

Crown Fence Co LLC

Prepared for Todd Marois / Cape Coral, Florida

Your branding guide.

Logo concepts / Website concepts / Brand direction

Your original logo, two new logo ideas and two website directions, shown with your original logo. Choose the combination that feels right for your business.

REVIEW UPDATE / FOR APPROVAL / DIRECTION TO BE APPROVED

Contents

Todd, start with the two website directions, then choose the logo and web address you want to use.

01 Logo options

Your original and two alternatives

02 Website concepts

Coastal Classic and Coastal Light

03 Brand guidelines

Colors, lettering, logo use and photography

04 Fence calculator

Check materials and rate inclusions

05 Choose your domain

Select one primary web address

06 Your choices & next steps

Record your preferences and what comes next

Keep the Florida feeling.

Keep the colors and coastal details you like, with a logo that works on signs, shirts and your website.



SUPPLIED ORIGINAL

Navy, gold and water blue. Decks, docks and fencing, with a Florida setting.

01 Preserve recognition

Keep the navy/gold relationship, visible fencing and a coastal water motif.

02 Choose how it evolves

Keep your original logo or explore a simpler version. The website examples show both approaches in context.

03 Make the name complete

Use Crown Fence Co LLC as the business identity. Keep location and service descriptors secondary.

Decks, docks and fencing receive equal emphasis. The fence calculator remains a separate planning tool.

Coastal Crown

A simpler fence-and-water symbol paired with classic, confident lettering.



WHY IT FITS

Capped posts suggest a crown. The blue wave and gold sun retain the original coastal character.

BEST DIRECTION FOR

A consistent identity across stationery, signs, vehicles and digital materials.

Once selected, we will refine the small details so the logo stays clear on signs, shirts and screens.

LOGO CONCEPT / FINAL FILES PREPARED AFTER YOUR SELECTION

Cape Heritage

A crown and palm keep the familiar Florida character of your original logo.



LOGO CONCEPT / FINAL FILES PREPARED AFTER YOUR SELECTION

WHY IT FITS

Gold crown, a single palm, fencing and water create a more traditional Florida signature.

THE TRADEOFF

More illustrative detail requires greater simplification for small sizes and embroidery.

Keep-original option: retain the supplied illustration for large formats and develop a simpler companion mark.

Keep the logo you know.

The original crown, fence, water and sunset remain a valid direction for the brand.



WHAT IT KEEPS

The full Florida scene, ornate gold crown and service line you started with.

HOW WE USE IT

Give it space on a clean white background. For shirts and very small uses, we can prepare a simpler companion version for your approval.

The artwork on this page is your supplied original file.

Two ways to present your work.

Both concepts use your original logo and proposed tagline, with decks, docks and fencing clearly named above it.

01 / COASTAL CLASSIC

Classic lettering. Room for the photos.

A full-width photo opens the page. Serif headings and warm, light sections give the project gallery a relaxed feel.

02 / COASTAL LIGHT

Light surfaces. More room to breathe.

A light headline panel sits within a full-width project photo. A simple service list and larger gallery images keep the page easy to follow.

Open [START HERE.html](#) in the package to explore both concepts and try the fence calculator. The following pages show the full desktop and mobile layouts.

These are website design concepts. Website development begins after branding approval.



Our work Services Our approach

Discuss your project



DECKS • DOCKS • FENCING / CAPE CORAL, FLORIDA

Make yourself at home. *Outside.*

A deck to gather on. A dock by the water.
A fence that gives you some privacy.

Discuss your project

See our work

DECKS / DOCKS / FENCING

What we do

01 / OUR SERVICES

What are you planning?

A new deck, a dock for your waterfront
property, or a fence for the yard.

Crown Fence Co LLC builds decks, docks and fences in Cape Coral.
We'll help you choose materials and plan the work.

Compare fence materials

Decks

Decking, stairs, railings and built-in seating. Show
us the space you want to use.

Discuss a deck



Docks

Planning a dock? Tell us about your waterfront
property and what you want to build.

Discuss a dock



Fencing

Cedar, chain link, vinyl and Dura Fence. Compare
materials and get a starting price.

Explore fencing

02 / PROJECT GALLERY

A look at our work.

Decks, stairs, railings and fencing.
Open a photo for a closer look.

View all projects



Deck with built-in seating

Timber deck • Built-in seating



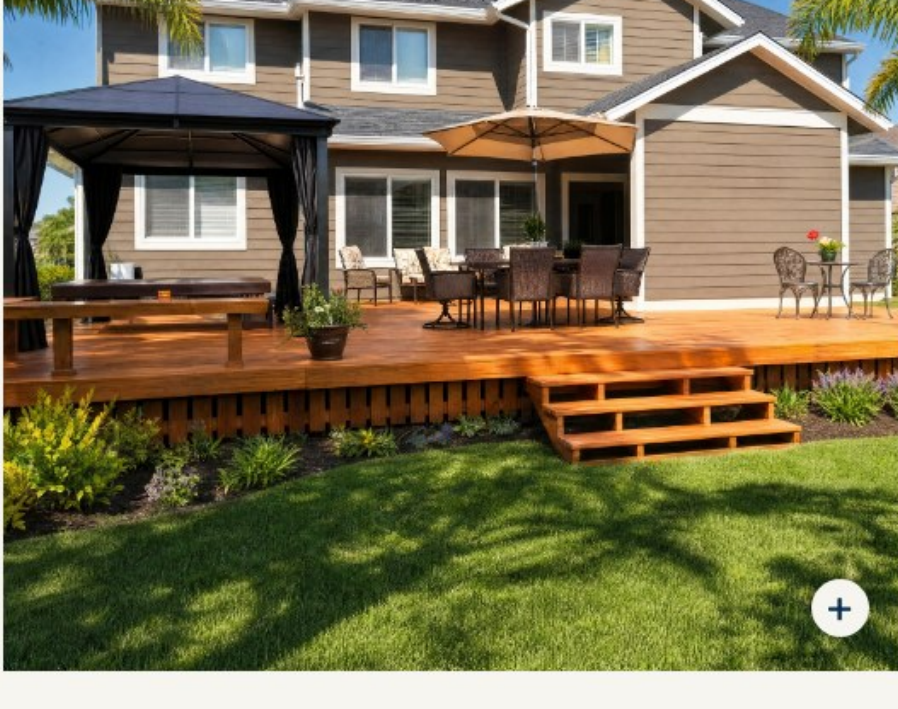
Deck with glass railing

Decking • Glass railing



Garden steps with cable railing

Garden steps • Cable railing



Timber deck and stairs

Timber deck • Outdoor entertaining

Customer-supplied Washington projects, shown in reimagined Florida settings. Landscaping and surroundings are digitally styled.

03 / COMPARE FENCE MATERIALS

Choose your fence material.

Five options to compare.
Select one to see its material estimate.



01 Cedar

6ft • Vertical boards



02 Galvanized chain link

Silver finish • Open views



03 Black chain link

Black finish • Open views



04 Vinyl

Clean lines • Privacy



05 Dura Fence

Metal privacy • Color options

Illustrative material images. Dura Fence shown in a representative finish; available colors to be confirmed.



04 / ABOUT CROWN

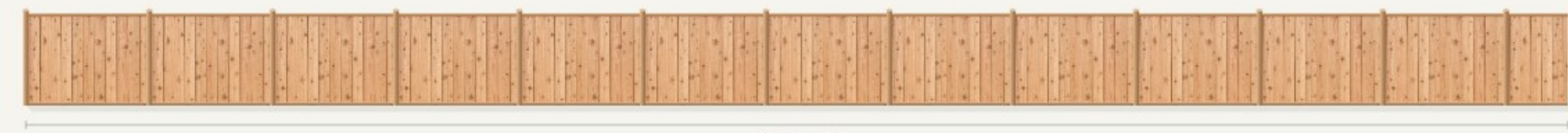
Talk through the details.

Tell us what you want to build. Bring your measurements, photos and
questions. We'll talk through the materials, layout and next steps.

FENCE PREVIEW

Build your fence.

Cedar • 6ft



100 linear ft

12 complete panels + 4 ft of the next

1 ft



300 ft

Each illustrated panel fills to 8 ft before the next begins. The view zooms out to keep the whole fence visible. Actual panel sizes vary by product.

Quick materials estimate

\$2,895.00

05 / QUICK FENCE ESTIMATE

Get a quick fence estimate.

Choose a material and enter the length to see a rough materials
cost before you contact us.

This is a starting estimate for fence materials. We'll confirm the
measurements, installation and full project price.



Cedar • 6ft

YOUR QUICK ESTIMATE

Fence material

Cedar • 6ft

Approximate length

linear feet

100

100 ft = \$28.95 / ft

Materials

Estimated materials

\$2,895.00

Preliminary material estimate. Installation and other charges are not included. Rates and
questions are subject to confirmation by Crown Fence.

Discuss this estimate



CROWN FENCE CO LLC / CAPE CORAL, FLORIDA

Let's talk about your project.

Discuss your project



Decks, docks and fencing.
Cape Coral, Florida.

Back to the project gallery



Make yourself at home. Outside.

Crown Fence Co LLC • Website concept

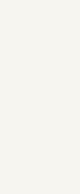


DECKS • DOCKS • FENCING / CAPE CORAL, FLORIDA

Make yourself at home. *Outside.*

A deck to gather on. A dock by the water.
A fence that gives you some privacy.

Discuss your project



See our work

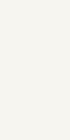
01 / OUR SERVICES

What are you *planning?*

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Crown Fence Co LLC builds decks, docks and fences in Cape Coral. We'll help you choose materials and plan the work.

Compare fence materials



01

Decks

Decking, stairs, railings and built-in seating. Show us the space you want to use.

Discuss a deck



02

Docks

Planning a dock? Tell us about your waterfront property and what you want to build.

Discuss a dock

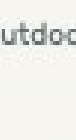


03

Fencing

Cedar, chain link, vinyl and Dura Fence. Compare materials and get a starting price.

Explore fencing



02 / PROJECT GALLERY

A look at *our work.*

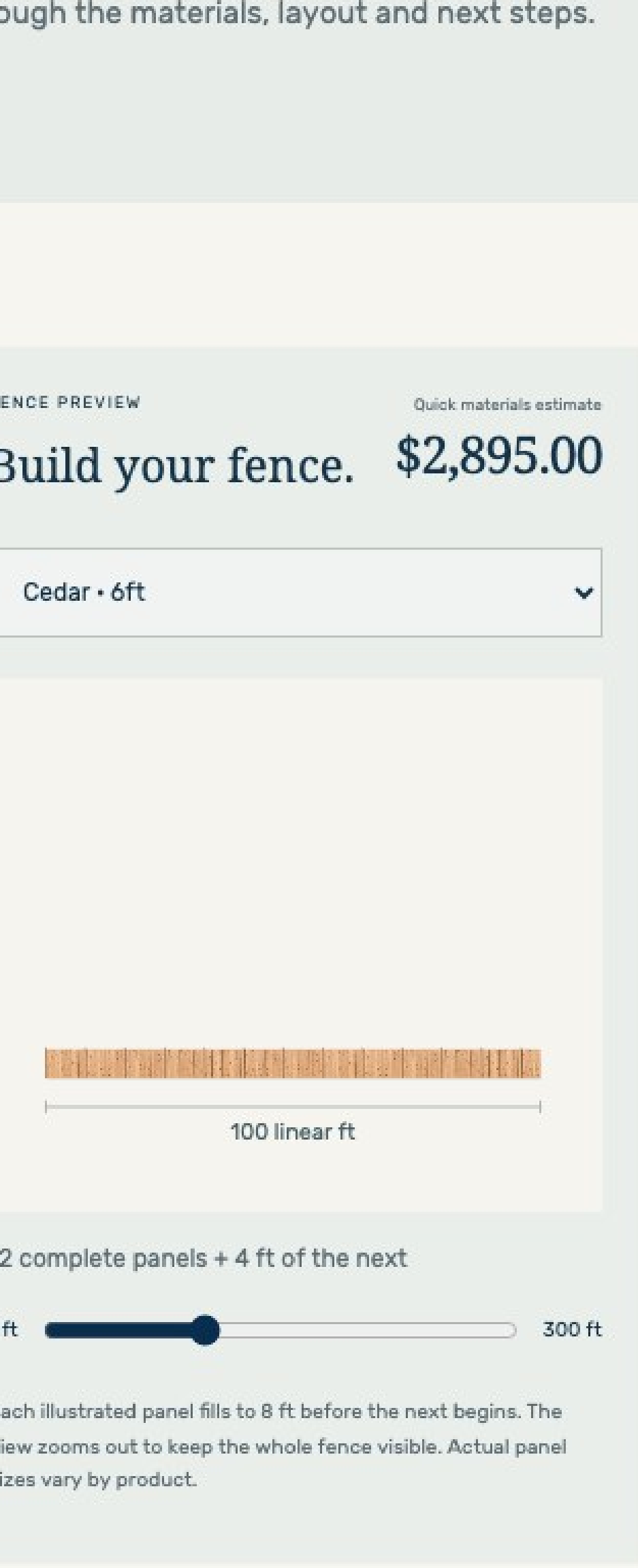
Decks, stairs, railings and fencing.
Open a photo for a closer look.

View all projects



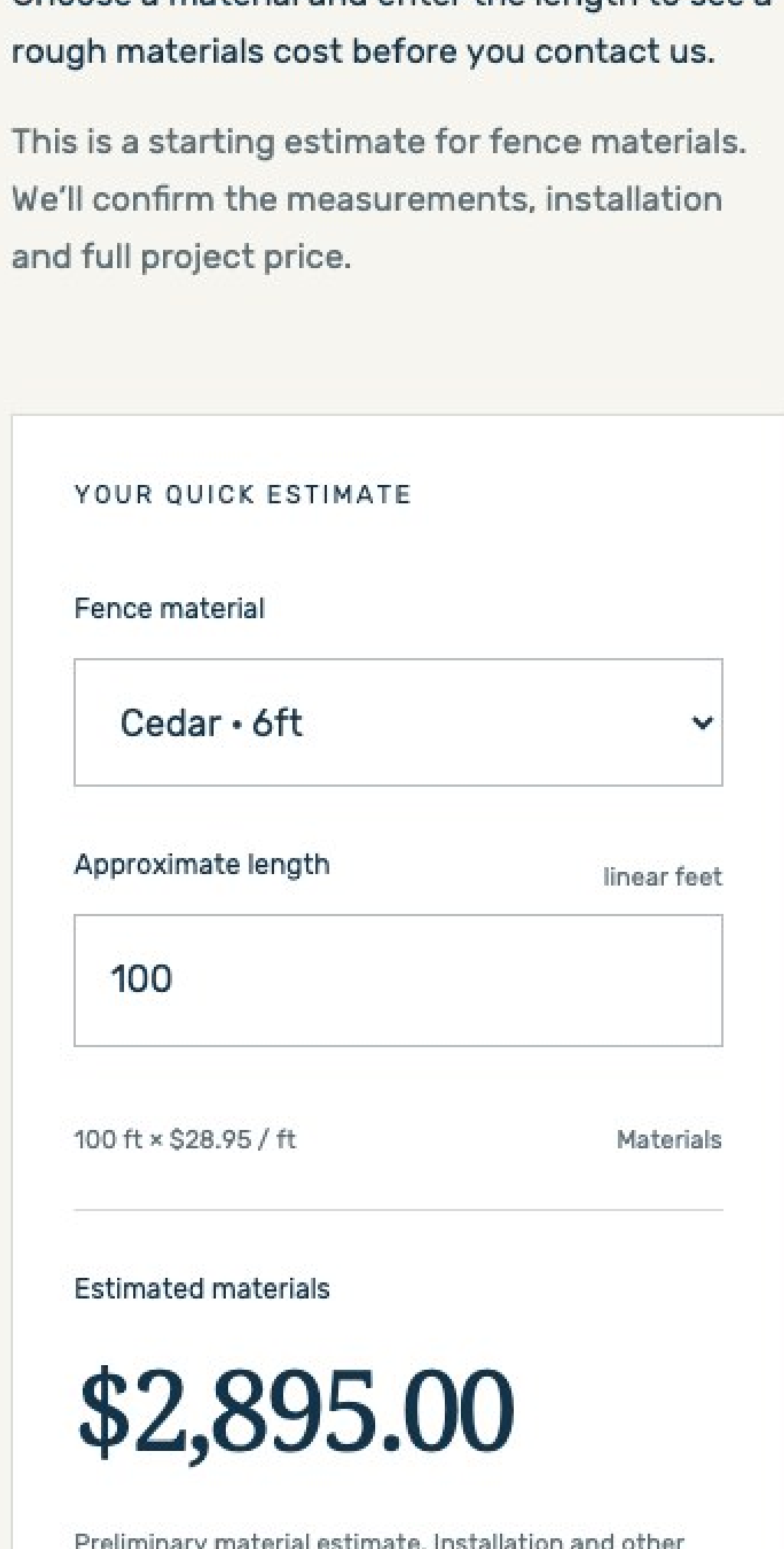
Deck with built-in seating

Timber deck • Built-in seating



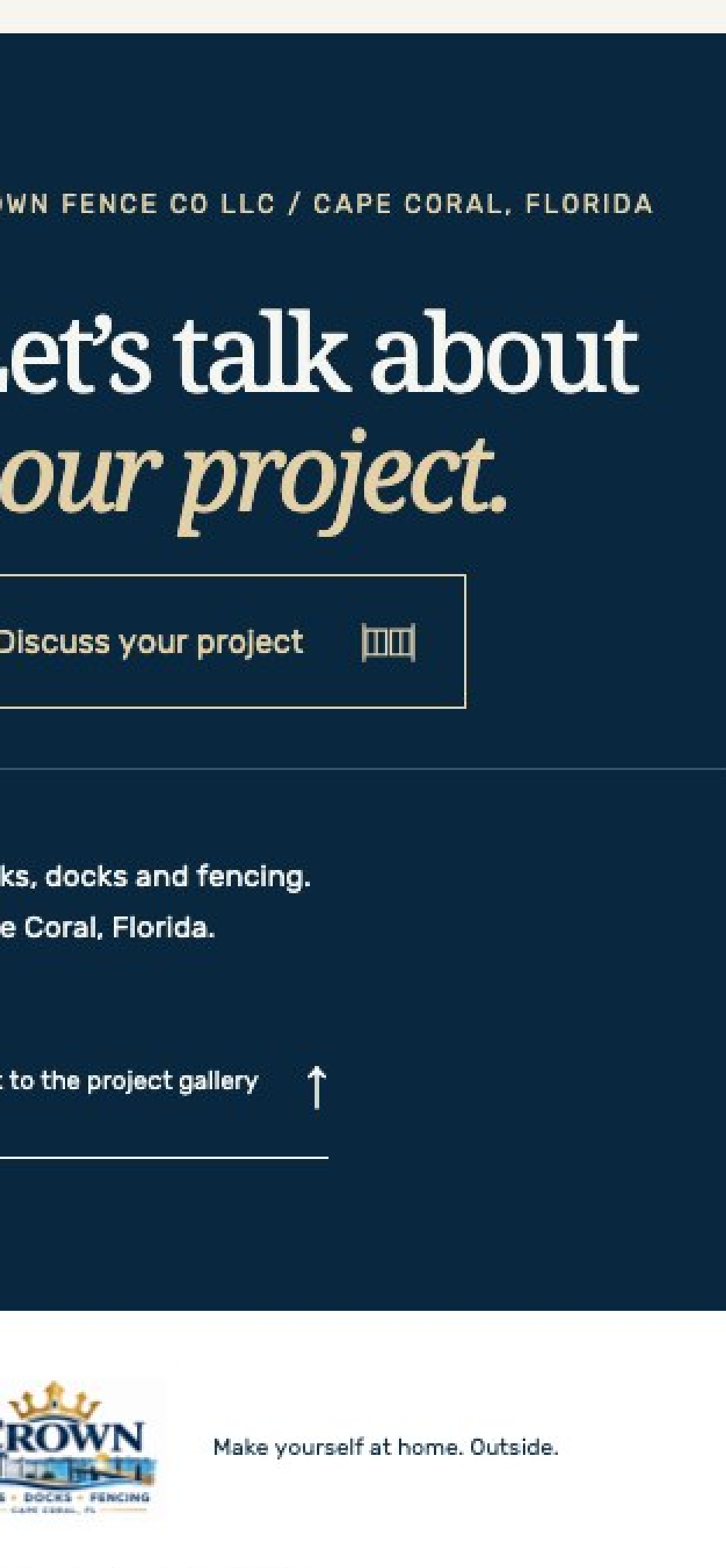
Deck with glass railing

Decking • Glass railing



Garden steps with cable railing

Garden steps • Cable railing



Timber deck and stairs

Timber deck • Outdoor entertaining

Customer-supplied Washington projects, shown in reimagined Florida settings. Landscaping and surroundings are digitally styled.

03 / COMPARE FENCE MATERIALS

Choose your *fence material.*

Five options to compare.
Select one to see its material estimate.

01 Cedar

6ft • Vertical boards

02 Galvanized chain link

Silver finish • Open views

03 Black chain link

Black finish • Open views

04 Vinyl

Clean lines • Privacy

05 Dura Fence

Metal privacy • Color options

Illustrative material images. Dura Fence shown in a representative finish; available colors to be confirmed.

04 / ABOUT CROWN

Talk through *the details.*

Tell us what you want to build. Bring your measurements, photos and questions. We'll talk through the materials, layout and next steps.

FENCE PREVIEW

Quick materials estimate

Build your fence. \$2,895.00

Cedar • 6ft

100 linear ft

12 complete panels + 4 ft of the next

1ft 300ft

Each illustrated panel fills to 8 ft before the next begins. The view zooms out to keep the whole fence visible. Actual panel sizes vary by product.

05 / QUICK FENCE ESTIMATE

Get a quick *fence estimate.*

Choose a material and enter the length to see a rough materials cost before you contact us.

This is a starting estimate for fence materials. We'll confirm the measurements, installation and full project price.

YOUR QUICK ESTIMATE

Fence material

Cedar • 6ft

Approximate length linear feet

100

100 ft × \$28.95 / ft Materials

Estimated materials

\$2,895.00

Preliminary material estimate. Installation and other charges are not included. Rates and scope are subject to confirmation by Crown Fence.

Discuss this estimate

CROWN FENCE CO LLC / CAPE CORAL, FLORIDA

Let's talk about *your project.*

Discuss your project

Decks, docks and fencing.
Cape Coral, Florida.

Back to the project gallery

Make yourself at home. Outside.

Crown Fence Co LLC • Website concept



Our work

Services

Our approach

Discuss your project



DECKS • DOCKS • FENCING / CAPE CORAL, FLORIDA

Make yourself at home. *Outside.*

A deck to gather on. A dock by the water. A fence that gives you some privacy.

Discuss your project



See our work

DECKS / DOCKS / FENCING

What we do

01 / OUR SERVICES

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Crown Fence Co LLC builds decks, docks and fences in Cape Coral. We'll help you choose materials and plan the work.

[Compare fence materials](#) 

01	Decks	Decking, stairs, railings and built-in seating. Show us the space you want to use.	Discuss a deck 
02	Docks	Planning a dock? Tell us about your waterfront property and what you want to build.	Discuss a dock 
03	Fencing	Cedar, chain link, vinyl and Dura Fence. Compare materials and get a starting price.	Explore fencing 

02 / COMPARE FENCE MATERIALS

Choose your fence material.

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01 Cedar 6ft - Vertical boards	02 Galvanized chain link Silver finish - Open views	03 Black chain link Black finish - Open views	04 Vinyl Clean lines - Privacy	05 Dura Fence Metal privacy - Color options

Illustrative material images. Dura Fence shown in a representative finish; available colors to be confirmed.

03 / PROJECT GALLERY

A look at our work.

Decks, stairs, railings and fencing. Open a photo for a closer look.

[View all projects](#) 



Deck with built-in seating

Timber deck • Built-in seating



Deck with glass railing

Decking • Glass railing



Garden steps with cable railing

Garden steps • Cable railing



Timber deck and stairs

Timber deck • Outdoor entertaining

Customer-supplied Washington projects, shown in reimagined Florida settings. Landscaping and surroundings are digitally styled.

04 / ABOUT CROWN

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FENCE PREVIEW

Build your fence.

Cedar • 6ft



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1 ft

300 ft

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Quick materials estimate

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Cedar • 6ft

YOUR QUICK ESTIMATE

Fence material

Cedar • 6ft



Approximate length

100

linear feet

100 ft × \$28.95 / ft

Materials

Estimated materials

\$2,895.00

Preliminary material estimate. Installation and other charges are not included. Rates and scope are subject to confirmation by Crown Fence.

Discuss this estimate

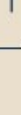


CROWN FENCE CO LLC / CAPE CORAL, FLORIDA

Let's talk about your project.

[Discuss your project](#) 

Decks, docks and fencing.
Cape Coral, Florida.

[Back to the project gallery](#) 



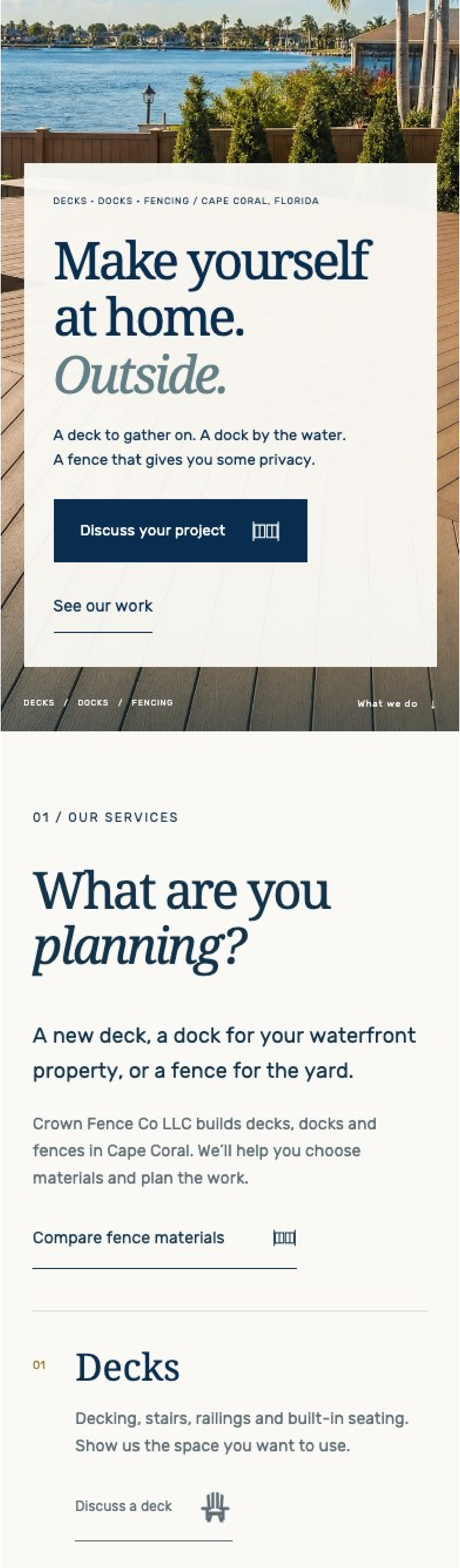
Make yourself at home. Outside.

Crown Fence Co LLC • Website concept

FOR APPROVAL / 12 SEPTEMBER 2026



Menu



DECKS • DOCKS • FENCING / CAPE CORAL, FLORIDA

Make yourself at home. Outside.

A deck to gather on. A dock by the water.
A fence that gives you some privacy.

Discuss your project

See our work

DECKS / DOCKS / FENCING

What we do

01 / OUR SERVICES

What are you planning?

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Compare fence materials

01 Decks

Decking, stairs, railings and built-in seating.
Show us the space you want to use.

Discuss a deck

02 Docks

Planning a dock? Tell us about your waterfront property and what you want to build.

Discuss a dock

03 Fencing

Cedar, chain link, vinyl and Dura Fence.
Compare materials and get a starting price.

Explore fencing

02 / COMPARE FENCE MATERIALS

Choose your fence material.

Five options to compare.
Select one to see its material estimate.

01 Cedar

6ft • Vertical boards

02 Galvanized chain link

Silver finish • Open views

03 Black chain link

Black finish • Open views

04 Vinyl

Clean lines • Privacy

05 Dura Fence

Metal privacy • Color options

Illustrative material images. Dura Fence shown in a representative finish; available colors to be confirmed.

03 / PROJECT GALLERY

A look at our work.

Decks, stairs, railings and fencing.
Open a photo for a closer look.

View all projects

Deck with built-in seating

Timber deck • Built-in seating

Deck with glass railing

Decking • Glass railing

Garden steps with cable railing

Garden steps • Cable railing

Timber deck and stairs

Timber deck • Outdoor entertaining

Customer-supplied Washington projects, shown in reimagined Florida settings. Landscaping and surroundings are digitally styled.

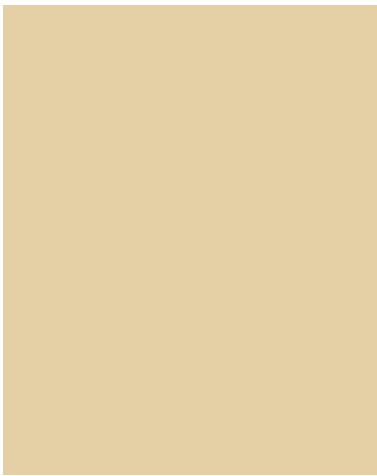
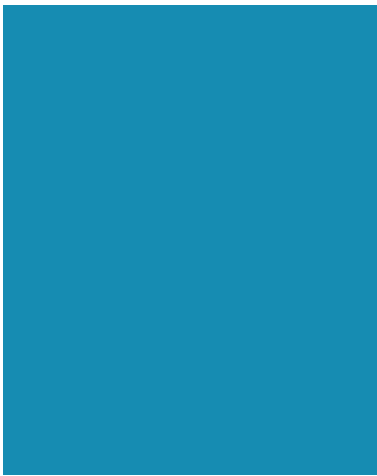
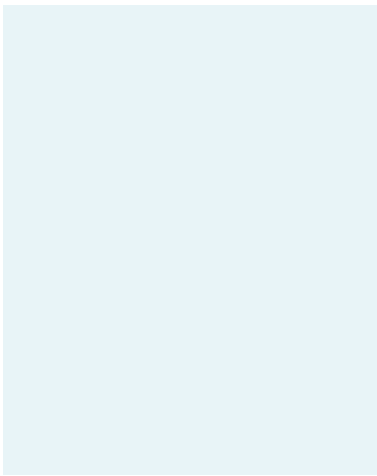
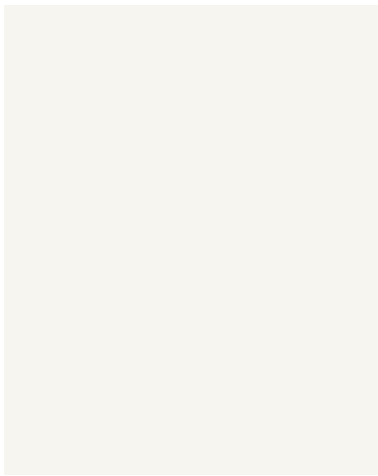
04 / ABOUT CROWN

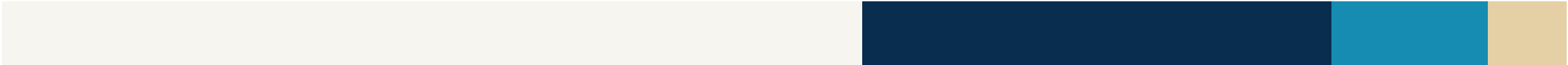
Talk through the details.

Tell us what you want to build. Bring your measurements, photos and questions. We'll talk through the materials, layout and next steps.

Navy. Champagne. Gulf water.

Your original navy, gold and water blue, refined into a consistent set of colors for print and online use.

					
Crown Navy	Champagne	Gulf Blue	Sea Mist	Shell	White
#082D4F	#E5D0A6	#168CB2	#E8F4F7	#F7F5EF	#FFFFFF
RGB 8 / 45 / 79	RGB 229 / 208 / 166	RGB 22 / 140 / 178	RGB 232 / 244 / 247	RGB 247 / 245 / 239	RGB 255 / 255 / 255
Type + dark surfaces	Sun + primary actions	Water + decoration	Cool supporting panels	Warm supporting canvas	Primary canvas



A starting balance: 55% light canvas / 30% navy / 10% blue and mist / 5% gold. Let the work lead; keep gold selective.

Make the message easy to read.

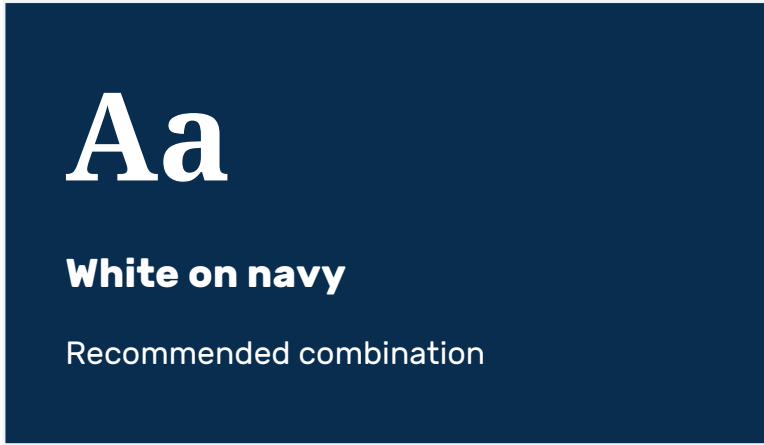
These combinations keep your name and message clear, from a business card to a phone screen.

A white square with a thin blue border. In the center, the letters 'Aa' are written in a bold, navy blue serif font. Below the letters, the text 'Navy on white' and 'Recommended combination' are written in a smaller, navy blue sans-serif font.

Aa

Navy on white

Recommended combination

A solid navy blue square. In the center, the letters 'Aa' are written in a bold, white serif font. Below the letters, the text 'White on navy' and 'Recommended combination' are written in a smaller, white sans-serif font.

Aa

White on navy

Recommended combination

A solid gold square. In the center, the letters 'Aa' are written in a bold, navy blue serif font. Below the letters, the text 'Navy on gold' and 'Recommended combination' are written in a smaller, navy blue sans-serif font.

Aa

Navy on gold

Recommended combination

01 Use navy labels on gold

Use gold with navy lettering for important buttons and contact details. Navy with white lettering also works well.

02 Keep light accents decorative

Use gold and water blue for accents. Small gold letters on white, or small white letters on blue, are harder to read.

Before printing signs, cards or clothing, review a sample to check the colors. The gold shown here is a solid color; a metallic finish would be a separate option.

Keep the character you choose.

The website concepts show two distinct lettering styles. Your choice will carry through to your other materials.

COASTAL CLASSIC

Decks. Docks.
Fencing.

Classic serif headlines and softer italic emphasis.
Noto Serif for headings; Rubik for supporting text.

COASTAL LIGHT

Decks, docks
& *fencing.*

Noto Serif headlines on warm white, with muted blue-green accents. Rubik for supporting text.

These lettering samples illustrate the contrast. We will match the final font choices to your selected website concept and keep them consistent across the brand.

One identity. A flexible family.

We will prepare the versions you need after you choose a logo, keeping its character consistent.

01 Tall + wide versions

Use stacked for generous vertical space and horizontal for narrow formats. Keep the full company identity clear.

02 Light + dark backgrounds

Navy on pale backgrounds; approved white artwork on navy. Keep all parts in one color for the monochrome version.

03 Give it breathing room

Leave open space around the logo. As a guide, leave at least half the height of the C between the logo and nearby text or edges.

04 Keep small logos simple

For a shirt or social profile, use the simpler version we supply. If the small lettering is hard to read, use a version without it.

KEEP IT INTACT

Keep the supplied proportions, colors and details intact. Do not add effects or rearrange the artwork. Place the logo on a quiet background where it is easy to read.

We will supply a simplified symbol for small uses and a suitable version for embroidery. Check a sample before ordering a full run.

Show the work. Keep the coast.

Real project photography supplies the proof. The logo supplies the recognizable signature.

01 Wide project view

Show the whole deck, dock or fence and the surrounding property. Keep verticals level and materials believable.

02 Craft detail

Photograph gates, posts, alignment and finishes. Describe the material and the work shown.

03 People + process

Introduce yourself with a natural portrait. Document real work with permission and explain the actual next steps.

04 Before + after

Keep before-and-after comparisons factual. These concepts use Todd's Washington work with AI-restyled Florida surroundings, labeled on the page. They do not show Florida installations.

A coastal touch, wherever you use it.

Your logo leads. Navy lettering, warm gold accents and a light blue edge bring the same Florida feel to signs, quotes and your website.



CAPE CORAL, FLORIDA

Decks. Docks.
Fencing.

EXAMPLE: BRANDED HEADER

Sound like a capable neighbor.

Warm, direct and specific. Make the service and next step easy to understand.

PROPOSED BRAND LINE

**Make yourself at home.
Outside.**

A SIMPLE INTRODUCTION

Crown Fence Co LLC builds decks, docks and fences in Cape Coral, Florida.

PRIMARY ACTION

Discuss your project

01 **Be concrete**

Name the service, place and material.
Explain options in plain language.

02 **Keep it neighborly**

Use calm invitations and useful answers. Go lightly on crown and royalty puns.

03 **Build trust**

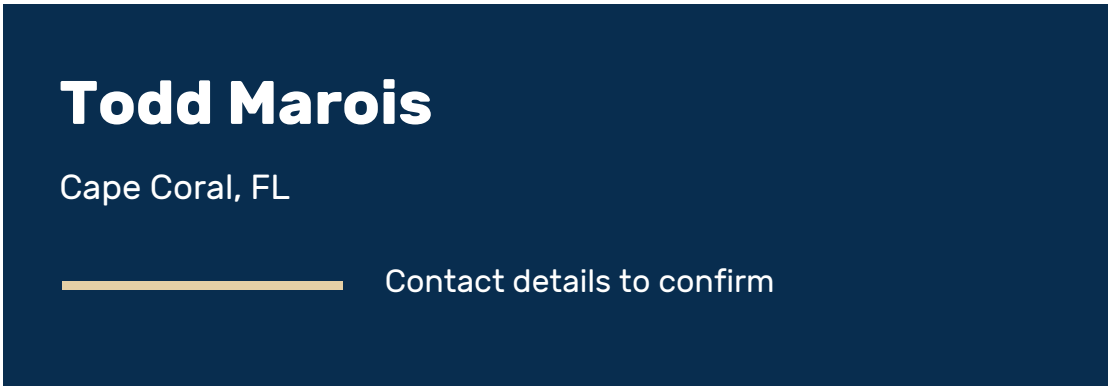
Share real customer reviews, completed projects and clear next steps. Use promises you can consistently deliver.

A brand that leaves the screen.

Examples using Coastal Crown. We will apply your selected logo and contact details before anything is printed.



BUSINESS CARD / FRONT



YARD SIGN / EXAMPLE

Truck: a large, wide logo. Shirt: a simple, single-color logo. Social profile: the compact symbol.

A quick starting estimate.

Visitors choose a material and enter their fence length. Deck and dock inquiries have their own project options.

FENCE PREVIEW

Build your fence.

Cedar • 6ft

100 linear ft

12 complete panels + 4 ft of the next

1 ft

300 ft

Each illustrated panel fills to 8 ft before the next begins. The view zooms out to keep the whole fence visible. Actual panel sizes vary by product.

Quick materials estimate

\$2,895.00

Cedar / 6ft	\$28.95 / ft
Galvanized chain link	\$19.99 / ft
Black chain link	\$25.95 / ft
Vinyl fence	\$38.95 / ft
Dura Fence	\$36.95 / ft

Please confirm what these rates include. The concept currently treats them as materials only, excluding installation and other charges. The result is a preliminary estimate, not a quote.

Preview images illustrate material appearance, not exact specifications. Cedar uses vertical boards. Dura Fence colors and the final product range will be confirmed before launch.

Choose your web address.

Please choose ONE primary domain. We need your selection before setting up the website address and business email.

crownfencefl.com

Recommended: short, easy to spell and close to your business name.

crowncapecoral.com

Local and broad enough for decks, docks and fencing.

crowncoastalbuilds.com

A coastal name that covers all three services.

crownfencecape.com

A shorter local option that keeps fencing in the name.

crownfencecollc.com

Matches Crown Fence Co LLC; longer, with repeated letters to spell out.

These names appear available: no .com registry record was found on 12 September 2026. Availability and price must be confirmed at checkout. No domain has been reserved or purchased.

Choose one main address. An optional second address can point to the same site. Confirm the exact spelling, including "Co LLC," before buying.

Tell us what feels right.

Choose your preferred combination and note any changes. Nothing is marked approved yet.

Logo

Original logo / Coastal Crown / Cape Heritage

Website direction

Coastal Classic / Coastal Light

Colors and lettering

Keep as shown / Changes requested

Primary domain

Write your exact choice: _____

Requested changes

Selected by: _____ Date: _____

Please confirm contact details, service area, dock services and rate inclusions before website development.

What happens next.

Compare the logo and website concepts together. Your preferred direction will guide the final branding and website design.

01 Choose the logo and concept

Tell us which logo and homepage direction you prefer, and list any changes. We will finalize the branding for your approval.

02 Choose ONE primary domain

Select your web address and confirm its exact spelling. We will confirm availability and cost before arranging registration with your approval.

03 Confirm the business details

Confirm contact details, service area, dock services and what the fence rates include. Share any additional project photos you want on the website.

04 Approve, then build

Once you approve the branding, website development begins. You will review the finished site before launch. Your AI marketing playbook follows website completion.

THE AGREED SEQUENCE

01 Choose + approve

Review concepts, then finalize branding

02 Website

After brand approval

03 AI playbook

After website completion