



Case Study: JCP Interior Inc.

Crafting a 27-Year Digital Legacy

"Generations of Quality, Under Your Feet."

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The Challenge: A Master Craftsman, Hidden in Plain Sight

"Honestly, I wasn't sure what to expect. Branding, websites... it's not exactly laying LVP."

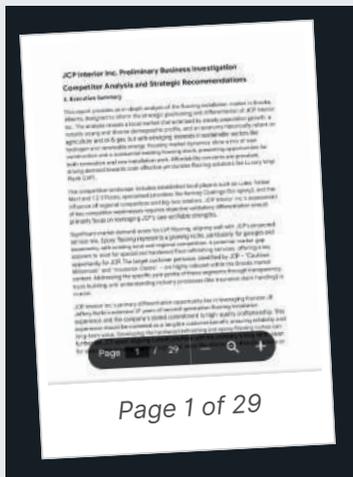
JCP Interior Inc. is not an average flooring company. With 27 years of hands-on experience passed from father to son, they are "Master Craftsmen" known for high-quality, meticulous work.

But there was a problem.

Despite their real-world reputation, they were virtually invisible online. In an era where 90% of customers vet a business online first, this digital absence created a critical "trust gap" and meant they were losing leads to competitors they outperformed in the field.

Our Core Question: How do we take 27 years of real-world expertise and translate it into a professional, trustworthy digital brand that captures new leads?

Our Process: Investigation First, Design Second



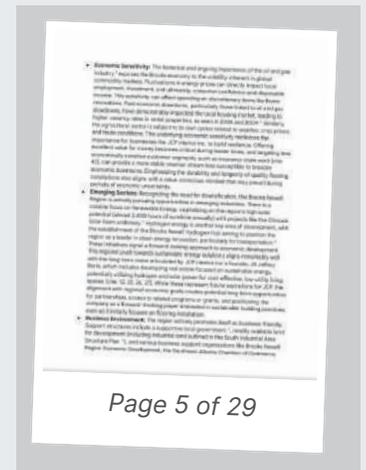
Market Analysis: We analyzed the entire Brooks-area flooring market to identify key opportunities.

Competitor Deep Dive: We audited key competitors (like Lutes, 12-3 Floors) to see what they were doing right and where their branding was weak.

The "Niche" Discovery: The investigation clearly showed that JCP's deep experience with hardwood refinishing was a powerful, underserved niche.

- The Strategic Anchor: We anchored the entire project on the one thing competitors couldn't claim: "The Master Craftsman" theme, built on a 27-year legacy.

This deep dive into the market, competitors, and JCP's unique strengths allowed us to build a brand strategy that was not only beautiful, but effective. By anchoring the project on the "Master Craftsman" theme, we had a clear, authentic story to tell that would resonate with customers and differentiate JCP from all local competition.



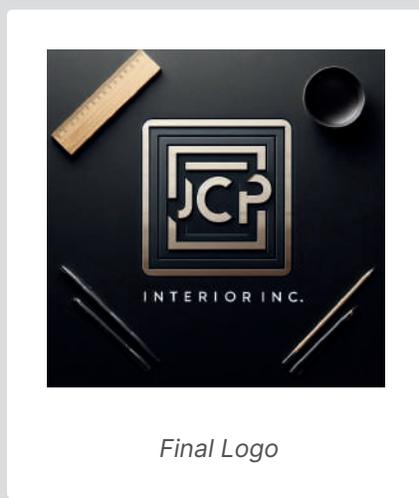
The Solution: Building the Brand Identity

Based on our investigation, we crafted a complete brand identity that felt as professional and established as the business itself.

"But William took the time, figured out what JCP is really about... They put together a look... that actually feels like us, but professional, you know?"

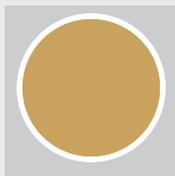
Logo & Brand Voice

We developed a logo and tagline that communicated trust and quality. The brand voice was defined as "Confident, Knowledgeable, and High-Quality."

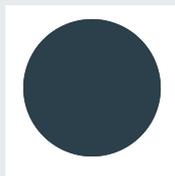


Color & Typography

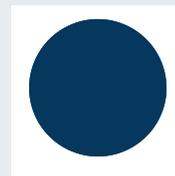
A professional color palette and clear typography were chosen to establish a high-end, trustworthy feel online and in print.



Brand Gold
#c8a356



Charcoal
Gray
#36454F



Deep Navy
#0b3c5d

Headlines: Playfair Display

Body Text: Montserrat

The Solution: Professional Collateral

The new brand identity was extended to all client touchpoints, ensuring consistency from the first click to the final handshake.

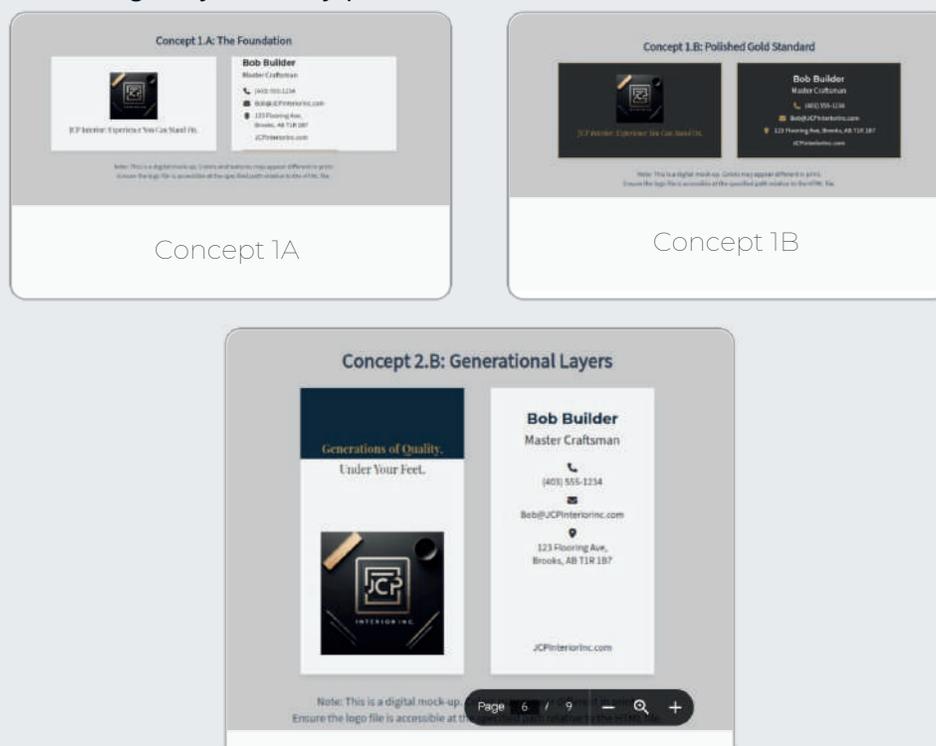
This collaborative spirit was crucial when designing the business cards. We explored several distinct directions to perfectly capture the "Master Craftsman" theme for a print format:

- Concepts 1A & 1B explored a clean, minimalist aesthetic, using the dark brand colors to convey stability and modern professionalism.
- Concept 2B (Final) was the client's choice. This "Generational Layers" design brilliantly captures the brand's core story, with the JCP logo proudly centered over a subtle woodgrain texture, blending the new modern brand with their hands-on legacy.

A brand book provides the rules, but our collaborative process brings them to life. Guiding the client from these core assets to real-world collateral is where the brand's identity truly forms.

We worked closely with JCP to review these card concepts, discussing not just the look, but how each design would *feel* in a potential customer's hand. This crucial selection step ensures the final product isn't just on-brand, but is a perfect, authentic fit for their 'Master Craftsman' legacy.

This process of listening and iterating empowers the client, turning them into a partner in the design. It's how we ensure the final, physical product—the one they'll hand to their next customer—is something they are truly proud of.



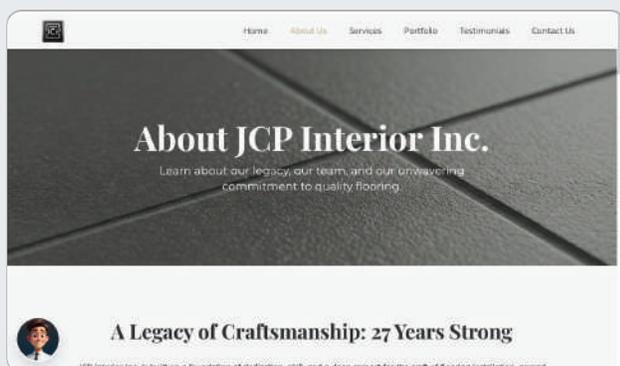
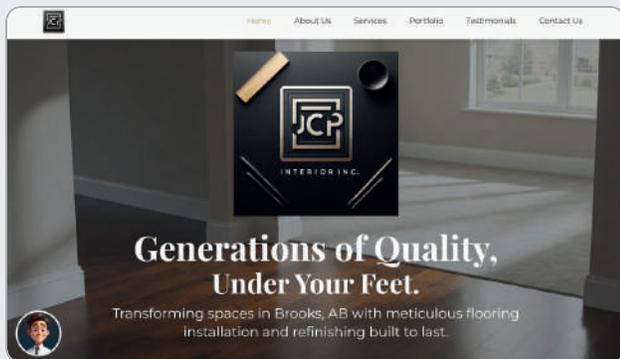
The Solution: The Digital Presence

"Then the website... night and day. It actually shows off the work we do... And the AI thing... Saves me time, gets people the info they need fast."

The Custom Website

We developed a fully custom, mobile-first website designed to:

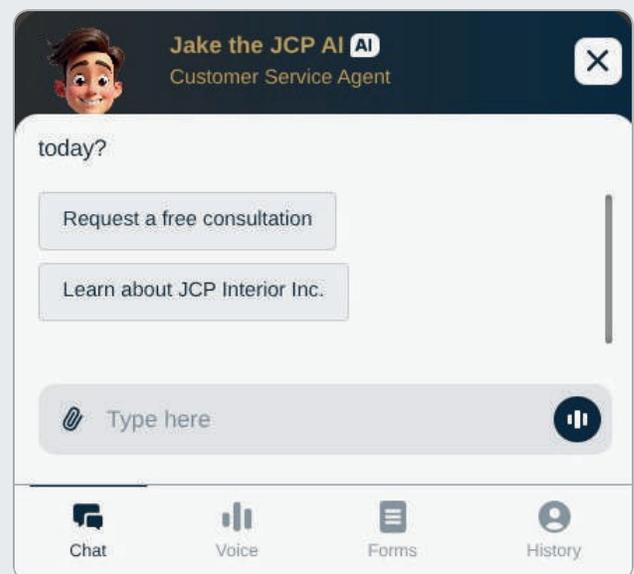
- Showcase Quality: A high-resolution gallery to prove the work.
- Build Trust: Prominently feature the "27 Years of Experience" and the "Master Craftsman" theme.
- Capture Leads: Drive visitors to a clear call-to-action for quotes.



The 24/7 AI Assistant

To ensure JCP never missed a lead (even after hours), we developed "Jake the JCP AI"—a custom-trained AI chatbot.

- Answers customer questions about services 24/7.
- Provides instant, accurate information.
- Guides potential customers to book a quote, saving the owner time.



“The Result: "Straightforward process,

But our process only matters if it delivers for the client.

"Look, I've been putting down floors for 27 years. Learned it from my dad. We know quality, we know the work. But getting online? That's a different game. Honestly, I wasn't sure what to expect. Branding, websites... it's not exactly laying LVP."

"But William took the time, figured out what JCP is really about—that 'Master Craftsman' thing, the generations of work. They put together a look... that actually feels like us, but professional, you know?"

"Then the website... night and day. It actually shows off the work we do, makes it easy for people to see the quality. It's clean, works on my phone perfectly..."

"And the AI thing - Jake the JCP AI, is it? I gotta admit, I thought it was a gimmick at first. But seeing it answer customer questions right there on the site, day or night, even helping them book a quote... that's something else. Saves me time, gets people the info they need fast."

"Bottom line: Prairie Ledger Services didn't just build a website. They took what JCP does best and put it online where people can actually find it. Straightforward process, solid results. Highly recommend it."

Jeffery Borle
President/Master Craftsman, JCP Interior Inc.