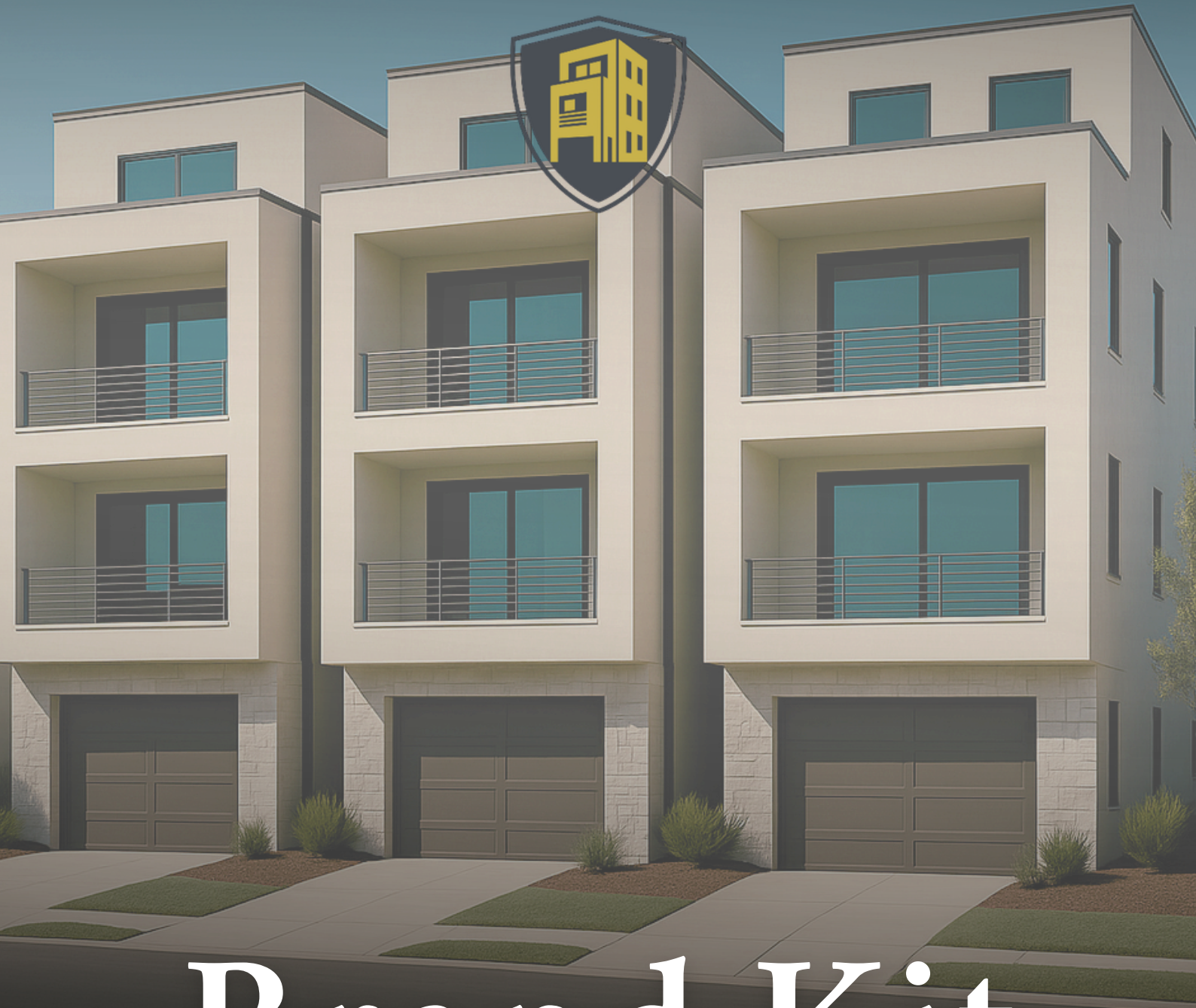


Linwood Collection



Brand Kit

LinwoodCollection.com



ARUNDEL
DEVELOPMENT

214-865-7246



Table of Contents

INTRODUCTION	04
DEVELOPER INFORMATION	04
BROKERAGE INFORMATION	06
ABOUT THE PROJECT	08
TYPOGRAPHY/COLORS	10
THE NEIGHBORHOOD	12-17
MARKETING PLAN	19
SOCIAL MEDIA	21
OUR PARTNERS	23
CONCLUSION	25



Introduction

Welcome to Linwood!

O4

Developer Information

BRAND STORY



Brokerage Information

MISSION STATEMENT

We leverage collaboration between our companies to create opportunities, strengthen client and investor partnerships, and streamline processes for sustained growth and success.



VISION STATEMENT

To become the nation's most trusted partner in full-spectrum real estate development by aligning innovation, integrity, and investor success.

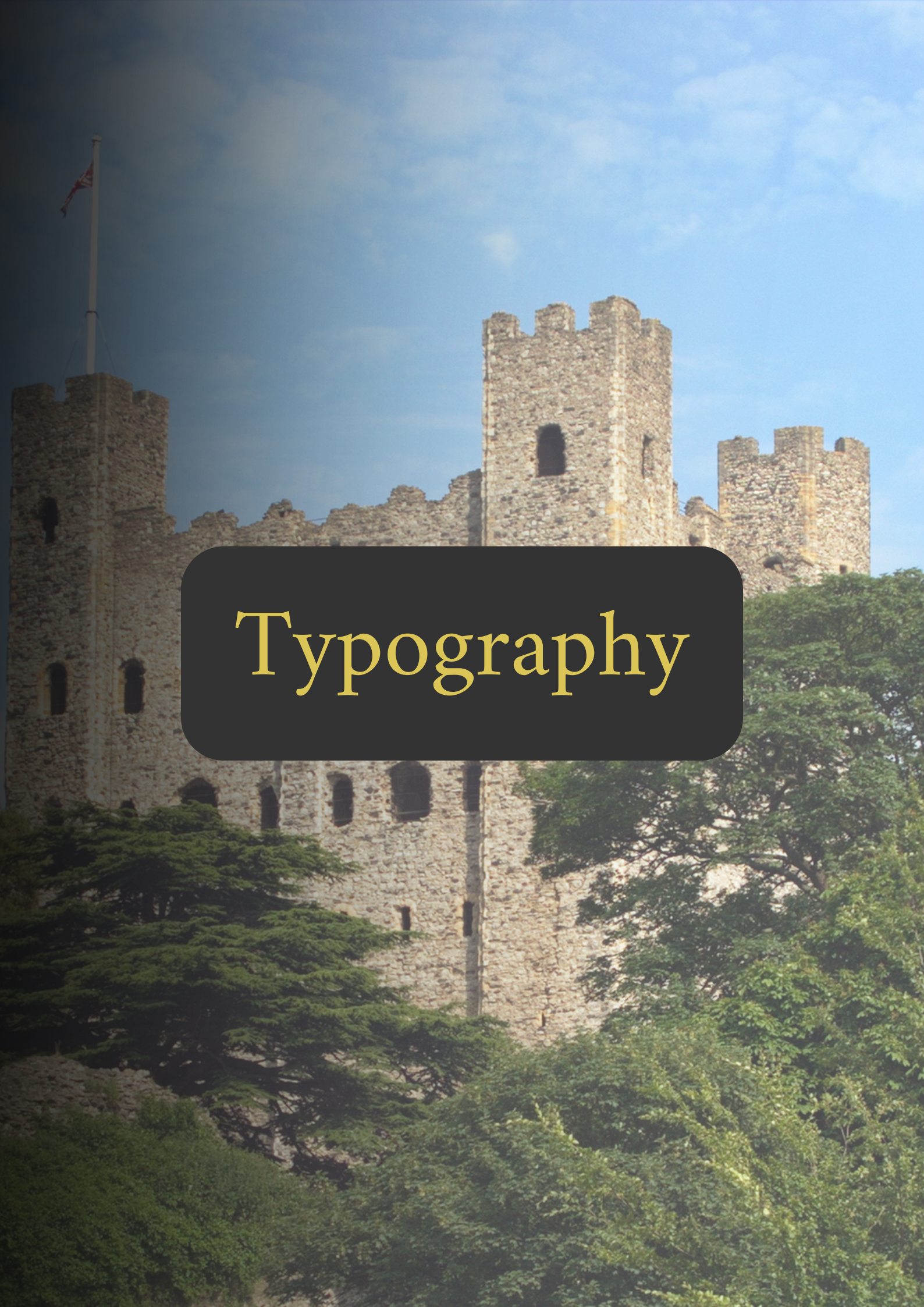
CORE VALUES

- 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



About the Project

- 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 Group Holdings
 2. Arundel Development
 3. Arundel Design Build Contractors
 4. Arundel Properties
 5. ECG Site Services (Ellis Construction Group)
 6. Ellis & Levine Engineering
- When using all logos on 1 design, all shields must be the same height unless the focus of the design is on one subsidiary company

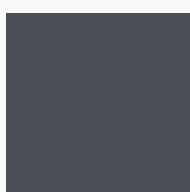


Typography



Linwood Collection

COLORS



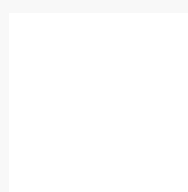
#4A4F55
"Iron Armor"



#DAC556
"Castle Gold"



#CBC1AA



#FFFFFF

FONTS

Barlow Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&

Cyrillic Bodoni

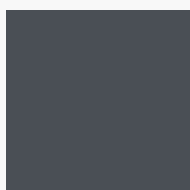
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&



ARUNDEL

DEVELOPMENT

COLORS



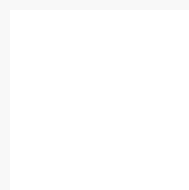
#4A4F55
"Iron Armor"



#DAC455
"Castle Gold"



#CBC1AA



#FFFFFF

FONTS

Bodoni Z37

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123DEMO567890DEMO DEMO£DEMO DEMO DEMO DEMO

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&

Cyrillic Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&



The Neighborhood

The Neighborhood



Marketing Plan

Marketing Plan

The Neighborhood Data



Social Media

Primary Hashtags

- **#ArundelGroupHoldings**

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

- **#ArundelDevelopment**

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

- **#LinwoodCollection**

- **#BuildFtWorth**
- **#FTW**
- **#**



Our Partners

- 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

