

*Wasson*  
S I N C E 1 9 7 7

VOLKORN font

GETTING ROOTED

The Wasson Brand

At-A-Glance

Brandon Grotesque font



## GET ROOTED IN KNOWLEDGE

This is your superpower. How you show up every day. It's how you present yourself, how you speak, and how you engage with customers, and how you make people feel when they visit our locations or when you're on customers' properties.

It's the visual style, tone of your voice, the values you uphold, and **the experience you deliver** at every touchpoint. When you're rooted in the solid ground of who and what Wasson is, you're aligning yourself with everyone you work with and providing customers with expected interactions that make them feel welcomed, appreciated, and seen.

## WHY SHOULD I ROOT MYSELF IN KNOWLEDGE?

Brand identity isn't just about logos or marketing; it's the knowledge and understanding of how customers see us and how successful we are as a cohesive team across all departments.

When we present ourselves with integrity and pride in how we show up every day, customers 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 to ourselves and our customers.

- When we ask ourselves, "How should the experience feel for a Wasson customer?", it makes it easier for us to be intentionally present and attentive to every customer. This sets us apart and is why customers enjoy what we provide, whether in the garden centers or when we're on a client's property.

When we all represent the Wasson 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](mailto:lorri@wassonnursery.com)

## HEY THERE!

Our logo is unique and it’s been through a lot of changes over the years, but one thing we’ve continued to keep, is how it originated. Dan Wasson, Sr. (Dan and Bob’s father), used his handwriting to brand the Wasson logo. We’ve refined it, ever so slightly, but still kept the honor and legacy of his swooping “W” and angled style. Thanks, Senior!



## WASSON COLOR PALETTES

Below are the Wasson brand colors you’ll find representing our departments, company apparel, signage, buildings, vehicles, and marketing pieces.

### Main Wasson Colors



### Complimentary Colors



### Department Identity Colors



Garden Centers

Outdoor  
Design Build

Lawn &  
Landscape

## IT’S ALL ABOUT THE FONT

Font choice helps tell stories too. We use the following fonts to represent Wasson. We feel it aligns perfectly with our professional, sleek, and quietly elevated style.

### Main Font

Brandon Grotesque

We also use a complimentary font to keep things fresh, interesting, and call out intentional points of interest.

### Complimentary Font

Volkorn

## WE'RE WASSON, NICE TO MEET YOU!

Who we are as a family, a team and what we offer can be defined and personified in every person who works here. It's simple, it's to the point, and it just really feels pretty great.

### **Wasson Mission Statement:**

Our family creates beautiful outdoor spaces for your family to fall in love with.

## WASSON VALUES

Every family has core values. Much like our Mission Statement, they're easy for each of us to identify with:

### **PRIDE**

We are proud of our company, our team, our facility, and our equipment. We know that **attention to detail is everything**, and this leads us to deliver the best possible experiences to our customers and employees.

### **FOCUS**

We know and believe that with focus comes efficiency, profitability, and customer satisfaction.

### **FAMILY**

**We always do what we say we are going to do.** We focus on providing a culture of trust that is derived from following through and treating customers and employees like we would our own mother, father, sister, or brother.

## THE BOTTOM LINE

Our mission statement and core values are what keep us grounded—they're the reason we do what we do, not just how we do it. They guide our decisions, shape how we treat each other and our customers, and make sure everything we build, grow, and care for truly matters.



## HOW DO I EXPLAIN WHO WASSON IS TO SOMEONE?

Talking about yourself can sometimes feel “crunchy”, so here’s the best way to describe who we are, we think it covers everything pretty well and keeps it real. This is our quick elevator pitch.

Wasson has been designing and building better backyards since 1977. We specialize in Outdoor Design Builds, Lawn Care and Landscape Maintenance. Our design build services create artfully crafted outdoor living areas from concept to finished space, while our Lawn Care and Landscape Maintenance crews keep them beautiful year-round. Our three Garden Center locations in Fishers, Muncie, and Union City offer everything you need to personalize your outdoor spaces with perennials, shrubs, trees, landscape supplies, houseplants, and outdoor decor. Whether you’re looking for a complete transformation or just the perfect finishing touch, Wasson has your back...yard.

## WHY DO SOME PEOPLE CALL US WASSON “NURSERY”

“Wasson Nursery,” was our previous name and we used to grow a lot of the plants we sold and installed in client landscapes. We dropped the word “Nursery” from our brand because, no pun intended, we outgrew it.

We no longer actually “grow” our own plants anymore. All our plants come from top-quality growers, such as Monrovia and Proven Winners, and local nurseries like Brehob and Bluegrass.

## HOW SHOULD I ANSWER THE PHONE

**Keep it simple.**

“Hi, thank you for calling Wasson. How can I help you?”

**or**

“Hello, you’ve reached Wasson. What can I assist you with today?”

**If you’re in a specific department, you can identify the department, for example:**

“Hi, thanks for calling Wasson Outdoor Design Build, this is **[your first name]**. How can I help you today?”

“Hi, thanks for calling Wasson Lawn & Landscape, this is **[your first name]**. How can I help you today?”

“Hi, thanks for calling Wasson Garden Centers, this is **[your first name]**. How can I help you today?”



## **VOICE & TONE**

*The examples below are examples of the voice and tone you can utilize when communicating with customers. Each “Voice & Tone” enables you to accurately convey a great Wasson experience of who Wasson is and what we offer. Find a 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.

### **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.



## **PUBLIC INTRODUCTIONS**

It's common for certain staff members to participate as guests at events, both public and hosted by Wasson. Below are executive, leadership, and management staff examples of how they can be introduced.

### **Wasson Executive team members**

Dan Wasson, owner and CEO of Wasson [*general overall introduction*]

Dan Wasson, owner and CEO of Wasson Outdoor Design Build [*industry/department-specific introduction*]

Bob Wasson, owner and retail operations director of Wasson [*general overall introduction*]

Bob Wasson, owner and retail operations director of Wasson Garden Centers [*industry/department-specific introduction*]

Andy Dieringer, chief operations officer at Wasson

Hunter Ruzbasan, chief financial officer at Wasson

### **Wasson Administrative team members:**

Dani Wasson, communications and customer experience director at Wasson

Lorri Markum, marketing director at Wasson

Jacob Driver, human resources manager at Wasson

### **Wasson Outdoor Design Build team members:**

Britt Husman, lead landscape designer at Wasson Outdoor Design Build

Kylee Lee, landscape designer and horticulturist at Wasson Outdoor Design Build

Josh Danzeisen, landscape designer at Wasson Outdoor Design Build

Aubrey Strait, project manager at Wasson Outdoor Design Build

### **Wasson Lawn & Landscape team members:**

Stephen Gaar, senior director of services at Wasson Lawn and Landscape

Annie Timmerman, service operations manager at Wasson Lawn and Landscape

Marni Tupling, seasonal color director, Wasson Lawn and Landscape

Dave Mazanowski, landscape account manager at Wasson Lawn and Landscape

Mike McDaniel, landscape account manager at Wasson Lawn and Landscape

### **Wasson Garden Center team members:**

Danesa Stolz, customer experience manager at Wasson Garden Centers

Jeanie Stammen, office manager at Wasson Garden Centers

Michele Perrin, events manager at Wasson Garden Centers

