

ECCG Site Services

Brand Guideline



Last Updated 2/13/2025

About ECG

Our Brand Story

ECG Site Services is a trusted leader in sitework, concrete, and utility services, ensuring every project starts on a solid foundation. Our expertise, dedication, and clear communication set us apart in the construction industry. We partner with developers, contractors, and engineers to deliver high-quality site solutions with precision and efficiency.

Values:

- **Expertise** – We bring industry knowledge, skilled craftsmanship, and precision to every project.
- **Tenacity** – We tackle every challenge with a solutions-driven mindset, ensuring successful outcomes.
- **Communication** – We believe in clear, proactive communication to keep projects on track and teams aligned.

Strong Brand

-

Bold Brand

-

Brand Guideline



Typography

For Canva

We use strong, modern fonts that reflect the professional and industrial nature of our work.

Headline Font: Montserrat

A B C E F G H I J K L M O Q R S T U V W X Z Y
1 2 3 4 5 6 7 8 9

Body Font: Lato Regular

A B C E F G H I J K L M O Q R S T U V W X Z Y
1 2 3 4 5 6 7 8 9

Alternative: Roboto

A B C E F G H I J K L M O Q R S T U V W X Z Y
1 2 3 4 5 6 7 8 9

Typography

For
Microsoft
PowerPoint

We use strong, modern fonts that reflect the professional and industrial nature of our work.

Headline Font: Impact

A B C E F G H I J K L M O Q R S T U V W X Z Y
1 2 3 4 5 6 7 8 9

**Body Font: Franklin
Gothic Medium**

A B C E F G H I J K L M O Q R S T U V W X Z Y
1 2 3 4 5 6 7 8 9

Logo



It should always be displayed in its original colors and proportions.

Brand Color

Color Palette

ECG Site Services uses a bold, professional color scheme reflecting strength, trust, and reliability.



ECG Orange
(#F6A226)

Represents energy,
tenacity, and action.

Foundation Black
(#000000)

Represents strength
and authority.

Construction Gray
(#4D4D4D)

Symbolizes stability
and durability.

Earthwork Beige
(#D4B483)

Represents the
foundation and
earthwork.

Earthwork Brown
(#4E3413)

Represents the
earthwork.

Brand Identity

The background image shows a construction site under a clear blue sky with some clouds. In the foreground, there are yellow CAT bulldozers and other heavy machinery. Several construction workers wearing white hard hats and orange safety vests are standing near the equipment. In the background, there are some buildings and utility poles. The overall scene is a typical construction environment.

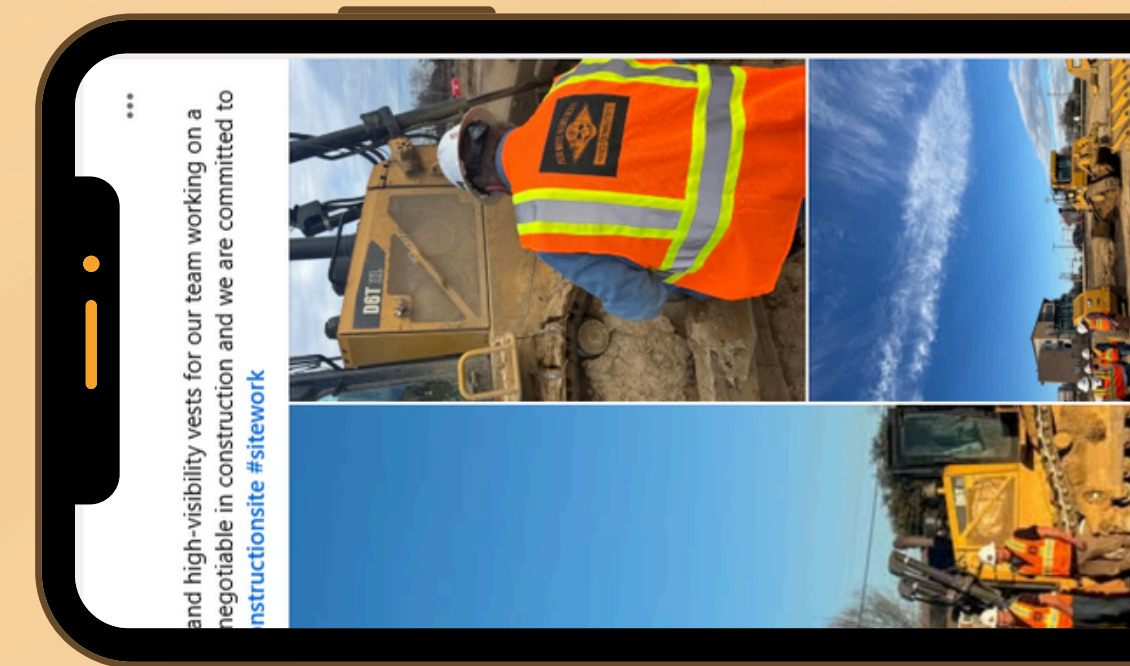
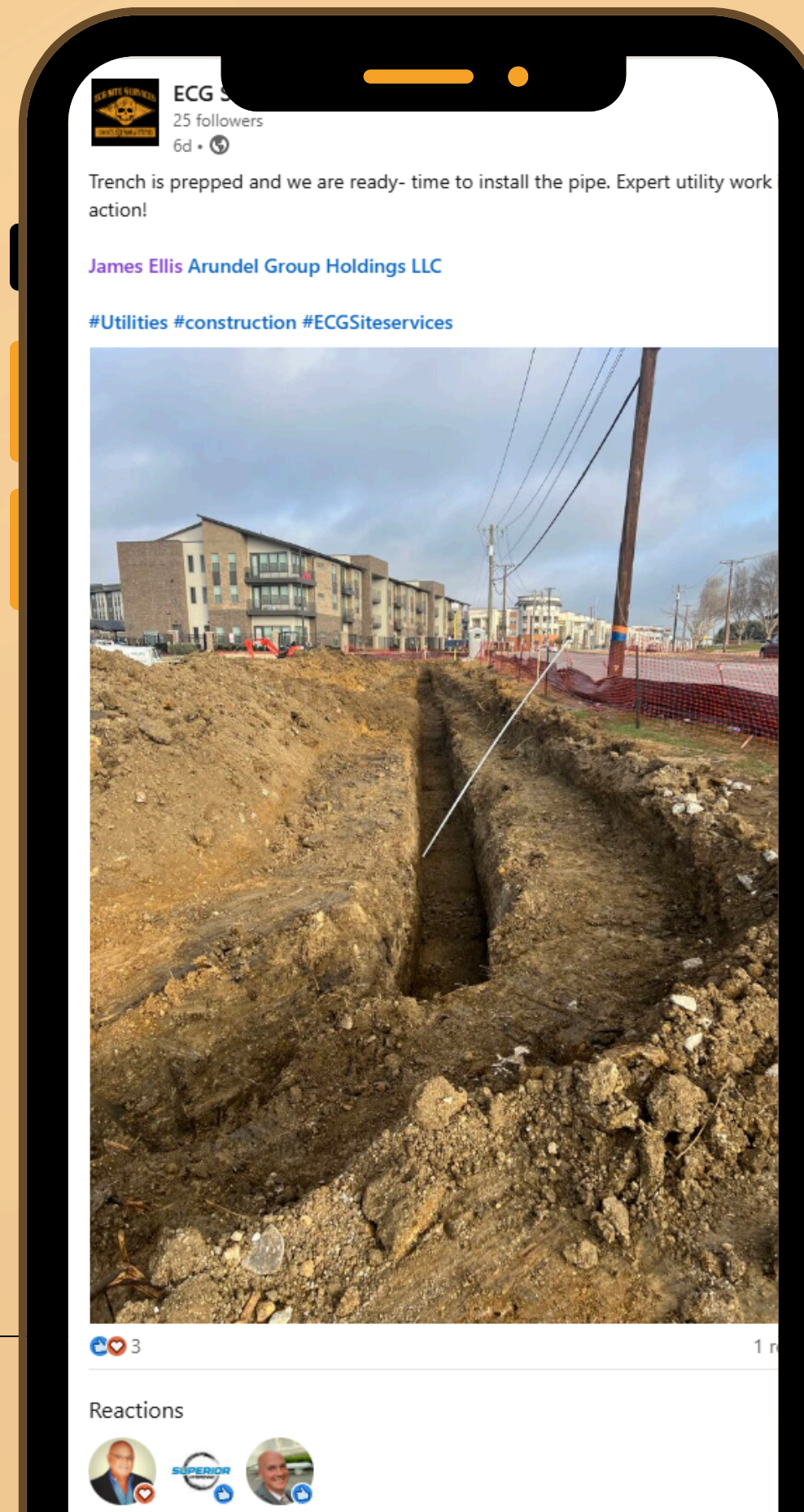
"Presentations are communication tools that can be use as lectures, speeches, reports, and more."

Social Media

@ecgsiteservices

Presentations are communication tools that can be use as lectures, speeches, reports, and more. It is mostly presented before an audience.

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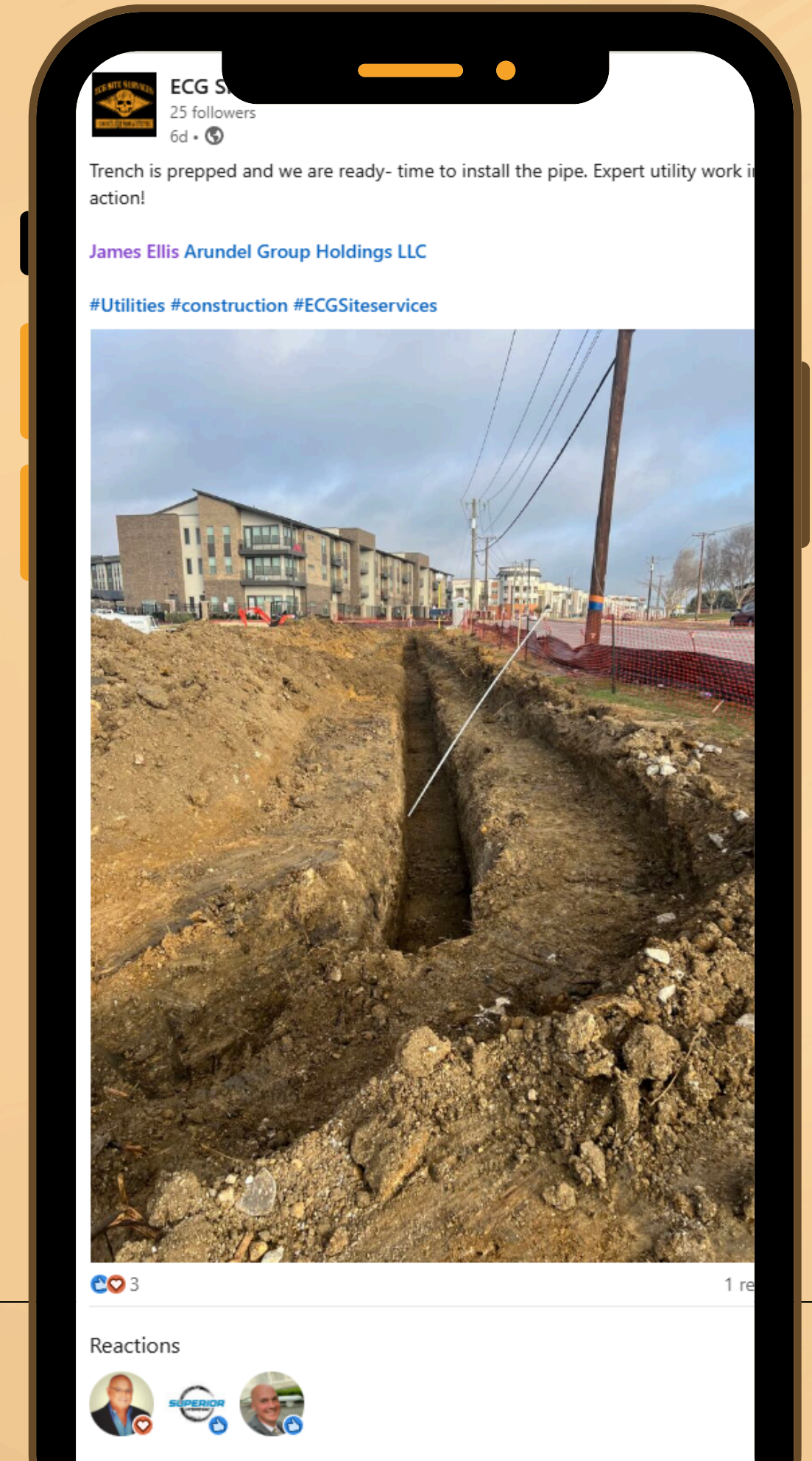


Posting

Channels

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Brand Goals

Our brand goals serve as a strategic foundation for ECG Site Services, ensuring that every aspect of our business—from marketing to operations—aligns with our core values of **expertise**, **tenacity**, and **communication**.

Goals

TRUST

Strengthen our reputation as a leader in sitework, concrete, and utilities.

Goals

RECOGNITION

Create a consistent and recognizable identity across all platforms.

Goals

ATTRACT

Build a strong company culture that draws and keeps the best professionals in the industry.

Our Information

Established ****

Number of Employees ***

***** ****

Award*** ****

Award **** ****

Award**** ***

Award**** ***



Closing Words

This Brand Kit & Guidelines ensures ECG Site Services presents a consistent, professional, and recognizable brand across all platforms. By maintaining these standards, we reinforce our reputation as an expert, tenacious, and communication-driven leader in sitework, concrete, and utilities.

Thank You

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