

BRAND BOOK



SENDERO

INDUSTRIAL SERVICES

A clear path. A grounded identity.

- Land Improvements
- Property Services
- Construction



BUILT AROUND THE WORK.

Sendero Industrial Services brings together land improvements, property services, and construction for homeowners, ranch and acreage owners, and commercial customers.

The identity should feel like a capable, hands-on country professional: direct enough for a property owner and organized enough for a commercial conversation.

IN THIS BOOK

Identity 03-08 / Color and type 09-10 / Voice and imagery 11-12
Applications 13-17 / Handoff 18

WHAT IT STANDS FOR

Practical work for the next stage of a property.

WHO IT SERVES

Residential, ranch and acreage, and commercial customers.

WHAT IT AVOIDS

Flashy, novelty-Western, and impersonal corporate language.

THE VERSION IN USE.



B / SELECTED CONCEPT

The raster Option B established the Sweeping Path direction. Javi then refined the corner openings and selected Option A / Natural Sweep for its smoother curves, retaining clean Ranch Sign-style lettering and matching straight exits.



CURRENT VECTOR / WIDER MOUTHS

The current vector is that refined direction, not a pixel-for-pixel copy of the first raster. Use the supplied SVG masters and the current folder, never an image cropped from an old option board.

ONE IDENTITY. FOUR USEFUL FORMS.



PRIMARY / HORIZONTAL



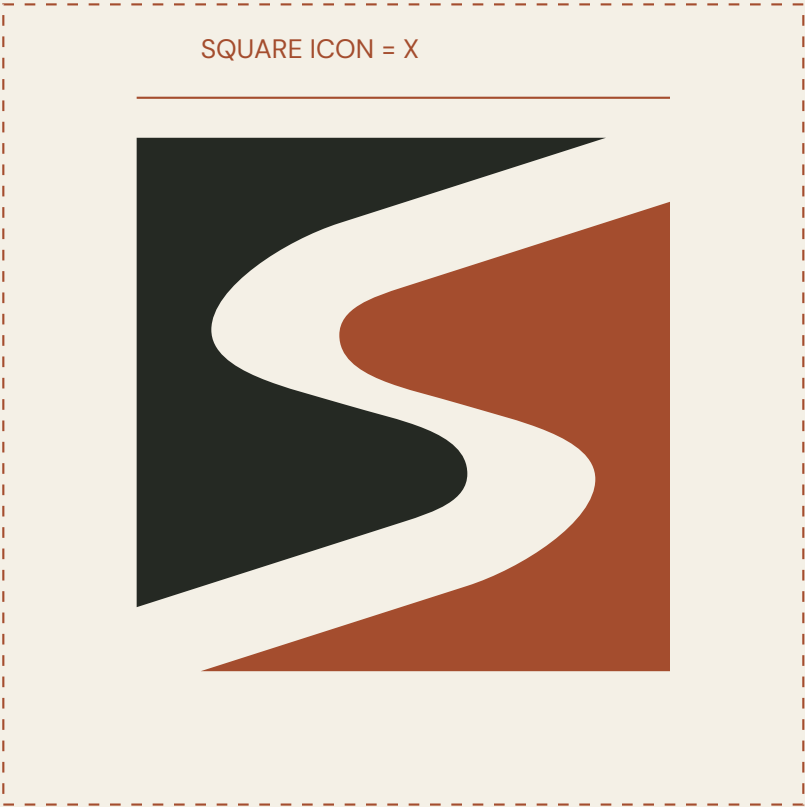
STACKED / SPACE PERMITTING



WORDMARK / WHEN THE SYMBOL IS REDUNDANT

SYMBOL / SMALL SPACES

LET THE PATH BREATHE.



Clear space: allow at least 0.25 X around the icon or complete arrangement. X is the symbol width. This space keeps nearby copy, edges, and imagery from crowding the mark.

The S is genuinely transparent. It is the gap between two vector masses, not a pale stroke printed over a square.

Both mouths have 24-unit edge spans and 100-unit straight, parallel approaches. The perpendicular gap is 30.17 units in a 200-unit symbol. Preserve this balanced geometry in the supplied master.

Keep the exterior proportions square and the central sweep unchanged.

SMALL ENOUGH. STILL SENDERO.

Choose the lockup for the available space. The symbol is the simplest option for favicons, avatars, and compact marks.



16 px probe



24 px probe



32 px probe



48 px probe

Use 24 px or larger for the standalone digital symbol where practical. The 16 px sample is a diagnostic, not a universal minimum. Reversed versions need their own visual check.



236 PX HEADER REFERENCE

At very small sizes, drop the descriptor by using the supplied symbol or wordmark asset. Do not redraw tiny lettering or tighten the path.

Print dimensions, stitching, and cut-vinyl tolerances must be proofed on the actual material. Screen samples do not prove production suitability.

THE RIGHT MARK FOR THE GROUND.



FULL COLOR / LIMESTONE



REVERSED / OLIVE



ONE COLOR / LIGHT



REVERSED / CHARCOAL

KEEP THE MARK INTACT.



DO NOT STRETCH

Preserve the original width-to-height ratio.



DO NOT ROTATE

Keep the square and wordmark upright.



DO NOT RECOLOR

Use the supplied full-color, black, or reversed art.



DO NOT FILL THE S

The path must stay transparent.



DO NOT CUT THE NAME

No stripe, road, or shape crosses SENDERO.



DO NOT REBUILD THE TYPE

Use outlined masters; do not retype the wordmark.

COLORS FROM THE LAND AND WORK.



Charcoal

#252923

Logo and primary ink



Rust

#A44D2E

Logo and restrained emphasis

Limestone

#F4F0E6

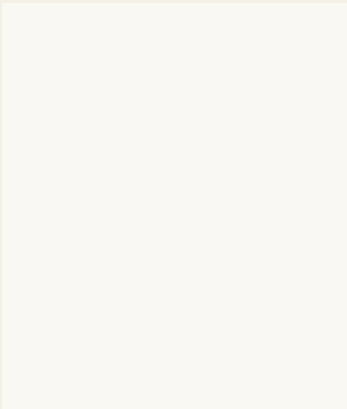
Main surface and open space



Olive

#343D2D

Large dark surfaces



Paper

#FAF8F2

Quiet secondary surface



Muted

#62665A

Secondary text on limestone

VERIFIED TEXT PAIRS

Charcoal / Limestone 12.99:1

Olive / Limestone 9.97:1

Rust / Limestone 5.02:1

Muted / Limestone 5.17:1

STRONG NAME. CLEAR LANGUAGE.

SENDERO

ALFA SLAB ONE / LOGO LETTERING

The logo uses outlined Alfa Slab One as a licensed Ranch Sign-style interpretation. The exact font in an AI concept cannot be inferred from its pixels. Do not retype the logo.

Tell us about your property.

DM Sans carries body copy, forms, captions, and practical details. Use sentence case and comfortable line lengths.

ROOM FOR WHAT COMES NEXT.

OSWALD / WEBSITE AND DISPLAY HEADINGS

Use concise, substantial headings. Leave generous space around the words; avoid novelty Western effects, heavy distressing, and decorative outlines.

DM SANS / BODY AND INTERFACE

All three families have SIL Open Font License notices in the asset package. Logo SVGs contain outlined paths and have no live-font dependency.

SOUND LIKE A PERSON WHO DOES THE WORK.

Land improvements, property services, and construction for your home, ranch, or business.

BE SPECIFIC

Use: Tell us where the property is and what needs doing.

Avoid: We provide unparalleled solutions for every need.

BE GROUNDED

Use: Tree work, digging, fencing, concrete, hauling, and metal structures.

Avoid: The number-one full-service contractor in Texas.

MAKE THE NEXT STEP EASY

Use: Request an estimate. Start with your location and a few project details.

Avoid: Act now for guaranteed same-day service.

SHOW THE WORK. LABEL THE STUDIES.



DIGITAL SIGN APPLICATION / ILLUSTRATIVE

Real photographs should show the land, equipment, materials, process, and finished work with owner permission and accurate captions.

Use natural South Texas light, believable color, useful context, and clear subjects. Keep distracting equipment brands and private details out of frame.

Application images in this book are AI-generated brand mockups. They are not actual Sendero premises, vehicles, uniforms, or completed jobs.

RECOGNITION ON THE ROAD.



Use the horizontal arrangement on a calm door panel with enough clear space to read at a glance.

The transparent S reveals the vehicle surface. Use an appropriate light base or a supplied one-color/reversed variant where contrast needs it.

Illustrative mockup only. A sign shop must verify final dimensions, vinyl tolerances, color, and placement.

A MARK THAT BELONGS ON THE GEAR.



Use a clear, restrained chest placement or cap patch. Let the mark carry recognition without extra slogans.

For embroidery, provide the vector master to the supplier. Simplification and stitch proof must be reviewed before a production run.

This photograph is a digital brand study, not an actual garment or embroidery test.

CONSISTENT ACROSS THE PROPERTY.



EQUIPMENT PANEL

A calm pale panel protects contrast and keeps the name readable on busy machinery. Illustrative application only.



PROPERTY SIGN

Respect clear space and choose materials around the environment. This sign is a visual study, not an actual business location.

USEFUL BEYOND THE WEBSITE.



senderoindustrialservices.com



Business card and blank letterhead layouts use the exact current artwork. The domain is supplied; phone, email, and owner details are intentionally omitted until confirmed.



senderoindustrialservices.com

Digital layouts only. Add printer-specific bleed, stock, color profile, and production proof before printing.

THE SAME NAME, WHEREVER IT APPEARS.



LAND IMPROVEMENTS.
PROPERTY SERVICES.
CONSTRUCTION.



senderoindustrialservices.com

SOCIAL LAYOUT

One clear service message. Keep the name and call to action readable on a phone.



AVATAR + EMAIL SIGNATURE

Use the symbol for compact recognition. An HTML signature and transparent PNG fallback are included; email-client rendering needs testing.

ONE SOURCE OF TRUTH.

Use the current SVG masters for every new application. Raster mockups show context; they do not replace the logo artwork.

LOGO FILES

Full-color, black, and reversed horizontal, stacked, wordmark, and symbol forms. Transparent PNG exports accompany the SVG masters.

PRACTICAL TEMPLATES

Business cards, blank letterhead, social square, profile avatar, and email signature. Editable SVG layouts and supporting images are included.

BEFORE PRODUCTION

Confirm the owner contact details, actual photos, service scope, and release content. Proof print, embroidery, signage, and email rendering on real materials/devices.

BEFORE WEBSITE LAUNCH

Cloudflare is the intended host for senderoindustrialservices.com. This book does not publish the site. Business details and live estimate delivery remain launch requirements.

Font sources: github.com/google/fonts / ofl/alfaslabone / ofl/oswald / ofl/dmsans