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Green Knight Security

Media Relations Department

Info@GreenKnightSecurity.com

(888) 555-GKS1



Green Knight Security Unveils Bold New Logo, Image Campaign, and Website in Strategic Rebrand and Investing in Expansion.

LOS ANGELES, CA — August 18, 2025 — Green Knight Security, a leader in professional protective services across California and the Western US, is proud to announce the launch of its **new logo, refreshed brand image, and cutting-edge website** — a transformation designed to reflect the company's evolution, growth, and unwavering commitment to safeguarding clients with honor, vigilance, and strength.

The **revitalized brand identity** features a modernized Green Knight emblem, blending tradition with innovation. The logo retains the iconic knight imagery symbolizing integrity and protection, but now sports cleaner lines, a dynamic shield design, and a bold, versatile color palette. Together with the new website and image campaign, this rebrand positions Green Knight Security for the next decade of leadership in the security industry.

“Our new look is more than just a logo — it’s a statement of who we are today and where we’re going tomorrow,” said **Steve O’Neal**, President of Green Knight Security. **“The knight has always symbolized honor, vigilance, and dedication to the mission. We are investing in our brand as well as expanding our services with an updated identity that strengthens our connection with our trusted clients for the future.”**

The **new website** offers streamlined navigation, immersive visuals, and detailed service information for industries ranging from executive protection and estate security to school campus safety, corporate investigations, and uniformed patrols. Built with a responsive design, it ensures a seamless experience across devices, making it easier than ever for clients to learn about Green Knight Security's services, request quotes, and connect with the team.

Green Knight Security is proud to also announce a **strategic capital investment** to accelerate growth, strengthen service capabilities, and position the company as a premier security provider across California and the Western United States. This significant funding will be directed toward **advanced technology upgrades, fleet**

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enhancements, state-of-the-art surveillance systems, online security training, and next-generation incident management tools. In addition, a major portion of the investment will fuel **comprehensive training programs and recruitment initiatives**, ensuring that Green Knight Security continues to attract and retain the industry's top talent.

The rebrand is part of Green Knight Security's long-term strategy to expand services, deepen community partnerships, and remain a trusted leader in private security solutions.

With this commitment, Green Knight Security is setting the stage for its most ambitious expansion yet. By prioritizing **talent acquisition, competitive compensation, and leadership development programs**, the company will build the strongest and most professional security force in its history. This bold investment underscores Green Knight Security's mission to deliver unmatched protection and peace of mind to clients, while expanding its presence into new markets across the Western region.

"This rebrand is about clarity and confidence," added **Bruce Cambell**, Sr. Vice President of Security Services. **"Our clients trust us with what matters most — their safety and security. Our refreshed image reflects that trust and shows we are both deeply rooted in tradition and fully aligned with modern security challenges."**

The launch also includes a **multi-channel image campaign** — *"Your Shield. Your Knight. Your Security."* — highlighting the company's commitment to personalized, high-level protection. The campaign will roll out across digital, print, and social platforms, featuring testimonials, behind-the-scenes glimpses of operations, and case studies that showcase the company's expertise.

"We wanted our brand to feel as strong and dependable as the service we deliver every single day," said **Cassandra Cassamajor**, Director of Planning. **"This isn't just a facelift — it's a full expression of our mission: protecting people, property, and peace of mind with unmatched professionalism."**

About Green Knight Security

Founded on principles of honor, vigilance, and service, Green Knight Security provides comprehensive protective services including executive protection, estate security, loss prevention, investigations, and uniformed patrols. Serving clients across Southern California and beyond, the company is dedicated to delivering peace of mind through professionalism, experience, and integrity.

For more information, visit us at: www.GreenKnightSecurity.com.

