



Environmental Stewards Since 1957

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Scientific Plant Service Launches New Look, New Logo

Baltimore, MD – Scientific Plant Service, Inc. (SPS), Baltimore’s premier lawn and landscape healthcare service for 53 years, is launching a new look in 2010. Long recognized for their venerable tree logo within the industry, and in neighborhoods in four counties surrounding Baltimore, Ken Mays, President of SPS has unveiled the new ‘look.’

“SPS has remained on the forefront of high-tech lawn and landscape care for years,” says Mays. “Our old logo has been very good to us, but we wanted to move forward with something that reflected both our commitment to superior technology in turf and tree care, and our overall concern for the environment.”

The logo took a little over two months and various iterations. Inspired by a concept that Mays himself presented, the final mark flows from left to right, showing progressive movement – as toward new developments in science and plant care, green symbolizing SPS’ customer commitment to healthy landscapes as well as a reduction of its environmental footprint. The word “Scientific” appears in brown, connecting SPS to the earth, the foundation of its work and partner in keeping turf and plants healthy.



Old Logo



New Logo

The blue dots fanning out from the base of the mark symbolize the company’s dedication to agriscience via stylized molecular compounds, while simultaneously representing water droplets reflective of both SPS’ aquatic disciplines and its commitment to the Chesapeake

Bay watershed. The new tagline for SPS, which will appear beneath the mark, reads:
Environmental Stewards since 1957.

“We are still in the process of rolling the logo into various applications,” says Mays. “SPS will complete the transition onto our website, into our forthcoming brochures – and, of course, on SPS trucks seen in the community.” Mays has already distributed his client newsletter with the new logo and hopes that his clients embrace the new look.

“I assured them that the company is still in the same hands! We felt it was time to move forward with a fresher, more current look – and we will continue to offer our customers tools that help us, help them, including an updated website, in the months to come,” he said.

The logo was developed with the public relations firm of VERB! Communications and graphic designer, Chris Borges of Borges Creative, Inc.

Scientific Plant Service (SPS) has been the Baltimore area’s preeminent turf, lawn and tree care service since 1957. Experts at landscape maintenance, Scientific Plant Service provide every facet of care that protects the landscape investment, keeping it green, while being green. For more information about SPS, go online at www.spsonline.com or call 410-321-0970.

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