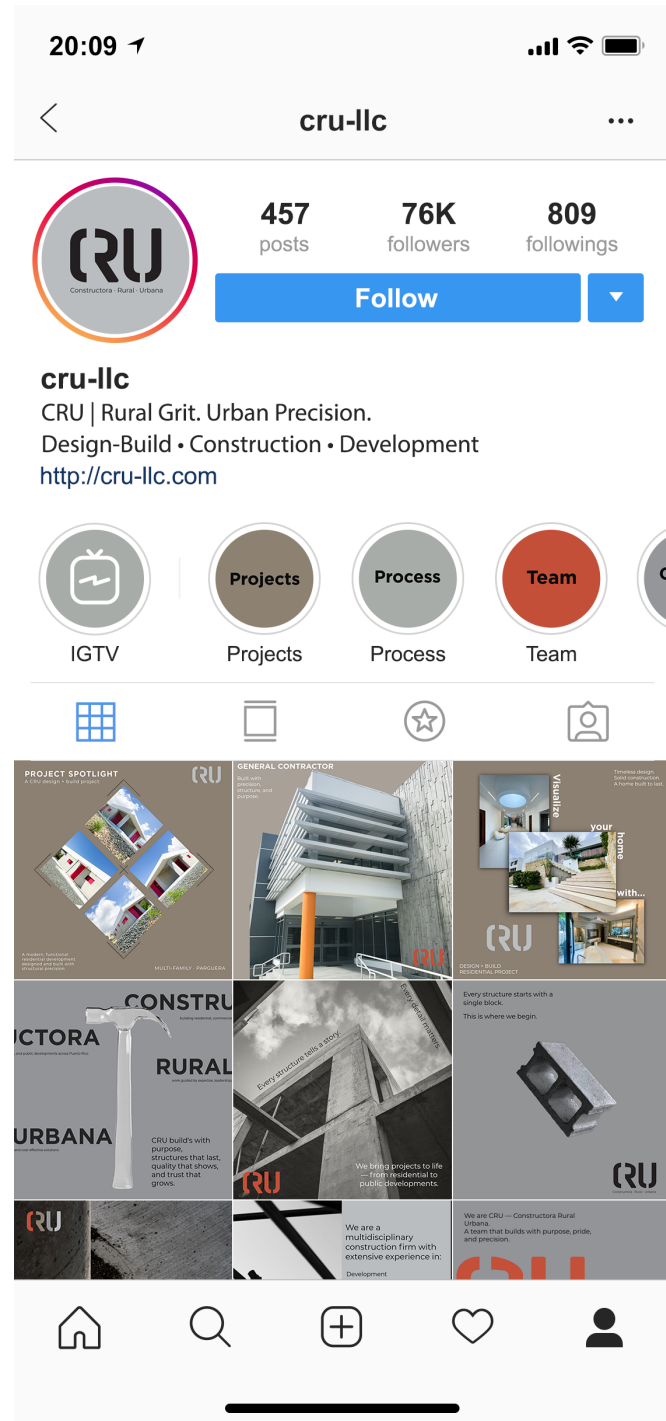
INSTAGRAM STRATEGY 2



INSTAGRAM STRATEGY 3



INSTAGRAM FEED



CRU