

## **DEVON CREEK OVERVIEW**

Steven Alessandro—CEO of Lawn Elements—began mowing lawns during his time in college and identified an opportunity to convert his job into a full-fledged profession by venturing into the realm of residential & commercial landscaping. Today, under the name of Devon Creek, the company specializes in providing top-notch landscape maintenance, lawn care, and snow removal services to upscale residential properties, commercial properties, real estate developments, condominiums, and homeowners associations.

## **PROJECT OVERVIEW**

To achieve their goal of being the most recognized and sought after landscaping company in the United States, Devon Creek requested the development of a new logo, a fully-fledged brand identity system, and robust brand strategy that supports its mission of delivering high-quality landscape services to an upscale clientele.





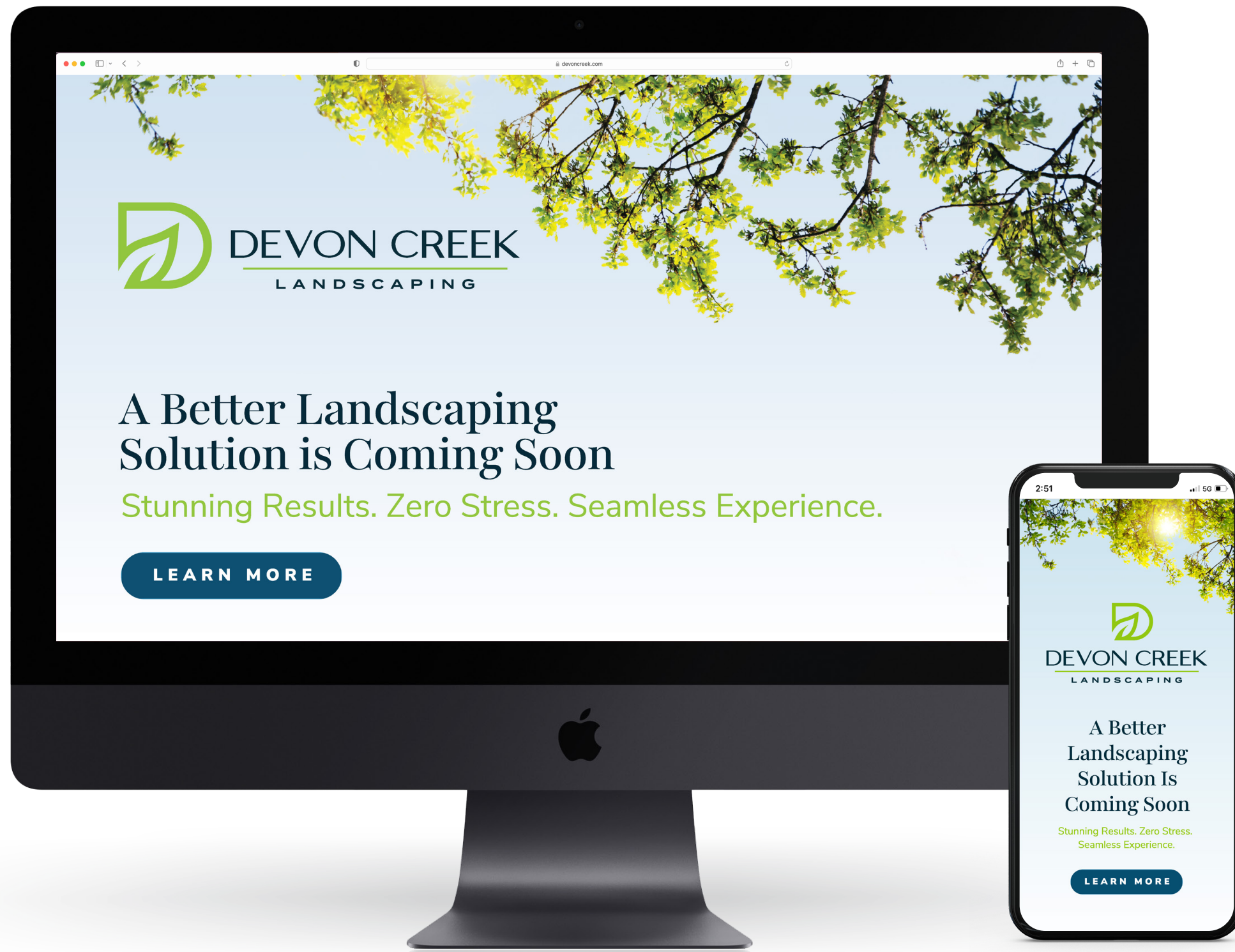
DEVON CREEK™

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LANDSCAPING







coming soon landing page  
DEVON CREEK BRANDING



# A Better Landscaping Solution is Coming Soon

Stunning Results. Zero Stress. Seamless Experience.

[LEARN MORE](#)

**THE DEVON CREEK LANDSCAPING DIFFERENCE**  
 Our Commitment To Continual Improvement Promises A New Level Of Landscaping Care That Only Gets Better.

- Superior Round-The-Clock Customer Support
- Fully Accountable Certified Trained Staff
- Impeccable Attention To Detail
- Tech-Based Client Care Including Portal & Mobile App
- Innovative Service Model And Process
- Cost-Conscious Approach Works Within Your Budget

**YOUR YEAR-ROUND PROBLEM-SOLVING PARTNER**  
 Simplify Outdoor Care With A Single Vendor To Cover All Four Seasons.

- Condominiums & HOAs – Proactive Approach Keeps Residents Happy
- Commercial Properties – Trusted By World-Class Brands
- Large Homes & Estates – We Bring Your Vision To Life

**SERVICES**  
 30+ Years Of Experience Imagining, Creating And Maintaining Remarkable Outdoor Landscape Transformations.

- Landscape Design & Construction
- Landscape Maintenance
- Lawn Care
- Tree & Shrub Care
- Snow Removal
- Seasonal Color Displays
- Residential Inspiration & Implementation

**CONTACT US**  
 Our new website will be uploaded soon but we are ready to listen and solve your landscaping needs. Get in touch with a Devon Creek Landscaping specialist to get started.

First Name\*


Last Name\*

Company\*

Phone\*

Email\*

[REQUEST A QUOTE](#)



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August 24, 2023

## Lawn Elements, Inc. to Transition to Devon Creek, Inc.

### AS OUR JOURNEY CONTINUES...

Our passion for delivering excellence to our clients, and a commitment to ongoing improvement, has brought us to the next step in our journey. A journey that began over two decades ago with the belief that there was plenty of room for improvement in the commercial landscaping arena. This belief has taken Lawn Elements from a small start-up to a National Award-Winning landscape provider, delivering exceptional service, creating, and sustaining real careers, and building what both Veronica and I believe to be something greater than ourselves.

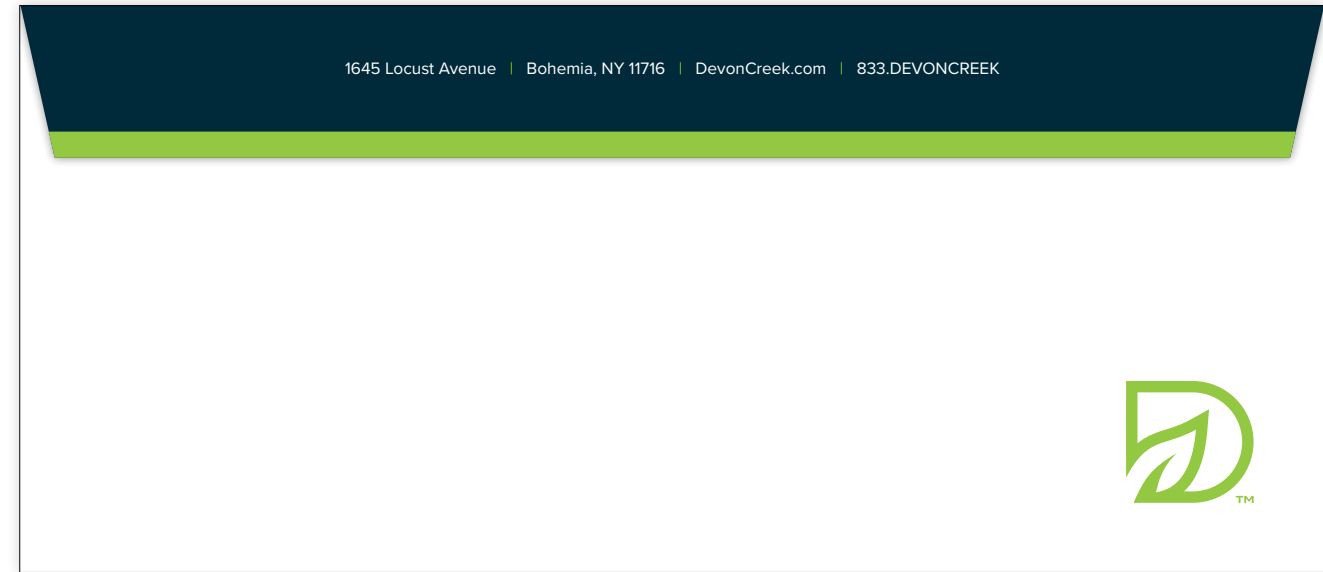
### WHAT'S IN A NAME?

Lawn Elements has always been a full-service grounds maintenance and landscape construction company. Our services include arboriculture and tree services, heavy landscape construction, grading and excavation, drainage, masonry work, and yes, lawn care. Add to that the fact that we are one of the largest snow contractors in Southern New York and you can see how "Lawn Elements" presented a limited picture of what our company is about. So, a name change that best represented who we are was in order.

With that, our company will transition to the new name of Devon Creek Landscaping, Inc. over the next several months. With it, we'll have a new look and an inspired future to our growth, along with a renewed

pocket folder + letterhead

**DEVON CREEK BRANDING**



 **Steven Alessandro**  
CHIEF EXECUTIVE OFFICER

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StevenA@DevonCreek.com   
631.897.5846   
833.338.6627   
1645 Locust Avenue | Bohemia, NY 11716 

  
**DEVON CREEK™**  
LANDSCAPING

DEVONCREEK.COM  
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MAIDSTONE LANDING  
RIVERHEAD, NY

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## COMPANY OVERVIEW

## Mission

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Our mission is to foster and grow our people, provide exceptional service to our customers, and actively contribute to the betterment of our community.

## History

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Steven Alessandro began mowing lawns during his time in college and identified an opportunity to convert his job into a full-fledged profession—by venturing into the realm of residential and commercial landscaping. Today, Devon Creek specializes in providing top-notch landscape maintenance, lawn care, and snow removal services to upscale residential properties, commercial properties, real estate developments, condominiums, and homeowners associations.







THE HAMLET AT WILLOW CREEK  
MOUNT SINAI, NY

LOOK & FEEL

## Color Palette

The Devon Creek color palette consists of bright, natural tones that correspond with the elements we use every day to create landscapes. Use these colors across all design materials to create strong brand recognition and identity.



## Color Hierarchy

When using the Devon Creek color palette, be sure the color usage is distributed using the following hierarchy. The primary colors should be the most dominant colors in most designs. The secondary colors act as compliments to the primary colors and should appear half as frequently as the primary colors. Tertiary colors are additional colors that should only be used as minimal accents. Tints are supplementary colors that should be used along with the main brand colors, but tints do not replace main brand colors. The preferred tint percentage for backgrounds is 10% of the full color.

### PRIMARY



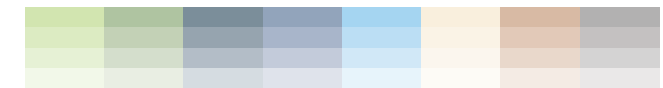
### SECONDARY



### TERTIARY



### TINTS







## Typography - Primary

On most print applications, the Miller Display and Proxima Nova typefaces should be used. Miller Display should only be used for headlines. Proxima Nova should be used for all other levels of typographic hierarchy.

# Lorem Ipsum

Dolor sit amet

**CONSECTETUR ADIPISCING ELIT**

Natiam eum qui tempe aliquis vendeliti repersp elitiatisto modi dolenima cum restias dolut hilicaboria del imagnis net as sam ipid utempore verchiciur? Iciatat dolor sum estiae omnimus, sitem. Cusam nesentium fugitis temporit faces aliquiati di qui vel et, ut aut molorem estrumet prem facero quisinc iuntiunt pedisci nisit aut estrum ant restibus, quo omnis denis eum etur sam iur sanducimint eos adic torepe noneseq uamusdam et autaquea quodignam inis molor autem vero que nus illatur?

### TYPEFACE 1

Miller Display Light  
Miller Display Roman  
**Miller Display Bold**

### TYPEFACE 2

Proxima Nova Thin  
Proxima Nova Light  
Proxima Nova Regular  
Proxima Nova Medium  
Proxima Nova SemiBold  
Proxima Nova Bold  
Proxima Nova ExtraBold  
Proxima Nova Black

## Typography - Web Safe Alternative

On digital applications where live text is necessary, or when the primary typefaces are unavailable, use the Playfair and Nunito Sans typefaces. Playfair should only be used for headlines and Nunito Sans should be used for all other levels of typographic hierarchy. These are both available for free on Google Fonts.

Playfair is a variable font and utilizes custom settings to match the Devon Creek brand. When using Playfair as a headline on digital applications, the settings should be:

Optical Size: 45  
Width: 100  
Weight: 500  
Tracking: -25

In Microsoft products use Playfair 144pt, condensed by 0.5pt and kerning at 10pt.

# Lorem Ipsum

Dolor sit Amet

**CONSECTETUR ADIPISCING ELIT**

Natiam eum qui tempe aliquis vendeliti repersp elitiatisto modi dolenima cum restias dolut hilicaboria del imagnis net as sam ipid utempore verchiciur? Iciatat dolor sum estiae omnimus, sitem. Cusam nesentium fugitis temporit faces aliquiati di qui vel et, ut aut molorem estrumet prem facero quisinc iuntiunt pedisci nisit aut estrum ant restibus, quo omnis denis eum etur sam iur sanducimint eos adic torepe noneseq uamusdam et autaquea quodignam inis molor autem vero que nus illatur?

### TYPEFACE 1

Playfair Light  
Playfair Regular  
Playfair Medium  
Playfair SemiBold  
Playfair Bold  
Playfair ExtraBold  
Playfair Black

### TYPEFACE 2

Nunito Sans ExtraLight  
Nunito Sans Light  
Nunito Sans Medium  
Nunito Sans SemiBold  
Nunito Sans Bold  
Nunito Sans ExtraBold  
Nunito Sans Black



truck wrap  
**DEVON CREEK BRANDING**



truck wrap  
**DEVON CREEK BRANDING**





trailer

**DEVON CREEK BRANDING**



trailer

**DEVON CREEK BRANDING**