



ARUNDEL

MASTER BRAND KIT

PREPARED BY :

Lauren Dillard

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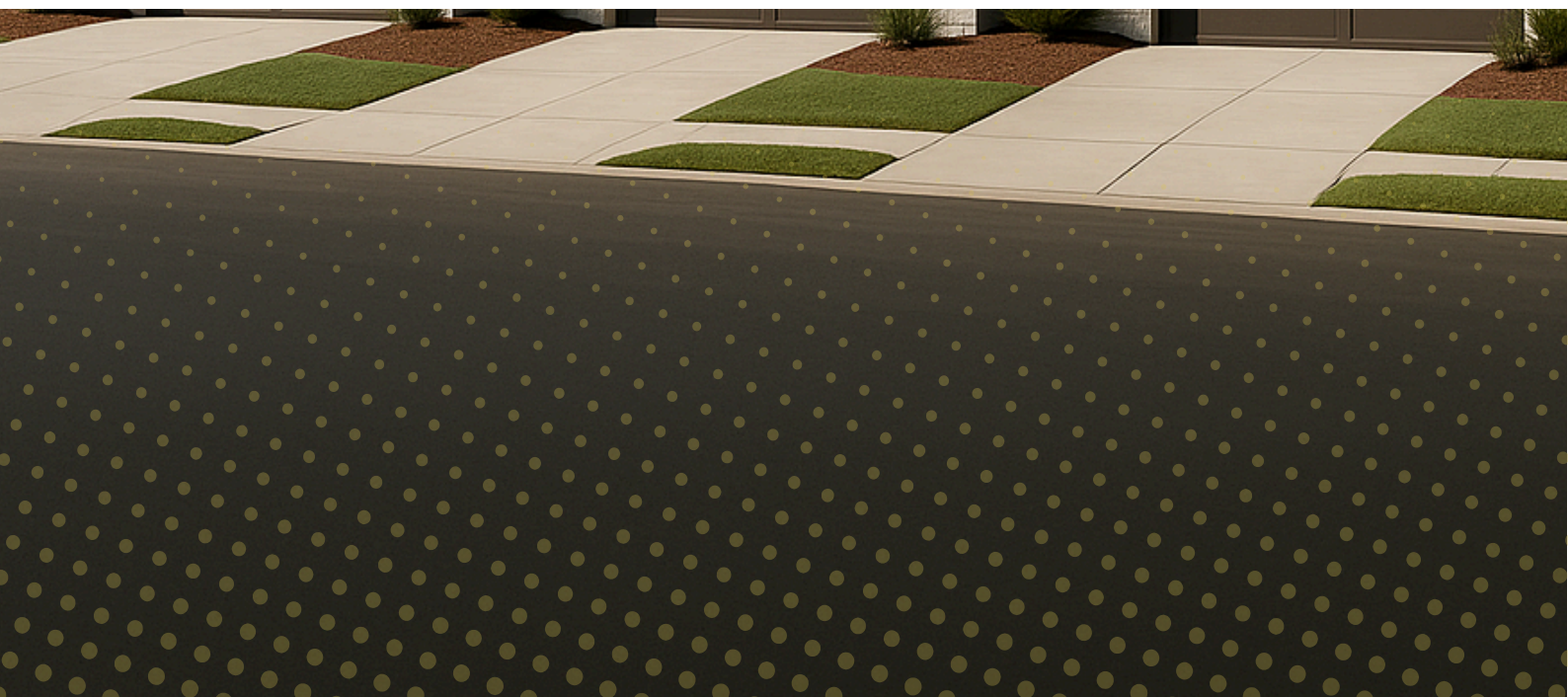




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Introduction



Welcome to the official brand kit of Arundel — the central pillar of a visionary real estate enterprise. This guide is designed to ensure consistency, clarity, and cohesion across all visual and verbal expressions of the Arundel brand. As the Castle at the core of our organization, Arundel unites a family of purpose-driven companies under one powerful identity, rooted in strength, trust, and legacy.

From Concept to Completion.

Thank you for being a part of the Arundel journey.

Whether you're designing, writing, developing, or representing the brand in any capacity, this kit will serve as your compass. Inside, you'll find our mission, voice, identity standards, and key messaging tools to bring the Castle and its Shields to life across all platforms. We're excited to build the future together — grounded in excellence, aligned in purpose, and unified by brand.



History of Arundel

Arundel Group Holdings was founded on the principle that real estate success is built through alignment, integration, and long-term vision. What began as a single construction-focused entity has grown into a full-service development powerhouse through strategic acquisitions, partnerships, and the creation of complementary companies. With deep roots in Texas and a growing national footprint—Arundel has evolved into a trusted family of companies, each playing a role in delivering comprehensive, end-to-end real estate solutions. Our continued growth is guided by a legacy of leadership with over 40 years of experience in the industry, a commitment to excellence, and a passion for building more than just structures—we build lasting relationships and value.

BRAND STORY

At the heart of the Arundel family stands the Castle — a symbol of strength, strategy, and enduring value. Inspired by the legacy of Arundel Castle, our organization was founded to protect and empower investor interests while serving clients and building communities through a network of subsidiary companies known as the Shields. Each shield plays a specialized role in fortifying the vision of Arundel, from site services to engineering, design to development and property management. United, the Castle and Shields deliver an unmatched, vertically integrated real estate experience.



Mission, Vision, & Values

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1000

MISSION STATEMENT

We leverage the services provided by our companies to create opportunities, strengthen client and investor partnerships, and streamline processes for sustained growth and success.



VISION STATEMENT

To become a well known trusted partner in full-spectrum real estate development by aligning innovation, integrity, and investor success.

CORE VALUES

- Integration: Seamless synergy across all verticals
- Trust: Long-term partnerships built on transparency
- Excellence: Uncompromising standards and delivery
- Collaboration: Cross-functional strength in unity
- Legacy: Building lasting value for generations

Unified Branding

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- Collaboration: Cross-functional strength in unity
- Legacy: Building lasting value for generations

SOUTHLAKE
TEXAS



Logo Usage

- Maintain clear space equal to the height of the logo's tallest element
- Minimum width: 1.25 in (print), 150 px (digital)
- Use primary logo on white or neutral backgrounds
- Use monochrome or reversed logo on dark or photo backgrounds
- Do not distort, rotate, or recolor logos
- Order of logos (when all logos are used):

1. Arundel

2. Arundel Development

3. Arundel Design Build Contractors

4. Arundel Properties

5. ECG Site Services

6. Ellis & Levine Engineering

- When using all logos on one design, all shields must be the same height unless the focus of the design is on one subsidiary company.

An aerial photograph of Central Park in New York City. The park is a lush green expanse of trees and lawns, with a winding path and a small body of water (the Pond) visible. In the background, the dense skyline of Manhattan is visible, featuring numerous skyscrapers and buildings. The word "Typography" is written in a cursive font on a yellow oval background, which is positioned over the middle of the image.

Typography



ARUNDEL

COLORS



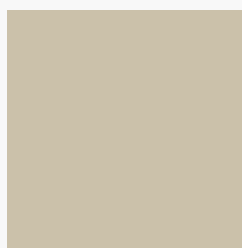
#1C355E

“Arundel Blue”

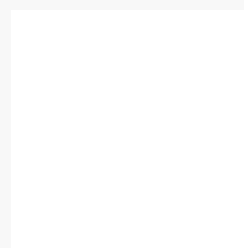


#DAC556

“Castle Gold”



#CBC1AA



#FFFFFF

FONTS

Cyrillic Bodoni

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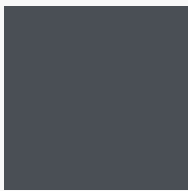
1234567890!@£\$%^&



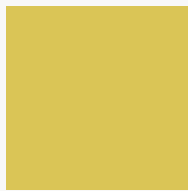
ARUNDEL

DEVELOPMENT

COLORS



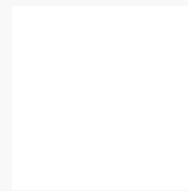
#4A4F55
"Iron Armor"



#DAC455
"Castle Gold"



#CBC1AA



#FFFFFFF

FONTS

Bodoni Z37

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123 567890 £ ¤ ¤ ¤ ¤

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Cyrillic Bodoni

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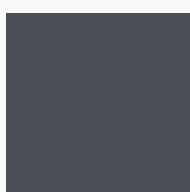
1234567890!@£\$%^&



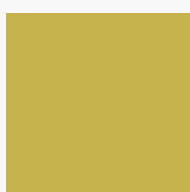
ARUNDEL

DESIGN BUILD CONTRACTORS

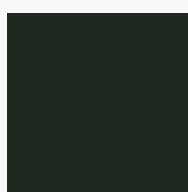
COLORS



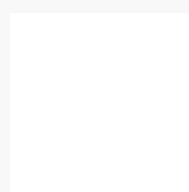
#4A4F55
"Iron Armor"



#DAC556
"Castle Gold"



#212721
"Citadel Black"



#FFFFFF

FONTS

Bodoni Z37

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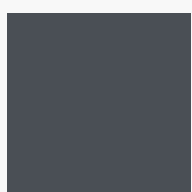
1234567890!@£\$%^&



ARUNDEL

PROPERTIES

COLORS



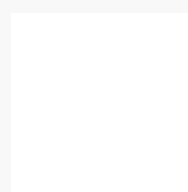
#4A4F55
“Iron Armor”



#DAC556
“Castle Gold”



#CBC1AA



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FONTS

Bodoni Z37

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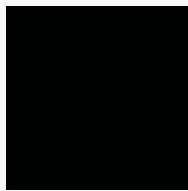
ECG SITE SERVICES

CONCRETE SITE WORK & UTILITIES

COLORS



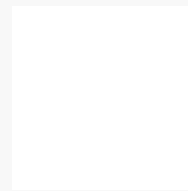
#FF9E18
"Torch Orange"



#212721
"Citadel Black"



#6F4E22



#FFFFFF

FONTS

Serpentine ICG BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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ZUMME ROUGH BOLD

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&

Cyrillic Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Ellis & Levine
ENGINEERING

COLORS



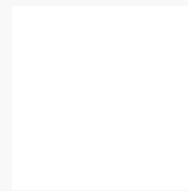
#779B49
“Verdan Steel”



#4A4F55
“Iron Armor”



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FONTS

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Boilerplate & Elevator Pitch

###

Arundel Group Holdings is a vertically integrated family of companies headquartered in Southlake, Texas. We specialize in full-spectrum real estate development, investment, engineering, property management, design and building architectural and construction services through a unified network of expert subsidiaries. Known as the Castle and its Shields, our structure is designed to deliver seamless, end-to-end solutions across engineering, site services, design-build, property management, development and capital strategy. With a presence across the United States, we partner with clients and investors to build legacy-driven projects rooted in excellence, trust, and performance.

ELEVATOR PITCH

At Arundel Group Holdings, we bring together expert teams under one vision — to build smarter, faster, and with integrity. Our Castle-and-Shields model allows us to control quality, reduce risk, and unlock value for investors and clients from concept to completion. Whether you're developing land, engineering infrastructure, or growing a portfolio, Arundel delivers the strategic strength and trusted execution that drives long-term success.



Social Media Channels



LinkedIn

AGH - <https://www.linkedin.com/company/arundelgroup/>

AD - <https://www.linkedin.com/company/arundel-development>

ADB - <https://www.linkedin.com/company/arundel-design-build>

ECG - <https://www.linkedin.com/company/ecgsiteservices>

ELE- <https://www.linkedin.com/company/ellis-levine-engineering>

Instagram

AGH - <https://www.instagram.com/arundelgroupholdings/>

ECG - there is currently a darkhorse account that I do not have access to. (I would like to get this deleted or turn it into ECG's account.

Facebook

AGH - <https://www.facebook.com/arundelgroupholdingsllc/>

AD - <https://www.facebook.com/arundeldevelop/>

ADB - <https://www.facebook.com/ArundelDesignBuild/>

ECG - <https://www.facebook.com/ecgsiteservices/>

ELE- <https://www.facebook.com/eleengineeringtx/>

Tik Tok

AGH - <https://www.tiktok.com/@arundelgroupholdings>

Other Social Media Platforms

We currently do not use the following:

- Twitter

An aerial photograph of a large-scale construction project. In the background, a multi-level highway interchange is visible, with a blue and yellow 'IKEA' sign on a tall pole. The construction site features a large, flat, light-colored concrete pad on the left. A wide, winding dirt road cuts through the center of the site, with several heavy trucks, including dump trucks and a yellow excavator, traveling along it. To the right of the road, there are two large, irregularly shaped ponds filled with murky water. In the foreground, a yellow roller is working on a dirt path. At the bottom of the frame, a parking area contains several pickup trucks, including a black one, a red one, a white one, and a silver one. A large pile of white gravel is visible on the right side. A yellow oval graphic is superimposed over the center of the image, containing the word 'Hashtags' in a black, cursive script.

Hashtags

Primary Hashtags

- **#ArundelGroupHoldings**

- #AGH
- #DFWRealEstate
- #REDevelopment
- #CRE

- **#ArundelDevelopment**

- #BuildWithArundel
- #CommercialRealEstate
- #GroundUpConstruction
- #TexasDevelopment

- **#ArundelDesignBuild**

- #DesignToDelivery
- #BuildSmart
- #ModernConstruction
- #VisionToReality

- **#ArundelProperties**

- #PropertyManagement
- #RealEstateHoldings
- #AssetManagement
- #DFWProperties

- **#ECGSiteServices**

- #SiteWorkExperts
- #BuildTheBase
- #FieldReady
- #HeavyCivil

- **#EllisAndLevine**

- #EngineeringExcellence
- #ELE
- #CivilEngineering

Add additional hashtags depending on the event, project or subject.
For example, if we are posting about a CCC Event, use #CCCFtWorth.



Sponsorship Packages

DROP YOUR BUSINESS CARD FOR A
**CHANCE
TO
WIN**
A BOTTLE OF WIN

Winner will be drawn
at 5:30 PM

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CONCRETE, SITE WORK & UTILITIES



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ecgsiteservices.com

SPONSORSHIP PACKAGES

25

SUPPORTING

\$250*

- Social Media Shoutout on LinkedIn
- Newsletter Shoutout
- Monthly performance tracking
- Basic engagement management

INDUSTRY IMPACT

\$500*

- Social media Shoutout on LinkedIn & Facebook
- Newsletter Shoutout
- Event visibility
- Live event mention

SIGNATURE

\$750*

- Newsletter Spotlight & post event recognition
- 3 minute Speaking opportunity during the event
- Sponsor Reel & Video on our social media platforms
- List of attendees names and companies



Brand Tone

- Strong and professional
- Relationship-driven across industries
- Strategic yet personable
- Trust-driven and solutions-oriented
- Focused on outcomes and growth

Brand Voice

Arundel's brand voice is strong and professional, with a focus on building and maintaining meaningful relationships across industries. We speak with clarity, confidence, and integrity — whether addressing investors, partners, or the public. Our messaging is designed to establish trust, reflect strategic thinking, and express a commitment to excellence. This tone reinforces our position as a reliable and visionary leader in real estate development.



Conclusion

This brand kit is more than a style guide — it's a strategic foundation for everything we do at Arundel Group Holdings. As the Castle and its Shields continue to grow and evolve, this document ensures that every touchpoint, visual, and message reflects our identity with clarity and consistency. Before launching campaigns, building platforms, or sharing public-facing materials, this brand kit should be the first reference point. It protects our legacy, elevates our professionalism, and unifies our companies under one trusted and recognizable voice.

