

LESS WATER
CERTIFIED DISTRIBUTOR

Manderley Turf Products Inc.
Less Water Certified Brand Guidelines

Overview

This document is designed to help with guiding and representations of the Manderley Less Water Certified brand. This document covers logo use, promotional topics and marketing activities to ensuring everyone involved has a shared understanding of the Less Water Certified brand.

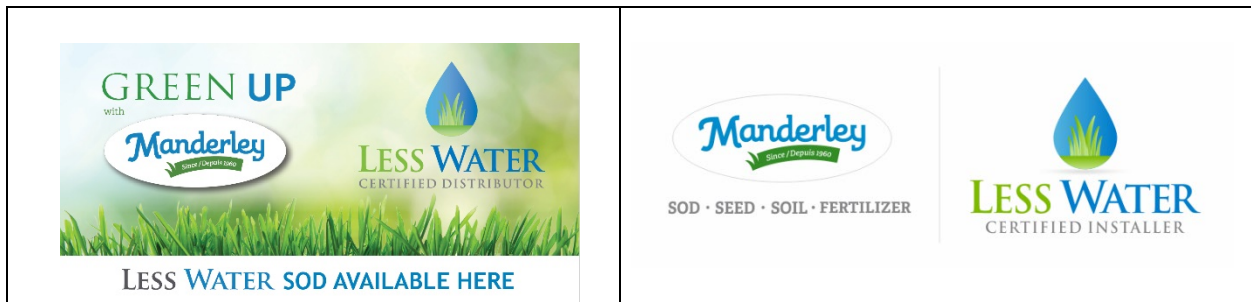
Logo Use

The Less Water Certified logo can be used by current partners for advertising and marketing from the day of the announcement until November 30th, 2020. If you choose not to re-apply to the program, or if for one reason or another you do not renew your Less Water Certified status, the Less Water Certified designation will expire as of November 30 of that year. The logo can be found on the following webpage: <https://www.manderley.com/wp-content/uploads/2019/11/CertifiedDistributor.png>

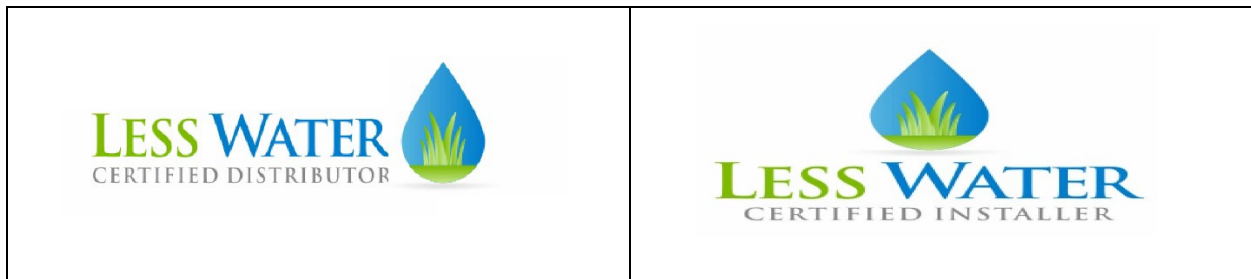
Please be sure to always represent the Less Water Certified brand accurately, by following these guidelines when using the logo. We may request that you remove or replace any logos that do not meet the standards listed below.

1. Reduce or increase the logo size as needed. When resizing the logo always scale uniformly to retain all proportions (X, Y). Do not alter or distort the proportions of the logo.
2. Always allow enough white space around logo, so that it stands out.
3. Never change any elements of design, change colours or fonts.

Examples of suitable use:



Incorrect use:



Manderley will provide materials to use and distribute with the Less Water Certified logo on it. If you wish to use the logo on your own existing communication pieces, they should first be approved by the Manderley Marketing Department. You may email your artwork to: marketing@manderley.com

Informational Materials

Print and web versions of current spec sheets and product guides can be found on the following web page: <https://www.manderley.com/product-guides/>. All info pieces are updated annually, or any time updated information is made available. We will be sure to notify you when new collateral becomes available and we encourage you to use this material in education for your team and your customers.

Advertising

Signage, Apparel and Promotional Items

No modifications should be made to Manderley supplied advertising materials to maintain brand identity and consistency. We ask that no items with the Less Water Certified logo are to be put into production without the review and approval from the Manderley Marketing department.

Representing the Brand:

We're changing the way we talk about our core product, and we want your help! The use of terms like turf and turfgrass in messaging and in search engine strategy have been proven less effective and, in some cases, may conjure up images of plastic grass. As a leader and trusted source in the industry, we are helping to refresh and re-focus the way that we refer to our core product to help promote the use of natural grass.

Natural grass, and natural grass sod, are terms that have been much more successful in influencing decision making when it comes to outdoor ground covers. When we reference sod, we should be using the terms natural grass, and natural grass sod, instead of words like turf and turfgrass. As a Less Water Certified program member, you can help support this shift and grow the Less Water Certified brand by embracing this messaging change.

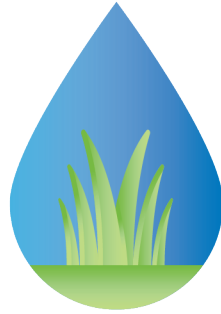
Social Media Content:

We want you to get social with us! Be sure to tag us on your work with our products and we'll share it with our online community.

Manderley's Social Networks

You can find Manderley on the following social media channels:

- Facebook: @Manderley
- Twitter: @manderleyturf
- Instagram: @manderleyturfproducts
- YouTube: Manderley Turf Products Inc



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Less Water Certified Promotional Guidelines

Celebrating your achievement

Congratulations on becoming one of Manderley's Less Water Certified Companies! The Less Water Certified designation is a symbol of excellence and a source of pride for a select group of Manderley customers. Here are a few tips to help you leverage the brand and your win!

Promote your win externally:

Social Media:

Announce your win to your loyal customers and prospects through social media! Here are a few examples to help promote your partnership:

- [Company name] is a partner in the Less Water Certified Program for the 2020 season and a proud partner of Manderley Turf Products!
- [Company name] is one of only 24 companies across Canada to have been recognized as a Less Water Certified company. We're proud to share this exciting news with all of our customers and our community!

We've also included some accompanying images to use when promoting your win online that can be found at:

- Facebook: <https://www.manderley.com/wp-content/uploads/2019/12/Facebook-EN-Distributor.png>
- Instagram: <https://www.manderley.com/wp-content/uploads/2019/12/Instagram-EN-Distributor.jpg>

Sample winner announcement:

Announce your new designation on your website or through your blog! Here's a sample announcement for you to use to communicate the program and your win!

[Your company name] is being recognized as an inaugural partner in the Manderley Less Water Certified program. The purpose of the Less Water Certified program is to promote the installation of more environmentally friendly lawns in our communities, using seeds and plant materials that are scientifically backed to reduce water consumption and overall maintenance requirements.

Partners in the Less Water Certified program are ones who share in Manderley's commitment to growing greener communities, and who have exhibited exceptional commitment to quality, customer service, and innovation.

The Less Water Certified designation is a brand you can trust, guaranteeing that certified partners will provide more sustainable sod and seed products to help Green Up! our community. Less Water Certified Installers are also committed to creating beautiful landscapes for their customers, with a quality guarantee, while helping further reduce lifetime watering requirements. Working with a Less Water Certified Distributor or Installer can provide you will

an added level of confidence that you will have a beautiful and more sustainable landscape that you can be proud of.

“We are proud to announce the first-year partners of the Less Water Certified program. We’re always looking for new ways to recognize customers who share our commitment in reducing our environmental footprint and provide more sustainable solutions for the end user” said Wayne Moloughney, President, Manderley Turf Products. “We’re excited to announce this initiative and hope that this recognition motivates all our customers to continue to strive for excellence and be leaders in the industry!”

Partners of the Less Water Certified program are trusted Manderley customers and are leaders in the industry in promoting a positive image of Less Water products and their benefits. We are pleased to announce this recent achievement and are proud to be a Manderley partner!

[Insert a paragraph or quote about what you feel makes your company a winner – and why you’re excited to be a Less Water Certified customer].

Other ways to promote your Less Water Certified status:

- Add your Less Water Certified status and logo to the bottom of your company e-mail signatures.
- Adding the logo to your website gives you the opportunity to promote your win to both existing and potential customers.
- Include the Less Water Certified logo on your business cards. People will ask about it and it will give you an opportunity to talk about the Less Water products and their benefits.
- Include the Less Water Certified logo on your recruiting ads. Use it in your job postings so you can attract employees that strive for the same level of success!

Please refer to the logo guidelines for all the information you need to reproduce the designation accurately and to ensure you get the recognition you deserve.

Ongoing promotional opportunities:

- Help to grow the Less Water Product brand and sales by utilizing promotional material and collateral provided by Manderley in accordance with program branding guidelines.
- Be knowledgeable on Manderley products by communicating the benefits of the Less Water products to your customers in the supplied learning material.
- Ensure displays are always stocked, clean, and have accurate information and pricing.
- Use fertilizer on all your installation jobs to ensure best results and happy customers.
- Tag Manderley in all social media posts of projects including our products to help us promote you!

Benefits:

We invite you to take advantage of the program’s many benefits:

- ✓ Preference on our website partner referral program, helping you grow your customer base.
- ✓ Strengthened ability to attract customers through exclusive training and sales collateral to help you benefit from the Less Water brand and win more jobs!

- ✓ Unique signage and swag promoting you as a Less Water Certified Distributor to help differentiate yourself in the market!
- ✓ Access to exclusive cost saving promotions throughout the year so you can buy more and spend less!
- ✓ Extensive exposure as a Less Water Certified Distributor on our social media channels to help get the word out about all your great work with Less Water products.
- ✓ A feature video profiling you as a program member and free content you can share with your community.
- ✓ A blog on our website introducing the program and profiling you as a partner.
- ✓ Exclusive use of the Less Water Certified Distributor designation.

Stay tuned for all the opportunities and benefits this program has to offer. More to come throughout the 2020 season!