



## ENVIRONMENTAL SPECIALTIES

# Website Revamp & Social Media Management

C3 Environmental Specialties, a Texas-based construction company specializing in erosion control and land clearing, needed a digital refresh to better reflect their growing service offerings and reach new clients. I was brought on as the Communications Coordinator to lead a full website revamp, rework brand visuals—including refining the logo and developing a consistent color palette—and highlight affiliated company logos for cohesive branding. I also built a strategic, unified social media presence to support outreach and engagement.

### Website Revamp

The original website lacked visual hierarchy and didn't reflect the company's growing list of services. I collaborated with developers to restructure the sitemap, rewrote all copy for SEO and clarity, and added a gallery of completed projects to showcase the scale of C3's work. I also took original on-site photos to update the visuals and mixed them with existing, more documentary-style images for a well-rounded look. Additionally, I helped implement industry-specific language to appeal to both commercial and residential clients.

### Social Media Management

I developed a consistent, engaging social media presence across Facebook, Instagram, and LinkedIn to boost C3 Environmental's visibility and highlight their full range of services.

### Key Highlights:

- **Fun Facts Friday** – Weekly educational posts explaining our work in erosion control, hydroseeding, and more.
- **Service Spotlights** – Visual content showcasing each service with project photos and simplified descriptions.
- **20-Year Anniversary Campaign** – A celebratory series with milestones, throwbacks, and team appreciation posts.
- **Real-Time Updates** – Promoted new equipment, crew additions, and expanded offerings to keep content fresh and relevant.

## Updating Company Branding



Updated logo based off the original.

### Fonts

**League Spartan**

Header (titles)

**Century Gothic**

Paragraph (body text)

**Garet**

Fine print or social media graphics

### Colors



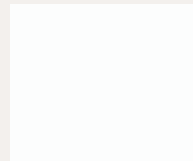
**Company Blue**

**HEX Code: #013e6a**



**Grass Green**

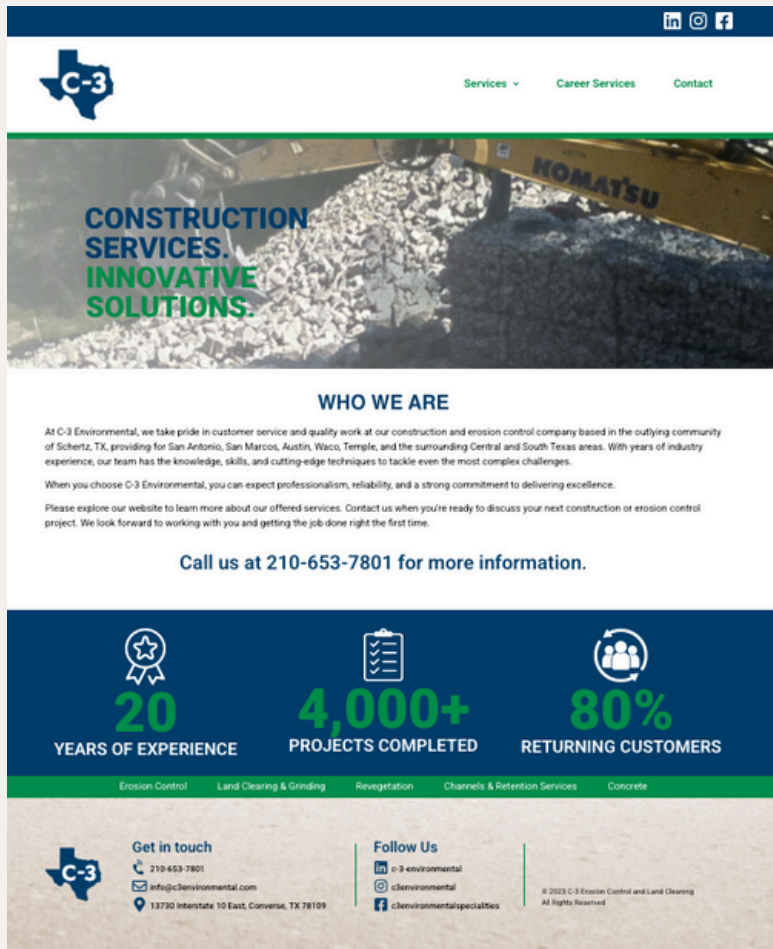
**HEX Code: #2e8c49**



**Original White**

**HEX Code: #fcfdfd**

# Website Revamp

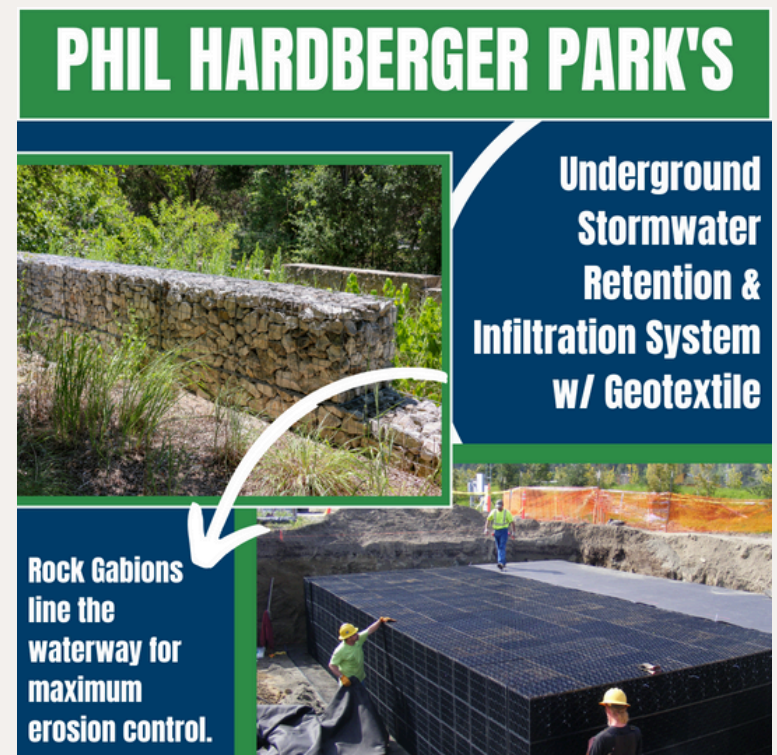


## Homepage



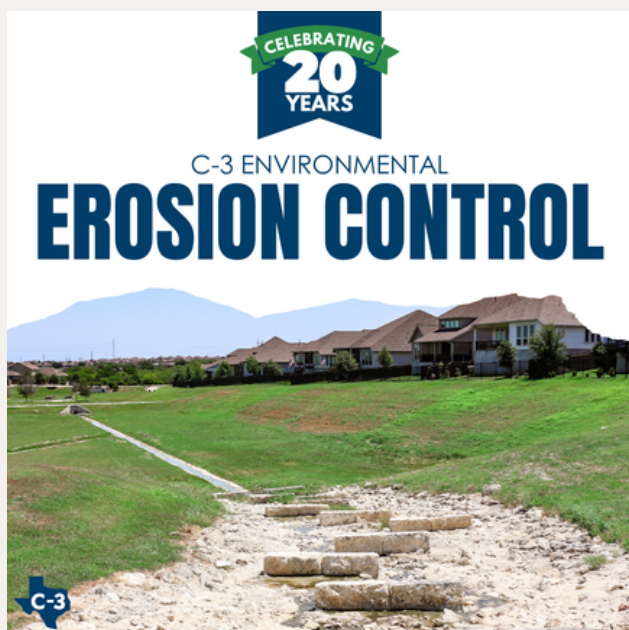
## Land Clearing & Grinding Service Page

# Social Media Management





Highlighted each service during the 20 Years Anniversary Campaign





Posted original photos to promote C3's services



Created holiday-focused social posts





# Create company promotional one-pagers



## LAND CLEARING

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### CONSTRUCTION SERVICES INNOVATIVE SOLUTIONS



#### OUR MISSION

Our service of combined land clearing and grinding expertise to efficiently remove trees, brush, and vegetation, transforming areas for various uses. We utilize advanced equipment and skilled operators to ensure reliable and effective land clearing and grinding solutions tailored to your specific needs.

#### OUR SERVICES

- **Hydro-Ax Machine**
- Right of Way clearing & maintenance
- Selective clearing / thinning
- Tree & brush grinding
- Wildfire fuel reduction
- Brush recycling center
- Pre-survey thinning
- Storm clean-up
- Neighborhood developments
- Brush Haul Off
- Demolition Services

#### WHERE WE SERVE

- San Antonio
- San Marcos
- Austin
- Waco
- Temple
- and the surrounding Central & South Texas areas

#### WHY CHOOSE US

→ When you choose C-3 Land Clearing, you can expect professionalism, reliability, and a strong commitment to delivering excellence.

 [WWW.C3ENVIRONMENTALSPECIALITIES.NET](http://WWW.C3ENVIRONMENTALSPECIALITIES.NET)  13730 INTERSTATE 10 EAST, CONVERSE, TX 78109



## ENVIRONMENTAL SPECIALITIES

 13730 INTERSTATE 10 EAST, CONVERSE, TX 78109



#### OUR MISSION

We take pride in customer service and quality work. With years of industry experience, our team has the knowledge, skills, and cutting-edge techniques to tackle even the most complex challenges.

#### WHERE WE SERVE

- San Antonio
- San Marcos
- Austin
- Waco
- Temple
- and the surrounding Central & South Texas areas

#### CONCRETE

- Curb
- **Flatwork concrete** – slabs, driveways, sidewalks, etc.
- Sidewalks
- Walkways
- Walls
- Slabs
- Drainage structures
- Bridges
- Dams
- Foundations

#### EROSION CONTROL

- Rock Gabions
- Re-vegetation
- Retention & Filtration Ponds
- Stabilized Retention Walls
- Sediment Log
- Tree Protection
- Chain Link Fence
- Lot Clearing
- Rock Berms
- Hydro-Seeding
- Concrete Washouts
- Erosion Control Matting



#### WHY CHOOSE US

→ When you choose to work with C-3, you can expect professionalism, reliability, and a strong commitment to delivering excellence.

#### SCAN THE QR CODE TO CHECK OUT OUR WEBSITE



 [WWW.C3ENVIRONMENTAL.NET](http://WWW.C3ENVIRONMENTAL.NET)