



Due Brothers

MUBIEN has created a robust and hardworking, yet warm and personable visual identity for this solar panel installer.

Due Brothers is a family-owned-and-operated San Diego-based construction company specializing in the installation of solar panels. To help support the company's growth ambitions, a new visual identity was developed to position them as the most trusted solar installation company in Southern California. This positioning is given a graphic realization through a robust visual identity that combines the boldness and industriousness of type, the warmth of an earthy color palette, and the visual and material language of solar panels brought to life through a black block foil and repeated pattern across the business cards. Details such as a blind embossing evoke the materiality of construction, while the approach to art direction, a series of individual and team shots, introduces a more personable take on hard work.

