



# BRAND GUIDE

Standards for writing and designing Swingle communications



*Created April 1, 2015*



## MISSION STATEMENT

“Stay Ahead of the Pack” - John Swingle, 1947

## VISION STATEMENT

- We will continue to be the leader in tree and landscape care.
- We are committed to traditional values, legendary service, loyalty to our customers, and respect for our employees.
- We will remain innovative, environmentally conscious, and unequalled in quality and safety.
- We are dedicated to establishing standards to which the industry can aspire and our customers will value, while realizing a fair profit from our talents and success.

## COMPANY HISTORY

In 1947, John Swingle founded Swingle Tree Surgery Company. John pruned the trees while his wife stacked branches and limbs in their Jeep. Over the years, with John’s extensive knowledge of arboriculture, dedication to his customers’ needs, and business savvy, the Company grew. He established quality work as the Company standard and his motto became, “Stay Ahead of the Pack.” This applied to all areas - management, product innovation, customer service, and community involvement.

When John Swingle died in 1955, control transferred to Earl Sinnamon, a former Denver City Forester. Under Earl’s direction the Company flourished as a leader in professionalism, credibility, and reliable service. Upholding the Swingle motto, “Stay Ahead of the Pack,” Earl purchased a computer system in 1978, long before his competitors. It was this type of foresight that brought the Company successfully into the 80’s.

Upon Earl Sinnamon’s death in 1980, a partnership was formed between two long time employees, Dave Dickson and Charles Morgan. Dave and Chuck remained dedicated to the progressive philosophy formed in the Company’s early years that separated Swingle from other companies in the industry. They adhered to basic ideas such as quality service and exacting standards.

In December 1988, Chuck Morgan retired and Dave Dickson became Swingle’s new President. With over 30 years of service at Swingle, Dave remained committed to personal service, quality through innovation, and controlled growth by limiting the geographic areas Swingle services.

In the fall of 1997, Tom Tolkacz became a partner in Swingle with Dave Dickson. Upon Dave’s passing in late 1998, Tom purchased the Company. Having joined Swingle in 1987, Tom continues to lead Swingle into the future by focusing on our past philosophies while embracing new and current techniques. Tom has coined the future as the “Era of the Employee”, knowing that it is our employee team, our greatest asset, that will determine our success.

Today, after decades of growth, Swingle has multiple locations along the northern Colorado Front Range area. We still firmly believe that investment in employee training is paramount to our success. We continually set the standard for knowledge, experience and professionalism within our industry. We strive to do the best job possible, reinforcing trust and fostering the long-term relationships for which we are known.

# Swingle's Color Palette

Swingle Maroon



Pantone 235C

C - 41%  
M - 100%  
Y - 41%  
K - 20%

R - 136%  
G - 13%  
B - 83%

Swingle Green



Pantone 355C

C - 98%  
M - 12%  
Y - 100%  
K - 2%

R - 0%  
G - 149%  
B - 58%

## Swingle Logos and Brand Elements - Sizes & Options

(Sales & Marketing; Logos)



Minimum print size: 2.5 x .88 inches  
750 x 266 pixels



Minimum web size: 600 x 213 pixels



Minimum print size: .70 x .70 inches (circle)  
140 x 140 pixels (circle)

Minimum web size: 100 x 100 pixels (circle)



Maximum print size: .70 x .70 inches  
140 x 140 pixels  
(optional depending on design)



Maximum print size: 3.5 x 2.1 inches  
252 x 156 pixels  
(optional depending on design)



Maximum print size: 3 x 3.4 inches  
216 x 246 pixels  
(optional depending on design)

# Swingle's Logos - Rules and Usage



1. Don't change the logo orientation
2. Don't bevel or emboss the logo
3. Don't place the logo on a busy photograph or pattern - logo should appear in a white footer band
4. Don't change the logo colors (see "Swingle's Color Palette")
5. Don't crop the logo in any way
6. Don't put a white box around the logo when placed on a dark or busy background (see #3)
7. Don't reconfigure or change the size or placement of any logo element
8. Don't stretch or squeeze the logo to distort proportions
9. Don't recreate elements or replace with something else

Example



1. Don't change the logo orientation
2. Don't bevel or emboss the logo
3. Don't change the logo colors (see "Swingle's Color Palette") EXCEPT for "The Swingle Promise" and "Since 1947" (white lettering is acceptable on a dark background)
4. Don't crop the logo in any way
5. Don't put a white box around the logo when placed on a dark or busy background (see #3)
6. Don't reconfigure or change the size or placement of any logo element
7. Don't stretch or squeeze the logo to distort proportions
8. Don't recreate elements or replace with something else



**NOTE:** Any changes to the "Swingle Logos - Rules and Usage" above, must be communicated to the **Marketing Team** BEFORE being approved/released into the piece.



# Swingle's Typography Palette

T  
S t

Helvetica Neue  
Helvetica Neue LT Pro  
Helvetica Neue LT STD  
Mission Script  
Arial

Body Copy  
Body Copy/Headline  
Body Copy/Headline  
Headline  
Letter Body Copy

## Sub-Heading

Mission Script  
18-24 point  
Color: Green/Black/Maroon/White

## Main Heading

Helvetica Neue LT Pro  
Medium/Bold Condensed  
30-36 point  
Color: Black/White/Green

# Enjoy a Green Lawn all Season Long

## *Lawn Fertilization & Weed Control Programs*

- A high-quality, specially blended fertilizer for the long-term health of your lawn
- Certified lawn care professionals dedicated to caring for your outdoor investment
- A+ Program includes weed and insect control

## Body Copy

Helvetica Neue LT Pro  
Light or Roman (Regular/Condensed)  
10-12 point  
Color: Black/White

## Swingle Tag Lines/Usage

### 1. Some of Life's Best Moments Happen on Your Lawn

*Used on lawn care related advertising pieces*

### 2. Some of Life's Best Moments Happen in Your Yard

*Used on general advertising pieces*

### 3. Creating Beautiful Outdoor Spaces Year-Round

*Used as the tag line under the Swingle logo*



**NOTE:** Tag lines can be interchangeable depending on the imagery and target audience. Contact the **Marketing Team** if you have any questions.

# Swingle's Ad Design Layout

## Heading

(should be short, concise and speak to the overall messaging of the piece)

## Offer

(compelling, highly visible)

An advertisement for Swingle's Lawn Care. The main image shows a woman, a young boy, and a white dog sitting on a green lawn, looking at a large metal bowl. The text 'Enjoy a Green, Weed Free Lawn all Season Long' is on the left. Below it, 'Lawn Fertilization & Weed Control Programs (Organic Available)'. On the right, a green box contains the text 'Limited Time Special!', 'FREE Revive Lawn Care Treatment', 'A \$68 Value! With Swingle's Advantage Plus Lawn Care Program.', 'Call Now! 970.455.0007', and 'Some restrictions apply. \$68 value based on 5,000 sq. ft. lawn.' A small purple circle says 'Ask about our Prepay Discount!'.

**Enjoy a Green, Weed Free Lawn all Season Long**

Lawn Fertilization & Weed Control Programs  
(Organic Available)

**Limited Time Special!**

**FREE**  
*Revive*  
Lawn Care Treatment

A \$68 Value! With Swingle's Advantage Plus Lawn Care Program.

**Call Now!**  
**970.455.0007**

Some restrictions apply. \$68 value based on 5,000 sq. ft. lawn.

Ask about our Prepay Discount!

## The Swingle ADVANTAGE



- A high-quality, specially blended fertilizer for the long-term development of your lawn
- Certified lawn care professionals dedicated to caring for your outdoor investment
- Swingle's 100% guarantee for a healthy, green, weed-free lawn
- A+ Program includes weed and insect control
- Colorado's lawn and tree care experts since 1947



## Call to Action

## Image

(main focus of ad, colorful and applicable)

## Footer

(logo, website and social icons; additional information)



**NOTE:** This page is just a guide. Regardless of the ad size, the above criteria **MUST** be taken into account when designing.

# Swingle's Contact Information

## ● Phone Numbers: *(for ads)*

**303.337.6200**

**970.221.1287**

**303.636.9468** *(commercial)*

*Formatting: Phone number should be separated by periods (.) not dashes (-)*



**NOTE:**

**1.888.SWINGLE** is NOT to be used on any marketing collateral, vehicle wrap, letterhead or any other piece with our contact information included.

## ● Website:

**myswingle.com**

*Formatting: Website must be written in all lower case*

## ● Social Media Links and Icons:

*Below is how the links to our social platforms should be written out*

**Facebook.com/myswingle**

**Twitter.com/myswingle**

**YouTube.com/myswingletv**

**Linkedin.com/company/swingle-lawn-tree-&-landscape-care**

*Below are the social media icons to be used for Swingle in print and online.  
When formatting, the background color can be changed to fit the design.*



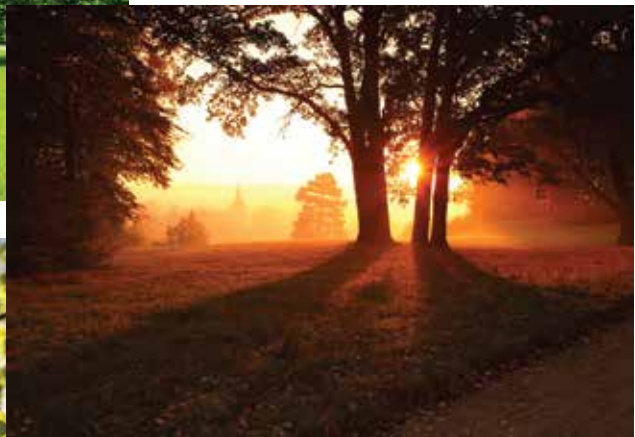
*(Sales & Marketing; Social Marketing; Swingle Social Icons)*

# Swingle's Image Usage

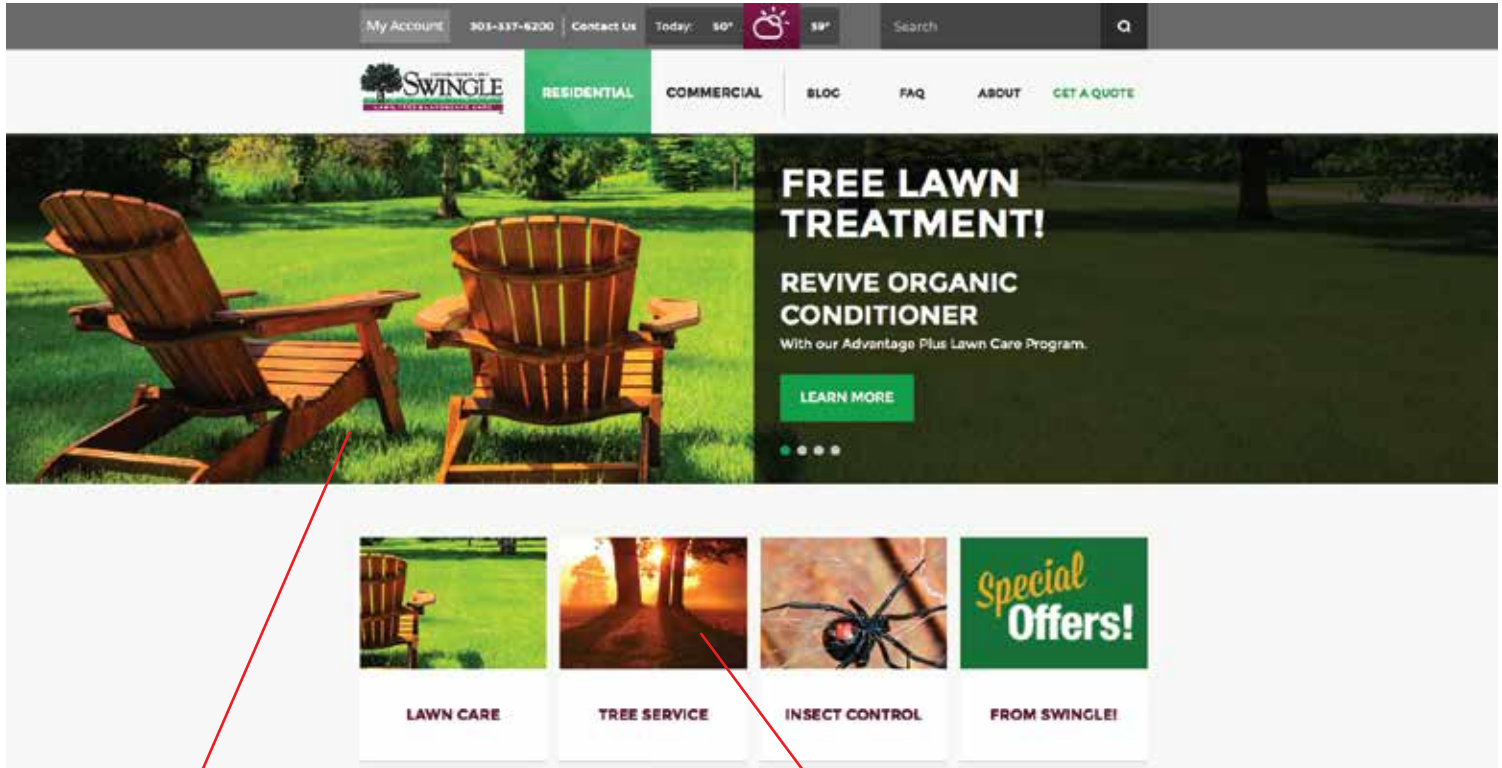
1. No Clipart should be used - Vector art of grass or callouts is acceptable
2. Images should highlight beautiful lawns and/or trees depending on use
3. Grass and tree leaves should be manipulated to increase the “green” color
4. Images featuring family, animals or children are preferred
5. Open space images should create an inviting feeling of relaxation and comfort
6. Artistic images (especially for trees) are acceptable if applicable
7. Black and white images are not acceptable
8. When choosing trees, try to make sure they are indigenous to Colorado



Examples







**Slider Image (4 total)**  
10 x 3 inches  
2000 x 600 pixels  
RGB color  
150 - 200 dpi

**"Services" (4 total)**  
1 x 1 inches  
150 x 150 pixels  
RGB color  
150 - 200 dpi



**NOTE:** Images placed on the "slider" should mirror those used throughout the current marketing campaigns (both in print, digital and social media).

# Swingle's Vehicle Wrap Designs

Logo and phone number should be large and prominent in the design

Website should be a third of the phone number size

Tree/Swing image (with fade) should be used on either the left or right side depending on vehicle layout

## Strategy for ALL vehicles:

1. Who we are
2. What we do
3. How to get a hold of us

Logo and branch location on both cab doors



US DOT number must appear on both sides of the vehicle - placed for clear visibility

Vector grass image should be utilized on the bottom of the cab doors as well as on the vehicle sides (when possible)



**NOTE:** This is the latest approved design (March 2015). Previous vehicles will utilize other imagery. However going forward, this design should be implemented. Refer to the **Vehicle Graphics and Wrap Guidelines** for specifics.

(Sales & Marketing; Vehicles)

# Swingle's Letterhead and Business Cards



Denver  
Castle Rock / Boulder  
303.337.6200  
Fax: 303.337.0157

Monument  
719.302.5117  
Fax: 303.337.0157

Fort Collins  
Loveland / Greeley  
970.221.1287  
Fax: 970.221.4822

Longmont  
720.204.1846  
Fax: 970.221.4822

Denver: 8585 E. Warren Avenue, Denver CO 80231 / Fort Collins: 1805 E. Lincoln Avenue #A-3, Fort Collins CO 80524

Dear Neighbor,

Whether you care for your landscape personally or rely on a professional service, Swingle would appreciate the opportunity to **earn your trust**. Soon the sounds and smells of spring will fill the air, as a new Colorado season begins. With spring just around the corner, we encourage you to review the enclosed information to ensure your landscape will be healthy and beautiful for you to enjoy throughout the upcoming season.

Our commitment to trust, performance, and integrity was recognized in 2013 when we were awarded the **BBB Torch Award for Marketplace Trust**. Our guarantee is one you've most likely never experienced: The Swingle Promise is a **100% guarantee** that all work will be done correctly to your total satisfaction. As Colorado's local lawn service, tree care, and pest control experts, we ask for the opportunity to make your life more enjoyable this year.

Enclosed please find your **2015 Landscape Services Proposal**. For your convenience, services you approve for the 2015 season will automatically be scheduled the following year. You can add or remove any service anytime throughout the year - **there is no contract or cancellation fee**.

**Get Started Now - 3 User-Friendly Options:**

1. **Online:** Visit [MySwingle.com/account](http://MySwingle.com/account) to approve your service(s). Be sure to have your bill-to number available, which can be found in the upper right-hand corner of your proposal.
2. **Fax or Mail:** Circle the desired service and fax or mail to us:  
Address: Swingle, 8585 E. Warren Avenue, Denver, CO 80231  
Fax: 303-337-0157 / 970-221-4822
3. **Phone:** We enjoy and appreciate hearing from our customers - to answer any questions or solve any problems you may be experiencing with our services. Call us at 303-337-6200 / 970-221-1287.

We look forward to speaking with you soon!

Warmest regards,

P.S. Take advantage of our **FREE Revive spring special** when you trust Swingle to care for your lawn this year. Also, save 3% on your services with our **prepay discount**.



\*Value shown is for a 5,000 sq.ft. lawn

Signature format - all letters:

1. Name
2. Title
3. Company Name

*NOTE: Tom Tolkacz's signature MUST be formatted as it appears below.*

Thomas R. Tolkacz  
CEO  
Owner  
Swingle Lawn, Tree & Landscape Care

## Business Card Front



## Business Card Back



Formatting business cards:

*NOTE: Back remains unchanged*

1. Name
2. Title
3. Certifications (if applicable)
4. Office Phone
5. Cell
6. Email address