



Moncur

BREAKING GROUND

**The Most Influential
Construction Brands**
of 2024

LET'S BE REAL



The construction industry isn't exactly known for groundbreaking marketing.

For decades, the playbook was simple—show up with a solid reputation, competitive pricing, and maybe a logo that doesn't look like it was designed in Microsoft Paint. Job done, right?

✘ Not anymore.

The infrastructure construction landscape is shifting faster than dirt on a D11 dozer. **Today's most successful contractors aren't just building bridges and highways—they're building brands that move markets.** They're swapping tired taglines about "quality, safety, integrity" for authentic stories that actually resonate. Trading cookie-cutter websites for immersive digital experiences, addressing hot topics, like sustainability and diversity. And leveraging their brands to not only build credibility with potential customers, but to showcase culture and attract top talent.

Why the seismic shift? Because in a market where everyone claims to be "on time and on budget," traditional differentiators just don't cut it anymore. Your potential clients—from government agencies to corporate decision-makers—are drowning in a sea of sameness. They're looking for partners who don't just talk about innovation, but show it in everything they do. Partners whose digital presence reflects the caliber of the work they do and the personality of the people who do it.

In this report, we're digging deep into the companies that are changing the game. These aren't just the biggest names in construction (though you'll recognize plenty of them). These are the brands that understand marketing isn't just about looking pretty—it's about driving real business results.

Ready to see who's building the future of construction marketing? Grab your hard hat. This isn't your grandfather's industry anymore.

First, the obligatory logo showcase.

You know 'em. You've seen 'em. Hell, your company's is probably on here somewhere. But here's the kicker: in this report, your logo alone won't earn you a spot as a best of in construction branding. These are the firms who figured out that winning in construction takes more than just winning at logo design.

Alright, alright, we'll stop yapping. Let's dig in.



Hard hats optional.
Sense of humor required.



The **BEST** of...

And now, for the moment we've all been waiting for. Here, we're showcasing the best of the best—the companies in your industry who are truly breaking ground in the world of branding and marketing.

The Most Unique Visuals	5
The Most Unique Story	8
The Best Rebrand	11
The Best Website Experience	14
The Best ESG Story	17
The Best Legacy Story	20
The Best Employer Brand	23
The Most Versatile Brand	26
The Most Integrated Digital Experience	29
The Best Overall Brand	32



P.S. If your competitors are on this list, but you're not, let's talk!
(You can find our shameless pitch on page 37.)

HITT

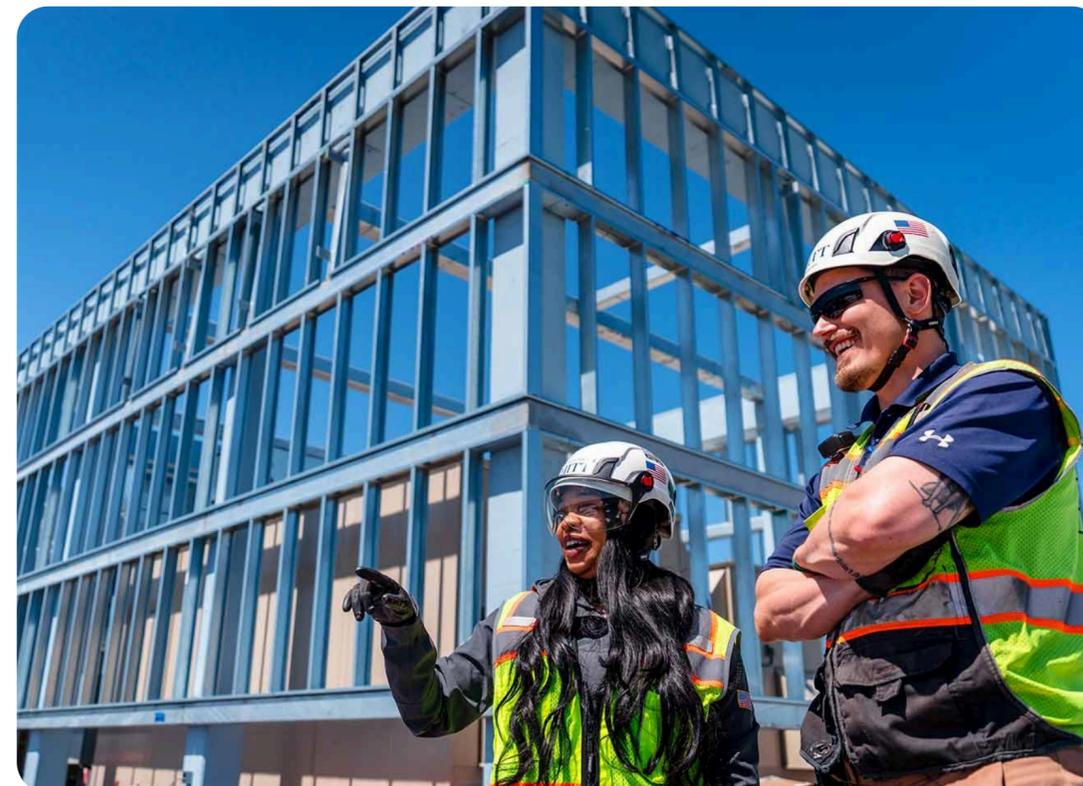
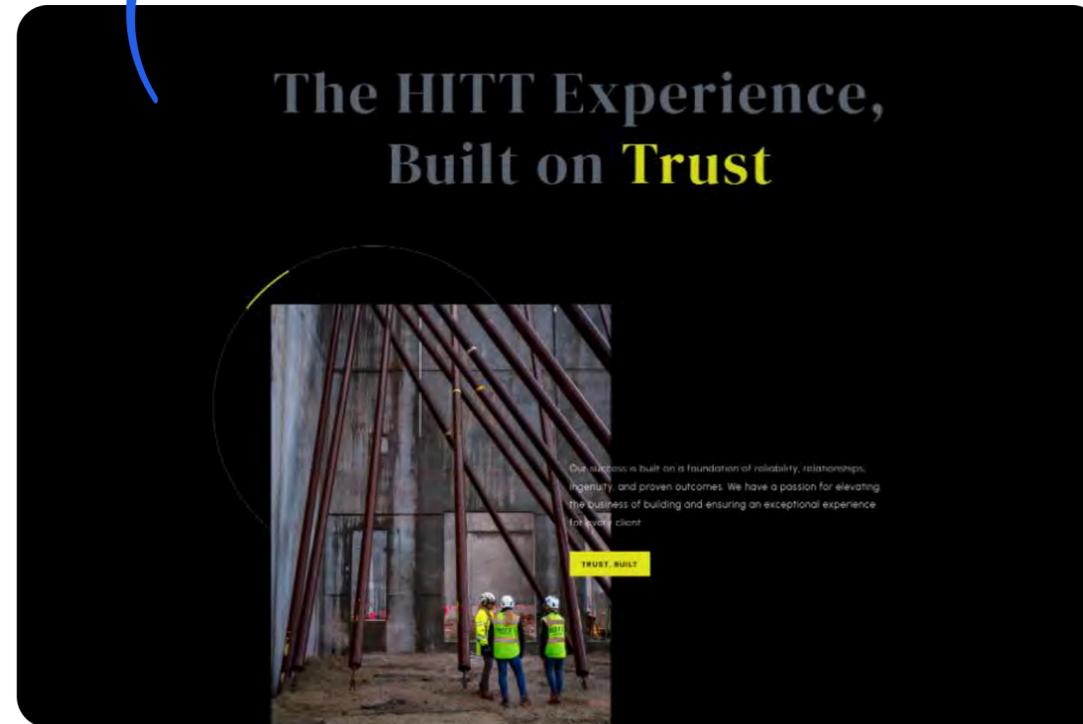
HITT CONSTRUCTION

THE MOST UNIQUE VISUALS

If there's one thing we know about constructing a standout brand, it's to zig when everyone else zags. Color and typography are some of the first things you notice when looking at a brand. In other words, having a fresh take on visual elements like those is a surefire way to stand out. So, in an ocean of reds, blues, and grays, why **not** go chartreuse?

HITT's bold design choices simply break the mold. Their aesthetic isn't just distinctive—it's HITT's way of saying "we're not like the others, and we'll show you!" (starting with their look). And it's apparently paid off... with billions in revenue and significant shares in key markets, HITT proves that standing out visually doesn't just turn heads—it turns profits.

That yellow though? Trust us when we tell you it HITS different. See what we did there?



What makes a visual brand break through the visual noise?

- Bold color choices
- Distinctive typography
- Consistent visual language
- Strategic white space
- High-impact photography
- Clean, purposeful layout
- Memorable brand elements

And the ones that really stand out remind us why playing it safe is probably the riskiest move of all.

Does your brand look like **every other damn company** in the industry?

HITT

HITT CONSTRUCTION

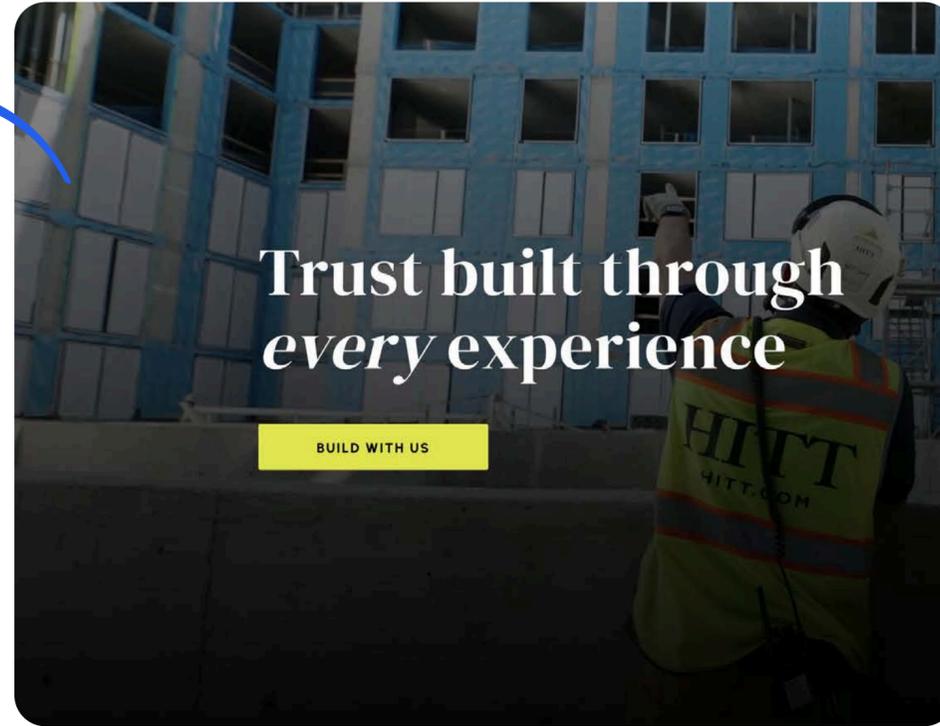
THE MOST UNIQUE VISUALS

Breaking ground never looked this good.

While most construction brands are busy showing their equipment lineup, HITT's out here flexing their design muscles (building AND branding, to boot).

Their website breaks from the expected with confidence—bold serifs making a statement, high-contrast visuals creating impact, and site photography that elevates construction to an art form. In an industry where websites often blur together, HITT proves that building beautiful things doesn't stop at the construction site.

The serif headlines are totally unexpected. And we're totally loving it, because it stands out!



This is literally just a block of their brand color, chartreuse. But, need we say more?



69%

of top construction brands rely heavily on corporate blues and grays.

WHILE ONLY...

15%

of top construction brands utilize distinctive or bold color palettes.

AND, ONLY...

32%

of construction brands demonstrate strong, distinctive visual brand experiences.

HITT

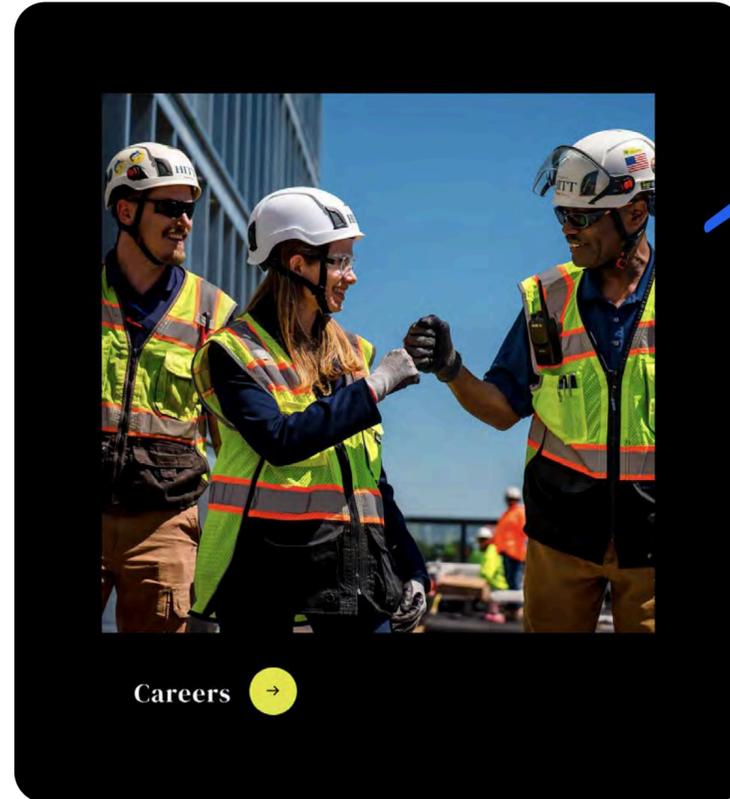
HITT CONSTRUCTION

THE MOST UNIQUE VISUALS

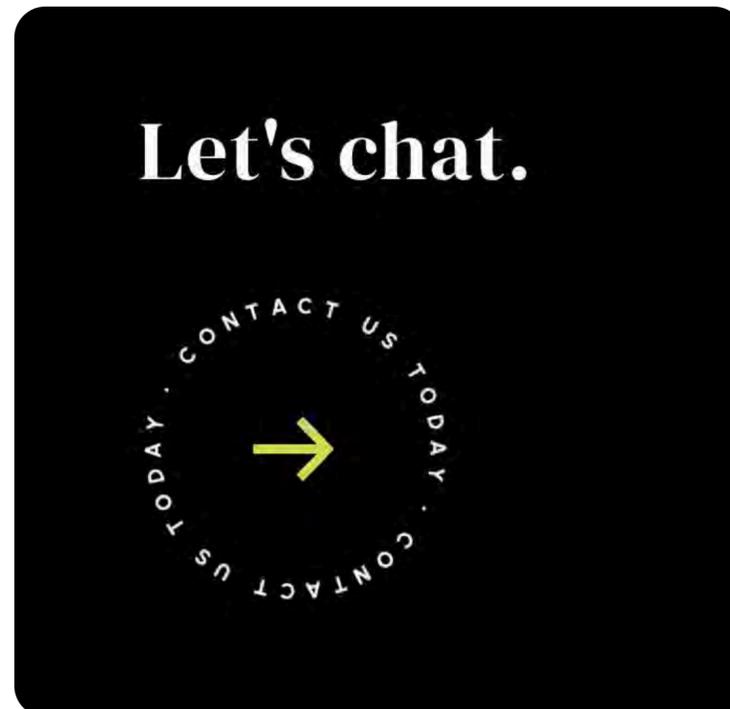
Talk about making safety vests look sexy.

HITT's brand doesn't just make construction sites look good—it makes them look editorial-spread-worthy. We're talking photography that turns hard hats into high art and safety vests into style statements. Every shot is serving main character energy, mixing technical prowess with personality in a way that has Architectural Digest taking notes.

While others are out here giving us 'guy pointing at stuff' energy, HITT's capturing cultural reset realness. Their secret sauce? They know construction sites aren't just about the machinery—they're about the moments, the swagger, and style.



We're loving the way their brand color makes the construction vests pop. Chef's kiss.



What this brand did NOT do:

- No generic font families
- No dusty site photos
- No boring navy blues
- No cluttered layouts
- No dated gradients
- No visual noise

And just like that, HITT **made construction look cool.** No, seriously—like, actually cool.

THE MOST UNIQUE STORY

Want to know the biggest challenge in construction branding? Standing out. We've seen enough company narratives to fill a library, and while we genuinely love diving deep into each one (seriously, it's our thing), they're starting to blur together like buildings on a foggy skyline. Every company seems to be working from the same "we build stuff good" template—creating a blur of identical websites, taglines, and capability statements—all seemingly cut from the same blueprint.

Then, there's Ryan Companies. While everyone else is playing it cool with the the same ol' messaging, they're over here giving us a lesson in how it's really done. Instead of just showcasing the buildings they build, they speak to the lives that unfold inside them. It's such a smart strategic shift and man, it stands out brilliantly. In an industry drowning in rinse-and-repeat messaging, they've found a way to differentiate—and that's just the kind of cool shit we're here for.

Okay but can we talk about this double-meaning magic? Stories × stories = our nerdy hearts exploding.



What makes a brand story that's actually worth reading?

- Find your voice
- Focus on what matters
- Be concise
- Tell real stories
- Share your purpose
- Know your difference
- Put your audience first

And those that that really get it right tell a story that's impossible to ignore.

Does your brand read like a **contractor copy and paste?**

RYAN

RYAN COMPANIES

THE MOST UNIQUE STORY

Where buildings become beginnings.

Their “We Build Stories” approach isn’t just clever wordplay (though it brilliantly works on multiple levels). It represents a thoughtful shift in how construction narratives can be told, moving beyond mere structures to capture the dreams and possibilities that flourish within those walls.

When’s the last time you heard a construction company say they’re “fueled by your story”? By putting their clients and the people they serve center stage instead of themselves, they’ve mastered something rare: the intersection of technical excellence and human connection.

Forget construction taglines—they just wrote the pilot episode of ‘This Is Building.’

WE DON'T JUST BUILD BUILDINGS, WE BUILD STORIES.

At Ryan Companies, we have the privilege of creating the spaces where people live their lives. Whether it's their residence, their place of work, or the space where they come to play, these are places where people thrive. And as experts in construction and commercial real estate, our creativity is fueled by your story. Together, we build value, build communities and build the backdrops for life.

[MORE ABOUT RYAN](#)

CASE STUDY

Elevating Outdoor Experiences Through Design

Clarendale Six Corners



They even made an apartment building case study sound like a TED Talk on human potential.

72%

of the top contractors still rely on “quality, on-time, on-budget” messaging as their primary positioning.

WHILE ONLY...

12%

have achieved truly distinctive market positions that transcend conventional industry messaging.

A WHOPPING

63%

of contractors emphasize “high repeat business” in positioning.



RYAN COMPANIES

THE MOST UNIQUE STORY

Building landmarks of hope and possibility.

Through their messaging, each completed project becomes a chapter in a larger story of change. It weaves together the technical precision of construction with the profound impact it has on real lives and communities. It's not just about what they build—it's about how their work creates ripples of positive change that extend far beyond the physical structures themselves.

While construction narratives blur together, Ryan Companies shows us that construction's true differentiator isn't necessarily in what rises from the ground, but in the purpose that drives every nail.



EVERY PROJECT HAS A STORY BEYOND THE STRUCTURE



See that? They just demoted buildings to supporting characters in their own portfolio. Bold.



What their story does NOT have:

- No chest-beating stats
- No empty promises
- No builder babble
- No corporate robot speak
- No laundry list of services
- No trophy case rattling

Turns out some of the best construction stories aren't **about construction at all.**



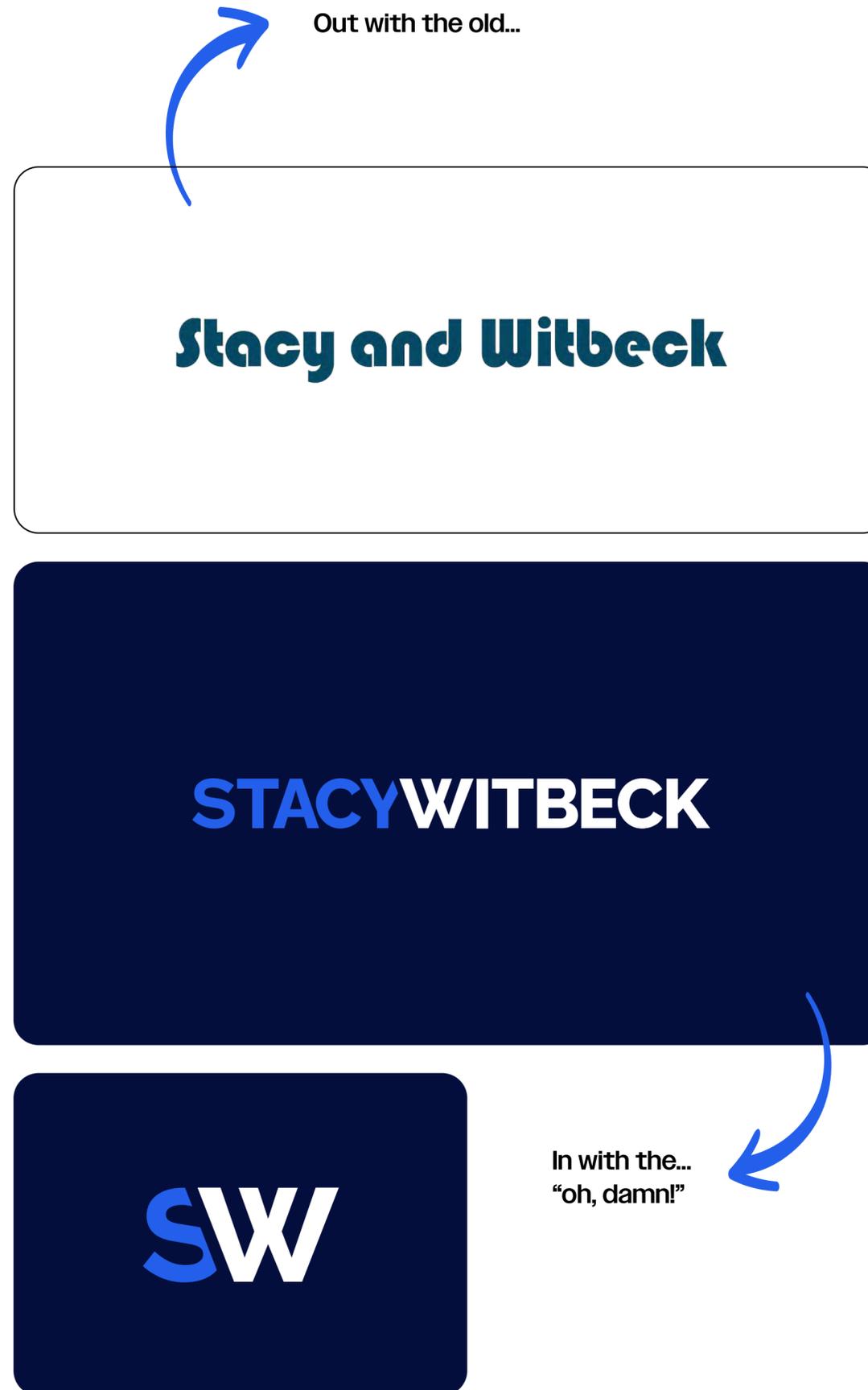
STACY WITBECK

STACY WITBECK

THE BEST REBRAND

Let's be honest about construction company rebrands for a second. This is how it usually goes down: slap a fresh coat of paint on the logo, throw in new project photos, maybe drop the website into a new template if you're feeling fancy. Most firms play it safer than a triple-tied safety harness—because hey, when you're moving earth and building bridges, who's got time to think about brand building, right?

But then Stacy Witbeck stepped out on to the job site with a fresh new brand, throwing the traditional construction brand blueprint in the concrete crusher (along with an 'and,' in their name, might we add). What they created is more than a rebrand—it's a breakthrough that challenges everything we thought we knew about construction branding, proving that a heavy civil contractor's image can truly match the caliber of their work.



**What really makes for a kick-ass rebrand?
Well, the best ones...**

- Chart bold territory
- Honor core strengths
- Stand distinctly apart
- Let go of legacy constraints
- Embrace authentic identity
- Evolve with purpose
- Move beyond convention
- Lead with conviction

And those who truly play for keeps don't just change their look—they change how the world sees them.

Is your brand older than dirt but **you're scared to make a change?**

STACY WITBECK

STACY WITBECK

THE BEST REBRAND

When your brand finally hits as hard as your work does.

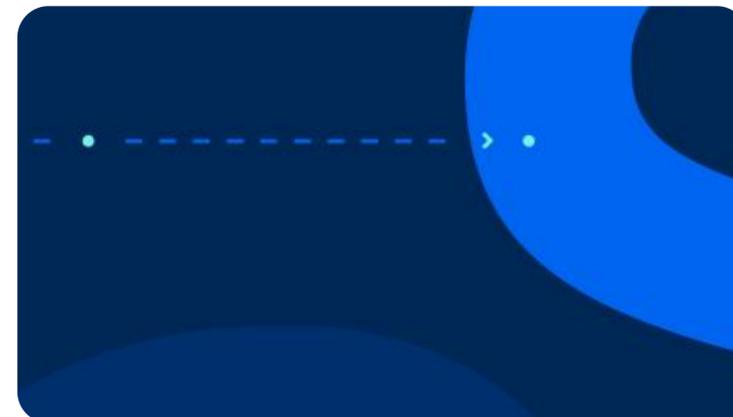
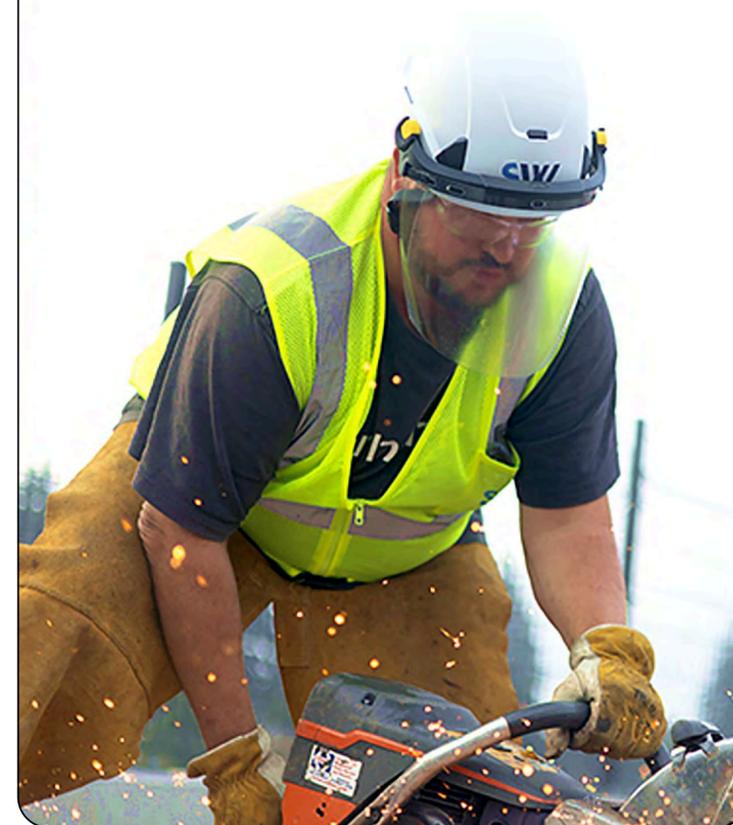
Remember those cringe-worthy construction site photos that looked like they were shot on a flip phone? Gone. Those templated website designs? Gone. That generic corporate-speak that puts you to sleep faster than a post-lunch meeting? Dead and buried.

Instead, Stacy Witbeck's serving up design that is pure heavy-duty excellence—bold layouts that feel as solid as a concrete pour, beautiful photography that captures the raw power of people and infrastructure work, and details that hit as hard as a pile driver. And the messaging? It finally matches their muscle.



Action shots that mean business (and look good doing it).

A partner you can **trust.**



23%

of top 100 contractors have undergone significant brand refreshes in the past 10 years.

YET, A WHOPPING

68%

of those same companies missed the mark, with only 32% of them demonstrating strong, distinctive rebrands.

43%

of modernized construction brands see increased success in attracting next-generation talent.



STACY WITBECK

STACY WITBECK

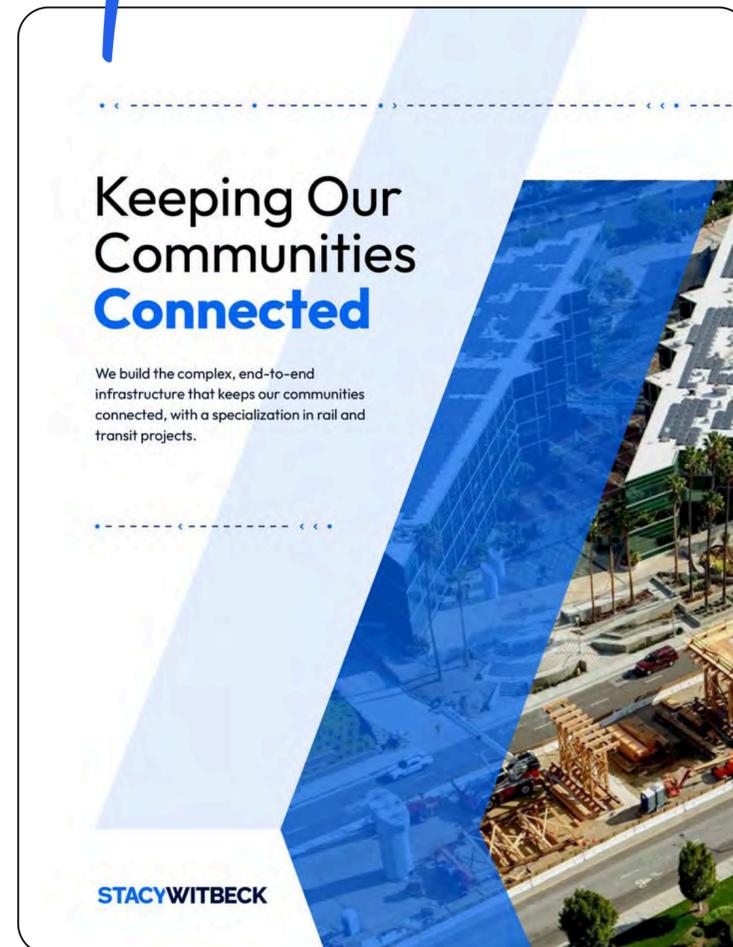
THE BEST REBRAND

They didn't go corporate. They went confident.

Here's the thing about leveling up: most companies trade their soul for a suit. Not Stacy Witbeck. They've elevated from "those rail guys" to "infrastructure's power players" while keeping every ounce of their street cred intact. Oh, and their Alternative Delivery expertise? They're not just flexing it—they're owning it like a boss.

While everyone else plays safe with their rebrand, Stacy Witbeck built one as mighty as their projects. They've always been infrastructure heavyweights—now they just look the part and standing out with a brand that's as killer as their track record.

They connect American cities by rail. Their rebrand connects authenticity with impact. (And both hit right on schedule.)



Standing ovation, folks. THIS is how you level up a brand without losing what makes it special.

What this rebrand did NOT do:

- No "let's just play it safe" vibes
- No personality lobotomy
- No drive-thru makeover
- No heritage sellout
- No market whiplash
- No brand "refresh" (barf)

Proof that the right rebrand doesn't just turn heads—it **changes minds.**

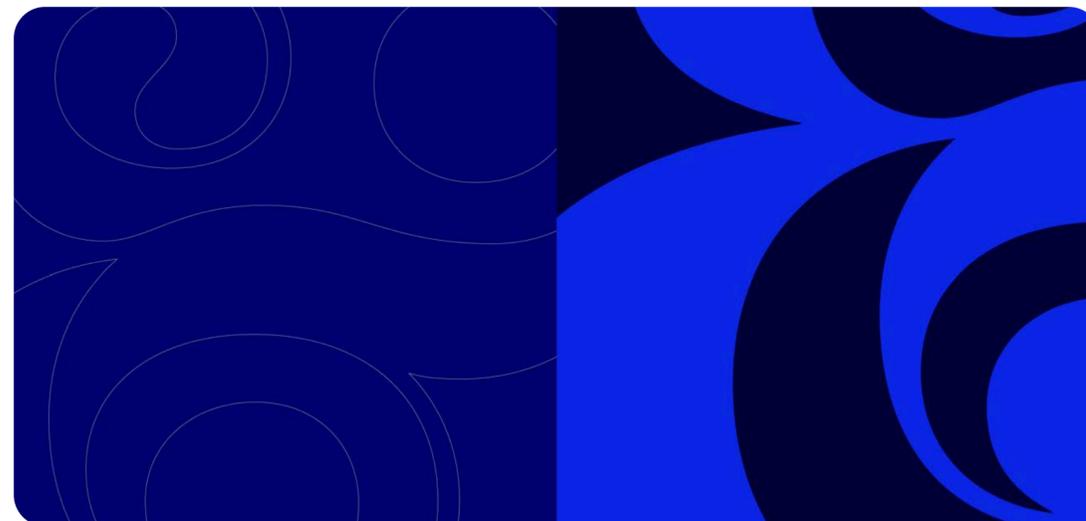
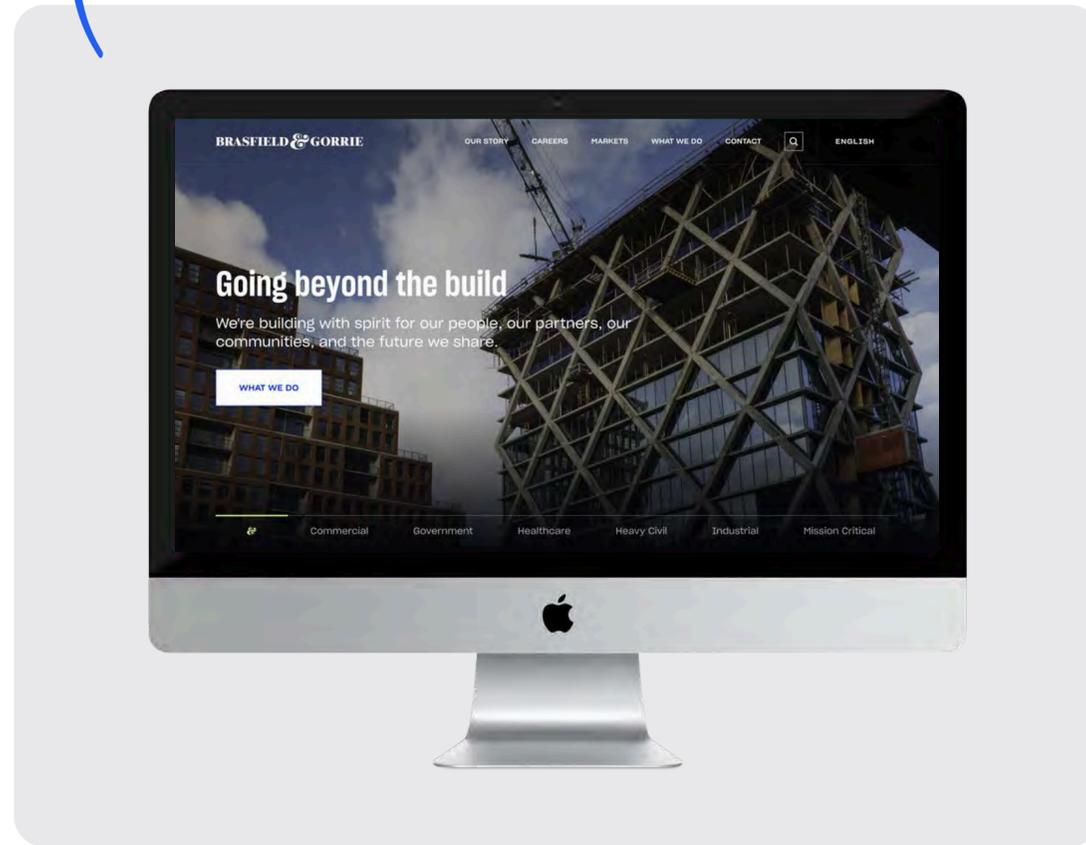


THE BEST WEBSITE EXPERIENCE

Quick! Name five construction websites that really wow. Tough, right? It's always the same recipe: sweeping construction shots, a grid of finished buildings (or roads, dirt, and dudes), and those obligatory time-lapsed crane videos at sunset.

Then we discovered Brasfield & Gorrie's site, and it was genuinely refreshing. Sure, they could have rested on their annual revenue laurels and played it safe. Instead, they've built something as innovative as their construction projects: a website that transforms industry expertise into a truly enjoyable experience. A website that's so well crafted, you almost forget you're looking at a construction company.

Ever catch yourself thinking 'oh, that's genius'? Load this homepage and watch it happen. Quick, clean, unforgettable.



What makes a website actually worth visiting? One with...

- Intuitive navigation
- Performance and speed
- Mobile responsiveness
- Clear visual hierarchy
- Compelling content strategy
- Professional visual design
- Meaningful interactions
- Clear calls to action
- High-quality imagery

Everyone's got a website. But only some are able to turn their casual website visitors into company evangelists.

Is your website
so generic your
logo is the only
way to tell it's
yours?



BRASFIELD & GORRIE

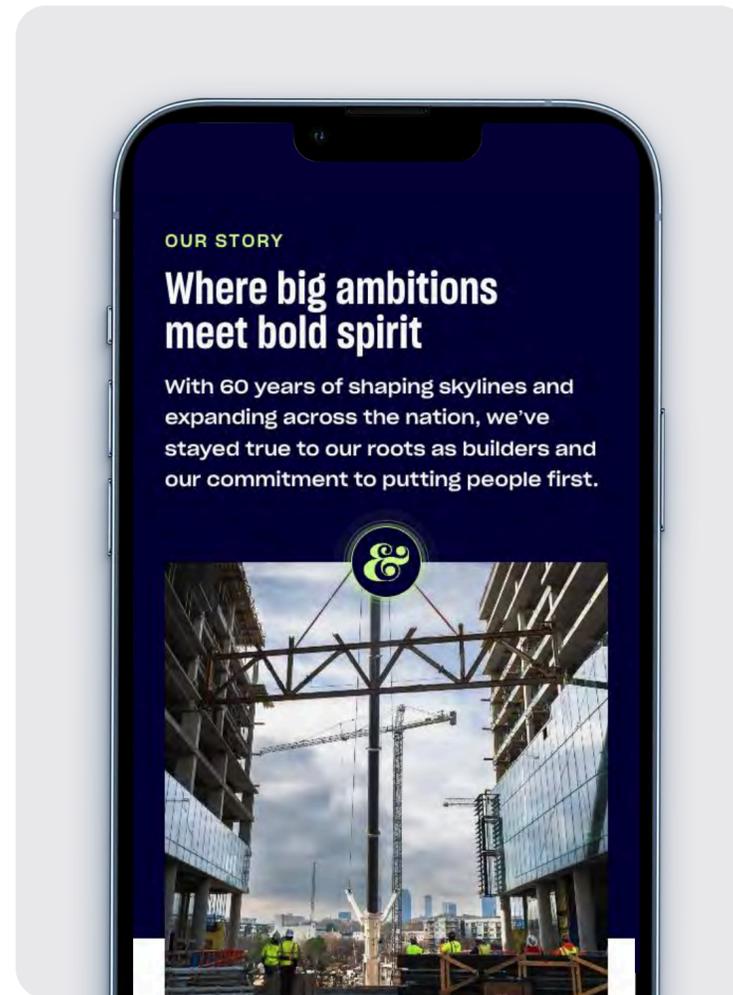
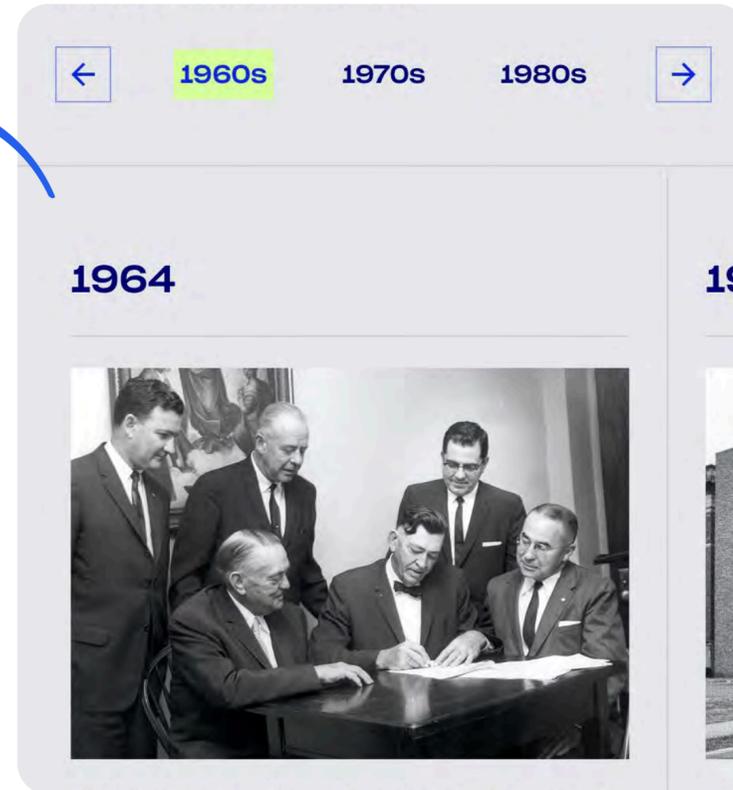
THE BEST WEBSITE EXPERIENCE

Built to perform. Designed to delight.

Need hard data? It's there. Want to see the humans behind the hardhats? They've got those stories too. Pages load faster than a power drill, everything works perfectly whether you're on your iPhone or desktop, and the whole experience feels premium.

The result? A website that does more than just showcase projects—it demonstrates that they think about every detail, whether they're building a hospital or coding a contact form. It's a digital experience that proves they bring their A-game to everything they touch, whether it's steel and concrete or pixels and code.

Even their timeline is killer. While other construction sites are still using bullet points, theirs reads like a Netflix series you can't stop scrolling.



What this website is NOT:

- No template vibes
- No outdated aesthetics
- No slow load times
- No confusing navigation
- No visual overload
- No clunky elements

Some websites sell services, but this one sells truth: every pixel is a deliberate expression of **who they've always been.**





BRASFIELD & GORRIE

THE BEST WEBSITE EXPERIENCE

Finally, a construction site that just clicks.

Instead of bombarding you with industry jargon and long capability lists, they pull you into their world through seamless storytelling and smart design.

The site unfolds like a conversation rather than a sales pitch, with each section naturally flowing into the next. And unlike other sites, everything here is right where your instincts tell you it should be.

And, every scroll, click, and hover is an experience—subtle animations breathe life into brand elements, while lightning-fast loading times keep you moving.

Delivering best value through a design-build approach

U.S. COURTHOUSE SAN ANTONIO



SELF-PERFORM

Builders from the beginning

We're true builders who can bring complex projects to life with our own teams for more control over cost, quality, and schedule. If it sounds like a win-win, that's because it is.



They've always been builders, but this website? This is them showing off a whole new kind of building genius—website building.

Who even THINKS to put FAQs on a careers page? B&G does. It's super user-friendly and cool in design, to boot!



Join our talent community to receive updates on new career opportunities.

SIGN UP

58%

of leading companies' websites perform "Fair" based on Google's performance metrics.

BUT, ONLY...

2.3%

of leading company websites achieve an "Excellent" performance status based on Google's performance metrics.

36%

of top brands have cluttered or competing visual elements on their website.



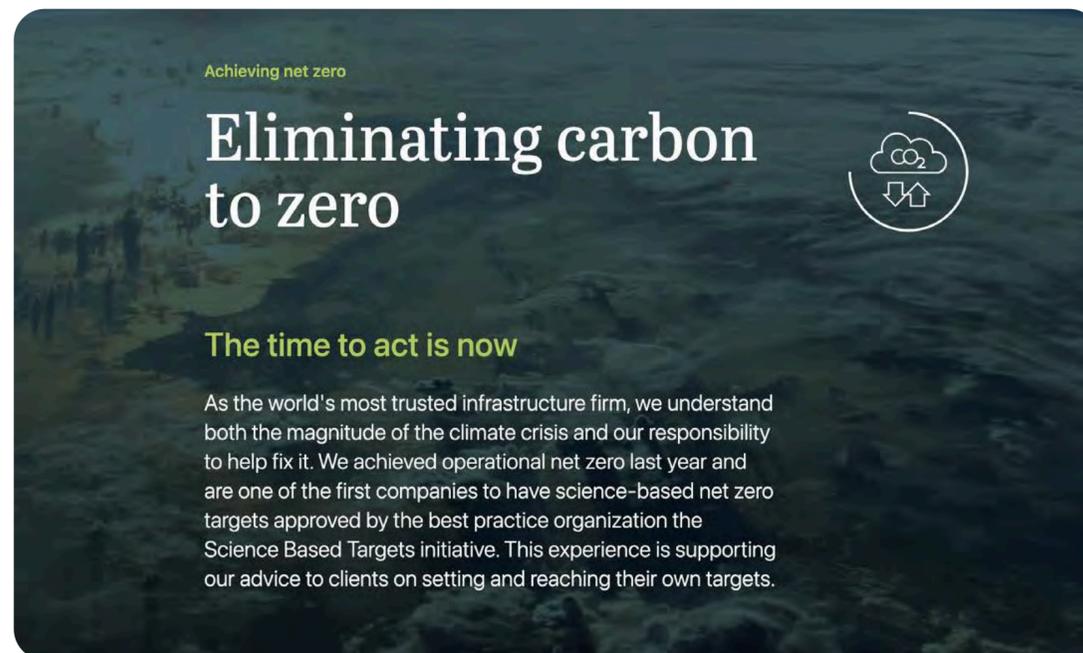
THE BEST ESG STORY

It's no secret—the construction industry has a green storytelling problem. Every company makes the same vague promises about sustainability, illustrated with the same stock photos of wind farms and solar arrays. It's become corporate wallpaper—seen everywhere but noticed nowhere.

But then there's AECOM, whose ESG story hits like a sledgehammer (in a good way). Packed with breakthrough moments, powered by actual results, and built on innovations that make others' promises look like a joke.

Their sustainability story stands alone—disruptive and undeniable, and found in more than just an annual report. Their investment in telling this story effectively mirrors their commitment to the cause itself. They've written a whole new chapter in the industry's green narrative, and every page proves their power to deliver.

Sometimes the simplest messages carry the most weight. This one? It lands like a quiet thunderclap.



What makes a no-bullshit sustainability story?

- Clear objectives
- Measurable impacts
- Authentic purpose
- Progress over time
- Stakeholder voices
- Honest approach
- Lessons Learned
- Personal Perspectives

Here's the thing—if you're doing the work, you've got something worth saying. And if you're just getting started? Own that too.

Does your ESG story connect green thinking to **bottom-line results?**

AECOM

AECOM

THE BEST ESG STORY

**Sustainability with teeth,
backed by receipts.**

Think of it this way: While the industry drowns in glossy sustainability brochures and buzzwords, AECOM's telling a different kind of story. They don't just list achievements—they invite you into their journey. Every data point becomes a compelling chapter, every innovation a plot twist.

Their narrative transforms technical wins into edge-of-your-seat reading, making carbon reduction sound as thrilling as a blockbuster. And instead of burying it all in an annual report, they've given it center stage with a dedicated platform that brings their environmental revolution to life.

1. Decarbonizing fleet vehicles and increasing renewable energy use (to maintain operational net zero status, achieve 60 percent reduction by 2030, and 90% reduction by 2040 in Scope 1 and 2 emissions)



This is what real metrics look like, folks. Specific targets, clear deadlines, and measurable outcomes. It's like they got our greenwashing memo from 2010.

Six words that transform sustainability from a corporate checkbox to a business battle cry.

Embedding sustainable development and resilience across our work.

When our planet thrives, we thrive.

The time to act is now

Increasingly severe climate events and the pandemic have shown that achieving resilience is an urgent and strategic imperative for cities, governments and organizations - including our own. Climate science also makes it clear that for development to be viable, it must be sustainable. That's why we're embedding net zero, resilience and social value targets into all our work - and why we developed ScopeX™ to reduce carbon impacts by at least 50% on major projects.

67%

of industry-leading construction companies bank on green credentials to stand out.

YET, ONLY...

32%

of them put real metrics behind their ESG promises.

17%

of construction companies actually elevate "sustainability" in their brand positioning.



AECOM

THE BEST ESG STORY

Call their story a show of force.

The best part? They show AND tell—and they’re refreshingly transparent about it. While others hide behind vague promises, AECOM openly shares how they drive change, even revealing how they tie executive compensation to sustainability targets. (Funny how fast things move when bonuses are at stake.)

It all leads to a sustainability story built on proof, not promises. Every project stands as evidence, every innovation pushes boundaries, and every breakthrough drags the industry forward. While others write checks their actions can’t cash, AECOM delivers measurable results and bankable impact.

Check it. Real metrics, actual proof, and (gasp) designer-worthy visuals. Now that’s how you show green is the new black.



1. To solve for carbon using ScopeX™, our AECOM platform for designing out at least 50% of carbon on major projects

50%

Reducing carbon impact by at least 50% on major projects



Others: “Maybe we should form a committee to discuss our carbon strategy?”

AECOM: “Cool, cool. We’ve already designed it out of our projects, trained our suppliers, and hit net zero. But you do you.”

What their story does NOT have:

- No green fan fiction
- No half-ass commitment
- No environmental IOU's
- No one-hit wonders
- No stock photo coverups
- No hidden (or fake) data (phew!)

It’s not about being the greenest company in construction. It’s about **constructing a greener future, period.**





BECHTEL

THE BEST LEGACY STORY

Here's an open secret in construction: everyone's got a legacy story. Decades of projects, generational wisdom, and enough history to fill a Ken Burns documentary. Sure, legacy matters, but let's be real: if your biggest selling point is just being old, you might want to rethink your story.

Enter Bechtel. Yeah, they've got the whole "founded in 1898" thing going on, but that's not what makes their story interesting. They have figured out how to turn their legacy into a compelling narrative that actually resonates today. While other construction giants are content to wave their founding date like a victory flag, Bechtel's telling a much richer story. They've mastered the art of making their past matter to the future—showing us all how a legacy story should really be told.

Spoiler alert: This isn't your pop's legacy story (though he probably wishes it was).



What makes a legacy story that doesn't just make you look old?

- Lasting impact
- Proven values
- Constant evolution
- Community stories
- Turning points
- True character
- Hard lessons
- Real people

It's not about how old you are. It's about weaving your past into your future like it was meant to be there all along.

Are you treating your brand's story **like a museum piece** instead of a living legacy?





BECHTEL

THE BEST LEGACY STORY

125 years isn't their story. It's their proof of concept.

Bechtel's pulled off something brilliant here: they've transformed their legacy into rocket fuel for the future. Sure, they'll show off the Hoover Dam (because come on, it's the freaking Hoover Dam), but they're using their monumental achievements to demonstrate their readiness for tomorrow's wild ride.

And, they're already planning for that future today. Instead of resting on their hard-earned achievements, they're looking ahead to be ready for the next 125 years. Now, that's pretty amazing.

“
Our people are excited by the challenges of tomorrow and the opportunities they present to change lives and **build a better world.**”



Most brands would retire after 125 years. These overachievers call it their warm-up lap.

They didn't just survive 125 years. They spent that time learning how to do things better tomorrow. (Mother Earth approves this sentiment!)



44%

of top construction companies are over 100 years old, while only 4% are less than 25 years old.

92%

of companies over 100 years old prominently feature legacy messaging.

BUT, ONLY...

34%

successfully use history as part of a comprehensive messaging strategy rather than as a standalone differentiator.





BECHTEL

THE BEST LEGACY STORY

Old dogs? Nah. They're the OG innovators.

Most companies try to stay relevant despite their age. Bechtel? They've flipped the script entirely, making their 125 years the very reason they're leading the pack. Rather than convincing everyone they're still in the game, they're showing how their century-plus of experience has been one long training montage for this exact moment.

What we've got is a brand story transforming "we've been here forever" into "we've been practicing for this since 1898." This kind of storytelling makes other construction brands wish they'd thought of it first.

To our Bechtel community,

This year, Bechtel celebrates 125 years

of extraordinary people building inspiring projects.



Bechtel's Next Frontier

“

We are excited to introduce our new company logo. Sharper, modern, and more dynamic, it reflects who we are today. At the same time, its shape, colors, and profile are familiar, honoring our legacy.



What their story does NOT have:

- The nostalgia trap
- The history museum effect
- The generation game
- The “we were here first” syndrome
- The innovation apology
- The rearview mirror problem

When your **roots become your edge**, that's how you nail a good legacy story.





MCCARTHY

THE BEST EMPLOYER BRAND

Let's talk about the elephant in the room—construction's employer branding is stuck in 2010. "Join our family-oriented team!" says one firm, right next to "Be part of our family culture!" from their competitor. These companies are transforming skylines and revolutionizing landscapes, yet when it comes to telling their story to potential talent, they fall back on the same tired trinity: competitive pay, great culture, and cool projects. It's the employer branding equivalent of beige paint—safe, inoffensive, and completely forgettable.

Then there's McCarthy, who realized that the best employer branding isn't about checking boxes. It's about telling a story so compelling that talent can't help but want in. While everyone else plays it safe with generic promises, McCarthy's flipping the script by giving talent a front-row seat to what makes them tick.

Talk about taking ownership!
They don't just build projects.
They build owners.

WE ACT LIKE WE OWN THE PLACE BECAUSE WE DO



What turns good employers into talent magnets? The best have:

- Real people, real talk
- Culture you can see
- Growth you can grab
- Purpose beyond the paycheck
- Leaders who show up
- Impact that matters
- Proven promises

The real secret—it's not about having all the pieces, it's about making them work together.

Is your employer brand **saying anything** your competitors aren't?





MCCARTHY

THE BEST EMPLOYER BRAND

Their employer brand feels different.

First, they've transformed "employee-owned" from a simple benefit into a compelling narrative. By consistently using language like "fellow owners" instead of "employees," ownership becomes the foundation of their entire message. Smart, right?

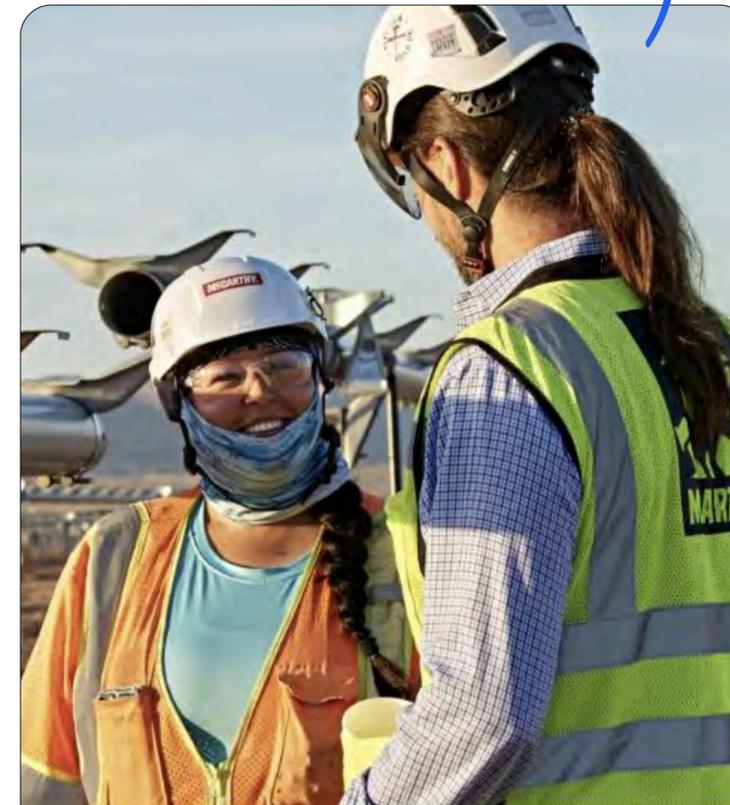
Then there's their approach to employee development. As an industry leader in training and development, they back up bold claims with action-oriented language about "mastering your craft" and "building your future" throughout their narrative. They speak the language that their future employees and fellow owners understand.

EVERYTHING STARTS WITH YOU

We offer industry-leading benefits because we believe that to take care of our clients, we must take care of our fellow employee-owners. Our comprehensive approach isn't just about success today, but stability and **growth for you** well into the future.

This is how you turn HR-speak into holy-crap-I-want-that.

Here's how you sell growth without sounding like a textbook.



No. 1 Construction Training Organization

Investing in the future by investing in you.

LEARNING & DEVELOPMENT

48%

of top construction companies talk about DEI initiatives, while few back it up with real impact.

81%

of top construction companies show real team members at work.

BUT ONLY...

38%

feature real employee stories on their website.





MCCARTHY

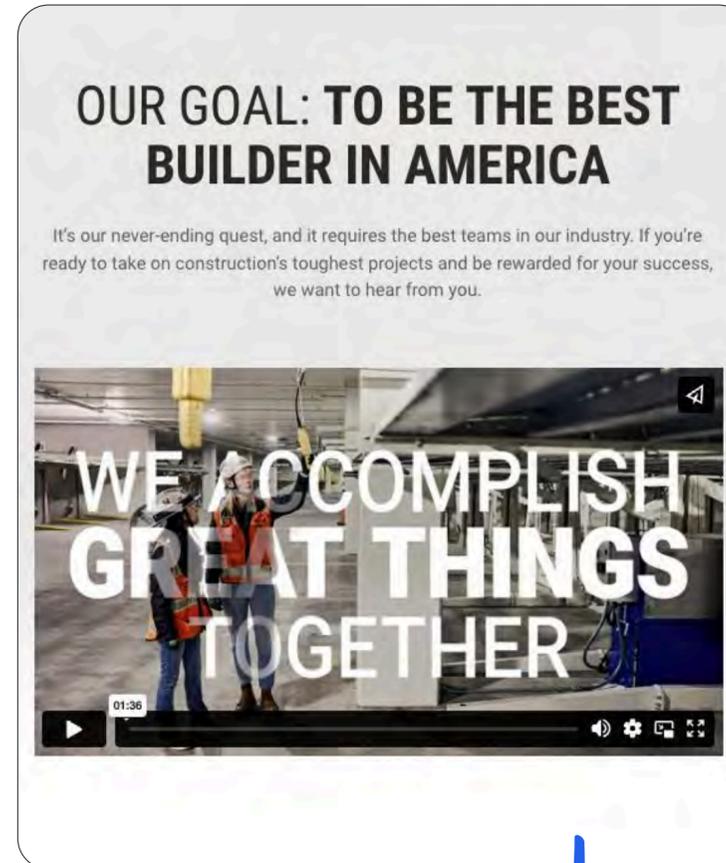
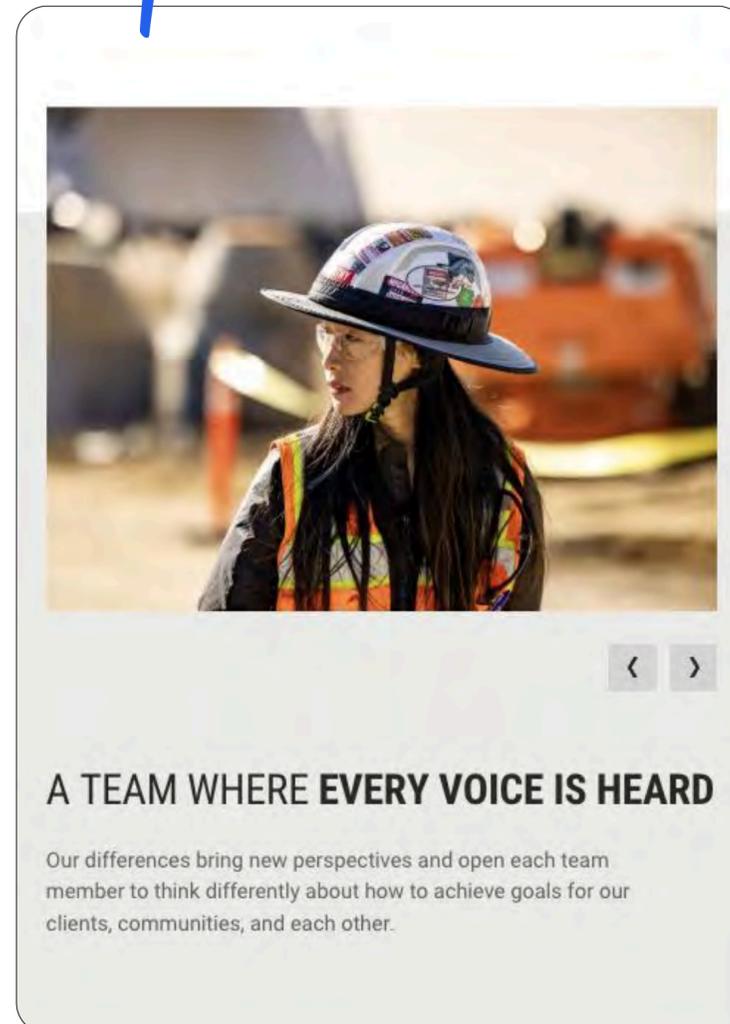
THE BEST EMPLOYER BRAND

The clincher? Everything connects perfectly.

Finally, they nail inclusion messaging by making it practical and jobsite-relevant. No corporate jargon—just clear communication about how diverse perspectives create better solutions, backed by bilingual accessibility and real examples.

The magic? Every message ties back to their core promise: “To Be the Best Builder in America.” It’s confident yet authentic, professional yet personal. McCarthy’s messaging works because they speak directly to what construction pros care about, while keeping it real every step of the way.

That’s how you turn ‘we value input’ into ‘we can’t win without yours.’



And...this is how you make being the best feel like everyone's mission. Where do we sign up?!

What their brand does NOT have:

- No desperate dating app energy
- No Kumbaya corporate nonsense
- No inauthentic DEI stuff
- No stock team photos
- No workplace fairy tales
- No ping pong propaganda

The best employer brands don't just showcase culture—**they showcase results** of that culture.





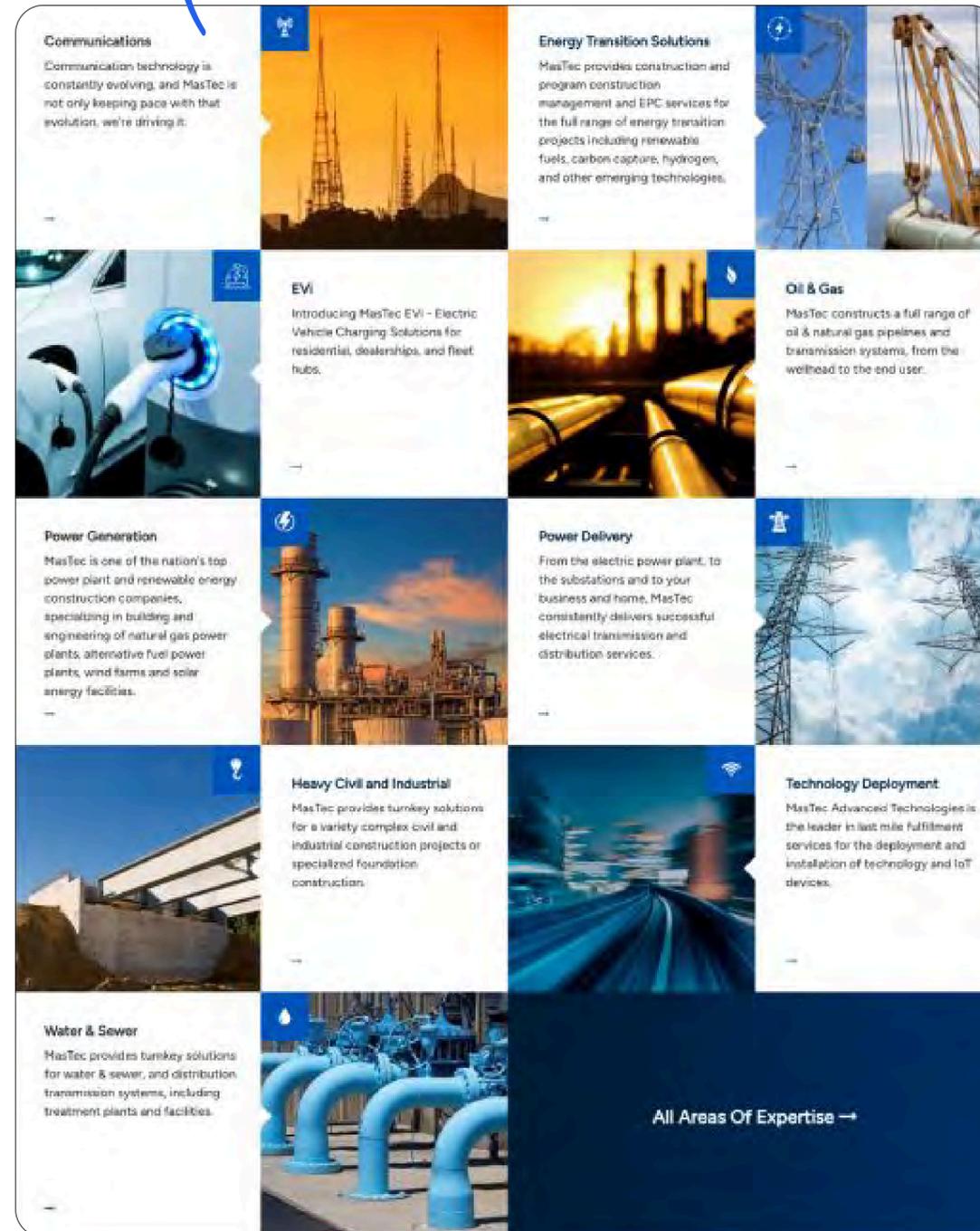
MASTEC

THE MOST VERSATILE BRAND

You've probably heard the stories from your colleagues. Everyone still calls you "the [insert speciality] guys" even though that's just one piece of what you do. That's what we call a "sector prison"—where market perception locks you into one thing, and your brand might actually be reinforcing those bars instead of breaking them down.

Enter MasTec, who's pulled off the ultimate sector escape act. While other construction brands are still doing time in their specialty silos (which is totally cool for those that dominate those specialties), MasTec's brand takes a wrecking ball to them. They've engineered a brand that turns being a jack-of-all-trades into a serious market advantage, making versatility look effortless.

When you work across this many sectors, you need a brand that flexes without breaking!



What makes a brand work just about anywhere? The best ones:

- Speak with authority
- Command their space
- Unify across divisions
- Scale without breaking
- Keep things simple yet flexible
- Deliver without compromise
- Maintain consistency across all

And when you really nail a brand that can play in all spaces? It all feels natural and effortless.

Are you boxed in as "the X guys" when you really do **so much more?**



MasTec

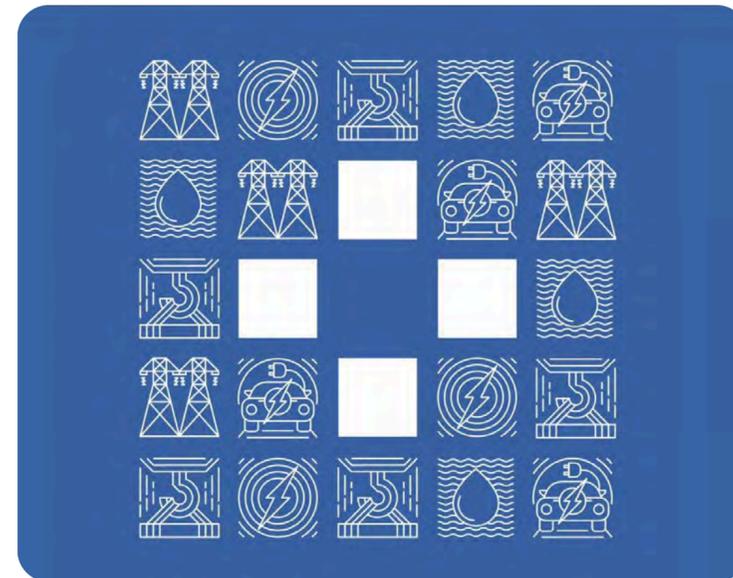
MASTEC

THE MOST VERSATILE BRAND

Design that commands every space.

MasTec's brand is a design powerhouse—razor-sharp when it needs to cut through corporate formality, yet fluid enough to command respect across industries. It threads the needle perfectly, creating trust with old-school power players while radiating the cutting-edge spirit that makes renewable energy companies lean in.

This precision ripples through their entire subsidiary network, creating an unmistakable presence that owns every space. Each visual touchpoint hammers home one clear message: this is what industrial muscle looks like in the 21st century.



From hard hats to boardrooms, their aesthetic always works overtime.

80%

of highly diversified companies (6-7 markets) are in top 50 by revenue.

AND...

88%

of the top 100 companies operate in 3-4 markets.

23%

higher market position strength is demonstrated by vertically integrated firms.



MasTec

MASTEC

THE MOST VERSATILE BRAND

One voice, multiple powers.

“Infrastructure That Delivers” is MasTec’s master key—unlocking doors across every industry they touch. While others get tongue-tied switching between power grids and fiber optics, MasTec’s message cuts clean through.

Their words hit different marks with surgical precision: technical enough to satisfy engineers, strategic enough to grip executives, and crystal clear for communities invested in their projects. Each subsidiary amplifies this swagger, building a brand that doesn’t just talk about delivering—it shows the receipts. This is what happens when versatility meets pure precision.

Infrastructure that delivers.

We have successfully executed hundreds of complex projects across the country that prove the solutions we build are smart, strategic, and efficient.



Guided by experience.
Empowered by resources.
Driven by innovation.
Committed to a sustainable future.

Four lines. Zero wasted words. Maximum impact. Whoever wrote this copy deserves a standing ovation.

What this brand did NOT do:

- No watered-down messages
- No shape-shifting identity
- No personality splits
- No bloated design system
- No core identity drift
- No heritage-for-trend trades

A versatile brand doesn't change its truth—it **changes how others see theirs.**



THE MOST INTEGRATED DIGITAL EXPERIENCE

Most construction companies treat digital like a bunch of separate boxes to check. Website? Check. LinkedIn? Check. Blog posts? Check. The result? Disconnected platforms that feel like they're being managed by different teams in different time zones, telling different stories to different audiences.

Then there's Barton Malow, showing us what happens when a construction company builds their digital presence like they build their projects—with every element carefully engineered to work together. From their lightning-fast website to their podcast to their newsletter, every digital touchpoint reinforces their expertise and delivers better experiences for their audience.

Every platform, every piece of content, every interaction delivers on this promise of partnership and possibility.

SEE WHAT WE CAN BUILD FOR YOU

A community center that unites community residents. A manufacturing facility brings jobs to a struggling metropolis. A community hospital provides a place of healing. Whatever the project, we're excited to be a part of the beginning of its success story.

OUR PROJECTS →

BEYOND THE JOBSITE

We don't just build projects. We build communities. Community building has been a Barton Malow hallmark since 1924 and is nourished by our leadership's ongoing commitment to the communities where we live, work, and play.

SEE OUR IMPACT →

What makes for an effective integrated digital experience?

- Unified expertise across all platforms
- Clear, purposeful content
- Valuable, strategic social media presence
- Authoritative thought leadership content
- Consistent brand voice
- Seamlessly integrated digital touchpoints
- Intuitive user experience

Smart builders have websites. Industry leaders build digital ecosystems that earn trust.

Are you creating content your audiences need, or just content you think you should have?

Barton Malow

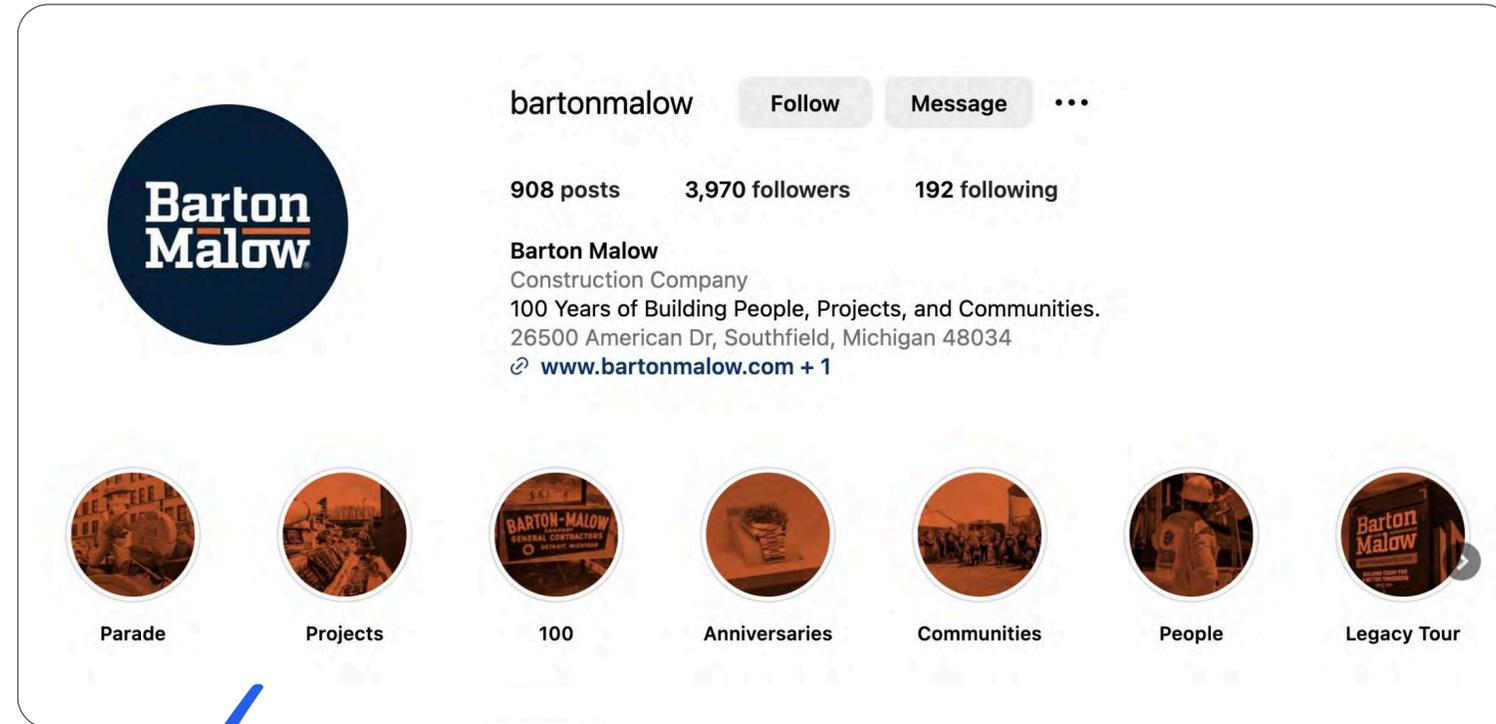
BARTON MALOW

THE MOST INTEGRATED DIGITAL EXPERIENCE

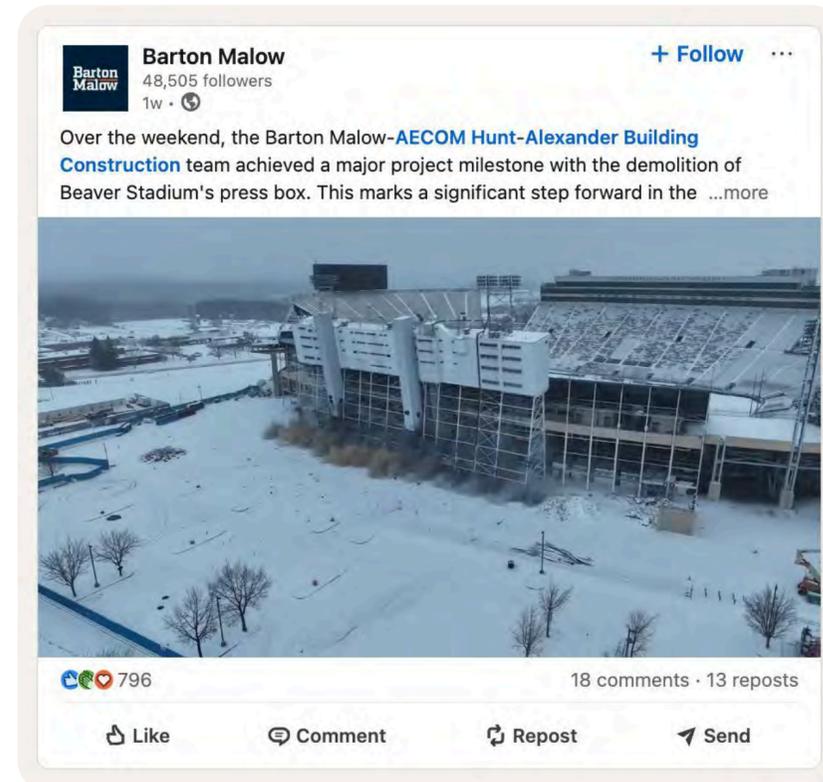
Social that actually means something.

Forget random project photos and obligatory announcements. Barton Malow's social presence is crafted by people who get both construction and content. Their Instagram is a curated showcase. Their LinkedIn delivers industry insights and company culture that people actually engage with.

Whether you're on Facebook, Instagram, or LinkedIn (and in construction, LinkedIn is non-negotiable), you get the same Barton Malow. Same quality. Same authenticity and voice. Same strategy. Just builders showing they can crush digital storytelling as well as they crush construction.



Blueprint-level organization meets social media strategy.



64%

of companies maintain a strong presence across all digital channels (LinkedIn, regular content updates, and blogs/insights).

52%

of companies are actively engaging on LinkedIn.

BUT, ONLY

12%

of those on LinkedIn are considered "very active."



Barton Malow

BARTON MALOW

THE MOST INTEGRATED DIGITAL EXPERIENCE

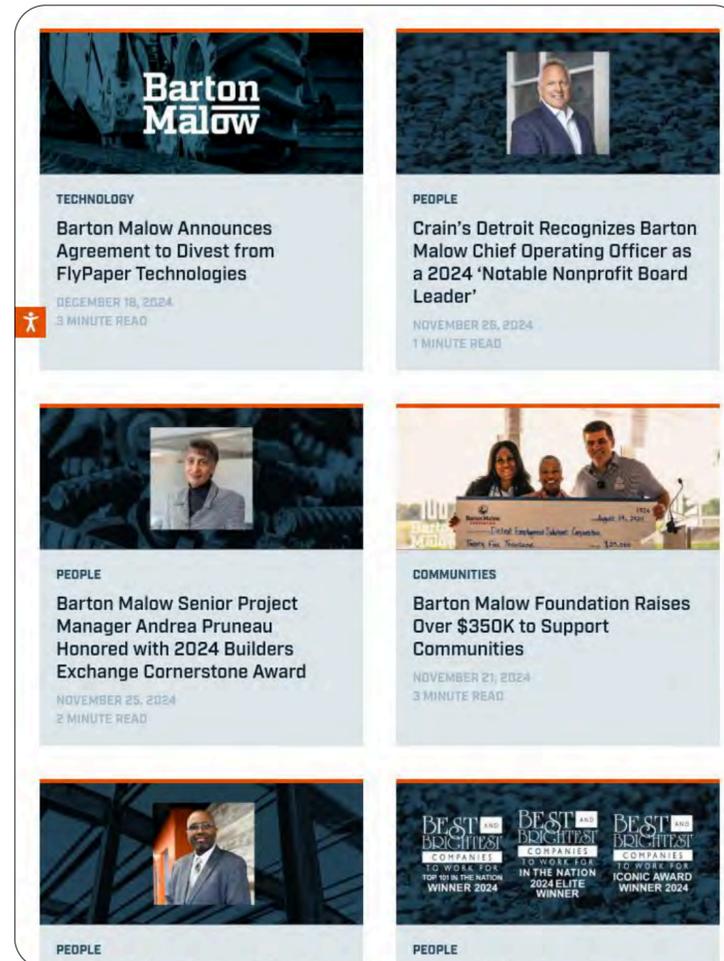
Building beyond basic.

Forget standard news pages with quarterly updates and occasional press releases. Barton Malow's transformed thought leadership into a resource center that works as hard as their teams. Their newsfeed lets audiences filter what matters—from community impact to project insights and tech innovations.

They go even further. Their "Said Differently" podcast brings job site stories to life, their events hub connects professionals to key industry gatherings, and their "Go Beyond Building" newsletter delivers insights straight to inboxes. Even their press kit ensures brand consistency when others tell their story.



When was the last time you binged a construction podcast? "Said Differently" might change that.



Talk about keeping it fresh, their newsletter is not only timely, but it's actually worth reading!

What this brand did NOT do:

- No mixed signals
- No random photo dumps
- No PDFs collecting dust
- No barriers to information
- No dead-end digital touch points
- No outdated pages

Strategic digital touch points don't just connect—they **build strong relationships.**

Turner

TURNER CONSTRUCTION

THE BEST OVERALL BRAND

Throughout this report, we've celebrated the special teams of construction branding—the digital defensive line, the sustainability special ops, the culture club MVPs. But every now and then, a brand comes along that can play every position on the field while making it look as easy as a postgame interview.

Meet Turner Construction, the Tom Brady of construction brands (minus the strict diet and controversial fashion choices). They've mastered the brand playbook so completely, they make excellence look routine.

Here's why they're our Best Overall Brand...

Slow clap for the brand team who made steel beams feel sentimental.



What makes for the best overall brand in construction in 2024?

Simply put... It's the one that treats brand building like they treat their work—with precise engineering, innovative design, and flawless execution.

When you approach brand building with the same rigor, you don't just stand out, you break ground (branding ground, not real ground, that is).

Is your brand **ready to graduate** from the kiddie pool of construction branding?



Turner

TURNER CONSTRUCTION

THE BEST OVERALL BRAND

Hitting the trifecta: authentic + compelling + unique.

Here's the thing about Turner's brand: it's not just that they've got a collection of strong elements—one would come to expect that from ENR's #1 top contractor. What sets them apart is how they've orchestrated these elements in a way that captures the company's core essence, resonates with its target audience, and differentiates them from the competition.

Think about it—when was the last time you saw a construction brand that felt equally authentic, compelling, and unique? The combination is Turner's true difference.



Our workplace is “Our House.” In our house, we foster a caring environment, where every person has a sense of belonging and knows that they are contributing to something extraordinary.



Big brand crush on making culture feel like the comfiest couch ever.

TOP CONTRACTORS ARE

2.8X

more likely to have comprehensive digital brand experiences.

BUT, ONLY

31%

of top contractors maintain consistent visual identity systems across all platforms.

67%

of construction brands rely primarily on project photography for the brand experience.



Turner

TURNER CONSTRUCTION

THE BEST OVERALL BRAND

But here's what really gets us excited:

Turner's brand isn't just pretty packaging—it's a straight-up business weapon. The company has turned it into a strategic asset that opens doors, closes deals, and attracts top talent. When you can transform your brand from a cost center into a revenue driver? Then you've cracked the code.

Let's be real—Turner has created something special. They've proven that you can be both massive and magnetic, both legacy-rich and cutting-edge. It's not just that they're leading the category—they're defining what a construction brand can be.



Their brand game is so on point, it should require a permit just for looking this good!



What this brand did NOT do:

- Try to be everything to everyone
- Let their website gather digital dust
- Drown prospects in technical jargon
- Treat marketing like a side gig
- Let everyone freestyle their story
- Hide behind industry buzzwords
- Spray and pray on social media

You have the power to **rewrite the rules** of what a construction brand can be.

Fist BUMP



Well, look at you—you made it to the end!

By now you know exactly how the construction industry's most successful brands are crushing it. And no, it's not just about who has the most job site signage (though let's be honest, no one is missing that massive logo on your crane). You've seen the patterns, spotted the gaps, and probably had a few "oh damn" moments about your own brand along the way.

Now's probably when you're expecting our slick pitch about transforming your brand faster than you can say "value engineering." Don't worry—we'll get there. We are a branding agency after all, and these impossibly cool glasses don't pay for themselves.

But for now, we hope this deep dive has your wheels turning about what's actually possible in construction branding. Because while everyone else is stuck playing the same old game with the same tired playbook, you've got the inside track on what really works. What actually separates the leaders from the followers. And most importantly, what it takes to build a brand that's just as badass as what you build everyday.

Thanks for geeking out over construction brands with us. It's been real. Like, *really* real.

A note on our methodology.

We almost forgot. You're probably like our boss and wondering where the hell we came up with this stuff. Valid point.

As it turns out, we have some VERY nerdy creatives and mad computer skills here at Moncur. We actually built this bad boy from the ground up, creating our own database and metrics by dissecting hundreds of construction companies in ways nobody else has. We analyzed everything—their digital swagger, visual identity, how they talk, who they're talking to, where they show up—because nothing this comprehensive has ever existed in the wild. (Hence, "first-of-a-kind.")

Oh, and, we even created our own tools to measure how construction brands actually work in the real world. (Yeah, we're really proud of this, if you can't tell). Then, we took standard market data, threw it in a blender with our own analytical framework, and mixed in decades of industry know-how. We ended up with a methodology that's part data science, part brand expertise, zero fluff, and entirely unique to the construction world.

Pretty sweet, right? Come on, you know you think it's kind of cool if you've actually read this far.

We're

MONCUR



thinkmoncur.com

248.458.6990

We're the brand consultancy that construction leaders trust to transform their complex capabilities into beautiful communications that drive growth. For over 30 years, we've helped leading B2B construction firms break free from industry sameness and tell stories that truly resonate.

Our secret? We're equal parts strategic consultant and creative powerhouse. We blend deep construction industry expertise with sharp messaging, eye-catching design, and custom technology to build remarkable brands. From crystal-clear positioning to high-performance websites, we create the tools you need to stand out and win.

We don't just make things that sound good and look pretty—we craft communications that deliver real business results. Our team brings both the analytical mindset to understand your technical excellence and the creative talent to make it shine. Think of us as your partners in transforming great construction capabilities into an unforgettable brand presence.

Ready to elevate your construction brand?

Let's build something remarkable together.



Moncler