



# Proven Winners Signature Design

## Criteria For Designation

1. Design must include a minimum of 85% Proven Winners plants
2. Design project must be a minimum of 2,500 sq. feet in size
3. Design specifications must include proper Proven Winners botanical and common names
4. Design specifications should reflect accepted installation and maintenance practices
5. Design copy must be provided to Proven Winners
6. A minimum one page narrative must accompany the design plan - the narrative should include the following:
  - Brief project overview
  - Client objectives and preferences
  - Design intent and objectives
  - Project obstacles and design solutions
  - For the prominent Proven Winners plant varieties:
    - Why they were specified
    - Comment on the variety's attributes and performance characteristics
    - What are the objectives, initially and at maturity?
    - Address maintenance requirements
  - Before photos
  - Completed project photos
  - Client testimonials, if available
7. The designer agrees that Proven Winners may use the design, related photos, videos, and/or documentation for promotion, marketing, and educational purposes
8. The designer will agree to promote the Proven Winners Signature Design designation using the approved Proven Winners Signature Design logo
9. The design plan should reflect the Proven Winners Signature Design designation logo on the plan
10. The designer agrees to provide Proven Winners the right to take our own images (still or video)
11. Must be a Proven Winners Certified Landscape Professional to qualify for a Proven Winners Signature Design designation
12. Designs must meet approved professional design standards within the profession