



Fleet Standards

Overview

The Golden Rule

Material Specs

Step 1

Our fleet of U.S. Lawns vehicles and accessories across the country is as diverse as its owners. In turn, there are no exact mechanical specifications for each make and model. U.S. Lawns and its franchisees are cooperatively beholden to our vendors to uphold the brand standards, in an effort to deliver a unified image and message to our clients and prospects coast to coast.

Under no circumstances should any graphical elements besides grass accents be printed. No matter how accurate your color matching capabilities, we cannot ensure U.S. Lawns Blue and Red to be color accurate across the fleet and country. In addition, the longevity of a printed product in bulk will not meet the demanding specifications required to endure such harsh outdoor UV conditions. To reiterate, you cannot print metallic gold or silver, so don't print the blue or red either. It's our golden rule.

We have engineered these graphics packages for the U.S. Lawns fleet with cost efficiency for our franchise owners in mind. As a result, you can order pre-cut and pre-masked rolled striping for quick and easy application. The U.S. Lawns logo mark, due to its shape, can be ganged and cut on rolled material efficiently. Printed material should be laminated for premium UV protection.

Find the vehicle(s) or accessory(s) in this fleet graphics standard that most closely matches the vehicle(s) being decaled.

Step 2

Generate a visual proof (to scale) that accurately resembles the vehicle or accessory pictured (and the fleet graphics standards put forth in this manual) with the art elements provided for U.S. Lawns franchisee sign off.

Step 3

Reach an agreed upon price that is fair and just. Be aware that we have estimated these projects and the franchisee has been given a range of what to expect for in pricing. If you have a long-standing relationship with a franchisee, consider a bulk pricing option, as this new decal package is part of a system-wide rebranding effort. As a result, their entire fleet needs to be revised by a predetermined date set by the U.S. Lawns Home Office.

Step 4

Produce, install, deliver and repeat.

Questions

Contact Adam Walker at Sandweiss Koster: (816) 389-8778 or awalker@theskway.com

Colors

In an effort to meet the demands of graphic application facilities across the country, we have cross-referenced the U.S. Lawns color palette of vinyl films across all major manufacturers. We have chosen these for maximum outdoor durability of 7-12 years. Regardless of your brand preference, we can ensure color consistency across our fleet of over 2000 units. White has not been included, as we assume it will be in stock for printing.

3M

Premium Cast or 180cv3 if applicable

- 37 - Sapphire Blue
- 53 - Cardinal Red
- 131 - Satin Gold
- 120 - Satin Aluminum

Oracal

951 Premium Cast Series

- 511 Night Blue
- 348 Scarlet Red
- 090 Silver Grey Metallic
- 925 Pale Gold Metallic

Avery

900 Series Opaque

- Sapphire Blue
- Cardinal Red
- Pantone 877c (Silver)
- Gold

The Grass

We have included the grass at high resolution, suitable for large format digital printing, and complete with a path layer for contour cutting. It is essential that the grass be contour cut and not applied in square sheet format, as the white of the truck and the white vinyl will not match.

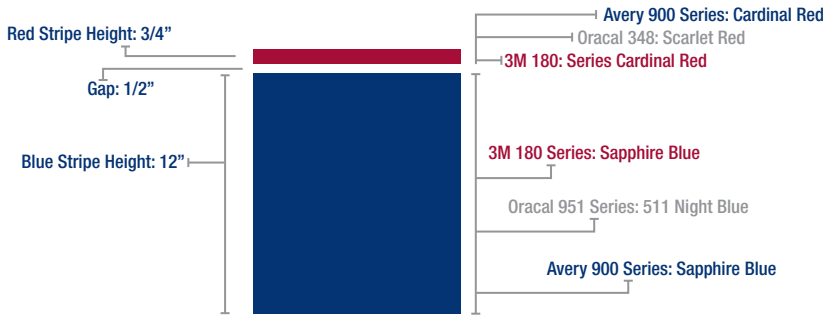
To make this element applicable for all vehicle types, we have included the original. This means you will need to execute some minor artistic alterations to accurately mirror the U.S. Lawns brand standards, such as layer duplication, mirroring, erasing and image rotation.

Did we mention it must be contour cut?



FLEET GRAPHIC STANDARDS

Ford F250 - 2 Door Regular Cab Pickup



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Tailgate

Designing for tailgates with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. We've offered some options, but are looking to you for help. Use them if you can. You'll notice they're different in this document. The grass cannot change, but the logo, phone and website can flex. Please use the font Tungsten Medium for the web address and phone number. Thanks.



Road Side

Permanently remove all emblems from sides. The U.S. Lawns logo should be centered in the door. On long beds, do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

Curb Side

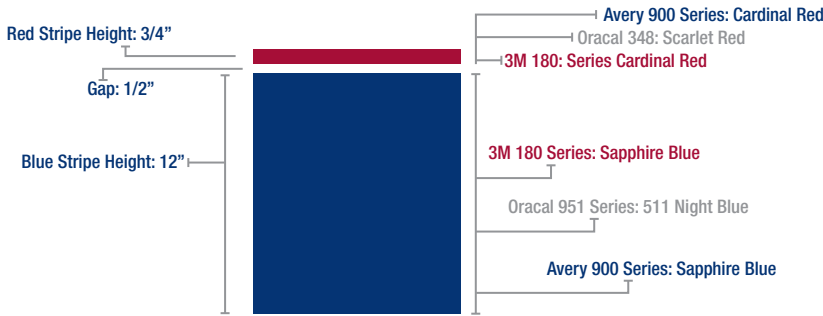
Same rules apply as noted on the road side. We might mention that it is okay if the tagline "Your Turf. Our Lawn" moves through a body line, as long as it's not too deep for long-term graphic film adhesion.

Hood

Work within the confines of the body lines. Strike a fair balance between too big and too small. We are counting on you to be a smart designer.

FLEET GRAPHIC STANDARDS

Ford F150 - 2 Door Extended Cab Pickup



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Tailgate

Designing for tailgates with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. We've offered some options, but are looking to you for help. Use them if you can.

You'll notice they're different in this document. The grass cannot change, but the logo, phone and website can flex. Please use the font Tungsten Medium for the web address and phone number. Thanks.



Road Side

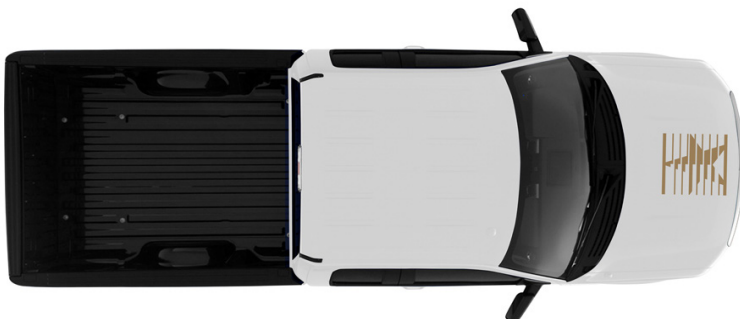
Permanently remove all emblems from sides. The U.S. Lawns logo should split at the door in the peak of the "W". Make sure the tagline doesn't fall on a door split. On long beds, do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

Curb Side

Same rules apply as noted on the road side. Size to split the "S" on the door seam. We might mention that it is okay if the tagline "Your Turf. Our Lawn" moves through a body line, as long as it's not too deep for long term graphic film adhesion.

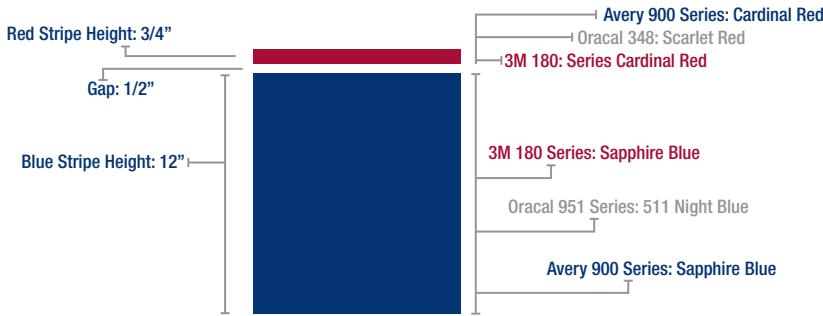
Hood

Work within the confines of the body lines. Strike a fair balance between too big and too small. We are counting on you to be a smart designer.



FLEET GRAPHIC STANDARDS

4 Door Pickup



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Tailgate

Designing for tailgates with a one-size-fits-all solution is beyond impossible due to emblem placement and body lines. We've offered some options, but are looking to you for help. Use them if you can.

You'll notice they're different in this document. The grass cannot change, but the logo, phone, and website can flex. Please use the font Tungsten Medium for the web address and phone number. Thanks.



Road Side

Permanently remove all emblems from sides.

The U.S. Lawns logo should split at the door in the peak of the leg of the "N". Make sure the letters of the tagline do not fall on a door split. On long beds, do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

Curb Side

Same rules apply as noted on the road side.

The "U" should line up to the door seam. We might mention that it is okay if the tagline "Your Turf. Our Lawn" moves through a body line, as long as it's not too deep for long term graphic film adhesion.

Hood

Work within the confines of the body lines.

Strike a fair balance between too big and too small. We are counting on you to be a smart designer.



FLEET GRAPHIC STANDARDS

Ford Explore XLT



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Rear Hatch

Designing for rear gates with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. We've offered some options, but are looking to you for help. Use them if you can. The grass cannot change, but the logo, phone and website can flex. Please use the font Tungsten Medium for the web address and phone number. Thanks.



Road Side

Permanently remove all emblems from sides. The U.S. Lawns logo should split at the door in the peak of the "W". Make sure the tagline doesn't fall on a door split. Do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

Curb Side

Permanently remove all emblems from sides. The U.S. Lawns logo should split at the door in the peak of the "S". Make sure the tagline doesn't fall on a door split. Do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

Hood

Work within the confines of the body lines. Strike a fair balance between too big and too small. We are counting on you to be a smart designer.

FLEET GRAPHIC STANDARDS

Ford E-150 - Cargo Van



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Rear

Designing for rear gates with a one-size-fits-all solution is beyond impossible, because of emblem placement and body lines. We've offered some options, but are looking to you for help. Use them if you can. The grass cannot change, but the logo, phone and website can flex. Please use the font Tungsten Medium for the web address and phone number. Thanks.



Road Side

Permanently remove all emblems from sides. The U.S. Lawns logo should be centered near the top. On longer vans, do not move the grass forward. Leave it anchored at the rear, installing only what is shown.



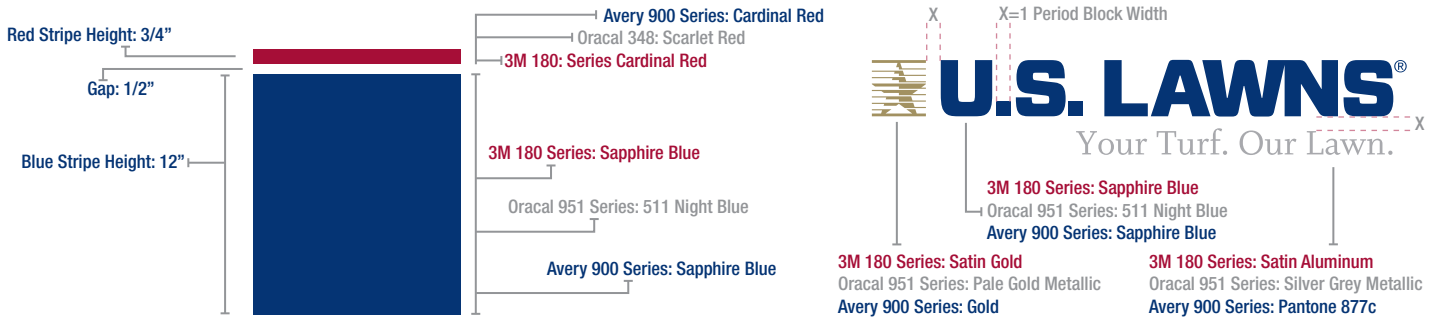
Curb Side

Permanently remove all emblems from sides. The U.S. Lawns logo should be centered near the top. On longer vans, do not move the grass forward. Leave it anchored at the rear, installing only what is shown.



FLEET GRAPHIC STANDARDS

Ford Transit Connect XLT - 6 Door



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Rear Hatch

Designing for rear doors with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. We've offered some options, but are looking to you for help. Use them if you can. The grass cannot change, but the logo, phone and website can flex. Please use the font Tungsten Medium for the web address and phone number. Thanks.



Road Side

Permanently remove all emblems from sides. The U.S. Lawns logo should split at the door in the space between the "L" and "A". Do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

Curb Side

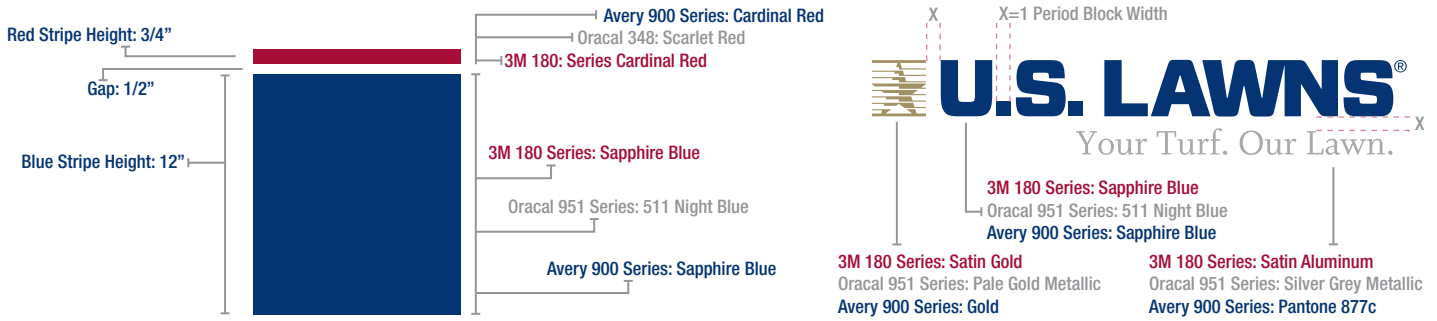
Permanently remove all emblems from sides. The U.S. Lawns logo should split at the door in the peak of the "L". Do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

Hood

Work within the confines of the body lines. Strike a fair balance between too big and too small. We are counting on you to be a smart designer.

FLEET GRAPHIC STANDARDS

Ford Focus SE - 4 Door



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Rear Hatch

Designing for the rear hatch with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. We've offered some options, but are looking to you for help. Use them if you can. The grass cannot change, but the logo, phone and website can flex. Please use the font Tungsten Medium for the web address and phone number. Thanks.



Road Side

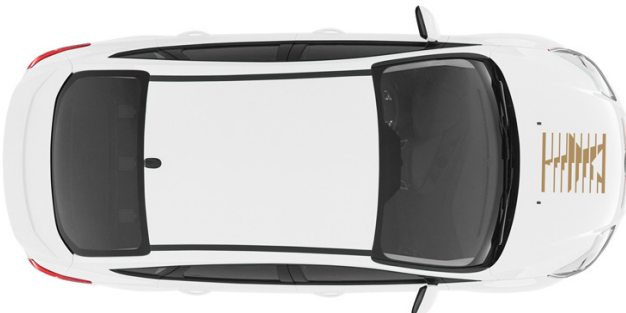
Permanently remove all emblems from sides. The U.S. Lawns logo should split at the door at the peak of the "W". Make sure the tagline doesn't fall on a door split. Do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

Curb Side

Permanently remove all emblems from sides. The U.S. Lawns logo should split at the door just after the "S". Make sure the tagline doesn't fall on a door split. Do not move the grass forward. Leave it anchored at the rear, installing only what is shown.

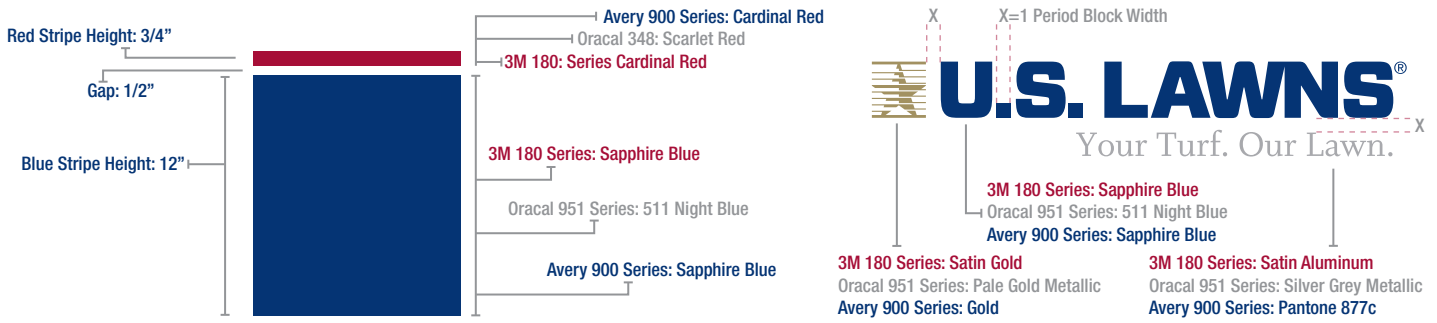
Hood

Work within the confines of the body lines. Strike a fair balance between too big and too small. We are counting on you to be a smart designer.



FLEET GRAPHIC STANDARDS

Isuzu Box Truck



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Front

Designing for the front with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. In general, the logo should be centered in the middle of the front panel as pictured. The leader line elements should start centered at the edge of the body panel and come out to three inches away from the logo as shown in the example.



Rear

Designing for rear doors with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. We've offered some options, but are looking to you for your best judgment. In general, the logo should be centered near the top, with the phone number and website at the bottom left, as pictured. These elements can flex, as needed, depending on where the license plate falls. Please use the font Tungsten Medium for the web address and phone number. The stripes should continue around the back on the same plane as those on the side. Thanks.



Road Side

Permanently remove all emblems. Decal the cab of the truck as shown, making sure the logo is centered on the door handle. For the box truck, place the logo at top-left and the phone/website at bottom right. The stripes should be in alignment with the stripes on the cab of the vehicle.

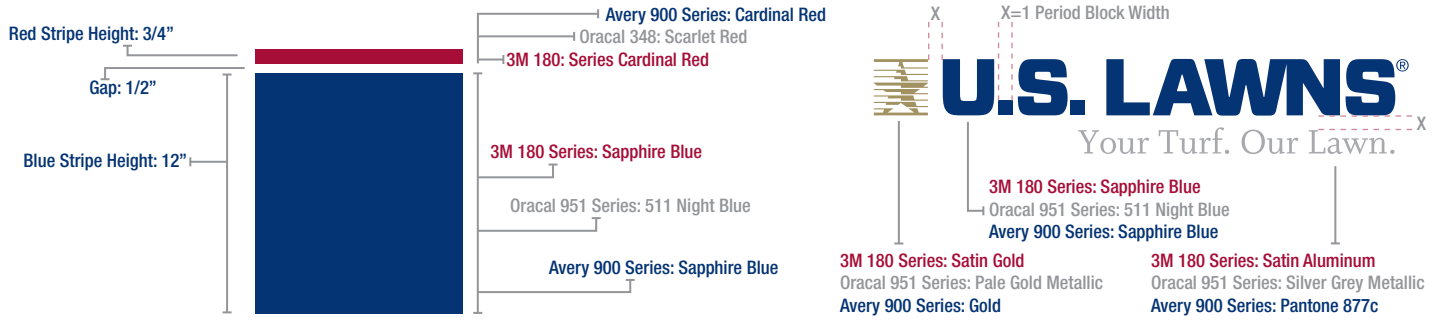


Curb Side

Same as the road side. Center the logo between the door handle and the mirror. Keep the stripes in alignment with the cab.

FLEET GRAPHIC STANDARDS

Isuzu Flatbed - 2 Door



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Front

Designing for the front with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. In general, the logo should be centered in the middle of the front panel as pictured. The leader line elements should start centered at the edge of the body line and come out to three inches away from the logo as shown in the example.

Road Side

Permanently remove all emblems. Decal the cab of the trailer as shown above. Make sure the logo is centered on the door panel. For the flatbed, use our preferred vendor to have professionally painted in U.S. Lawns Blue, or Pantone 288c. Our vendor should have the corresponding paint color in their brand of choice (Dupont Q1098, Sherwin-Williams 66997, PPG 18392.)



Door Panels



Adjust size of blue stripe so that it comes over the fender.

Flatbed



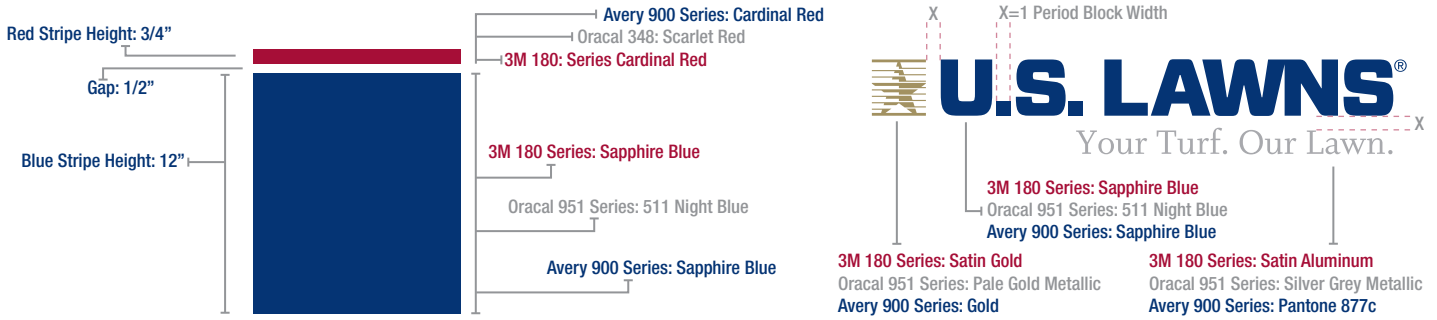
Have professionally painted in U.S. Lawns Blue.

Curb Side

Same as the road side. Center the logo between the door handle and the mirror. Make sure the painter knows to only paint the bed of the trailer, not any other parts of the vehicle. The entire bed should be painted in U.S. Lawns Blue.

FLEET GRAPHIC STANDARDS

Isuzu Flatbed - 4 Door



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.

Front

Designing for the front with a one-size-fits-all solution is beyond impossible, due to emblem placement and body lines. In general, the logo should be centered in the middle of the front panel as pictured. The leader line elements should start centered at the edge of the body line and come out to roughly an inch away from the logo as shown in the example.

Road Side

Permanently remove all emblems. Decal the cab of the trailer as shown above. Make sure the logo is centered on the door panel. For the flatbed, use our preferred vendor to have professionally painted in U.S. Lawns Blue, or Pantone 288c. Our vendor should have the corresponding paint color in their brand of choice (Dupont Q1098, Sherwin-Williams 66997, PPG 18392.)



Door Panels



Adjust size of blue stripe so that it comes over the fender.

Flatbed



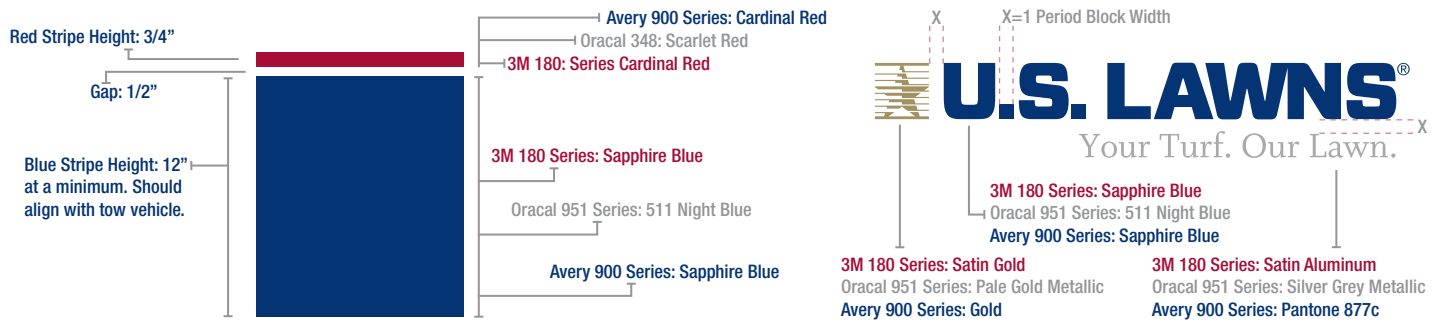
Have professionally painted in U.S. Lawns Blue.

Curb Side

Same as the road side. Center the logo between the door handle and the mirror. Make sure the painter knows to only paint the bed of the trailer, not any other parts of the vehicle. The entire bed should be painted in U.S. Lawns Blue.

FLEET GRAPHIC STANDARDS

16' Enclosed Trailer



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 | www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.



Road Side

The stripes should be in alignment with the tow vehicle. That might require the blue stripe to be slightly taller than 12". Yes, the web address is supposed to be out of alignment with the logo mark and tagline.

Curb Side

Same rules apply as noted on the road side. The logo should not overlap the side door.



Rear Door

The stripes should continue around the back on the same plane as those on the side. You may have to adjust phone and web placement, depending on where the licence plate falls.

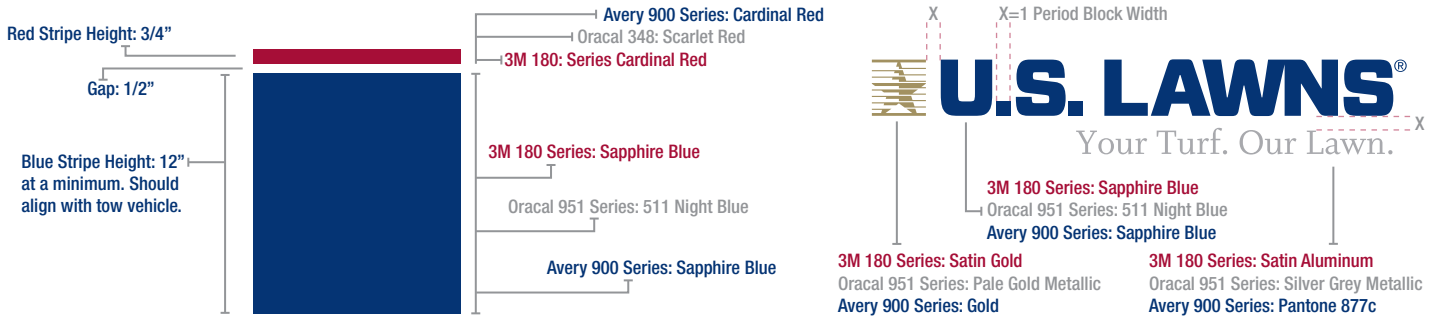


Front

Not much explanation needed for this piece of the puzzle. Centered and strong.

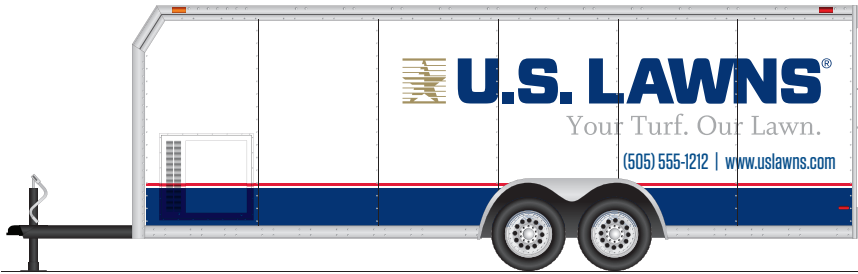
FLEET GRAPHIC STANDARDS

24' Enclosed Trailer



Phone Number and Web Address Font: Tungsten Medium | Format: (555) 505-1212 www.uslawns.com

*Phone number and web address should only appear on vehicles in locations where shown below.



Road Side

The stripes should be in alignment with the tow vehicle. That might require the blue stripe to be slightly taller than 12". Yes, the web address is supposed to be out of alignment with the logo mark and tagline.

Curb Side

Same rules apply as noted on the road side. The logo should not overlap the side door.



Rear Door

The stripes should continue around the back on the same plane as those on the side. You may have to adjust phone and web placement, depending on where the licence plate falls.



Front

Not much explanation needed for this piece of the puzzle. Centered and strong.



Paint Standards

FLEET STANDARDS - PAINT



U.S. Lawns Preferred Partner

We're pleased to announce the partnership of two great franchise companies, Maaco and U.S. Lawns. With the Maaco Fleet Program, U.S. Lawns franchise owners receive discounted rates and superior service at their locally owned Maaco bodyshops.

Vehicles

Two of our fleet vehicles require painting: the Isuzu N-Series trucks with Grassmaster landscape beds or dump body and the bumper-hitch flatbed trailer with drop-down ramp. While there may be some variation in shape and size of these vehicles, they are the basic types you will deal with.



Paint

Paint in one solid color of U.S. Lawns Blue, which is PANTONE® 288c. We've translated this color into the appropriate code for the line of paint your Maaco store carries:

- Dupont Q1098
- Sherwin-Williams 66997
- PPG 18392



What to Paint

U.S. Lawns trucks are decaled, and only beds and trailers need painting. Please paint only metal parts. Do not paint the underside of the truck, the wheels, or the bed of any trailer that is made of wood. Refer to the pictures if you need clarification.

Flatbed

Flatbed trailer with rails/cage/ramp: Paint entire trailer including bed. Do not paint frame, wheels, or cab of vehicle.

Trailer

Bumper-hitch flatbed trailer with drop-down ramp: Do not paint bed of trailer if made of wood as pictured. Do not paint underside or wheels.

Dump Bed

Truck with dump bed: Paint entire dump bed, exterior only. Do not paint the frame, wheels, or cab of vehicle.



 **U.S. LAWN[®]**
Your Turf. Our Lawn.



Email Signatures

EMAIL SIGNATURE USAGE

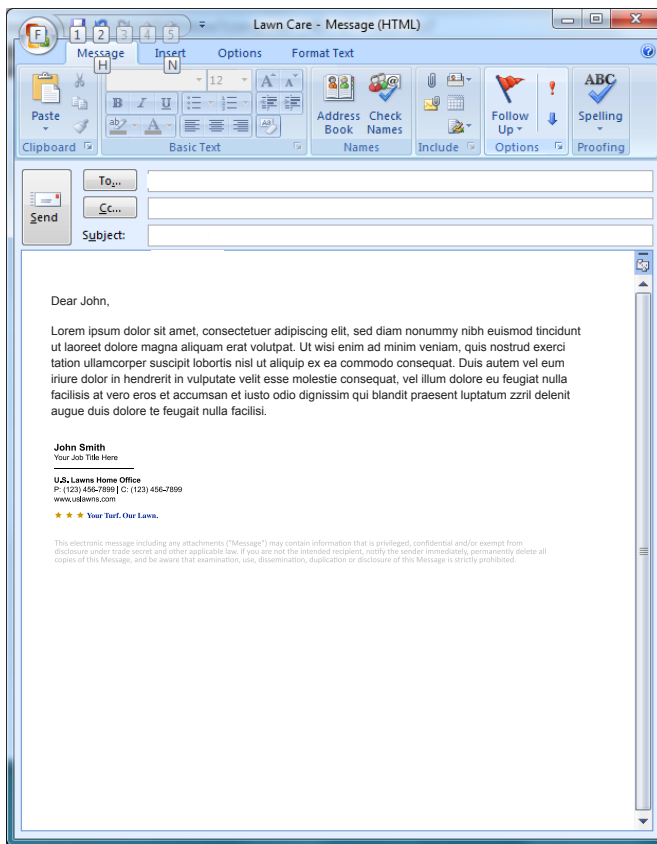
Setting Your Email Signature - Home Office

Every email is a brand touchpoint, and your signature should reflect the U.S. Lawns brand. As part of the home office, your consistency and professionalism should help set a standard and communicate who we are as a nationwide network.

Using an approved, brand-consistent e-mail signature with all the right sign-off information helps U.S. Lawns appear strong in the marketplace. To set your signature in Outlook so that it appears consistently at all times, follow the instructions below.

Instructions

1. To begin, copy the accompanying signature template into a blank email.
2. Edit the generic information to reflect your personal data.
3. Once finished, copy your new signature so it's ready to paste.
4. Click "New" to compose a new email in Outlook.
5. Click "Insert" on the menu bar at the top.
6. Select "Signature" and "Signatures ...". A new box entitled "Signatures and Stationery" will appear. Select "New."
7. Type in a name for your signature and hit "Okay."
8. Now, move down to the box below and paste the new signature you copied in Step 3. Be sure to fix any odd spacing or line-breaks in your disclaimer. If you fix it here it will automatically scale when inserted into emails. Click "Okay."
9. To use this signature going forward, select "Signature" from the menu bar. You will automatically see it in the drop-down menu.



Name: Arial Bold 10 pt
Title: Arial 8 pt
Line: Arial Underscore 8 pt
Office: Arial Bold 8 pt
Numbers: Arial 8 pt
Web: Arial 8 pt

John Smith
Your Job Title Here

U.S. Lawns Home Office
P: (123) 456-7899 | C: (123) 456-7899
www.uslawns.com

★ ★ ★ Your Turf. Our Lawn.

Disclaimer: Calibri 8 pt This electronic message including any attachments ("Message") may contain information that is privileged, confidential and/or exempt from disclosure under trade secret and other applicable law. If you are not the intended recipient, notify the sender immediately, permanently delete all copies of this Message, and be aware that examination, use, dissemination, duplication or disclosure of this Message is strictly prohibited.

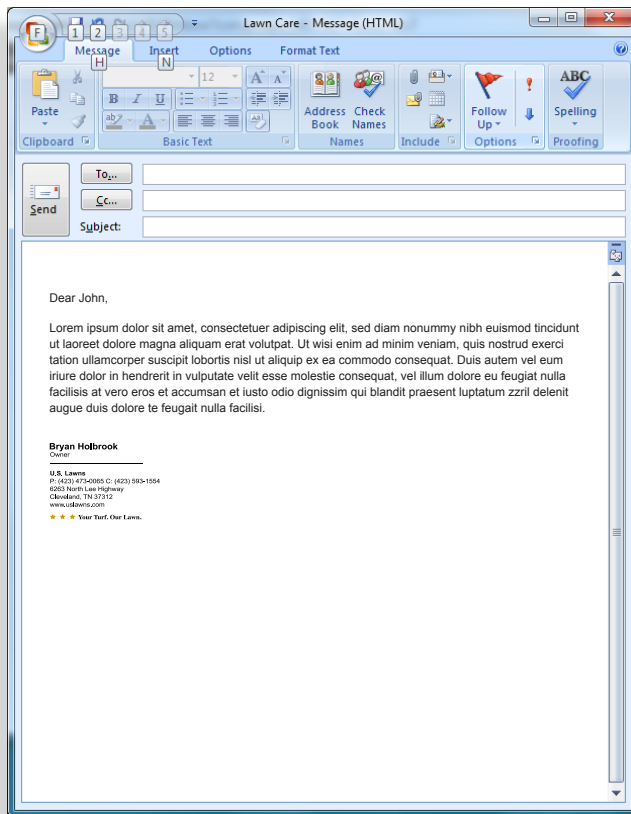
Information Included:
Phone (direct if you have one, otherwise use main) Cell, Fax (if you need to receive contracts)

EMAIL SIGNATURE USAGE

Setting Your Email Signature - Franchisee

When sending a communication as part of U.S. Lawns, it's important to remember you're part of a team. You represent not just your own franchise, but the entire network of U.S. Lawns owners across the country. And that network is what makes our organization strong.

Using an approved, brand-consistent e-mail signature with all the right sign-off information helps you look professional and strong. To set your signature in Outlook so that it appears consistently at all times, follow the instructions below.



Name: Arial Bold 10 pt
Title: Arial 8 pt
Line: Arial Underscore 8 pt
Office: Arial Bold 8 pt
Numbers: Arial 8 pt
Address: Arial 8 pt
Web: Arial 8 pt

Bryan Holbrook
Owner

U.S. Lawns
P: (423) 473-0065 C: (423) 593-1554
6263 North Lee Highway
Cleveland, TN 37312
www.uslawns.com

★ ★ ★ Your Turf. Our Lawn.

Signatures Including Credentials

Signatures listing credentials and qualifications should include this information on an additional line beneath the stars in Arial 8 pt. See example.

Instructions

1. To begin, copy the accompanying signature template into a blank email.
2. Edit the generic information to reflect your personal data.
3. Once finished, copy your new signature so it's ready to paste.
4. Click "New" to compose a new email in Outlook.
5. Click "Insert" on the menu bar at the top.
6. Select "Signature" and "Signatures ..." A new box entitled "Signatures and Stationery" will appear. Select "New."
7. Type in a name for your signature and hit "Okay."
8. Now, move down to the box below and paste the new signature you copied in Step 3. Be sure to fix any odd spacing or line-breaks in your disclaimer. If you fix it here it will automatically scale when inserted into emails. Click "Okay."
9. To use this signature going forward, select "Signature" from the menu bar. You will automatically see it in the drop-down menu.

Larry Rabbat
Owner

U.S. Lawns
P: (305) 692-8978 | C: (786) 402-3681 | F: (305) 792-7721
12350 NW 106 Court - Medley, FL 33178
www.uslawns.com

★ ★ ★ Your Turf. Our Lawn.

Certified Master Irrigation Contractor | ISA-Certified Arborist | FNGLA



Logo Standards

THE LOGO

Using the Logo

Our brand is made up of hundreds of touch points. From our trucks to our uniforms to the way we treat our customers, each is a piece of our identity. But perhaps the most recognizable and basic component of any brand is the logo. Even without names, corporate logos can often be identified at a glance. Therefore, it's important to use our logo clearly, consistently, and with respect for who we are.

The Golden Rule

Because a company's logo is its visual identity, misrepresenting or misusing the logo in any way is considered disrespectful of the company and its brand. Use our logo exactly as given. Do not stretch, change colors, or alter it in any way.

Using the Tagline

In most cases, the U.S. Lawns logo does not require the addition of "Your Turf. Our Lawn" as a tagline. For example, if you are printing tee shirts for a team event, the name U.S. Lawns is sufficient. Same is true for a sign over the warehouse door. The use of a tagline is optional, and is only needed when you wish to convey an additional message. This is usually only in marketing or sales situations, such as a print ad in the newspaper. In general, no one will mind if the tag line is left off, so long as the logo is in tact.

Resolution

Two file resolutions are available to you. The smaller, 72 ppi, is for online use. The larger, 300 ppi, is for print.

Size

We've offered four logo sizes for you to choose from. Use your judgment and choose the one that best fits the area you're going to print. Consult your vendor if you have any questions.

Questions

Contact Adam Walker at Sandweiss Koster: (816) 389-8778 or awalker@theskway.com

How to Access Your Logo

Step 1. Log into FranConnect and find the logo pack. Each logo pack consists of a Brand

	With Tagline		Without Tagline	
	72ppi	300ppi	72ppi	300ppi
Small	1"	1"	1"	1"
Medium	2"	2"	2"	2"
Large	4"	4"	4"	4"
X-Large	6"	6"	6"	6"

Step 2. Determine what size/resolution logo you need and download it.

Step 3. Send the logo to your selected vendor along with the Brand Standards PDF.

Step 4. Be sure to ask for a proof, and check to see that what your vendor has produced matches the logo you have. We're relying on you to check for accuracy and be keepers of the brand.

Step 5. Produce, deliver, and repeat.

LOGO STANDARDS

Logo Specifications

Because a company's logo is its visual identity, misrepresenting or misusing the logo in any way is considered disrespectful of the company and its brand.

- Use the logo exactly as you are given it, including the placement and size of letters and the star mark.
- Do not stretch, change colors, or alter it in any way.

Color and Spacing

Below is the U.S. Lawns logo mark with its exact spacing and colors with and without the tagline. We are counting on you to reproduce this with accuracy.

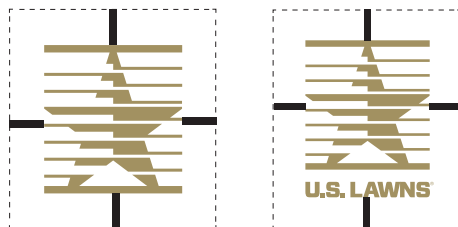


Clear Spacing

Always maintain clear space around the logo. Never allow typography or other elements to crowd or distract from its prominence.



For the logo, make sure to measure clear space by the height of the "L" in U.S. Lawns for both vertical and horizontal spacing. The width between the star and the type is one period block width.



For the star, measure clear space by a quarter of the width of the star.

Logo with Tagline

Taglines are an integral part of conveying a brand image with a sales and marketing message. In order to preserve our tagline's integrity:

Never use the tagline without the logo.

Do not change how the tagline and logo are positioned together.

Only use the authorized tagline: "Your Turf. Our Lawn."

Do not misspell or incorrectly punctuate the tagline.

Reproduce logo/tagline art exactly as you are given.



Spacing between the tagline and the logo is one period block width.

Minimum Size

Do not reproduce the U.S. Lawns logo smaller than 3/4" wide for the full version, 1/4" wide for the stacked version and 1/8" wide for the star by itself.





Uniform Standards

UNIFORM STANDARDS

Crew Uniforms

Why Wear a Uniform?

The U.S. Lawns uniform is a symbol of unity and pride. It marks you as part of an elite team, and draws respect from community members who recognize our colors and our gold star. To wear the U.S. Lawns uniform means embracing our common purpose of helping our neighbors. It is a true honor to be one of us.

The Official Crew Uniform

The U.S. Lawns uniform has three components: a light blue collared work shirt, dark blue pants, and a cap (preferably dark blue). Black boots and a black belt complete the clean, hard-working image of a U.S. Lawns crew member.

Make sure your garments fit comfortably, keeping them freshly washed and pressed. Shirts should remain tucked in at all times, with buttons fastened and collars laying flat. Do not add accessories to the uniform, other than the patches and items provided by U.S. Lawns. Your U.S. Lawns patch should be worn just above the left breast pocket. If you have a name patch, wear that parallel on the right. Turn all caps forward so that the logo shows in front. Caps should not be worn blank.

Specifications - Crew

You may obtain your crew uniforms one of three ways:

1. Purchase from a local retail store
2. Purchase from U.S. Lawns or a preferred uniform partner
3. Rental program from a preferred uniform partner

There will be some slight variation in garments, but our goal is to maintain as much uniformity in color and style as possible. Please refer to the photograph to guide you.



Work Shirt:

Light blue
Poplin, Cotton/Poly Blend
Two pockets
Collared (preferably lined with sewn-in stays)
Six buttons (plus gripper at neck)
Finish: Pre-cure durable press with soil release and wickable finish

Work Pant:

Navy blue
Twill, Cotton/Poly Blend or 100% Cotton
Two pockets
Short or long pants (cargo style optional)
Finish: Post-cure durable press

Cap:

Navy blue
Twill, Cotton/Poly Blend or 100% Cotton
Low profile, six-panel
Pre-curved brim
Fabric backstrap with Velcro or buckle closure
NOTE: Some variation is allowed with color and style of caps for the sake of climate comfort.

DECORATION INFORMATION

Caps and Patches



Decorations

Embroidery files for caps and shirts are available on FranConnect, along with a Brand Standards Manual for Apparel. We are counting on you to hold your vendors accountable for reproducing our logo accurately.

Caps

This is the stacked logo in Madeira thread color 1670. The file is available on FranConnect. Embroider across the front of the cap, with the panel crease down the center of the design.

Patches

U.S. Lawns patches are a standard size 1 5/8" x 3 5/8" white with navy border. These are available for purchase from U.S. Lawns or your preferred uniform supplier. An optional second patch may have the employee's name on it. Make sure the name is printed in the same font as the U.S. Lawns logo (Helvetica Neue 87 Heavy) and the same color (PANTONE® 288C).

UNIFORM STANDARDS

Owner/Office Staff/Management



Office Staff

Owners, General Managers and support staff represent the U.S. Lawns brand, too. In fact, our franchisee system defines who we are. As such, owners, management and office staff should conduct business in professional attire, such as wearing a U.S. Lawns shirt and dress slacks or khakis. Feel free to wear a sport coat or blazer over your shirt as well.

Specifications - Golf Shirt

Please purchase from our preferred vendor, whose information you will find on FranConnect. You may choose from a variety of available colors. Should you decide to purchase your golf shirts independently, please match the style as closely as possible.

Brand: Nike

Sleeves: Short

Material: Dri-Fit

Buttons: Three

Specifications - Dress Shirt

Another option is the U.S. Lawns dress shirt, available with long or short sleeves. Order from our supplier (see FranConnect) for the most professional look.



Imprinted Apparel

IMPRINTING THE LOGO

Logo Specifications for Imprinting

There are many occasions to use the U.S. Lawns logo as a decorative element, from uniforms to signs to promotional products. Our logo is designed to represent our brand with strength and integrity in everything we do. This Standards Manual will address the imprinting of the logo, which usually refers to embroidering or screen printing on apparel or promotional products. Because a company's logo is its visual identity, misrepresenting or misusing the logo in any way is considered disrespectful of the company and its brand.

- Use the logo exactly as you are given it, including the placement and size of letters and the star mark.
- Do not stretch, change colors, or alter it in any way.

Color and Spacing

Below is the U.S. Lawns logo mark with its exact spacing and colors with and without the tagline. We are counting on you to reproduce this with accuracy.

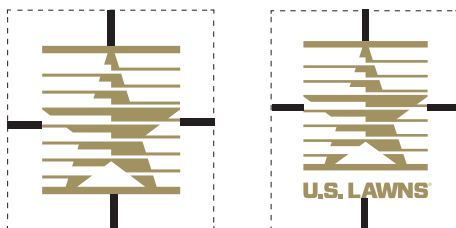


Clear Spacing

Always maintain clear space around the logo. Never allow typography or other elements to crowd or distract from its prominence.



For the logo, make sure to measure clear space by the height of the "L" in U.S. Lawns for both vertical and horizontal spacing. The width between the star and the type is one period block width.



For the star, measure clear space by a quarter of the width of the star.

Logo with Tagline

Taglines are an integral part of conveying a brand image with a sales and marketing message. In order to preserve our tagline's integrity:

Never use the tagline without the logo.

Do not change how the tagline and logo are positioned together.

Only use the authorized tagline: "Your Turf. Our Lawn."

Do not misspell or incorrectly punctuate the tagline.

Reproduce logo/tagline art exactly as you are given.



Spacing between the tagline and the logo is one period block width.

Minimum Size

Do not reproduce the U.S. Lawns logo smaller than 3/4" wide for the full version, 1/4" wide for the stacked version and 1/8" wide for the star by itself.



IMPRINTING THE LOGO

Promotional Products

Offering branded items for your employees and customers is a great way to show your pride in U.S. Lawns and promote your business. However, it's important that you maintain the integrity of the brand at all times. Therefore, we ask that you choose appropriate promotional products for imprinting and always use the logo correctly. The easiest way to accomplish this is to go through our preferred partner, whose information can be found in FranConnect.

Approved Uses of Promotional Products

- Charity Events
- Community Events
- Customer/Prospective Customer Gifts
- Employee Gifts or Awards

Choosing the Correct Logo

When choosing a logo to use on your promotional product, make sure you use the correct version based on the size and shape of your item. You will find all the logos that you need on FranConnect in the Promotional Products Logo Pack. Do not enlarge a logo to more than 20% of the size of the file. Do not wrap logo around the side of shirts or use the stacked logo on linear items such as pens. We trust you to use your judgment and make your finished product look tasteful and well-designed. Some suggested layouts are demonstrated below.

Examples of acceptable items to print. Use your best judgment and create items that are professional and of high quality.



IMPRINTING THE LOGO

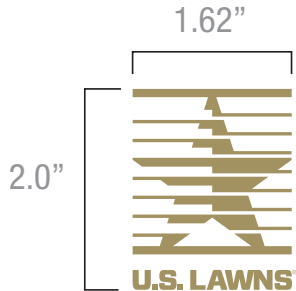
Apparel - Stacked Logo

U.S. Lawns has three items that require embroidery of the stacked logo: the crew member caps, the owner golf shirts, and the owner dress shirts. This stacked logo is available in FranConnect in the Apparel Logo Pack. Our preferred partner, American Ad Specialties, has this digitized file and can easily create these items with no hassle for you. However, should you choose to use another vendor, it is important that they follow our guidelines and regulations.

- Use the logo exactly as you are given it, including the placement and size of letters and the star mark.
- Do not stretch, change colors, or alter it in any way.



The U.S. Lawns stacked logo is the only version of the logo to be embroidered on these three items. The cap may only be imprinted in gold. The golf shirt and dress shirt are preferred in gold but can also be white or blue and gold as pictured below. See "Color Standards" on the next page for more specific instructions.



Size

Do not reproduce the Stacked U.S. Lawns logo on imprinted apparel at any other size except 1.62" x 2".



Golf Shirt
Navy with Gold Logo



Golf Shirt
Black with White Logo



Dress Shirt - Short Sleeves
White with Blue and Gold Logo



IMPRINTING THE LOGO

Apparel - Embroidery & Sublimation

Caps - The only color allowed when imprinting caps is gold. Your embroiderer will need to make the digitized file the identical size as for the shirts. Embroider across the front of the cap, with the panel crease down the center of the design.



Color Standards

The gold version of the logo is only to appear on black, navy blue, royal blue, light blue, and white shirts. The white version of the logo can be used on any other color. The blue and gold version is only to appear on white and light blue shirts.

Uniform Patches

Patches are imprinted with the standard version of the U.S. Lawns logo. U.S. Lawns patches are a standard size 1 5/8" x 3 5/8" white with navy border. These are available for purchase from U.S. Lawns or your preferred uniform supplier. An optional second patch will have the employees name on it in the typeface Helvetica Bold and the same color (PANTONE® 288C). Match the height and width of the letters to the original U.S. Lawns patch and use U.S. Lawns Blue, PANTONE® 288C. These are printed using a sublimation process.

Correct Placement of the Logo



Incorrect Placement of the Logo

