



Brand Guide

By Alexis Elliott

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Client Proposal & Audience Analysis

Client and Market Profile

Hamilton County is one of the most southern counties in Ohio that borders both Indiana and Kentucky. Hamilton County is home to one of Ohio's third largest city, Cincinnati (Top ten cities in Ohio). Cincinnati is bordered by several suburb towns which will provide many marketing opportunities in the future.

My client is Lucky's Lawn Care, who works out of New Haven, Ohio. The family run business was established in 1945 by Steven Lucky and is currently being ran by the fifth generation of Luckys, Dan and Sharon Lucky. Lucky's Lawn Care has had the same logo since its establishment 75 years ago. Lucky's Lawn Care specializes in providing quality lawn care services to customers with expertise, speed, and for an affordable price. Lucky's Lawn Care does not just cut grass, they provide fertilizer and edging services as well. This company's mission is, "Lucky's Lawn Care strives to provide quality lawn care service at an affordable price." The company strives to maintain their family business values that Lucky's Lawn Care was founded upon.

In Hamilton County there are only two lawn care businesses who are members of the Cincinnati Chamber of Commerce. Grounds Elite, LLC is a business that focuses on lawn care, ground maintenance, and snow removal (Grounds Elite, LLC, Cincinnati Chamber). The second business listed as a member in the chamber of commerce is Royse Lawncare (Company Details, Cincinnati Chamber). Their services include commercial and residential fertilization, weed control, and more. This conveys the success of lawn care businesses within the county.

Audience Analysis

According to the United States Census data, Hamilton County has a population of 812,037 people (Hamilton County, Census.gov). The majority (67.5 percent) of residences in the county are white making them part of my primary audience (Hamilton County, Census.gov). The second largest (25.7 percent) population in the county identifies as African American making them my secondary audience (Hamilton County, Census.gov). Overall, the homeownership rate in Hamilton County is 57.8 percent which means that there are nearly 470,000 potential customers within the county limits (Hamilton County, Census.gov). The median household income is 54,976 dollars a year (Hamilton County, Census.gov).

My primary target audience is aged 65 and over because 78% of that age bracket are homeowners (Homeownership Rate By Age, 2020). The next highest age range of homeowners in the United States is 55 to 64 years old and they will be a part of my secondary audience (Homeownership Rate By Age, 2020). These homeowners have control over their yards, so they might be looking for affordable lawn care.

Since my target audience is among the older generation I found numerous local newspapers including The Cincinnati Enquirer, The Cincinnati Post, and The Cincinnati Herald. I can run advertisements in both the print and online versions to gain more viewership. Face-to-face interaction, flyers, and customer referrals are other great ways to reach this audience.

Color Palette

C: 0
M: 0
Y: 0
K: 0

C: 50
M: 0
Y: 100
K: 0

C: 0
M: 0
Y: 0
K: 100

C: 0
M: 0
Y: 0
K: 60

C: 0
M: 0
Y: 0
K: 25

Visual Justification

For my color choices, I drew inspiration from a large brand in lawn care, Scott's Miracle-Gro. Their logo is comprised of a simple leaf green color and black. I selected a variety of greens to give the viewer the impression that the service they are going to get will leave their lawn fresh and vibrant. Green is a common color in lawn and garden logos. The gray colors I select are to give the viewer the impression of strength and professionalism.

Typography

Script/Display Font

Lucida Calligraphy Italic

Lucky's Lawn Care

Serif Font

Rockwell

Lucky's Lawn Care

Sans Serif Font

Britannic Bold

Lucky's Lawn Care

Tw Cen MT

Lucky's Lawn Care

Typography

Rockwell Bold is a serif font that is blocky in a good way. This font will allow the viewer to read the company name clearly. The script font for Lucky's Lawn Care is Lucida Calligraphy Italic. This font sweeps nicely and gives an air of professionalism to the company. The sans serif font that is a part of Lucky's Lawn Care brand guide is Tw Cen MT.

Logo & Logo Type



Logo & Logo Type Justification

Since my target audience is the older generation I wanted to make my design clear and simple. I also wanted to make sure that the design was timeless and speaks to a variety of age brackets. During the design process, I played around with the idea of using a four-leaf clover in my design and ultimately decided that it was a great way to include the idea of freshness into the design. I constructed a logo that highlights the company's mowing services while conveying a sense of quality and professionalism.

I chose to write the company name in the font, Tw Cen MT. This font is a sans serif font that is easy to read and is bold enough to grab the viewer's attention. I designed a four-leaf clover to act as the apostrophe in Lucky's Lawn Care. Below the company name there is

smaller text stating the company's tag line. The smaller text emphasizes that is less important than the company name. The two lines of text are bisected by a line that ends in several blades of grass. I found this graphic online and edited the shape and color to fit the company's brand. I wanted this to give the viewers the feeling that the grass under the company name had been manicured and the grass in front of the mower was unruly. The push mower with a smaller clover on it is a representation of the mowers Lucky's Lawn Care uses to get a perfectly maintained lawn for their customers. I found the mower vector graphic online; I altered the shape and design of the graphic to fit my needs.

I chose to use four colors in my design. I selected a dark green color for the four-leaf clover because it gives the viewer a feeling of luxury and quality. Those are two words I want to associate with the Lucky's Lawn Care brand. Black is the second color in my logo, and I felt it provided a sense of sophistication to the viewer. I wanted the light green color I selected for the grass segment to give the viewer the feeling of fresh new beginnings. The light gray color of the company's tagline radiates security and strength which exactly what you want in a lawn care company.

Sample Business Card & Justification

Front of Card:



Business Card Justification

This business card is sleek and clean to allow for the most advertisement space possible. My primary target audience is aged 65 and over because a large portion of that age bracket are homeowners. The older generation loves tactile marketing method like business cards. I chose to put the logo on the back of the card, so it grabs the user's attention.

The front of the business card has the iconic logo of the lawn mower so that the person who receives the business card will know it is for a lawn care company. The contact information of the employee is located on the right-hand side of the card.

Back of Card:





**THE GRASS
IS ALWAYS
GREENER
ON OUR SIDE.**

Contact us for an estimate today!
Visit: www.luckyslawn care.com

**Lucky's Lawn Care**
Lawn care done right!

Sample Advertisement

Advertisement Justification

Since the audience is among the older generations I chose to use a polaroid photo as inspiration for my advertisement. I also wanted my advertisement to be clean, clear, and simple. I wanted my advertisement to speak to the superiority of Lucky's Lawn Care in comparison to other lawn care business. I designed my advertisement on the "Z". I put the initial wording on the left side of the advertisement. I put the contact information and Lucky's Lawn Care logo at the bottom as a call to action for the viewer. I would consider my advertisement a panel layout because it has two images of matched proportion. I tried to communicate my message in a straightforward manner without confusing gimmicks.

The two grass halves make up the photo portion of the polaroid and the large white boarder mimics the white commonly found on a polaroid. I chose to make the grass on the left half of the advertisement bright green and gave the grass on the right side a brown appearance. I used various effects on the brown grass layer to mimic dead grass that can be observed during fall time. I created the two grass patches using the rectangle feature in Photoshop and the grass coloring to fill out the rectangle. I added a small light gray rectangle at the bottom of my ad to offset the white borders of a traditional polaroid photo.

My advertisement saying was inspired by a popular phrase "The grass is always greener on the other side." I chose to put my spin on this phrase making it "The grass is always greener on our side." I wanted the words to mesh with my design, so I choose the font "Azo Sans Uber" to add a bold text to my design. This saying mixed with the bright green color of the grass on the left side of my advertisement draws the viewer in. I used a drop shadow to add drama to my advertisement and set my wording apart from the grass texture. I chose the same font as my logo, Tw Cen MT, to write the call to action in. I think this provides a since of uniformity across the bottom of the advertisement.



Lucky's Lawn Care Lawn care done right!