BRAND GUIDELINES · VERSION 1.0

Schafer Industries

Building strong foundations with environmental care.

EXCAVATION & EARTHWORKS
Kelowna & the Okanagan, British Columbia

ISSUED
October 2026

SCHAFER INDUSTRIES

Excavation & Earthworks
est.2022

Four logos, one family

Each logo has a job. Start with the Arch Badge, and reach for the others when the space, the item or the audience calls for it. Never redraw, retype or rearrange them — always use the supplied files.



PRIMARY LOGO

Arch Badge

Our main signature and the first choice. Signage, the website header, documents, uniforms and vehicles.



SECONDARY LOGO

Arch Excavator

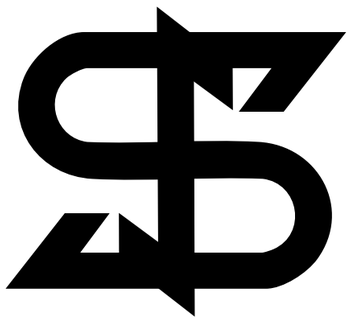
The illustrated version. Apparel backs, merchandise and large graphics where the machine reads clearly.



ALTERNATE LOGO

Script Excavator

A friendlier, heritage feel. Hats, stickers, giveaways and community events.



BRAND MARK

Monogram

The S and I mark on its own. Social avatars, favicons, equipment decals, embroidery and small spaces.

One colour, every time

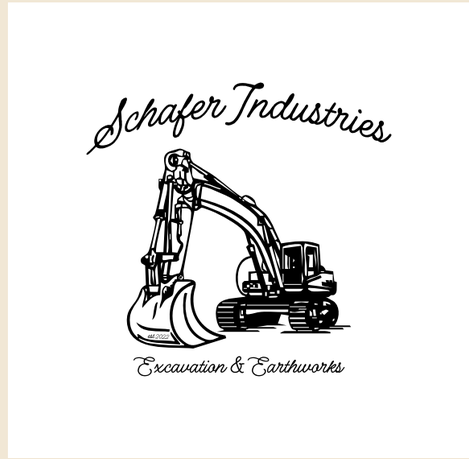
Every logo comes in solid black and solid white, with transparent backgrounds. Pick whichever gives the strongest contrast with what sits behind it.

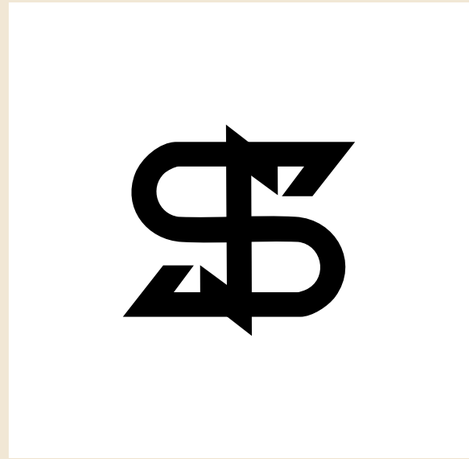
Black

For light backgrounds: white, cream and light photography.









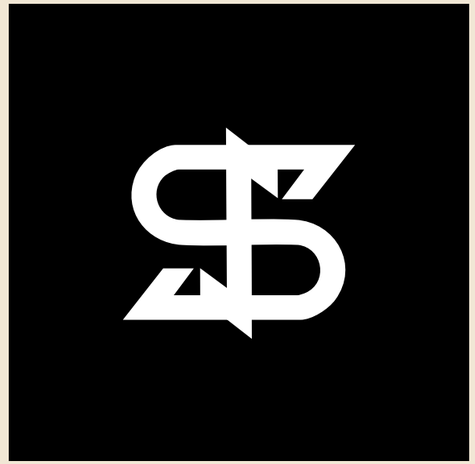
White

For dark backgrounds: black, forest green, deep teal and dark photography.









File formats

Folder: Schafer Logos / SVG · EPS · AI

SVG Websites, social media, Canva, Figma and Office. Scales to any size.

EPS Sign shops, vinyl cutters, embroiderers and printers. Pure black (100% K) ink.

AI Editing in Adobe Illustrator. Opens as editable vector outlines.

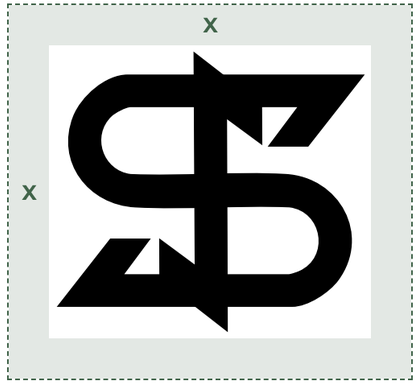
Give it room to work

Clear space

Keep an empty margin around every logo equal to **X**, one-eighth of the logo's width. Text, photos, other logos and the edge of the page, sign or vehicle panel stay outside it.



ARCH BADGE



MONOGRAM

Minimum size

Measured across the logo's width.

LOGO	PRINT	SCREEN
Arch Badge	1.25 in · 32 mm	150 px
Arch Excavator	1.5 in · 38 mm	180 px
Script Excavator	1.5 in · 38 mm	180 px
Monogram	0.375 in · 10 mm	24 px

Going smaller? Switch to the Monogram. The script tagline and the “est.” date are the first details to fill in.

Embroidery: the excavator logos need about 4 in (100 mm) of width to hold their detail. On caps and left-chest, use the Monogram or Arch Badge.

Earth, timber and steel

Taken from schaferinc.ca. Black and Forest Green lead, Cream warms things up, and the teals support. CMYK values are starting points: proof on press, and ask your printer for Pantone matches.

PRIMARY · LOGOS, HEADLINES, TEXT

Black

HEX	RGB	CMYK
#000000	0 0 0	0 0 0 100

PRIMARY · BACKGROUNDS, VEHICLES, UNIFORMS

Forest Green

HEX	RGB	CMYK
#41644A	65 100 74	35 0 26 61

PRIMARY · BACKGROUNDS, TEXT ON DARK

Cream

HEX	RGB	CMYK
#F1E7D5	241 231 213	0 4 12 5

SUPPORT · BUTTONS, LINKS

Deep Teal

#3E5D58
RGB 62 93 88
CMYK 33 0 5 64

SUPPORT · ACCENTS, ICONS

Sage

#568F87
RGB 86 143 135
CMYK 40 0 6 44

SUPPORT · BACKGROUNDS

White

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Text pairings that read clearly

White on Sage is only 3.7:1 — keep it to headlines 24 px and larger.

Aa — Cream on Black · 17.1:1

Aa — White on Forest Green · 6.7:1

Aa — Cream on Forest Green · 5.4:1

Aa — White on Deep Teal · 7.2:1

Aa — Black on Sage · 5.7:1

Aa — Black on Cream · 17.1:1

Plain-spoken and sturdy

Open Sans for headings and Montserrat for everything else, matching the website. Both are free on Google Fonts. Without them, use Arial Bold and Arial.

LOGO LETTERING

SCHAFER INDUSTRIES

Excavation & Earthworks

est.2022

Espiritu Expanded

The arched SCHAFER INDUSTRIES capitals.

Espiritu Script

The script name and the Excavation & Earthworks tagline.

This lettering belongs to the logo artwork. Never retype it — place the logo files instead.

HEADINGS

Open Sans

Regular 400
SemiBold 600
Bold 700
ExtraBold 800

Aa

BODY, LABELS, BUTTONS

Montserrat

Regular 400
Medium 500
SemiBold 600
Bold 700

Aa

WHO WE ARE

Building strong foundations with environmental care

Expert excavation and site development built on precision, safety, and deep respect for the land and the communities we serve.

Request a Quote →

Label	Montserrat SemiBold · 13 · caps, +16%
Headline	Open Sans ExtraBold · 44–56
Subhead	Open Sans Bold · 26–32
Body	Montserrat Regular · 16–18 · 1.6 leading
Button	Montserrat SemiBold · 15 · Deep Teal

Keep it consistent

A logo earns recognition by looking the same every time it shows up — on a truck, a hard hat, a shirt or a screen.

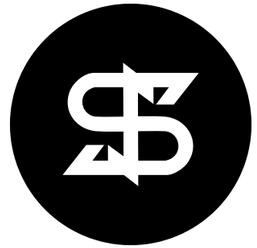
✓ Do



Use the black logo on light backgrounds.



Use the white logo on Black, Forest Green or Deep Teal.



Use the Monogram in small or square spaces.



Leave clear space on every side.

✗ Don't



Don't stretch, squash or rotate it.



Don't recolour it outside black and white.



Don't add shadows, glows, outlines or bevels.



Don't use black on dark colours or busy photos.

Out in the field

How the pieces come together. Use these as starting points for cards, signs, vehicles and social profiles.



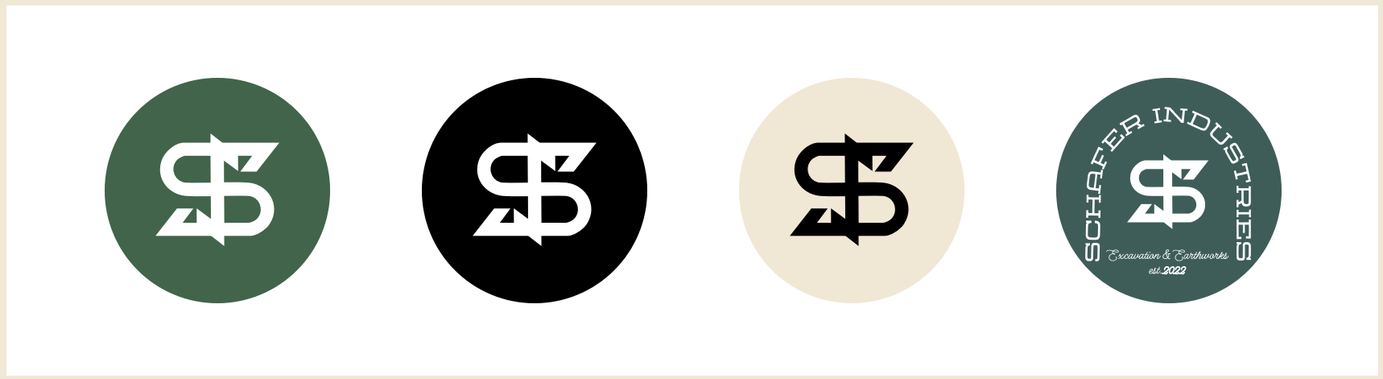
[NAME]
[TITLE]

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BUSINESS CARD · 3.5 × 2 IN · FRONT AND BACK



SITE SIGN · VEHICLE DOOR PANEL



SOCIAL AND WEB AVATARS