



CASCADIA
CONTAINMENT SERVICES

BRANDING

Employees & Associates Only

Proposal.

Trademarked brand Mock-Up

A SYSTEM BUILT FOR REAL-WORLD USE. SEE HOW CASCADIA'S BRAND HAS BEEN SHAPED, AND LEARN HOW EACH VISUAL ELEMENT WORKS TOGETHER AND CAN BE APPLIED ACROSS REAL PROJECTS AND ENVIRONMENTS.

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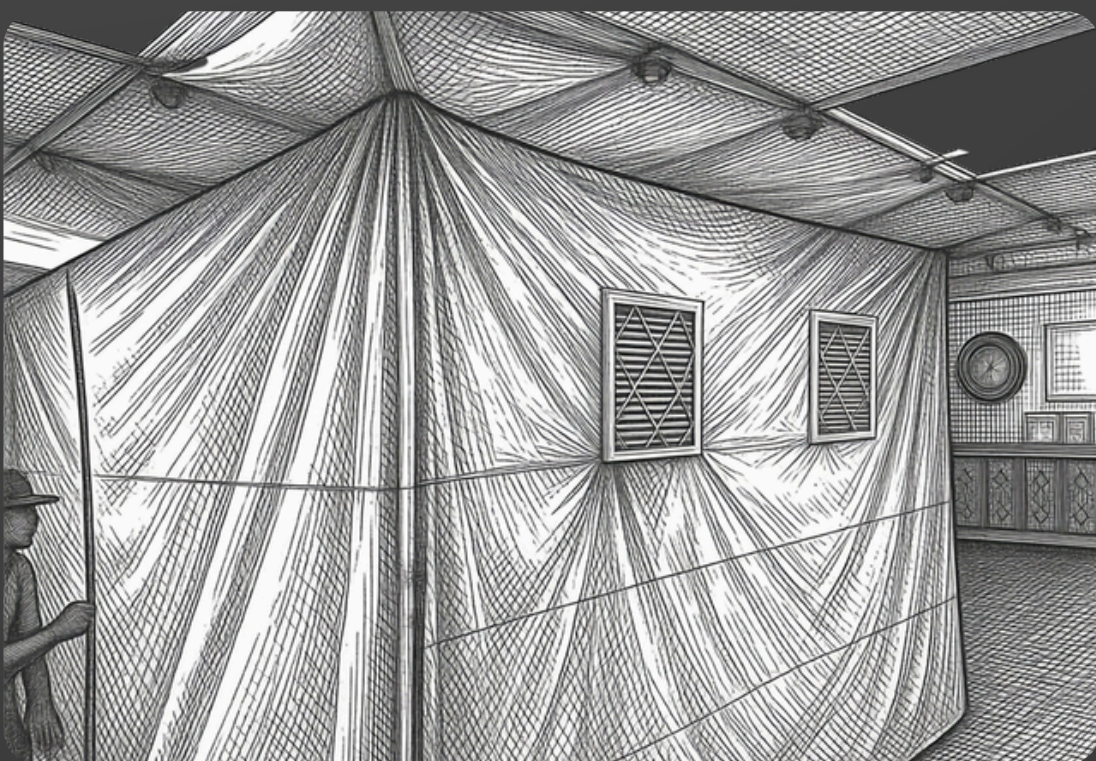
04.

Print - Business Cards, Apparel, Vehicle Decal

The following pages show how Cascadia's visual system is built to be practical, consistent, and ready for real-world application across print, digital, and on-site environments.

BRAND GOAL

i The Brand Goal defines how an organization operates at its core. The purpose, drive, and values behind every word and visual choice. It captures what the brand stands for and what it wants to portray.



*Keeping it **clean.***
*Keeping it **under wraps.***

Your company exists to protect people, properties, and projects by creating controlled, secure environments where work can continue safely. Your messaging should reflect professionalism, reliability, and precision in every detail.

A clean, modern look with strong regional identity communicates confidence without unnecessary complexity. This ensures your brand appeals to both small contractors and high-value clients who expect consistency, safety, and high standards.

BRAND MESSAGING

EXPERIENCE *YOU CAN TRUST*



STEVE EICKHOFF, FOUNDER & CEO

Built on experience. Delivered with precision. With 16+ years in mitigation and 30+ in carpentry, we know how to protect projects the right way—keeping spaces clean, contained, and moving forward without disruption.

We operate with a clean, professional standard—without the delays of large corporate crews. That means better scheduling, faster turnaround, and a more responsive, hands-on experience from start to finish.



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Logo.

See how the logo has been formed and improved, as well as variations used for different settings and when to use them.

LOGO TRIALING

i Logo Trialing is key to finding the proper representation for the brand's image. Through a process of reworking and testing variations, we end up with a logo that is consistent across all platforms and reflects the organization's core identity. And most importantly, looks great.

Necessary Restraints

- Combines emblem and wordmark for full identity
- Balanced composition ensures clarity and strength
- Deep Orange and grey reinforce construction elements while staying modern and professional.
- Sans-serif typography adds tradition and professionalism
- Optimized horizontal spacing for digital and print formats
- Works across all brand materials consistently



Started with a “C” incorporating Mount Hood, but symmetry felt too corporate and resembled other symbols. Shifted to a simplified yet more natural, rugged mountain form, creating a distinct Pacific Northwest-inspired wordmark with a more personal feel.

CASCADIA

A

The “A” was slightly modified to give the font a unique character specific to Cascadia.

The “C” symbolizes **C**ontrol and **C**ontainment—your core service—while forming a clean, recognizable shape that reinforces brand identity.



COMPOSITE & COLOR

- i** Shows logo variations with different color combinations and background swaps, demonstrating how the mark adapts across contexts while maintaining consistency, visibility, and brand identity in various applications.

Color Palette Breakdown

- Fire Orange provides contrast and energy, inspired by regional design influences.
- Deep charcoal Gradients add structure and balance.
- Light neutrals ensure clarity and readability across all applications.



FINAL LOGO



The Final logo and its variations offer flexibility while preserving brand recognition. So even when space, format, or context call for an alternate layout, it ensures the brand stays consistent and adaptable across different applications.

Secondary Logo Features

Simple, recognizable, and easy to use. The “C” mountain mark clearly represents Cascadia and stays memorable. A clean system of consistent variations works across trucks, social, and web without constant redesign.





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Typo.

See the typography combinations, read about why they were chosen, and see the hierarchy in use.

CUSTOM FONT



A brand typeface defines the voice of written communication. It establishes visual tone across all materials—creating a consistent visual rhythm that strengthens recognition and supports the brand’s personality.

Original “Goodtimes” is a high-contrast sans-serif chosen for its BOLD, energetic presence. It captures foundation and structure, giving Cascadia’s identity a confident, professional foundation.



Modified “Goodtime” subtly adjusts the side of the “A” with a chevron that replaces the line intersecting the A’s sides, adding a unique architectural look that also resembles a mountain, reinforcing the main logo further.



CHOICE & HIERARCHY

i Typography choices shape how the brand communicates through written design. It organizes typefaces, weights, and styles into a clear hierarchy—guiding the reader’s eye and reinforcing the brand’s tone, professionalism, and identity.

Aa

Font Hierarchy
Example |

25pt **GOODTIMES**
Grotesk for any titles

15pt **Nexa Bold as Secondary.**

5pt This typography system uses “Mont” for its paragraphs and bodies, which creates a smooth visual hierarchy that guides the reader from a bold modern “Goodtimes” to a clean, professional, tech-savvy “Mont”. “Nexa” bridges structure and sharpness, ensuring clarity from title to body text—together they form a balanced, consistent, and professional brand voice that works across varying applications.



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Color.

See a proper showing of what colors exist within the palette, how often and where to use them, and where they derive from.

COLOR PALETTE

i The color palette defines the specific hues that represent the brand. Each color is chosen with purpose—to evoke emotion, maintain consistency, and ensure harmony across all digital and print applications.

Color Palette Breakdown

- “Flame Orange” provides contrast and energy, inspired by regional design influences.
- Deep charcoal gradients add structure and balance with a modern look.
- Light neutrals ensure clarity and readability across all applications.

GRADIENT

#D4522C

#FE7237

GRADIENT

#2D2D2D

#4E4E4E

#FFFFFF

VISUAL EXAMPLES



These examples show the colors' adaptability to real applications—from signage and vehicles to digital layouts. Consistent use of the core orange accents and grey gradients keeps the brand recognizable while allowing flexibility for different formats and environments.





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Print.

See real-world examples and products that use the branding.
These will be printed, worn, and even driven!

BUSINESS CARDS

i Business cards are tangible touchpoints that bring the brand directly to the individual.



Business cards and printed materials are tangible touchpoints that bring the Cascadia brand directly to clients and partners.



They communicate key information quickly and clearly while maintaining consistent visuals that reflect Cascadia’s professionalism and reliability.



APPAREL DESIGN

-  Apparel serves as a moving extension of the brand. Branded shirts and gear keep your team looking unified, professional, and easy to identify on any job site—reinforcing Cascadia’s values of safety, consistency, and trust.

Design Notes

We emphasize placing the large logo on the back of shirts, since that’s what people see most while your team is working. This maximizes visibility on-site and reinforces brand recognition from a distance.



Cascadia style

The Cascadia apparel system is designed to be bold, practical, and instantly recognizable on-site. High-visibility orange improves safety and visibility, while the clean black options keep the brand looking modern and professional. Large back logos maximize recognition from a distance and help create a strong, unified team presence.



VEHICLE DECAL

- i** Branded vehicle decals turn company vehicles into moving advertisements. A strong wrap builds recognition, increases professionalism, and helps customers instantly identify your business on the road and at job sites.

Alternative Logo Color: Solid Orange



Design Breakdown.

The wrap features Mount Hood from the Cascadia logo rising above the Portland skyline to represent the region we serve. The flowing black material wraps over it, symbolizing containment, while the bold orange accents and modern dark theme improve visibility and reinforce the brand across the vehicle.



CASCADIA
CONTAINMENT SERVICES

THATS A **WRAP**

We hope you enjoyed the Cascadia Containment Services brand proposal. This system was built to feel clean, professional, and dependable, without the weight of a big corporate identity. Easy to use, easy to manage, and ready to scale as you grow.