K WAY

LAWN SERVICES

CASE STUDY \ BRANDING

OCTOBER

2026

K Way Lawn Services

is a family-owned lawn care concept rooted in Waycross, Georgia. Inspired by my family and the remembrance of my daughter,

Sgt. Kennedy Sanders,

this case study introduces the local audience, research, and early design development and branding behind the project.

Shawn's Graphics Designs

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TABLE OF CONTENT

01 Cover and introduction
02 Content
03 Hero Page
04 Mood Board
05 The Problem
06 Industry Analysis
07 Competitive Analysis
08 Target Audience
09 Personas
10 Brand Archetype
11 Journey Map
12 Color Palette
13 Typography
14 Logo Story
15 Sketches
16 Wireframes
17 Wireframes II
18 Peer Design Consideration
19 Logo Selection
20 Logo(s)
21 Graphic Elements
22 Secondary Graphic Treatment
23 Business Cards
24 4X6 Flyers
25 Door Hangers
26 Forms
27 Yard Signs
28 T-Shirt
29 Vehicle Decal
30 Big Conclusion

KWAY LAWN SERVICES

HERO IMAGE

This is a branding concept for K Way Lawn Services, inspired by family ownership and the memory of my daughter, Sgt. Kennedy Sanders. Her dedication, honor, commitment, and sacrifice motivate this project and inspire its emphasis on dependable service, pride in workmanship, and attention to detail.



The hero image represents more than a manicured lawn. The entire property conveys care, success, and wealth, providing inspiration for the brand's visual direction. Its precise lawn stripes, maintained landscaping, and architectural setting reflect the attention and effort behind a well-cared-for property.

My role includes research, identity design, advertising, and planning customer touchpoints. I have completed the research and hand sketch exploration, selected the logo, and outlined the planned applications. The photograph serves as visual inspiration rather than an example of completed K Way work.



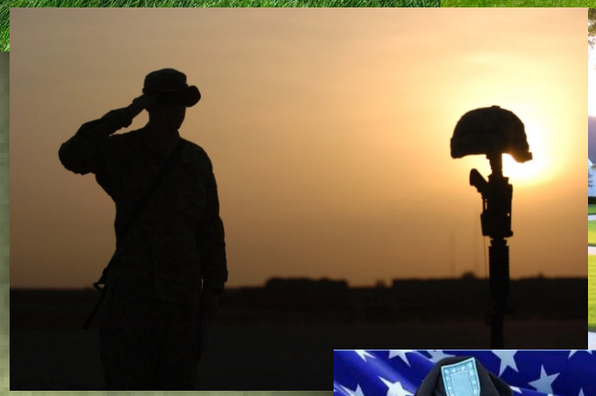
Mood Board





















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PROBLEM

K Way Lawn Services needs a brand identity that clearly communicates its services, service area, and how to request service while conveying the passion and dedication behind the business. The challenge is to honor the family's story and the memory of Sgt. Kennedy Sanders through a professional identity that builds customer trust and communicates skilled workmanship, attention to detail, and pride in service.

SOLUTION

The branding will position K Way Lawn Services as a business that treats every customer and property with respect, giving each job, large or small, the same dedication and attention to detail. Dependability, integrity, skilled workmanship, and pride in service will connect the customer experience to the honor, commitment, and sacrifice represented by Sgt. Kennedy Sanders. A consistent visual identity, clear service information, and thoughtful messaging will express these qualities across every brand touchpoint, honoring Kennedy's memory while communicating the professionalism and care customers can expect.

Industry Analysis

The local lawn care and property maintenance market provides context for K Way's brand development. Service offerings and public messaging reveal opportunities to communicate care, professionalism and dependable upkeep.

These insights guide how the family-inspired identity can connect with homeowners and property managers while remaining clear across print and digital applications.

Industry Overview

Local providers offer routine mowing, edging, trimming and cleanup alongside broader landscaping and exterior services. The reviewed websites emphasize property appearance, convenience and professional care.

Industry Position

K Way is a proposed family-owned lawn service for Waycross area homeowners and small property managers. Its intended position centers on respectful service, careful workmanship and clear communication for every job, large or small.

Opportunity for K Way

- Make service scope, coverage and quote requests easy to understand.
- Express dedication, honor and commitment through dependable service and attention to detail.
- Build trust with written estimates, visit notices and clear follow-up.
- Use a consistent, readable identity across signs, vehicles and mobile screens.

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Competitive Analysis

Three local alternatives help establish how lawn care providers describe their services, demonstrate credibility and attract customers in the Waycross area.

This comparison examines public website messaging and service offerings. Potential gaps are branding observations, not verified failures in service quality.

K Way opportunity: respectful service for every property, supported by clear estimates, consistent communication and attention to detail.

THE LOCAL LANDSCAPE

CARTER'S

SOUTHEASTERN LANDSCAPING

1. Carter's Southeastern Landscaping

Strength: broad landscape design and maintenance capability.

Offerings: lawn care, landscaping and hardscaping.

Marketing: curb appeal, project imagery, testimonials and estimates.

Potential gap: broad project messaging may overshadow routine care.

carterssoutheasternlandscaping.com

SOUTHERN

ELEMENT LAWN CARE

2. Southern Element Lawn Care

Strength: clear focus on dependable local maintenance.

Offerings: mowing, edging, trimming, blowing and cleanup.

Marketing: service-specific website copy and local coverage.

Potential gap: core services alone offer limited brand differentiation.

southernelementlawn.com

4 SEASONS

EXTERIOR SERVICES

3. 4 Seasons Exterior Services

Strength: convenient range of exterior property services.

Offerings: lawn care, mulch, cleanup, washing and junk removal.

Marketing: property care, quote requests and licensed/insured claim.

Potential gap: broad exterior offer may dilute lawn-specific focus.

4seasonsexteriorservices.com

Target Audience

K Way Lawn Services serves homeowners and small property managers in Waycross and surrounding communities who value dependable lawn care, skilled workmanship, and attention to detail. The target audience includes busy professionals, families, older adults, and customers whose schedules or physical limitations make regular yard maintenance difficult. They seek clear communication, consistent results, and a company that treats every property with respect, large or small. Inspired by the legacy of Sgt. Kennedy Sanders, K Way also prioritizes dedicated support for veterans through personalized service arrangements that recognize their service and accommodate their lawn care needs.



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Personas



DENISE WILLIAMS
RESIDENTIAL HOMEOWNER
Age: 42
Gender: Female
Occupation: Nurse
Household Income: $45,000–$70,000/year
Education: Associate Degree in Nursing
Location: Waycross, Georgia

About Denise:
Denise balances demanding nursing shifts with responsibilities at home. She takes pride in her property but has limited time and energy for regular lawn maintenance. She wants a friendly, professional lawn care company that communicates clearly, respects her schedule, and pays attention to the details. A neatly maintained yard allows her to enjoy her home and spend more time resting or with family.
Goals:
- Keep her lawn neat and inviting throughout the growing season.
- Find dependable service that fits her household budget.
- Schedule visits easily by phone or text.
- Trust that gates, plants, and walkways will receive proper care.
Pain Points:
- Missed visits that allow the lawn to become overgrown.
- Unexpected charges or confusing estimates.
- Poor communication about arrival times or weather delays.
- Gates left open or grass clippings left on walkways.



SHAWN ROBERTS
SMALL PROPERTY MANAGER
Age: 47
Gender: Male
Occupation: Retired veteran
and small property manager
Income: $95,000–$125,000/year
Education: Some college
Location: Waycross, Georgia

About Shawn:
Shawn manages several rental properties and a small storefront. His military background shapes his appreciation for accountability, punctuality, and attention to detail. He wants a dependable lawn care company that treats every property with respect and maintains a professional appearance without requiring constant supervision. Clear communication and documented work help him manage his properties efficiently.
Goals:
- Maintain clean, welcoming grounds for tenants and customers.
- Coordinate recurring lawn care through one reliable contact.
- Receive clear estimates, digital invoices, and dated service records.
- Find a provider who takes pride in every job, large or small.
Pain Points:
- Following up on missed or inconsistent visits.
- Coordinating service across multiple properties.
- Unclear pricing or confusion about included tasks.
- Having no confirmation that scheduled work was completed.

Brand Archetypes

K Way Lawn Services combines care for people with pride in workmanship. The Caregiver leads the brand's personality, while the Hero supports its dedication, discipline, and commitment.

This balance reflects the family values behind K Way and the memory of Sgt. Kennedy Sanders: honor, service, commitment, and sacrifice.

For busy families, older homeowners, veterans, and property managers, the brand should communicate reassurance, reliable help, and confidence in the finished work.

70% CARE / HOW WE TREAT PEOPLE

30% COMMITMENT

70% CAREGIVER

PRIMARY ARCHETYPE

"We take care of what matters to you."

The Caregiver is motivated to serve, protect, and provide reassurance. It is the heart of K Way because customers trust the company to care for an important part of their home or property.

HOW K WAY EXPRESSES IT

Respectful service, dependable scheduling, clear estimates, careful workmanship, and attention to each customer's needs.

Caring • Dependable • Respectful • Helpful

CUSTOMER PROMISE

We treat your property with the care and respect we would give our own.

30% HERO

SECONDARY ARCHETYPE

"Do the job with pride."

The Hero values discipline, determination, and achievement. It reinforces caring service through hard work and a commitment to doing the job right.

HOW K WAY EXPRESSES IT

Showing up prepared, following through, and earning trust through consistent results.

Dedicated • Disciplined • Confident

CUSTOMER PROMISE

Every job deserves our best effort.

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Journey Map



DISCOVER	COMPARE	REQUEST	SCHEDULE	SERVICE	RETURN
TOUCHPOINT Yard sign, vehicle, referral or social post	TOUCHPOINT Service list, photos and contact page	TOUCHPOINT Phone, text or short quote form	TOUCHPOINT Written estimate and visit agreement	TOUCHPOINT Crew visit and completion notice	TOUCHPOINT Invoice, next visit and feedback
CUSTOMER CONCERN Can they serve my neighborhood?	CUSTOMER CONCERN What is included and what costs extra?	CUSTOMER CONCERN Will I receive a response?	CUSTOMER CONCERN What if it rains or the gate is locked?	CUSTOMER CONCERN Were all agreed tasks completed?	CUSTOMER CONCERN How do I report an issue?
SERVICE RESPONSE Show service area and readable contact.	SERVICE RESPONSE Explain scope and use authentic work photos.	SERVICE RESPONSE Confirm receipt and explain the next step.	SERVICE RESPONSE Explain timing, weather and access.	SERVICE RESPONSE Use a checklist and confirm gate closure.	SERVICE RESPONSE Provide one contact and a clear next date.

MOMENTS THAT BUILD TRUST

01 / CLEAR ESTIMATE
Define the work and price before scheduling.

02 / CAREFUL SERVICE
Complete agreed tasks and respect the property.

03 / EASY FOLLOW-UP
Confirm completion and explain the next visit.

Color Palette

K Way's color palette builds on the family-selected logo colors to express dependable care, professional craftsmanship, and a meaningful connection to nature. Inspired by Army camouflage and the remembrance of Sgt. Kennedy Sanders, the palette reflects dedication, honor, commitment, sacrifice, and respect. Deep olive anchors the identity with strength, while olive adds an earthy balance inspired by military camouflage. Green represents fresh growth, meticulous lawn care, and pride in every property served. Inspired by the Purple Heart, the purple accent honors Kennedy's service and sacrifice while adding distinction to the brand. White space provides balance and keeps service information clear, readable, and approachable.

RESEARCH / BRAND POSITIONING

Primary

Deep Olive

Deep olive grounds the identity with strength and stability. Its dark tone gives the wordmark a clear presence and supports readable headings and service information.

Deep Olive

RGB: 51, 51, 0

CMYK: 0, 0, 100, 80

HEX: #333300

FROM SUPPLIED LOGO

Secondary

Olive

Olive introduces an earthy, understated balance. It connects the palette to the outdoors and complements the family's military-inspired visual direction.

Olive

RGB: 153, 153, 102

CMYK: 0, 0, 33, 40

HEX: #999966

FROM SUPPLIED LOGO

Highlight

Green

Green reflects fresh growth, well-maintained lawns, and attention to the landscape. It adds energy to the identity and highlights important brand elements.

Green

RGB: 153, 204, 102

CMYK: 25, 0, 50, 20

HEX: #99CC66

FROM SUPPLIED LOGO

Accent

Purple

Purple adds a distinctive, dignified note to the existing greens. Used selectively, it can support the family story and bring emphasis to digital and print applications.

Purple

RGB: 107, 76, 122

CMYK: 12, 38, 0, 52

HEX: #6B4C7A

PROPOSED ACCENT

Typography

K Way's typography system balances a distinctive family identity with clear, professional communication. Aldine401 BT brings a classic presence to the logo, while Avenir provides a clean foundation for service information.

Barlow Condensed adds a focused, energetic voice to promotional headlines. Together, these typefaces support a brand built on dedication, respect, and attention to detail across print and digital touchpoints.

Primary

Aldine401 BT

Aldine401 BT gives the wordmark a classic, confident presence. Its serif details support the family-inspired identity. Use selectively for brand-led titles so the logo retains its distinction.

Logo / Brand titles

Regular / supporting weights

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 & ! ?

Secondary

Avenir

Avenir brings clean structure to the logo descriptor and everyday communication. Use it for body copy, estimates, service details, quote forms, and contact information.

Body copy / Service details

Regular / supporting weights

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 & ! ?

Accent

Barlow Condensed

Barlow Condensed adds compact emphasis to flyer headlines, door hangers, yard signs, and social ads. Use Semibold or Bold for short messages, paired with Avenir for supporting details.

Promotional headlines

Bold / Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 & ! ?

LOGO

STORY



The K Way Lawn Services identity developed through research, hand sketches, and the refinement of a family-selected concept. Inspired by the remembrance of Sgt. Kennedy Sanders, the design connects a meaningful family name with an immediately recognizable lawn care symbol. Its construction combines a geometric emblem, a distinctive wordmark, and a descriptive service line to communicate both identity and purpose.

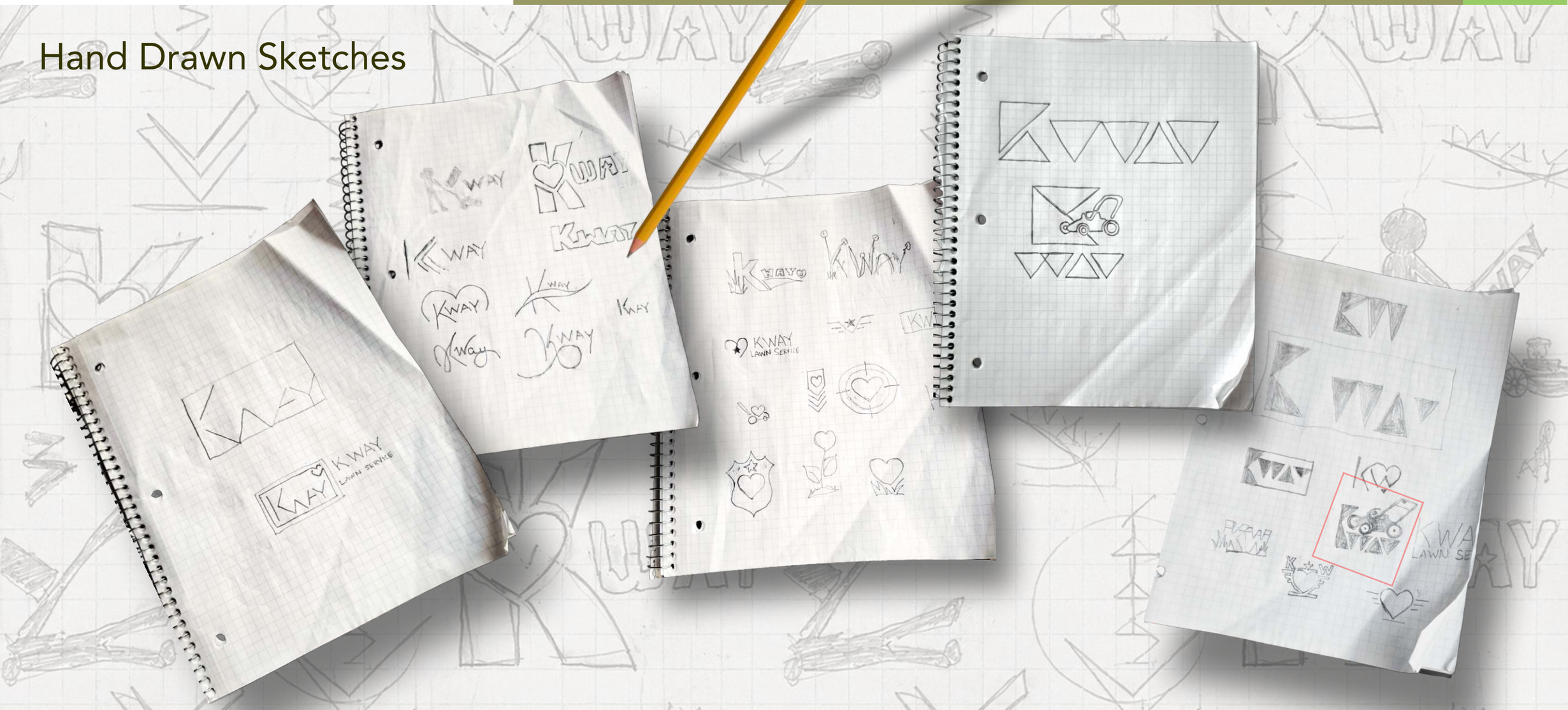
Within the emblem, angular shapes and negative space suggest an abstract K, while triangular forms reinterpret WAY. The mower provides a pictorial cue that helps viewers identify the industry without relying entirely on the lettering. This combination of abstraction and literal imagery balances personal meaning with practical communication. The enclosed square gives the mark a defined silhouette for applications such as vehicle graphics, yard signs, and digital branding.

The wordmark pairs Aldine401 BT with Avenir to establish typographic contrast and visual hierarchy. The serif lettering gives K WAY a confident, established presence, while the sans serif LAWN SERVICES descriptor clearly identifies the business. The oversized K serves as the dominant focal point and reinforces the initial associated with Kennedy. The smaller WAY completes the name while preserving the K's prominence.

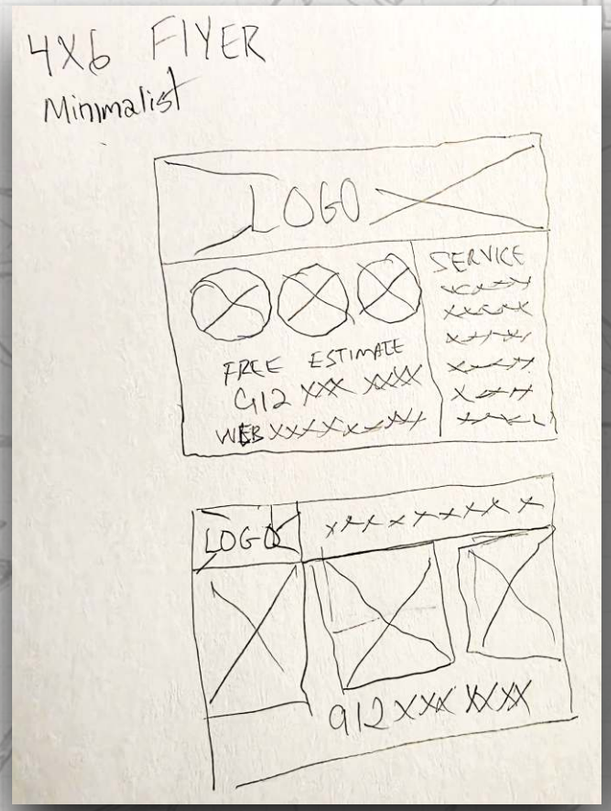
The design applies established identity practices through a combination mark, contrasting type styles, a structured hierarchy, and a monochrome version that demonstrates independence from color. Alignment and spacing organize the emblem, business name, and descriptor into a unified lockup. Scalability, reproduction clarity, and recognition remain important criteria for refining its applications.

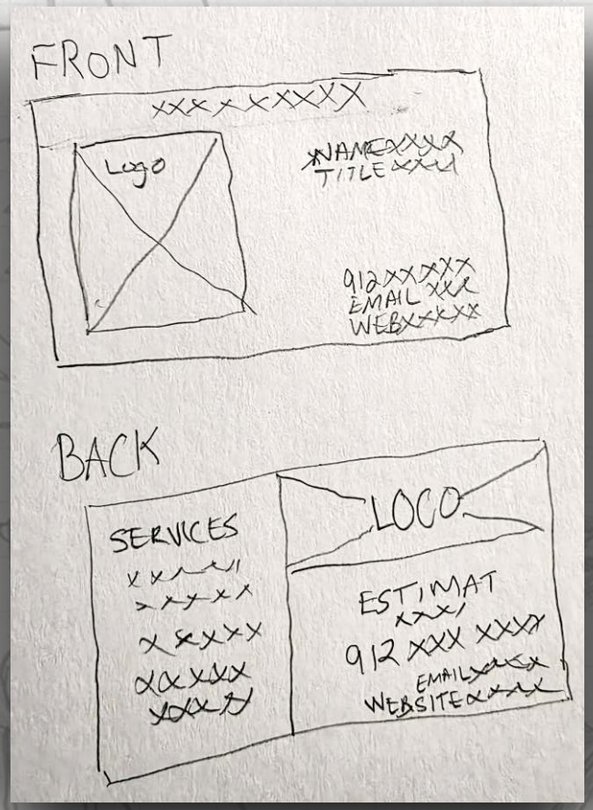
Two creative decisions intentionally depart from common recommendations for simplicity and balanced letter proportions. The K is substantially larger than WAY, prioritizing remembrance and brand emphasis over an evenly weighted wordmark. The emblem also retains multiple symbolic elements rather than reducing the design to a single minimal shape. These are deliberate departures from design conventions, rather than violations of fixed industry rules. Their effectiveness depends on maintaining readable lettering and recognizable imagery at the intended viewing size. Small-format testing will guide adjustments to spacing, line weight, and detail while preserving the family-selected concept.

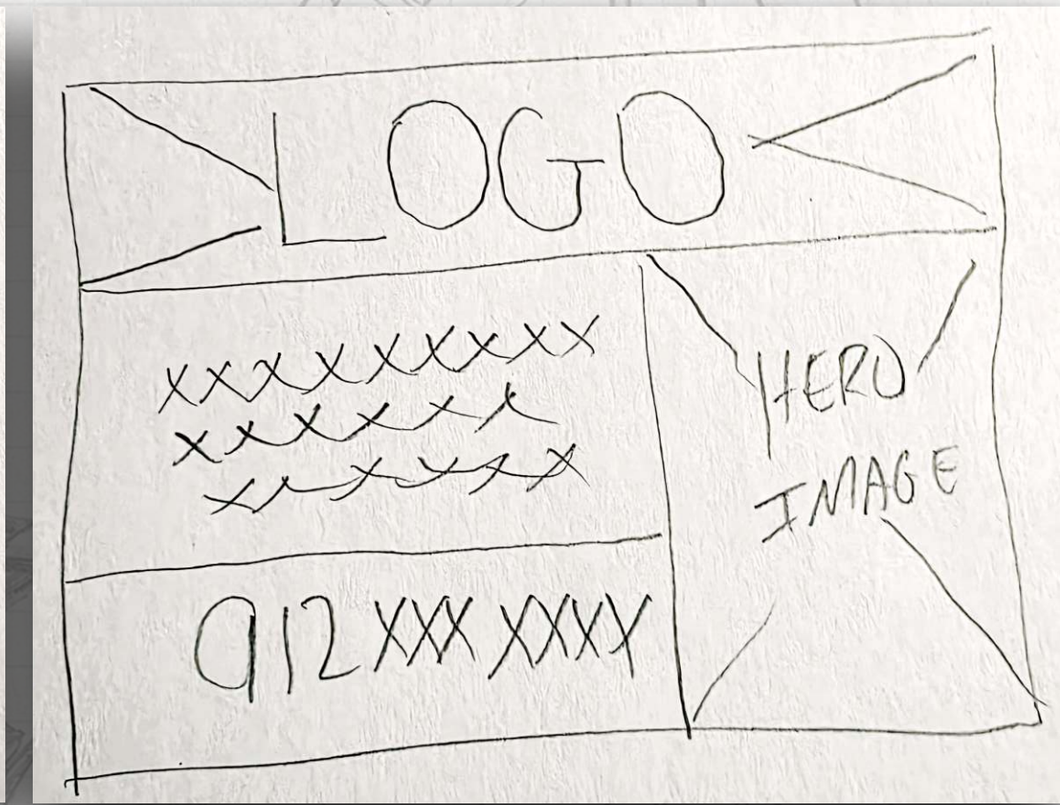
Hand Drawn Sketches



Hand Drawn Wireframes

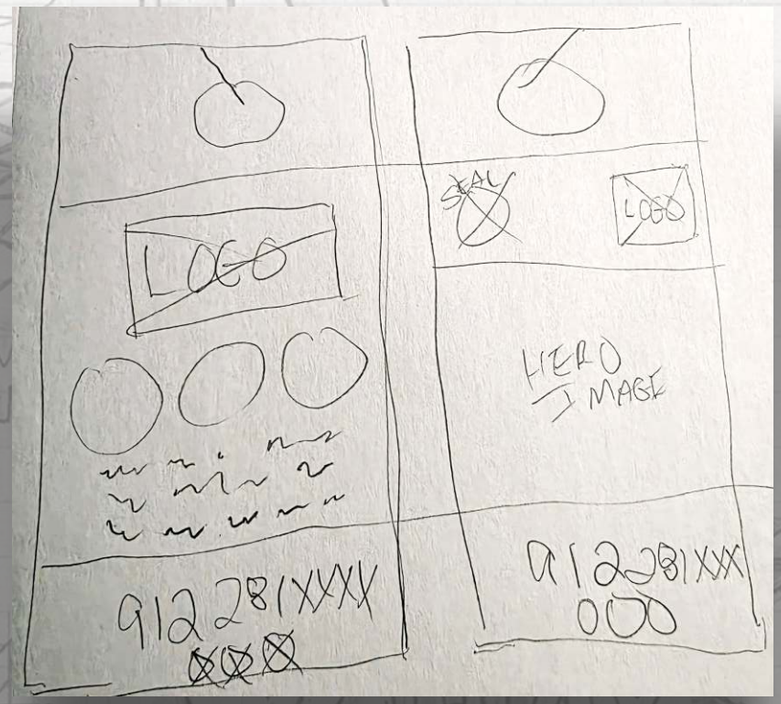


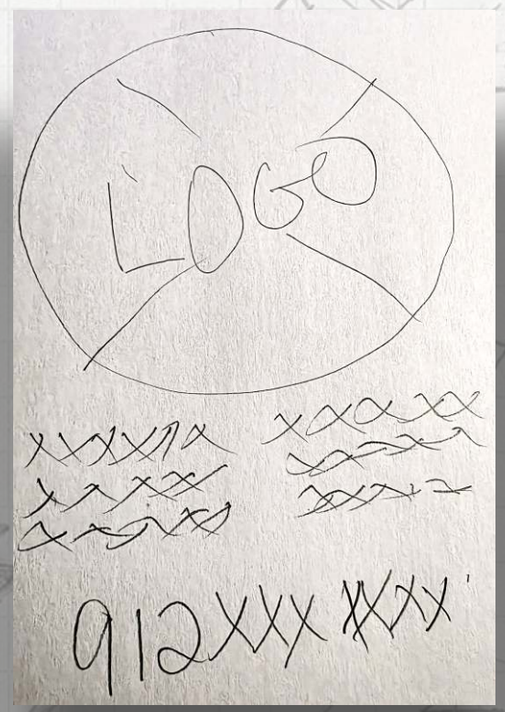




Hand Drawn Wireframes







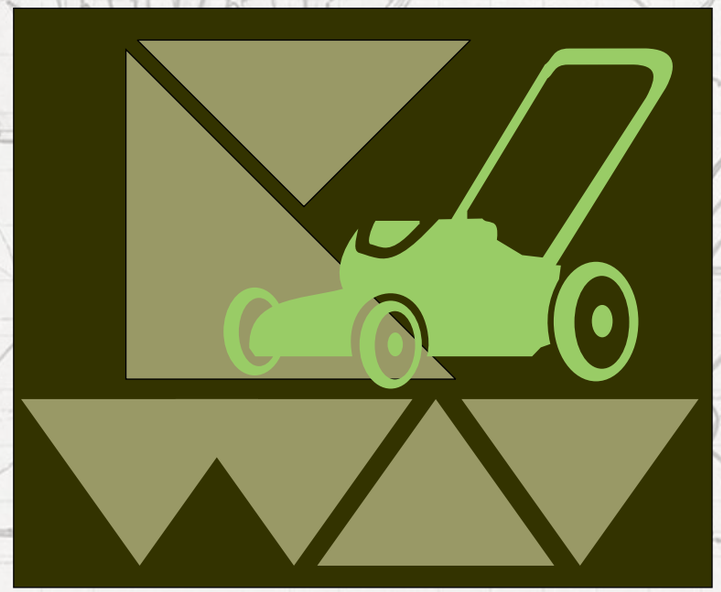


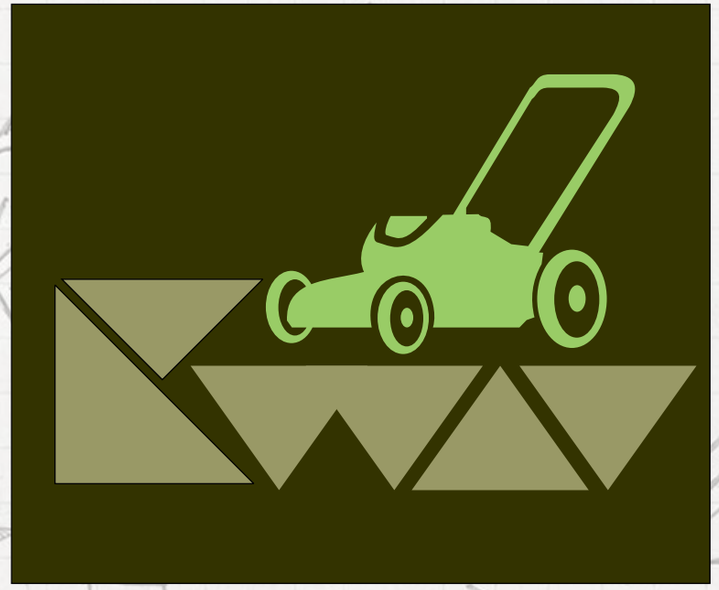
Logo Selection

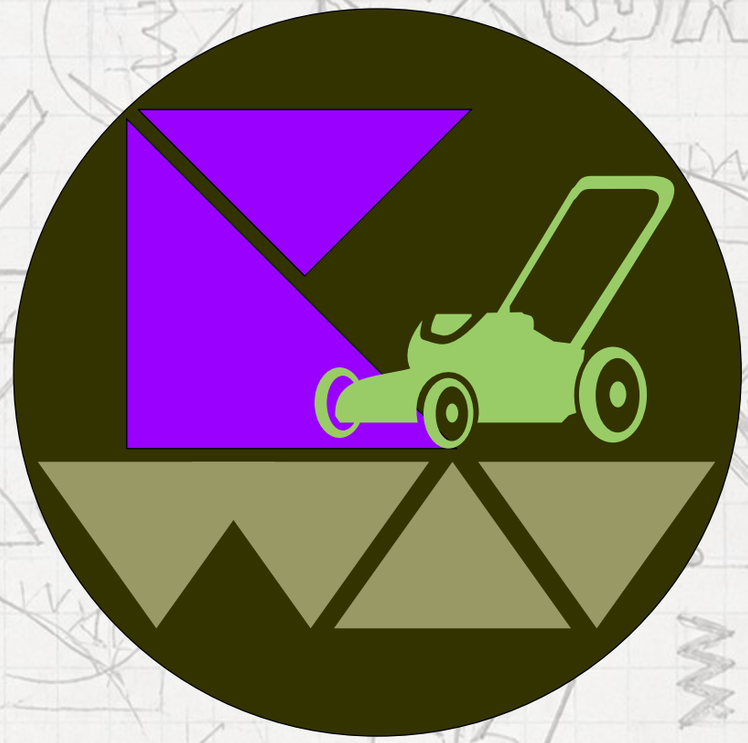
Peer Design Considerations

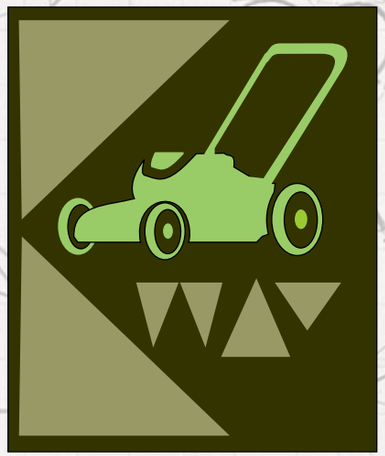
Peer feedback reinforced the effectiveness of the color palette, family story, and overall brand direction while encouraging further logo exploration. Instructor feedback emphasized maintaining a clear distinction between the primary logo and supporting graphics. In response, I explored variations in lettering, mower placement, and composition while preserving the family-selected identity. These considerations helped strengthen visual consistency, readability, and versatility across the final applications.





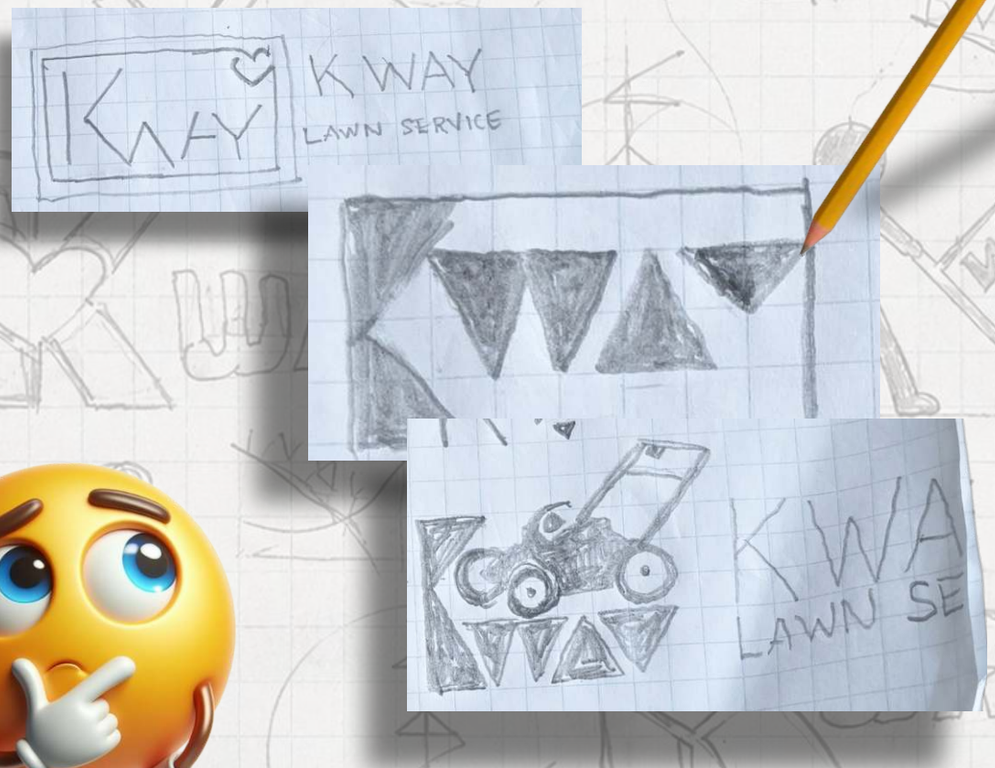






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Logo Selection







KWAY

KWAY
LAWN SERVICES

KWAY
LAWN SERVICES

KWAY
LAWN SERVICES

The selected logo reflects the family's preference for meaningful symbolism. The prominent K honors Kennedy, while the mower and abstract WAY elements connect her memory to the lawn care business. This direction preserves the family's personal connection while clearly identifying K Way Lawn Services.

Shawn's Graphics Designs

KWAY
LAWN SERVICES

LOGO







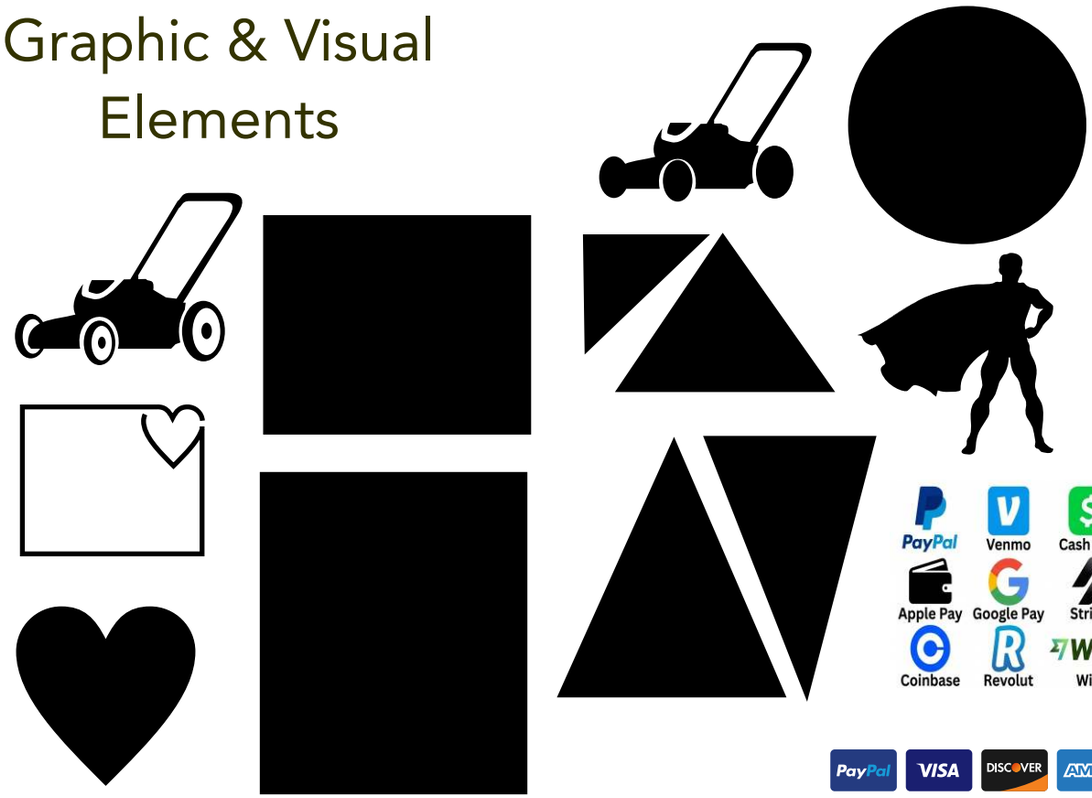






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Graphic & Visual Elements



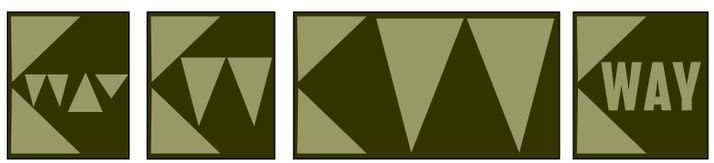




KWAY KWAY KWAY KWAY









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Secondary Graphic Treatment



Brand Expression and Visual Consistency

Design Intent

The K Way Lawn Services identity combines a primary logo with supporting graphic elements that provide creative flexibility across promotional materials while maintaining a consistent and recognizable brand.

Typographic Exploration

The secondary K Way graphic uses customized lettering, integrated heart shapes, and a manicured hedge texture to reinforce the lawn care industry. The foliage represents precision, maintenance, and attention to detail, while the hearts reflect the family's story, the remembrance of Sgt. Kennedy Sanders, and the brand's Caregiver archetype.

Brand Applications

The hedge-textured lettering appears on promotional cards, T-shirts, and trailer graphics alongside the original logo. These applications demonstrate how supporting graphics can introduce visual interest and variety without creating a separate identity.

Visual Hierarchy and Consistency

The original logo remains the primary brand identifier, while the hedge-textured lettering serves as a secondary promotional graphic. Consistent use of typography, color, and imagery ensures that both elements work together as part of a cohesive visual identity.

The result is a flexible branding system that balances creativity, recognition, and meaningful storytelling.

Business Cards

The K Way Lawn Services business card translates the visual identity into a small, practical customer touchpoint. Its purpose is to make the company easy to remember and easy to contact while presenting the same professional image customers encounter through the uniform, signage, and other branded materials.

The logo remains the primary visual element, supported by K Way's established green and olive color palette and clean typography. Contact information is organized for quick reference, allowing customers to easily keep the card, share it with a neighbor, or use it when they are ready to request service.

Because lawn care businesses often grow through referrals and repeat customers, the business card becomes more than stationery. It provides a personal connection between the service provider and customer while reinforcing K Way's commitment to accessibility, clear communication, and dependable local service.



4 X 6 Postcard/Flyer

The 4 × 6 postcard flyer provides K Way Lawn Services with an affordable way to reach homeowners and promote its services. Unlike yard signs, which communicate at a glance, the postcard offers space to highlight services, reinforce the brand message, and encourage customer engagement.

The front features the primary K Way logo, lawn imagery, and a concise promotional message. The reverse incorporates the secondary hedge-textured K Way graphic, adding visual interest while reinforcing the brand's connection to lawn care. Supporting information includes available services, contact details, and a clear call to request an estimate.

Consistent typography, colors, and imagery maintain brand recognition across all applications. The secondary graphic complements rather than replaces the primary logo, demonstrating creative flexibility while preserving a cohesive and recognizable identity.



Door Hangers

The K Way Lawn Services door hanger provides a direct and personal way to reach homeowners while building brand recognition throughout the neighborhoods being serviced. The design carries K Way's established colors, lawn imagery, logo, and Purple Heart-inspired elements into a practical marketing piece.

The layout highlights available lawn services while the Free Estimates message and prominent phone number create a clear call to action. Strong imagery and consistent branding make the hanger easy to recognize and connect it visually with K Way's uniforms, signs, vehicles, and other promotional materials.

As a neighborhood marketing tool, the door hanger helps generate new customers while reinforcing K Way's commitment to service, professionalism, dependable workmanship, and attention to detail.

The combination of primary and secondary graphics demonstrates how supporting visual elements can enhance promotional materials while preserving a consistent brand identity across different customer touchpoints.





Branded Forms

K Way's branded business forms extend the identity beyond advertising and into the actual delivery of service. Estimates, work orders, invoices, service checklists, customer information sheets, and completion notices create important interactions between the business and the customer.

The forms use the K Way logo, established typography, brand colors, and consistent page structure while keeping readability and function as the priority. Clearly organized sections help customers understand the requested work, agreed pricing, service dates, special instructions, and other important information.

This application is especially important because K Way's customer journey identifies written estimates, visit agreements, completion notices, invoices, and follow-up communication as moments that can build customer confidence.

By branding these everyday documents, K Way demonstrates that professionalism does not end with advertising. It continues through the complete service experience.



Yard Sign

The K Way yard sign is designed to turn completed work into an advertising opportunity. Placed temporarily at a serviced property with the customer's permission, the sign allows neighbors and passing motorists to immediately connect a well-maintained lawn with the company responsible for the work.

The design prioritizes visibility by limiting information to the most important elements: the K Way identity, lawn service message, and clear contact information. Strong contrast, simplified typography, and recognizable brand colors allow the message to be understood quickly from the street.

This touchpoint directly supports the customer journey developed for K Way, where a yard sign can serve as an early point of discovery and should immediately communicate both the service and a readable way to make contact.



T-Shirt / Uniform

The K Way Lawn Services uniform brings the brand identity directly into the customer experience. More than promotional apparel, the shirt helps identify the person arriving at a customer's property and creates a professional, recognizable appearance during each service visit.

The design uses K Way's established green and olive palette with camouflage-inspired details that connect the uniform to the larger visual identity. The front keeps the branding controlled and functional, while the larger back graphic creates stronger visibility when the crew is working outdoors. The contrast and scale allow the identity to remain recognizable from a practical viewing distance.

This application also supports one of K Way's central brand values: trust. A consistent uniform helps customers immediately recognize who is working on their property while reinforcing professionalism, pride in workmanship, and attention to detail. The result is a uniform that functions as both workwear and mobile advertising.



Vehicle Decal

The K Way Lawn Services vehicle decal transforms the company vehicle into a highly visible extension of the brand. Because the vehicle travels throughout the service area and remains visible while work is being performed, it provides an opportunity to build recognition and advertise the business wherever the crew goes.

The design uses the K Way logo, established green and olive color palette, and bold, readable typography to create an identity that can be recognized quickly from a distance. The layout keeps the most important information prominent without overcrowding the vehicle, allowing the company name, lawn service identity, and contact information to remain clear while the vehicle is moving or parked.

Beyond advertising, the vehicle decal also contributes to customer trust. Arriving in a clearly branded vehicle reinforces professionalism and helps customers immediately identify K Way personnel at their property. Consistent branding across the vehicle, uniforms, yard signs, business cards, and business forms creates a unified visual presence that communicates dependability, pride in workmanship, and attention to detail.





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Conclusion

The K Way Lawn Services case study represents the development of a family-inspired brand identity built around care, dependability, and professional service. Inspired by the memory of my daughter, Sgt. Kennedy Sanders, the project translates the values of honor, dedication, commitment, and sacrifice into a visual identity that communicates both personal meaning and business purpose.

Through industry research, competitive analysis, customer personas, and journey mapping, I developed a clearer understanding of the target audience and the importance of trust, communication, and consistent service. These findings helped establish the brand's 70% Caregiver and 30% Hero archetypes, guiding the messaging, visual direction, and overall customer experience.

The design process included preliminary sketches, logo development, typography, color selection, and the creation of marketing materials across multiple applications. The primary logo establishes a consistent brand identity, while supporting graphic treatments provide creative flexibility. One example is the hedge-textured K Way lettering, developed using customized typography and shapes with an AI-assisted foliage fill to reinforce the lawn care industry.

Instructor feedback also reinforced the importance of maintaining a clear visual hierarchy between the primary logo and supporting graphics. This provided an opportunity to evaluate how creative elements can complement the brand without competing with its identity.

The completed concepts demonstrate how K Way can maintain a recognizable presence across business cards, flyers, door hangers, estimate forms, yard signs, apparel, and vehicle graphics. Moving forward, I plan to refine the supporting graphics, improve production readiness, and further develop the brand's digital presence.

This project reinforced that effective branding extends beyond an attractive logo. It requires research, intentional design decisions, consistency, and an understanding of the people the business serves. Most importantly, K Way Lawn Services demonstrates how a meaningful family legacy can inspire a professional identity built on care, service, and commitment.