Simple Brand Style Guide Template for Lawn Care & Lawn Maintenance Companies

This simple brand style guide template is provided by CLIP to help lawn care and lawn maintenance companies create consistency across their website, trucks, marketing materials, and customer communications. It is intentionally practical, easy to use, and designed to grow with your business.

1. Business Overview

Company Name: _____

Primary Services: (mowing, edging, trimming, landscaping, etc.)

Primary Service Area(s): _____

What customers should associate with your brand (3–5 words):

2. Logo Usage

Primary Logo File: _____

Alternate Logo (if any): _____

Logo Guidelines:

- Do not stretch or distort the logo

- Do not change logo colors

- Leave clear space around the logo

- Use the same logo consistently across trucks, invoices, and online platforms

3. Brand Colors

Primary Brand Color: _____

Secondary Brand Color(s): _____

Accent Color (optional): _____

Usage notes:

- Use primary color for headers and calls to action

- Use secondary colors sparingly for balance

4. Typography

Primary Font: _____

Secondary Font (if any): _____

Typography Guidelines:

- Use clear, readable fonts

- Avoid decorative or hard-to-read styles

- Keep usage consistent across materials

5. Voice & Tone

Brand Messaging (Focus on Customer Benefits)

Your brand is not just your logo or your services. It is what customers experience and the value they receive every time you show up.

Use messaging that leads with outcomes, then supports it with what you do. For example: "We help homeowners and property managers enjoy a clean, healthy lawn with reliable service and clear communication."

Core customer benefits to highlight (choose 3–5):

• Reliable, on-time service

• Consistent quality on every visit

• Clear communication and expectations

• Professional crews and equipment

• Peace of mind for homeowners or property managers

How should your company sound to customers? (check all that apply)

- Professional

- Friendly

- Straightforward

- Approachable

Additional notes on tone or wording preferences:

6. Customer Communication Standards

These guidelines apply to emails, texts, proposals, reports, and invoices:

- Be clear and concise

- Set expectations upfront

- Use consistent language and formatting

- Reinforce reliability and professionalism

7. Field & Crew Presentation

Uniform guidelines (colors, logo placement):

Truck branding guidelines:

On-site customer interaction expectations:

8. Brand Consistency Checklist

- Website

- Trucks and equipment

- Proposals and estimates

- Invoices

- Customer emails and texts

- Reports and follow-ups

9. Maintaining Your Brand

Consistency matters more than perfection. This guide does not need to be complex to be effective. Revisit it annually or when your business grows, adds services, or enters new markets.

This template is provided by CLIP to help lawn care businesses establish professional, scalable systems that support long-term growth.