CORNERSTONE

LAND CO.

BRAND GUIDELINES

Clear ground. Solid beginnings.

Elgin, Texas - www.cornerstonelandtx.com - 512.905.0339 - October 2026

LOGO

The logo suite



Primary - first choice



Stacked - square spaces, chest prints



Wordmark - narrow spaces, sleeves



Monogram - hats, avatars, small spaces



Primary - first choice



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Full color on light backgrounds (left). Reverse on pine, forest or photography (right). One-color pine, black, white, cream and stone versions are in logos/.

LOGO

Using the logo



Clear space: keep a margin equal to the width of one monogram stroke (x) on every side. Nothing else - text, edges, other logos - goes inside it.

MINIMUM SIZES

Primary, master art	Screen 240 px wide / Offset print 2 in / Screen print 7 in
Primary, production art	Screen print 3.25 in / Embroidery 6 in
Stacked, master art	Screen 160 px wide / Screen print 4.5 in
Stacked, production art	Screen print 2 in / Embroidery and left chest 3.75 in
Monogram	Screen 32 px / Print 0.5 in / Embroidery 3 in (hat front 4 in)

The L A N D C O. line is a hairline in the master art. For screen print, embroidery, vinyl and anything printed small, use the production-weight files: identical except that line is heavier so it holds up.

DO NOT

Stretch, squash, rotate or outline the logo.

Recolor the logo outside the supplied colorways.

Use clay orange in the logo.

Retype CORNERSTONE in another font.

Rearrange the monogram and wordmark into a new lockup.

Put the full-color logo on a busy photo or a mid-tone; use reverse or one-color.

Add shadows, glows, bevels or gradients.

PALETTE

Color

PINE

HEX #182E25
RGB 24 46 37
CMYK 48 0 20 82 (approx.)
PMS 5535 C (starting point)

Primary. Logo, headings, dark garments and caps.

FOREST

HEX #304B3B
RGB 48 75 59
CMYK 36 0 21 71 (approx.)

Secondary dark. Panels, garment alternative to pine.

STONE

HEX #B7A58B
RGB 183 165 139
CMYK 0 10 24 28 (approx.)
PMS 7530 C (starting point)

The "L" in the monogram. Rules, accents, thread.

LIMESTONE

HEX #F2EFE6
RGB 242 239 230
CMYK 0 1 5 5 (approx.)

Cream. Page background and reverse logo.

SILT

HEX #D9D7CB
RGB 217 215 203
CMYK 0 1 6 15 (approx.)

Light neutral. Dividers and quiet fills.

CLAY

HEX #F27A3B
RGB 242 122 59
CMYK 0 50 76 5 (approx.)
PMS 1575 C (starting point)

Action accent. Buttons and calls to action only, never in the logo.

INK

HEX #202721
RGB 32 39 33
CMYK 18 0 15 85 (approx.)

Body text.

Hex is the master value. CMYK and Pantone references are starting points - always confirm with the printer or embroiderer against a physical swatch or sew-out.

Ratio: mostly limestone and pine, stone as the accent, clay only for calls to action.

TYPE

Typography

DISPLAY - BARLOW CONDENSED BOLD / SEMIBOLD

CLEAR GROUND.
SOLID BEGINNINGS.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

BODY - MANROPE REGULAR / SEMIBOLD / BOLD

Forestry mulching grinds standing brush and trees into a layer of mulch that stays on the ground. No burn piles, no haul-off, and the topsoil stays where it is.

Headlines, labels and merch text: Barlow Condensed, usually uppercase. Body copy, emails and documents: Manrope.
Fallbacks when the brand fonts are unavailable: Arial Narrow (display) and Arial (body).
Both families are free under the SIL Open Font License and included in fonts/.

APPLICATIONS

Hats and shirts

Tee - dark garment (pine / forest green)

Placement proof, adult L. Print files: shirt-left-chest-stacked-reverse, shirt-back-slogan-reverse.



FRONT - left chest, production-weight stacked logo



BACK - slogan print

Tee - light garment (natural / cream / sand)

Placement proof, adult L. Print files: shirt-left-chest-stacked-color, shirt-back-crew-color.



FRONT - left chest, production-weight stacked logo



BACK - crew print with phone and web

Cap - pine / dark green crown

Placement proof. Embroidery files: hat-front-monogram-reverse, hat-back-wordmark-reverse.



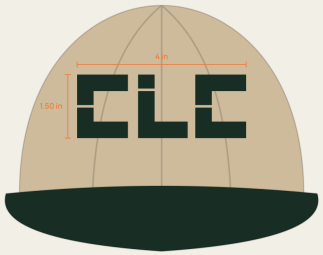
FRONT - 3-color monogram, centered on front panels



BACK (optional) - production wordmark above closure

Cap - khaki / tan crown with pine brim

Placement proof. Stone thread disappears on khaki, so use one-color pine: hat-front-monogram-pine, hat-back-wordmark-pine.



FRONT - 1-color monogram, centered on front panels



BACK (optional) - production wordmark above closure

Production specs, garment colors and print files: merch/ORDER-SPEC.md

APPLICATIONS

Signage and voice



Equipment and truck doors: equipment-decal files. Cut vinyl uses the one-color white or pine version; printed vinyl can use full color.

VOICE

Short declarative sentences. Plain trade language. Say what the machine does and what the ground looks like after. No hype, no superlatives.

Slogan: Clear ground. Solid beginnings.

CONTACT DETAILS

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