

The Grounds Guys Neighborly Decals FAQ

Q: Why is adding “a Neighborly company” important?

A: Adding the Neighborly tagline to your fleet helps us collectively market who we are today, a Neighborly company. Keeping our brand consistent is a responsibility we all take seriously, as it impacts our brand recognition and customers identifying the strength of being a Neighborly brand.

Q: How will this help my local business?

A: Adding the tagline enables us to build multi-brand relationships with our customers, whom we know spend 4.5x more than single-brand customers across the system. When customers see you are a Neighborly company, they can know you are a trusted and vetted part of a larger community of home service experts. Not only does this help build trust in your business, but it leverages the other concepts in your area to collectively reach your markets.

Q: Is The Grounds Guys changing the logo?

A: No. The Grounds Guys is not changing the logo—only making sure we are all unified as a Neighborly Company.

Q: When did the Neighborly tagline become a part of our logo and our fleet?

A: The tagline was added under The Grounds Guys logo in 2017 and has been a part of the vehicle designs ever since. If you decaled a truck or trailer in 2017 or earlier, please see the Flow Chart diagram for more details on next steps.

Q: Is Landscape Management a part of our logo?

A: No. The tagline “Landscape Management” was removed from the approved brand style guide and marks in 2015 and is not part of the registered trademarks we own in Canada or US.

Q: What about if I have a gold truck or trailer?

A: Because the gold truck/trailers are a full wrap, there will be two different situations:

1. If you have room under The Grounds Guys logo without any text underneath, you will be able to just add Neighborly tagline to it (see flowchart, scenario B)
2. If you have text under the logo, a new wrap will need to be done. Please speak with your FC for more information.

Q: When can we start ordering new decals?

A: Now! The contest starts today, and four winners will be announced at reunion. For every truck and trailer photo you submit to your FC that has the brand approved decals installed, an entry to win will be placed in the pot for a drawing at Reunion.

Q: Do I have to get my fleet re-decaled completely?

A: Most cases, no. The detailed flowchart attached outlines your next steps, and most cases you will only need to purchase the tagline and remove any extras. You can either install it yourself or have a local installer do it for you. Our goal is to minimize or eliminate additional expenses to the franchisee.

Q: Will I need to add the GetNeighborly.com web URL to my fleet?

A: This is not a required part of this initiative. It is recommended but not required to be entered into the contest and promote Neighborly with the “a Neighborly Company” tagline. Traffic Graffics will provide these decals as a part of the full decal package.

Q: Are the steps different for US/Canadian franchisees?

A: No

Q: What is the quickest way to get this completed?

A: Review the Flow Chart to find out what bucket you fall under, and you can [click here to email Jessica Romano](#) at Traffic Graffics to start this short and easy process. Within your email, please include: Year, Make, Model of each Truck and Trailer and pictures of all four sides of each to streamline. You can also call if you prefer, 210-493-3400.