



# Brand Guidelines

2025



# BRAND MESSAGING

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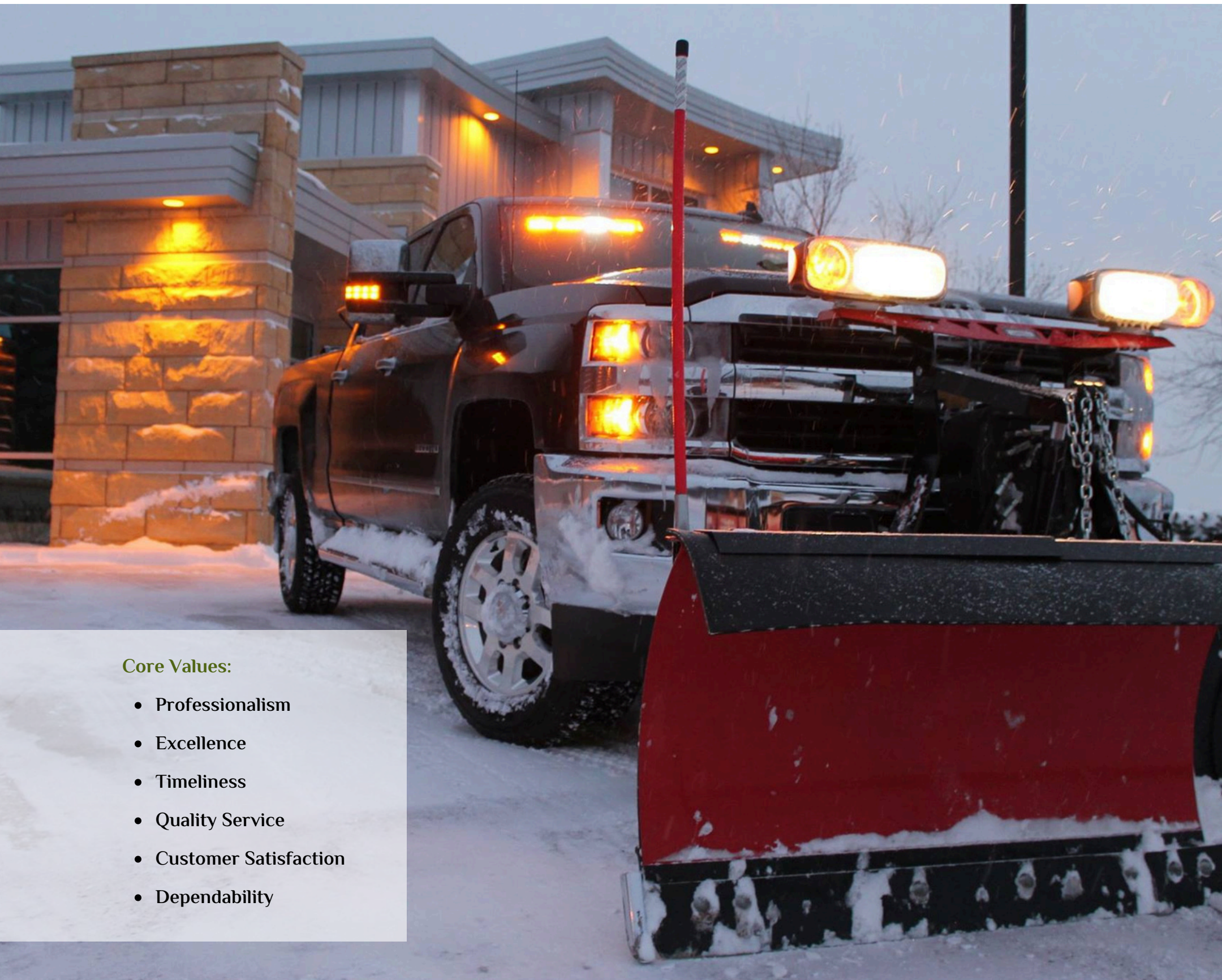
Based on the content from E&M Outdoor Services' website, we have created a concise messaging guide to maintain consistency across all communications:

**Brand Slogan:**

**"Where Lawn Care Meets Excellence."**







**Core Values:**

- Professionalism
- Excellence
- Timeliness
- Quality Service
- Customer Satisfaction
- Dependability



### Key Services:

- Lawn Care
  - Snow Removal
  - Fertilization & Weed Control
  - Aeration & Over Seeding
  - Spring Turf Clean Up
  - Fall Clean Up
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### Service Areas:

- Monticello, MN
  - Big Lake, MN
  - Buffalo, MN
  - Elk River, MN
  - St. Michael/Albertville, MN
  - Otsego, MN
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### Unique Selling Propositions (USPs):

#### Local Expertise:

Headquartered in Monticello, MN, serving surrounding areas with in-depth local knowledge.

#### Free, On-Site Property Assessments:

Personalized service with complimentary estimates and evaluations.

#### Award-Winning Service:

Commitment to quality and attention to detail that surpasses competitors.

#### Licensed & Insured:

Fully licensed and insured staff with ongoing training to better serve customers.

#### 24-Hour Service Guarantee:

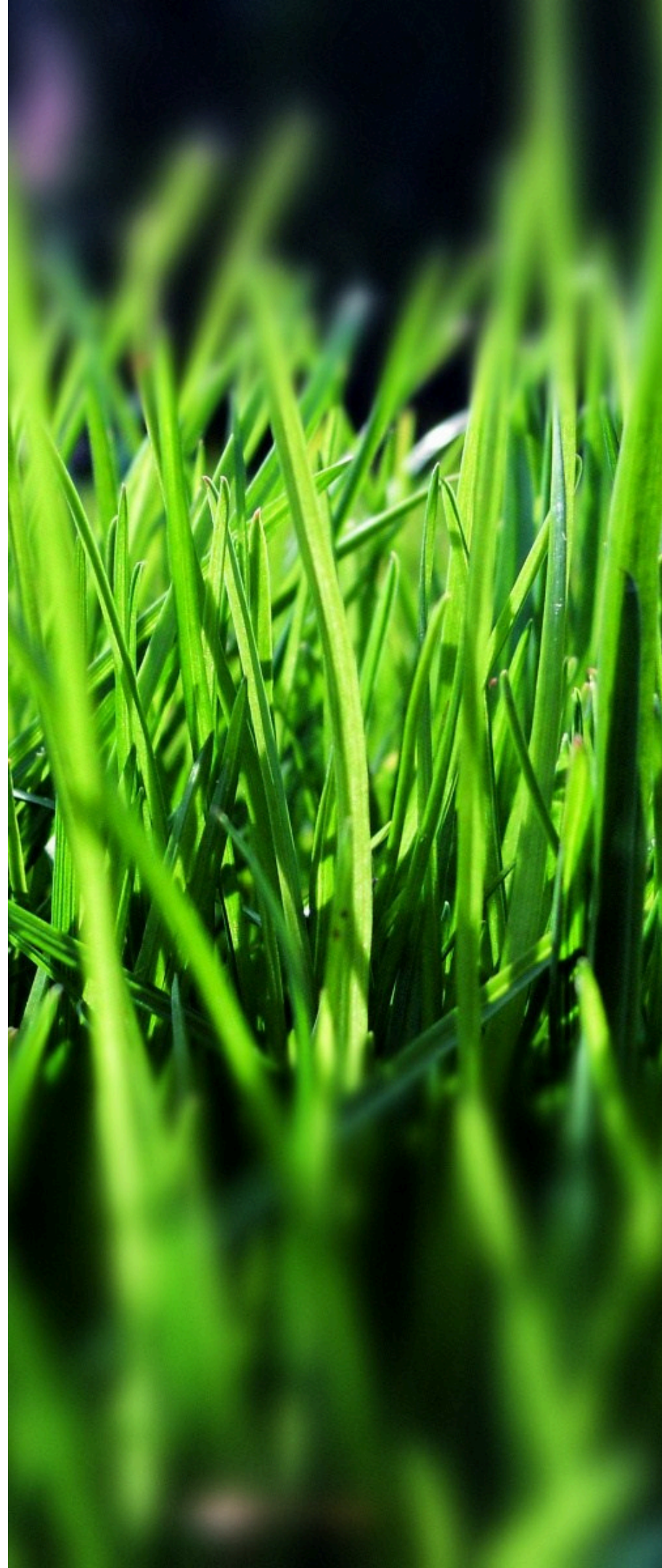
Especially during snow events, ensuring prompt and reliable service.

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### Call to Action (CTA):

**"Envision your dream lawn. Tell us how we can help today."**

Incorporating this brand language into E&M Outdoor Services' communications will ensure consistency and reinforce their brand identity across all platforms.





# LOGO SUITE

Discover the adaptability of our brand's logo across square, horizontal, and logomark options. Each variation maintains our essence while fitting various spaces. Experience the versatility that ensures our logo always stands out, regardless of the format.

Logo Variation 1 - Square

Full Color



Black



White



Logo Variation 2 - Horizontal

Full Color



Black



Full Color White



White



Logo Variation 3 - Logomark

Full Color



Black



White



Logo Variation 4 - Typography

Full Color



Black



White





# BRAND COLOR SUITE

Our brand colors are strategic assets, not just for looks. They show who we are and what we believe in, in a way everyone understands. By choosing and using them carefully, we make sure our brand is consistent and stands out, even among competition. These colors go beyond looks, they build trust and show we're dependable.

CMYK RGB #HEX PANTONE	21/0/79/60 80/101/21 #506515 378 C
CMYK RGB #HEX PANTONE	20/0/79/27 149/187/40 #95bb28 368 C
CMYK RGB #HEX PANTONE	16/0/61/14 184/220/86 #b8dc56 367 C
CMYK RGB #HEX PANTONE	0/20/53/78 55/44/26 #372c1a Black 4 C
CMYK RGB #HEX PANTONE	0/21/53/65 89/70/42 #59462a 462 C
CMYK RGB #HEX PANTONE	0/3/11/11 227/221/201 #e3ddc9 7604 C
CMYK RGB #HEX PANTONE	100/47/0/40 0/82/154 #00529a 2945 C
CMYK RGB #HEX PANTONE	56/27/0/0 112/186/255 #70baff 297 C



# TYPOGRAPHY SUITE

Navigate through our typography usage guide to understand the art of font application. Here, we provide insights into how to effectively use each font in different contexts. Whether it's headlines, body text, or captions, you'll learn how to harness the power of typography to enhance our brand's visual presence while maintaining consistency and legibility.

## Primary Font Suite

<b>Header Text</b> El Messiri - <b>Bold</b>	<b>Sub Header Text</b> El Messiri- <b>Regular</b>	<b>Paragraph Text</b> Walkway <b>Bold</b>	<b>Sub-Paragraph Text</b> Walkway <b>SemiBold</b>	<b>Attention Text</b> <i>Walkway Oblique UltraBold</i>
Aa	Aa	Aa	Aa	Aa
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()

## Professionalism. Excellence. Timeliness.

If you're looking for a qualified, fully insured company that prides itself on customer service and satisfaction; then look no further. We have a qualified team of professionals to get the job done the right way, the first time. Whether its our 24 hour service guarantee during snow events or our commitment to making your lawn the envy of the neighborhood, you've come to the right place!

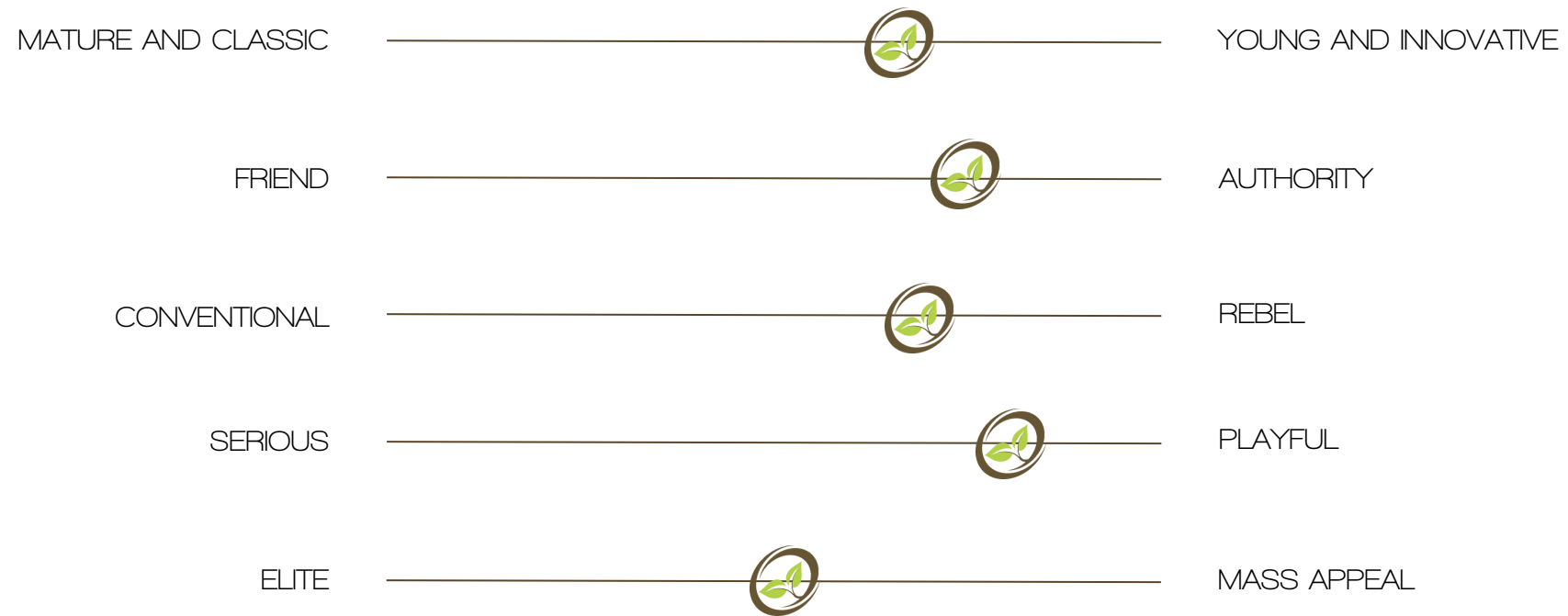
## Secondary Font Suite - Used when custom fonts aren't available

<b>Header Text</b> Poppins - <b>Bold</b>	<b>Sub Header Text</b> Poppins - <b>SemiBold</b>	<b>Paragraph Text</b> Poppins - <b>Regular</b>	<b>Paragraph Text</b> Poppins - <b>Light</b>	<b>Attention Text</b> <i>Poppins - Regular Italic</i>
Aa	Aa	Aa	Aa	Aa
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()



# PERSONALITY SPECTRUM

Our Personality Spectrum reflects our approach to understanding and navigating the business environment. It guides how we identify challenges, evaluate opportunities, and make informed decisions that align with our goals. By assessing current situations and anticipating future possibilities, we respond thoughtfully and strategically to drive meaningful results.







### **Mature and Classic ↔ Young and Innovative:**

#### **65% Mature and Classic**

Their emphasis on “attention to detail,” licensed professionals, and a strong track record gives them a mature, reliable personality. However, they do incorporate innovation through modern services like fertilization programs and property assessments.

### **Friend ↔ Authority:**

#### **75% Authority**

The brand comes across as an expert in lawn care and outdoor maintenance. With detailed service descriptions, a 24-hour guarantee, and licensed professionals, they project confidence and authority in their field.

### **Conventional ↔ Rebel:**

#### **70% Conventional**

E&M Outdoor Services positions itself as a dependable, traditional service provider, using familiar industry standards and highlighting reliability. There’s no rebellious or disruptor tone in their messaging.

### **Serious ↔ Playful:**

#### **80% Serious**

Their messaging emphasizes professionalism, reliability, and expertise. The focus is on delivering trusted, high-quality outdoor solutions, which leans heavily toward a serious tone. There is little playfulness in their current voice.

### **Elite ↔ Mass-Appeal:**

#### **60% Mass-Appeal**

While E&M Outdoor Services provides high-quality, professional work, their messaging prioritizes accessibility for homeowners and businesses across local communities. Their service areas and approachable tone suggest broad appeal over exclusivity.

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### **Summary of Placement:**

- Elite ↔ Mass-Appeal: **60% Mass-Appeal**
- Serious ↔ Playful: **80% Serious**
- Conventional ↔ Rebel: **70% Conventional**
- Friend ↔ Authority: **75% Authority**
- Mature and Classic ↔ Young and Innovative: **65% Mature and Classic**





Proudly prepared for E&M Outdoor Services by



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