



NEW BRAND IDENTITY
AT-A-GLANCE

BRAND IDENTITY

Brand identity is how we show up every day. It's how we present ourselves, how we speak, and how we engage with customers, and how we make people feel when they visit our locations or when we are on customer properties.

It includes our visual style, our tone of voice, our values, and **the experience we deliver** at every touchpoint. When everyone follows the same brand identity, customers recognize us, trust us, and know what to expect from us.

WHY BRAND IDENTITY MATTERS TO YOU AS A WASSON EMPLOYEE

Brand identity isn't just about logos or marketing, it directly affects how customers see us and how successful we are as a team across all departments.

When we present a consistent brand identity, **customers know what to expect**. They trust us more easily, feel more confident choosing us, and are more likely to return. That trust makes conversations easier, relationships stronger, and our work more valuable for our customers and for us.

A clear brand identity also gives you, as a Wasson employee, confidence and clarity. It answers important questions:

- How should I communicate with customers?
- What level of quality and care is expected?
- How should this experience feel for the customer?

Instead of guessing, brand identity provides a shared standard we can all follow.

Strong brand identity also protects the value of our work. When we consistently deliver a recognizable **experience**, customers see our services as more professional and valuable. That leads to stronger loyalty, better referrals, and long-term stability for our team and for Wasson.

Most importantly, **brand identity helps us work together**. When everyone represents the brand the same way, customers experience one unified company, not individual roles or personalities. That unity also builds pride, accountability, and a stronger team culture.

The following pages provide visual and descriptive ways for you to know and follow Wasson's brand identity and ensure consistency in your daily interactions with customers and fellow staff. If you have any questions, or would like more clarity, please contact marketing at lorri@wassonnursery.com

LOGO SUITE



COLOR PALETTE BREAKDOWN

The Wasson Brand color palette below is intended to be used as a quick reference. If you need to send color information to an outside vendor, please consult with Wasson Marketing to assist.

Main Colors



Evergreen



Paper



Juniper



Warm Gray 4

Secondary/Complimentary

Supplementary Department Identity Colors



Goldenrod
Garden Centers



Terracotta
Outdoor
Design Build



Black Fox
Lawn &
Landscape

TOPOGRAPHY (Main)

Brandon Grotesque BOLD

Brandon Grotesque Medium - Subheading
Bold

Brandon Grotesque Regular - Body
Bold

Secondary Font

Volkorn

VOICE & TONE

Refer to the examples below when considering how to communicate with customers. Each “Voice & Tone” enables you with the opportunity to accurately convey our Brand messaging of who we are and what we offer to any inquiring customer. Select the style that feels most comfortable for you, and utilize that narrative as your guide when communicating with customers.

Friendly and Approachable:

At Wasson, we want you to feel like you’re working with friends who happen to know a lot about landscaping. We’re here to make the process easy, enjoyable, and stress-free. When you work with us, you’re not just a client, you’re part of the team.

VOICE & TONE cont.

Credible and Professional:

We're serious about what we do and how we do it, but the true value is in the lasting relationship we build with our customers. With years of experience and deep knowledge in custom landscaping, we deliver results you can trust.

Artistic and Creative:

Landscaping is our canvas. We don't just install plants, we craft intentional outdoor spaces that reflect your personality and lifestyle. Whether it's bold, classic, or somewhere in between, we take pride in designing environments that seamlessly blend art and nature.

Collaborative and Customer-Focused:

We believe in working with you, not for you. From the initial concept to the final touches, we're all about collaboration. Your ideas, your vision, and our expertise are at the heart of what we do.

Educational and Informative:

We're not just here to do the work; we're here to empower you with the knowledge you need to make the best decisions for your space. We'll explain things clearly, without overwhelming you, so you feel confident in every decision you make.

Warm and Inviting:

Elevated service doesn't have to feel formal or intimidating. We believe exceptional landscapes should feel comfortable, approachable, and genuinely personal. Whether it's a brief conversation or a thoughtful discussion about your property, our team creates a welcoming experience—proving that high-quality landscape maintenance can be both refined and refreshingly easygoing.

