



BRAND IDENTITY & WEBSITE DESIGN

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Figma prototype | Responsive UI | Webflow launch

BRENDAN BACHMANN / DESIGN CASE STUDY

A technical service brand made clearer online.

Kirkwood Geotech needed a distinctive identity and a clear digital experience for explaining specialized polyurethane solutions. The project brought the brand, interface, responsive behavior, and live build into one cohesive system.

ROLE

Brand identity / UI/UX design / Webflow development

TOOLS

Figma / Webflow

DELIVERABLES

Identity / Component system / Responsive website



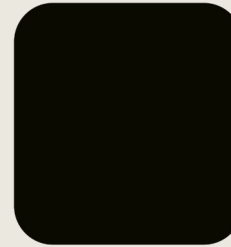
RECOGNIZABLE. TECHNICAL. BUILT TO SCALE.

The identity balances strength with precision.

The angular K monogram creates a confident industrial signature. A high-contrast palette supports strong hierarchy, while warm neutrals keep technical content approachable.



KRIKWOOD SWATCHES



#0A0A00
R:10 G:10 B:0
C:71 M:64 Y:70 K:85



#D01110
R:208 G:17 B:16
C:71 M:100 Y:100 K:3



#BBB8A8
R:187 G:184 B:168
C:28 M:22 Y:33 K:0



#EBE8E0
R:235 G:232 B:224
C:28 M:22 Y:33 K:0

KRIKWOOD FONTS

AVIANO FUTURE (ADOBE FONT)

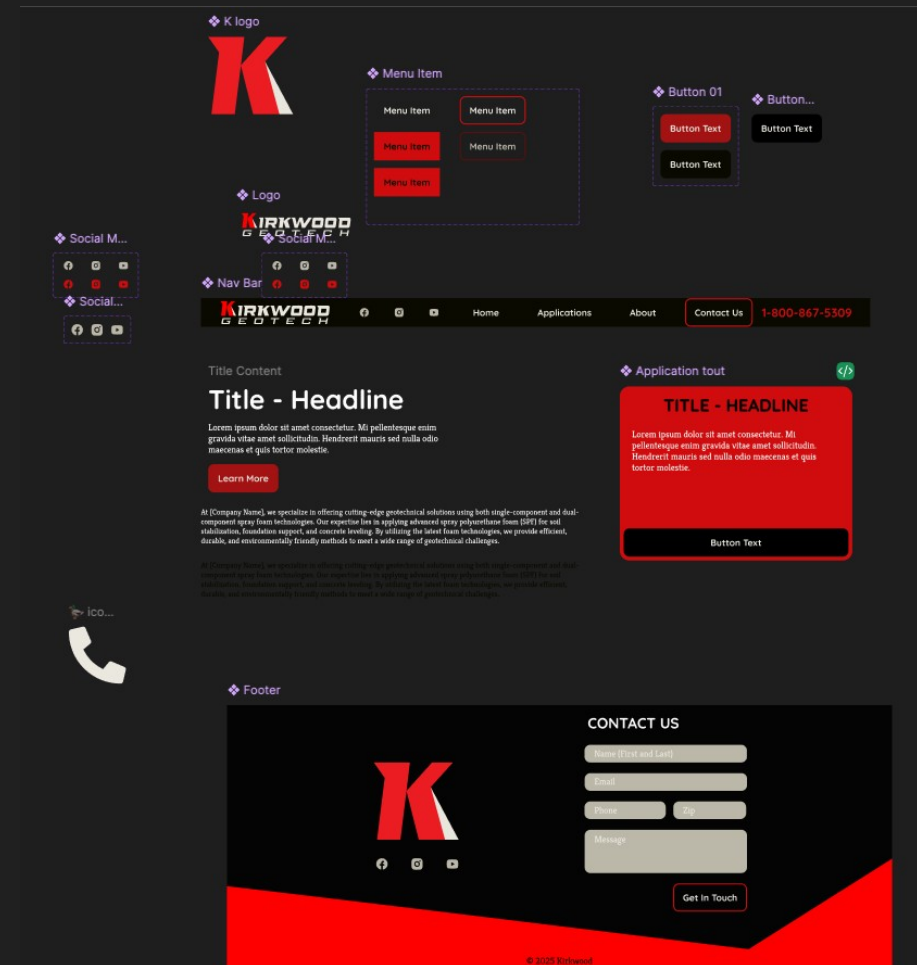
Aviano Future (Google Font)

Aviano Future (Google Font)

Reusable components turned the identity into a working interface.

The Figma library established the key building blocks before development: navigation, buttons, service callouts, social elements, content styles, and a responsive contact footer.

- Consistent navigation states
- Reusable action styles
- Flexible content modules
- Unified footer and contact pattern

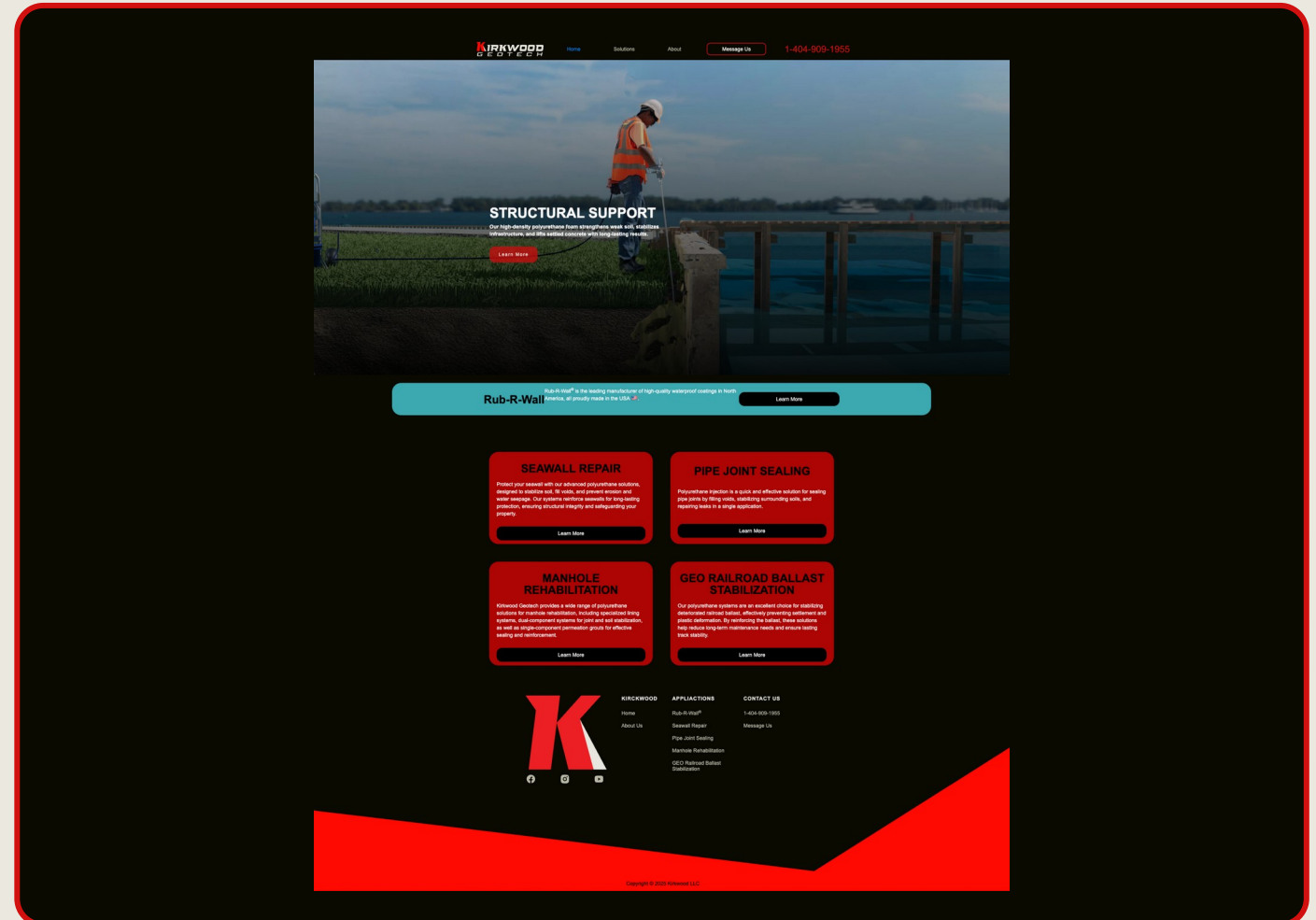


The homepage guides users from value to solutions.

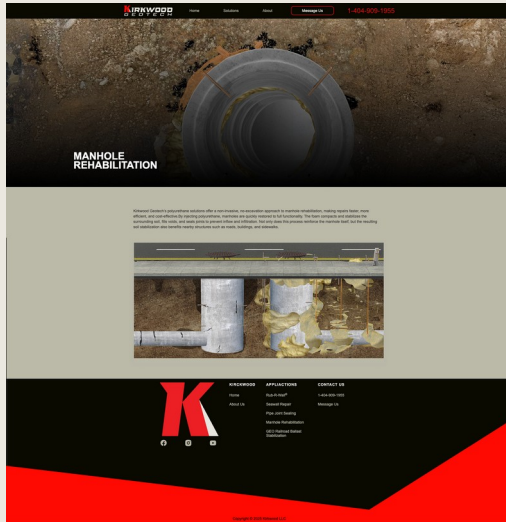
A direct hero message introduces structural support, followed by a clear service overview. The layout uses bold photography, concise content, and repeated calls to action to make a technical offering easier to scan.

KEY EXPERIENCE DECISIONS

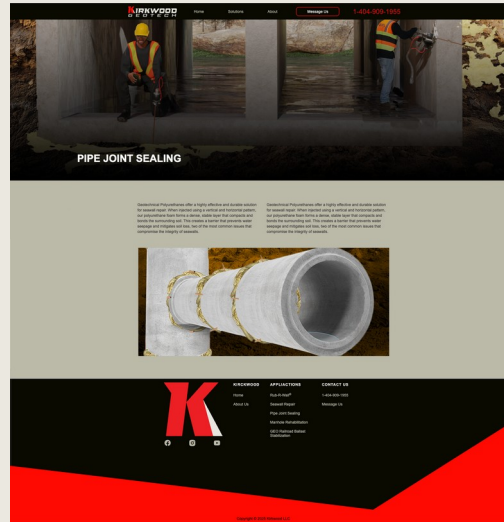
- 01 Immediate service positioning
- 02 Application-led information hierarchy
- 03 High-contrast calls to action
- 04 Consistent contact path



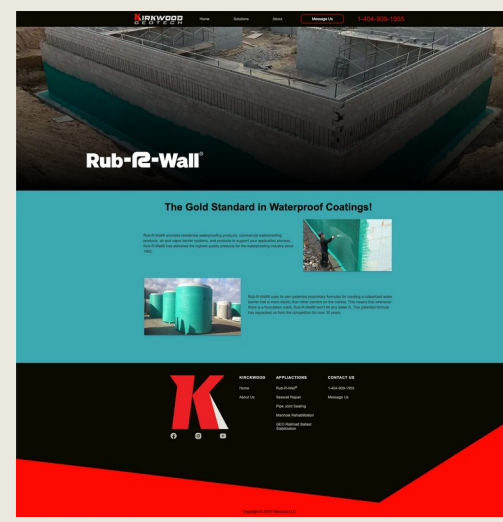
Each specialized solution receives a focused page.



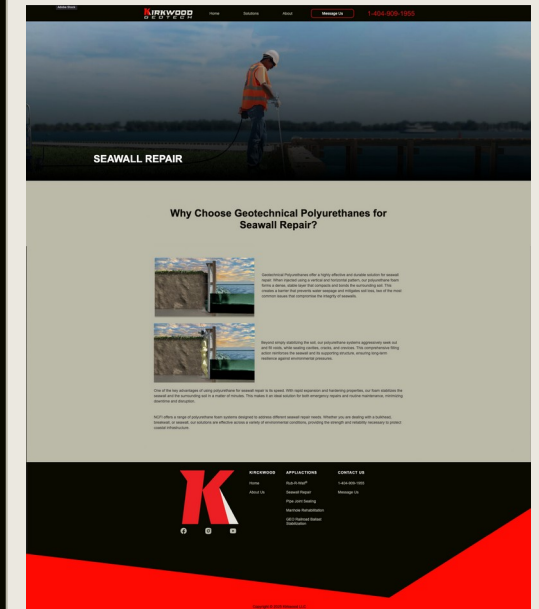
MANHOLE
REHABILITATION



PIPE JOINT
SEALING



RUB-R-WALL

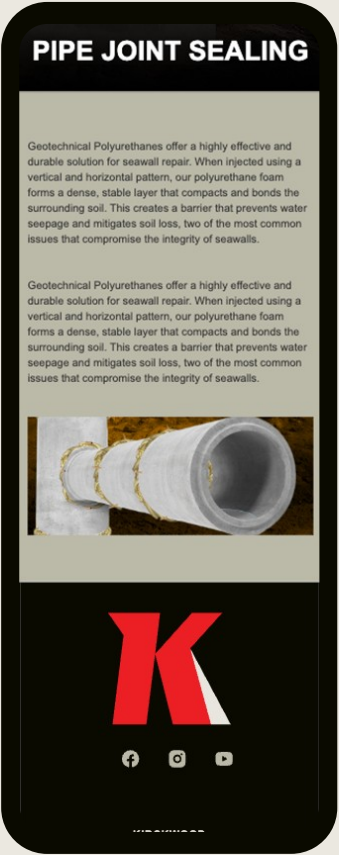


SEAWALL
REPAIR

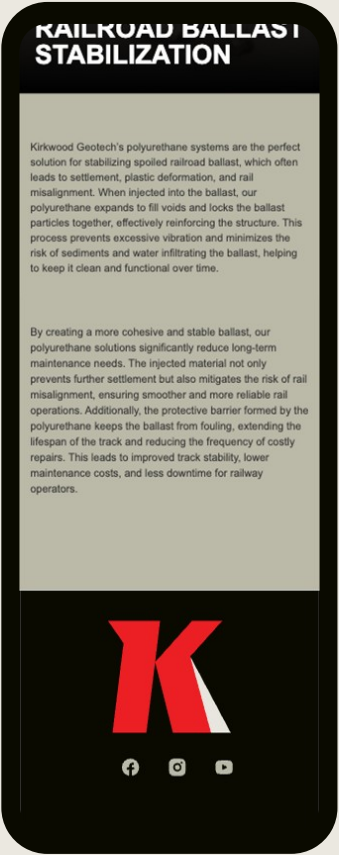
The system stays recognizable across mobile screens.



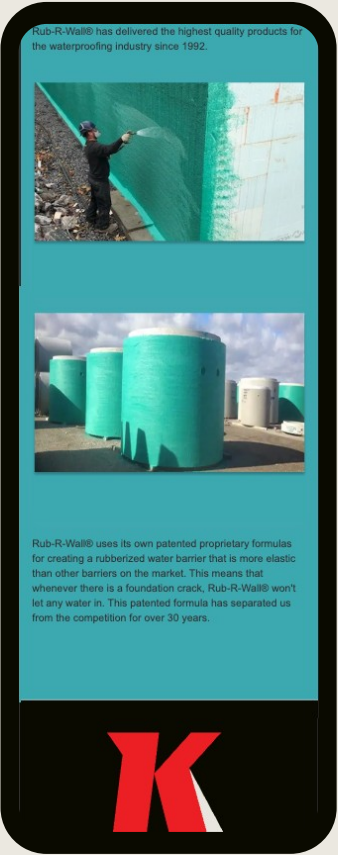
HOME



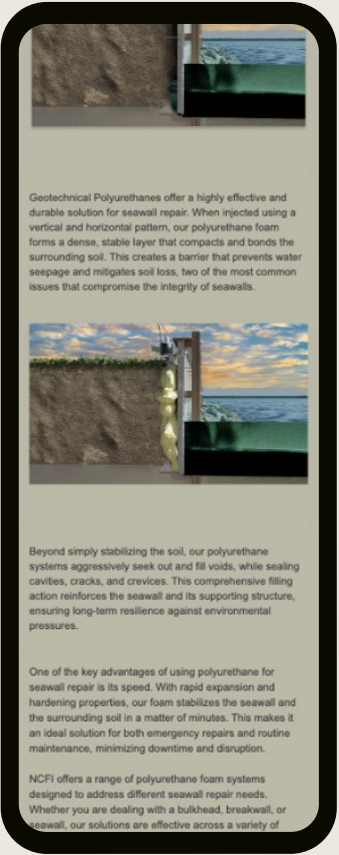
PIPE JOINT



RAILROAD



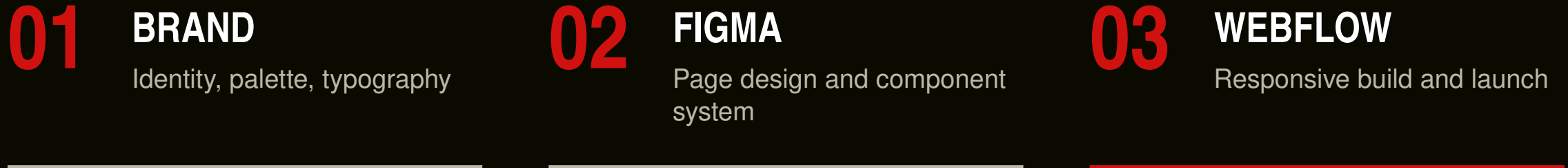
RUB-R-WALL



SEAWALL

One visual system, carried from identity to live experience.

The project moved from brand definition to reusable Figma components, then into a responsive Webflow implementation. The result is a live site with a consistent visual language and a scalable foundation for future service content.



DESIGN & DEVELOPMENT

Brendan Bachmann

LIVE WEBSITE

kirkwoodgeotech.com