CASE STUDY

CAO Contractors

A construction brand built to win corporate work

CLIENT

CAO Contractors & Integrated Works Ltd

SECTOR

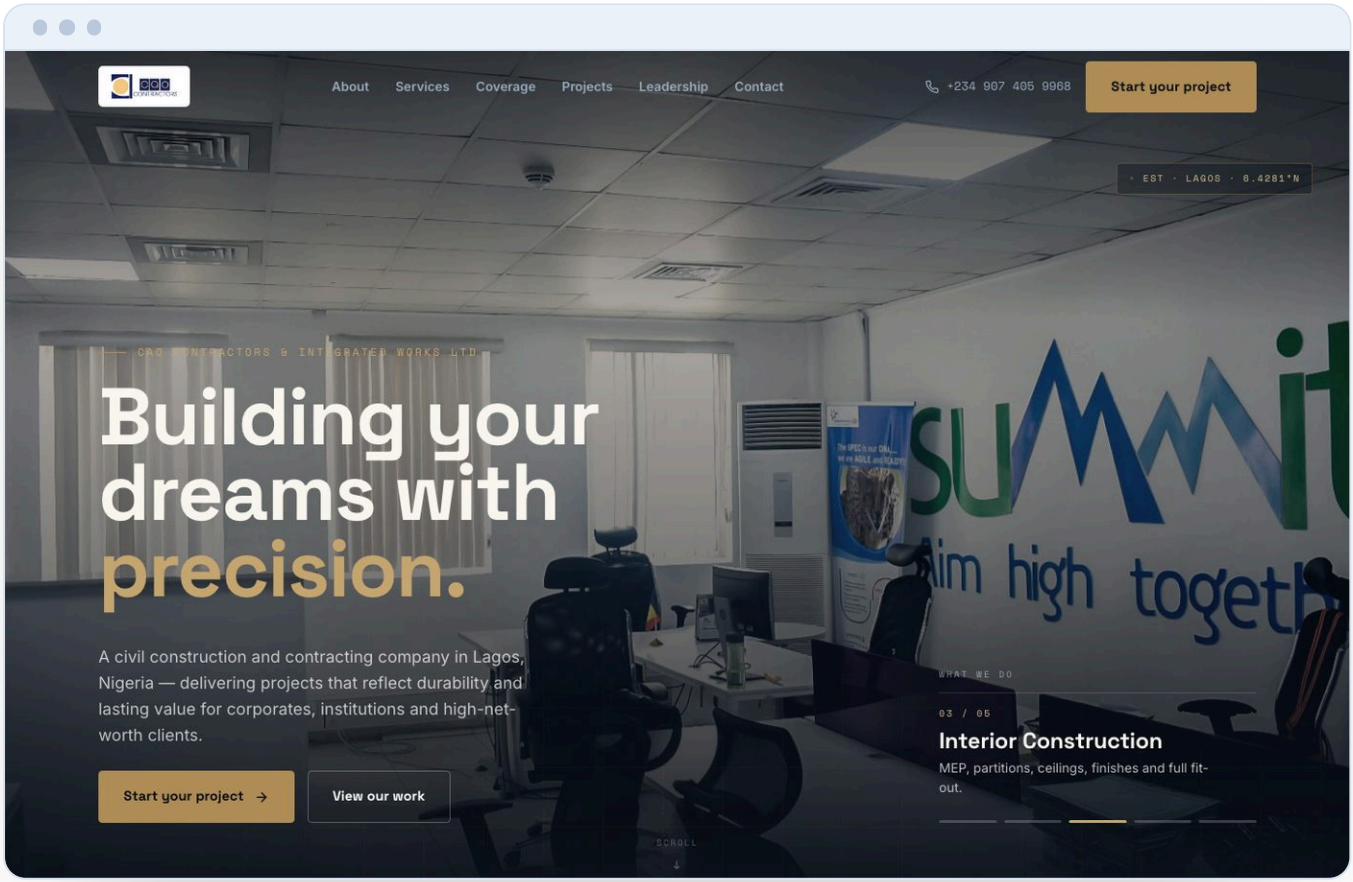
Civil construction & contracting

LOCATION

Lagos, Nigeria

STATUS

LIVE



01 The client

CAO Contractors & Integrated Works Ltd is a Lagos civil-construction and contracting firm with 50+ projects across 11 years — offices, factories and residences for corporates, institutions and high-net-worth clients. Its record includes work for FrieslandCampina WAMCO, Pladis Foods and WEMA Bank, and an off-grid residence on Banana Island. A serious builder — with a digital presence that did not match the calibre of the work.

02 The challenge

Give a credible contractor a credible brand and website — one that reads as precisely as the company builds, stands up in front of corporate and institutional buyers, and is structured around real services, real coverage and a verifiable project record. It also had to be easy to keep current as the portfolio grows.

03 What we built

A brand and design system. A precision-led identity — disciplined, editorial, gold on deep charcoal — with documented voice rules, colour and type tokens, and reusable components, so every page and future document holds one standard.

A full website. Home, About, Services, Where we operate, Projects, Leadership and Contact — engineered to present the firm the way a tender committee reads it: what they do, where they work, who leads, and what they have delivered.

Structured services. Six offerings defined and described: Renovation & Rehabilitation, Interior Construction, Project Management, Architecture & 3D Design, Procurement & Supplies, and IT Infrastructure Deployment.

Locked copy. A complete, client-approved copy sheet — from the tagline "Building your dreams with precision" to every service line — reviewed and signed off before build, so the site shipped with final words, not placeholders.

04 Results

- Live at caocontractors.com — a corporate-grade presence that matches the company's calibre
- Six services structured and described, from renovation to IT infrastructure deployment
- A real project record surfaced — Banana Island residence, FrieslandCampina WAMCO, Pladis Foods, WEMA Bank
- 50+ projects and 11 years rendered as crawlable proof, not buried in a brochure
- Coverage across Lagos, Ogun, Oyo, Ibadan and Abuja presented clearly for regional buyers
- One enforceable design system, ready to carry the brand across the site and future documents