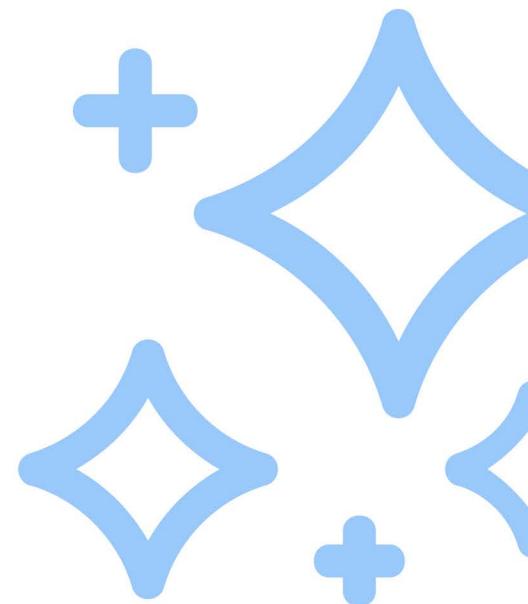
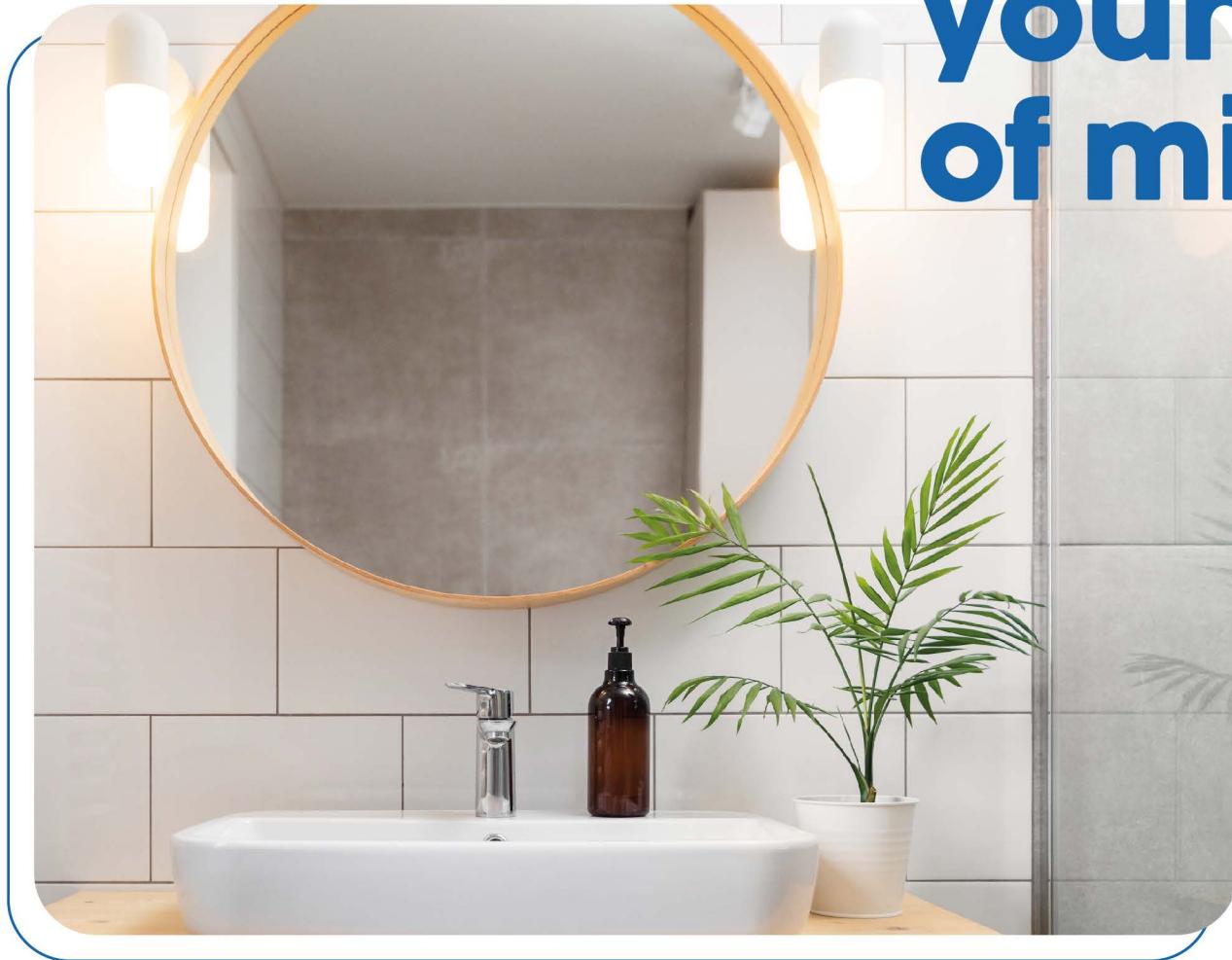


Brandbook

Professional
cleaning for
your peace
of mind.







Basic symbols

Concept and slogan.	03
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Concept

As a company that is dedicated to offering 100% cleaning services in the commercial and residential, the combination of elements that figuratively represent the brand's field (cleaning) and its qualities (leadership and professionalism) represented in a triangle is proposed. The intention is to give the impression that a window is being cleaned, highlighting this task as one of the biggest challenges the company faces on a daily basis.

Slogan

**Professional
cleaning for
your peace
of mind.**

Emphasizes the professionalism and quality of the services offered by the brand. Conveying the idea that the work will be done efficiently and with impeccable results.





Description:

This logo is classified as **Imagotype** and refers to the combination of text plus a symbol that becomes the brand's distinctive feature. Therefore, since it is the main version, it should be used so that your audience becomes familiar with it, this will help boost brand recognition and achieve adequate positioning.

Main logo in colors



Imagotype in **Positive**



Imagotype in **Negative**



Description:

The representation of a logo in positive, negative and grayscale is used to ensure that the brand is recognizable and readable in different contexts and media. The positive is used on light backgrounds and in contexts where the brand needs to stand out while the negative is used on dark backgrounds.

Main logo in positive, negative and grayscale





cleaning
LEADER SERVICES

cleaning
LEADER SERVICES

cleaning
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Description:

This logo is classified as **Logotype** and refers to the typographic part of the main logo. This variant acts as a horizontal option omitting the inclusion of elements that accompany the main one. However, although it performs a similar function to that of the imagotype, it is advisable to use it only in resources where the isologue cannot fit, so its use should be exclusive or limited.



Secondary logo in colors



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Logotype in Positive

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Logotype in Negative

Description:

The representation of a logo in positive, negative and grayscale is used to ensure that the brand is recognizable and readable in different contexts and media. The positive is used on light backgrounds and in contexts where the brand needs to stand out while the negative is used on dark backgrounds.

Secondary logo in positive, negative and grayscale



Security area for **Imagotype**



Minimum print size: **9cm**

Minimum digital version size: **240px**

Minimum printing spacing: **15cm**

Minimum spacing digital version: **25px**

Security area for **Logotype**



Minimum print size: **9cm**

Minimum digital version size: **240px**

Minimum printing spacing: **15cm**

Minimum spacing digital version: **25px**

Description:

The **security area** is a **free** space around the logo, which in graphic design and advertising environments, guarantees that the logo stands out and is easily identifiable when surrounded by other elements such as text, images, colors, etc. In order to strengthen the ability to communicate the brand identity clearly and effectively.

Protection area in logos

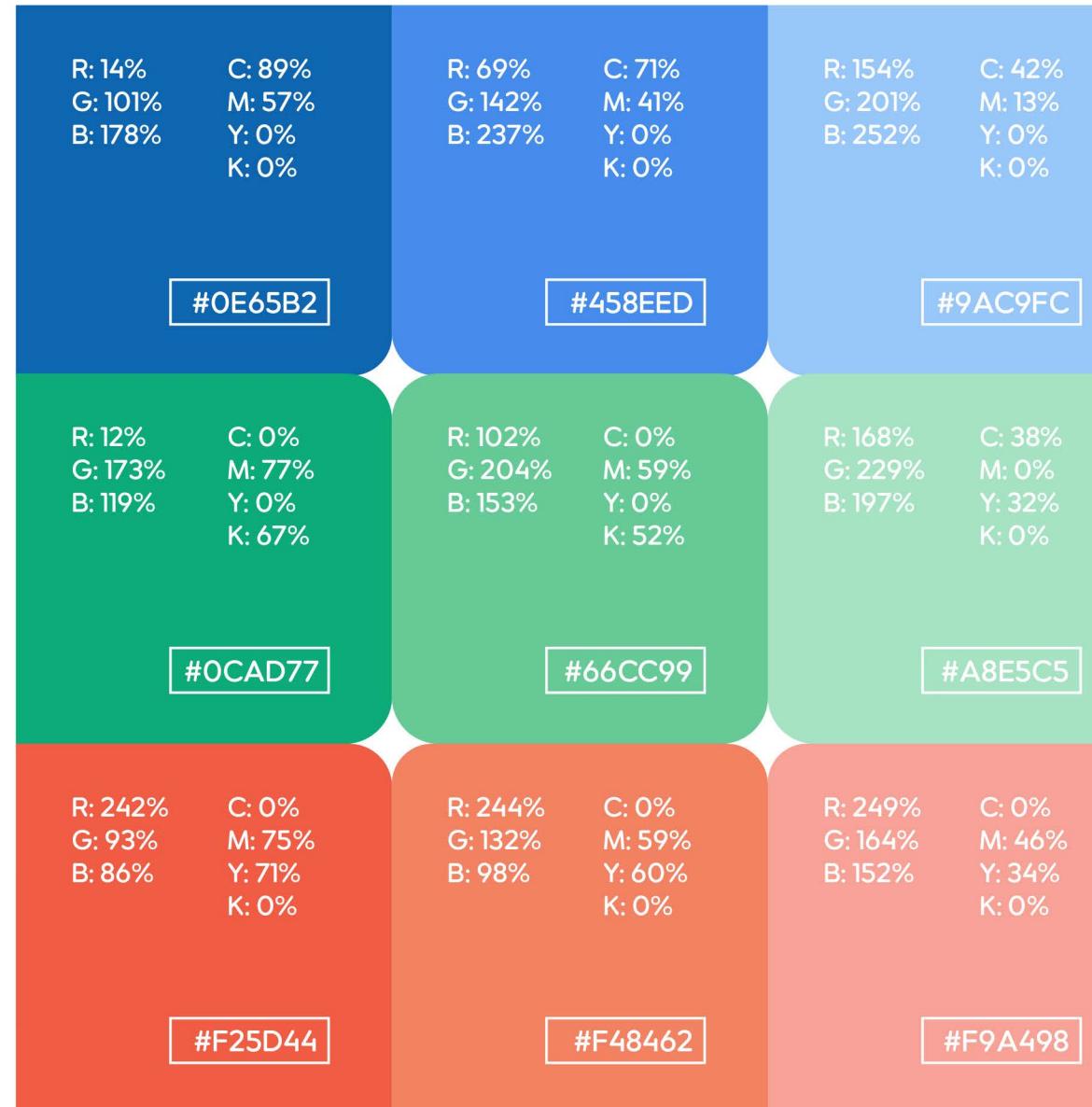


Description:

A color palette in neutral colors reinforces the message of being a solid and professional brand. The application of at least 2 or 3 tones of the same color range will make the brand memorable and by being monochromatic, we will avoid an image without color saturation in the same space. The selection of colors are a set of meanings in color theory: professionalism, confidence, cleanliness, freshness and dynamism; They maintain a balance with each other due to the variety in their shades.

RGB format is for digital media.

CMYK format is for print media.



Primary font

Cocogoose

A	B	C	D	E	F	G	H	I
J	K	L	M	N	Ñ	O	P	Q
R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i
j	k	l	m	n	ñ	o	p	q
r	s	t	u	v	w	x	y	z

a	b	c	d	e	f	g	h	i
j	k	l	m	n	ñ	o	p	q
r	s	t	u	v	w	x	y	z

.	:	,	;	-	_	i	!	+
{	}	[]	()	¿	?	-
*	=	#	\$	&	/	@	"	"

This font is used in the primary brand name “CLEANING”, slogan and for title texts.

Secondary font

LT Saeada

A	B	C	D	E	F	G	H	I
J	K	L	M	N	Ñ	O	P	Q
R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i
j	k	l	m	n	ñ	o	p	q
r	s	t	u	v	w	x	y	z

a	b	c	d	e	f	g	h	i
j	k	l	m	n	ñ	o	p	q
r	s	t	u	v	w	x	y	z

.	:	,	;	-	_	i	!	+
[]	()	¿	?	-		
*	=	#	\$	&	/	@	"	"

This font is used in the secondary brand name “LEADER SERVICES” and for subtitle texts.

Tertiary font

Alte Hass Grotesk

A	B	C	D	E	F	G	H	I
J	K	L	M	N	Ñ	O	P	Q
R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i
j	k	l	m	n	ñ	o	p	q
r	s	t	u	v	w	x	y	z

a	b	c	d	e	f	g	h	i
j	k	l	m	n	ñ	o	p	q
r	s	t	u	v	w	x	y	z

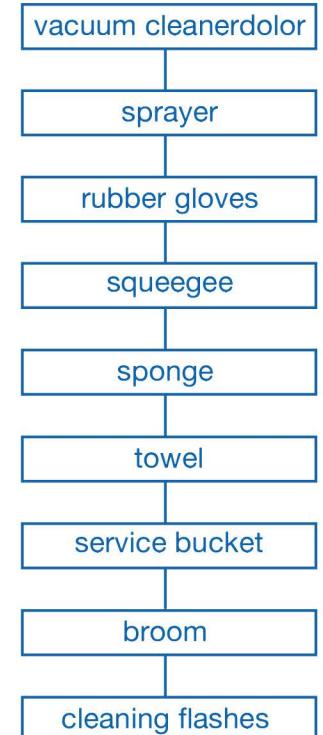
.	:	,	;	-	_	i	!	+
{	}	[]	()	¿	?	-
*	=	#	\$	&	/	@	"	"

This font is used for composition in bodies of text.

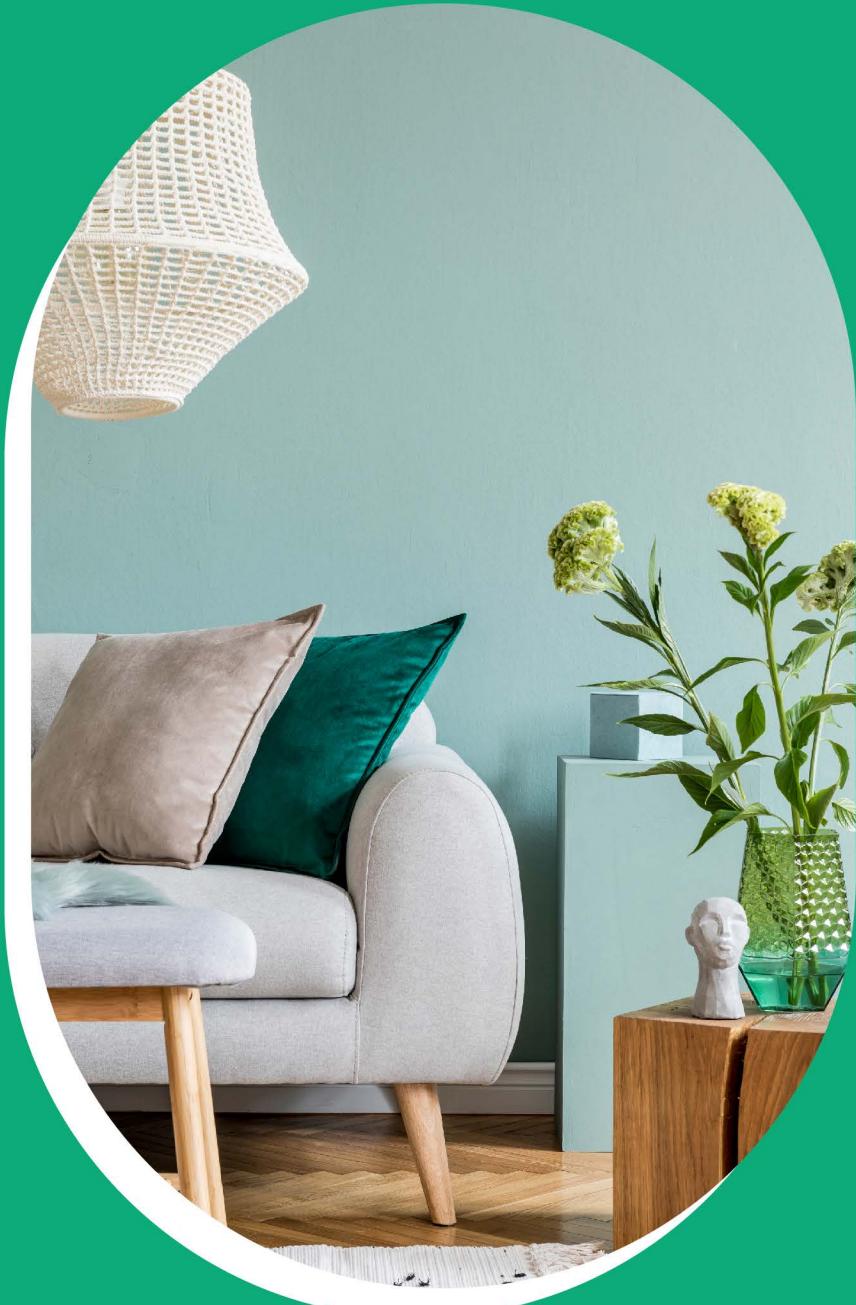


Description:

Decorative elements must be used in all brand communication media, to create a coherent, recognized, unique and distinguished image from the competition, since they fulfill the task of acting as a reinforcement for the visual identity, they are important for convey the brand's personality and values in a visually attractive way.



Rules of use



Correct and incorrect
use Imagotype.

13 - 14

Correct and incorrect
use Logotype.

15 - 16

Media locations.

17



On solid backgrounds in dark color tones, the imagotype should be used in a negative version.



On a solid white background, the imagotype can be used in color or positive version.

On solid backgrounds in light color tones, the imagotype can be used in a color version, in positive or negative.

Correct use Imagotype





**Don't narrow its shape
to force it to fit.**



**Don't modify or alter
the dimension of the
elements.**



**Don't change the
position of the elements.**



**Don't rotate the imagotype
to a forced vertical position.**



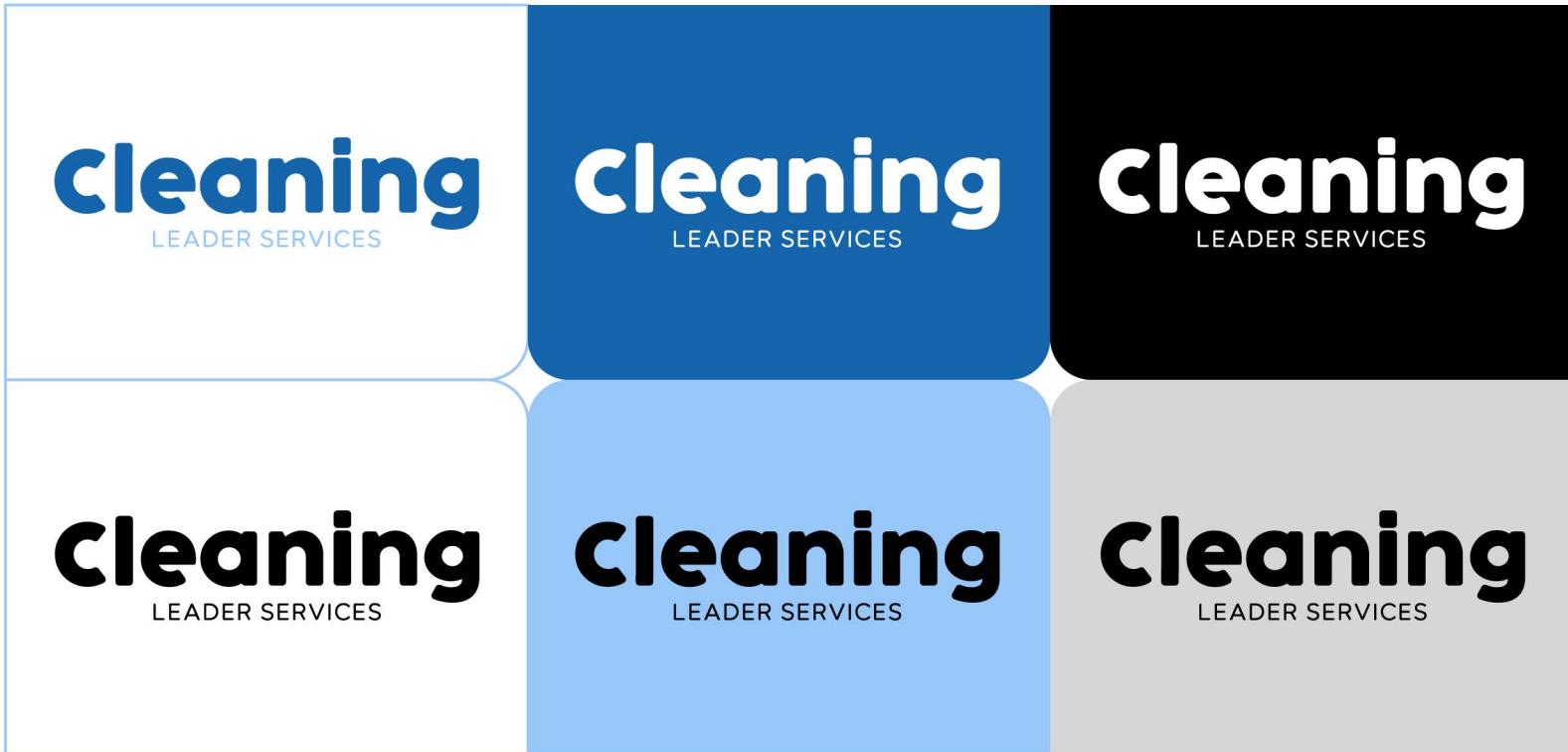
**Don't separate the elements
from their original composition.**



**Do not use all colors
at the same time or
invert them.**



On solid backgrounds in dark color tones, the logotype should be used in a negative version.



On a solid white background, the logotype can be used in color or positive version.

On solid backgrounds in light color tones, the logotype can be used in a color version, in positive or negative.



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Don't rotate the logotype to
a forced vertical position.

Cleaning
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Do not use a font other
than the original design.

Cleaning
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Don't narrow its shape
to force it to fit.

Cleaning
LEADER SERVICES

Don't modify or alter
the dimension of the
elements.

LEADER SERVICES
cleaning

Don't change the
position of the elements.

cleaning
LEADER SERVICES

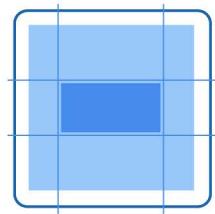
Don't invert the colors in
your own color versions.

cleaning
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Do not use all colors
at the same time.



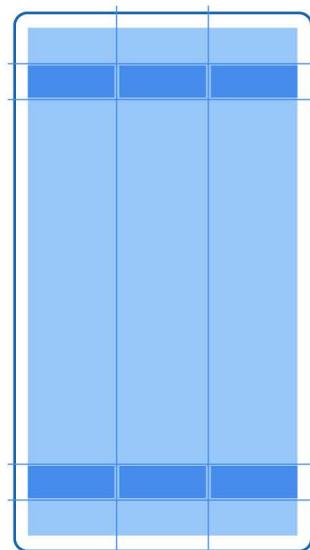
For arts in square formats, such as: Profile for social networks, place the logo in a centered position, avoiding touching edges.



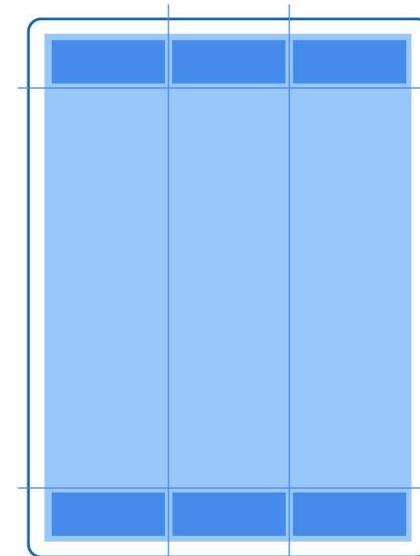
For arts in rectangular formats, such as: billboards and banners, position the logo in one of the corners, depending on the composition of the piece and the dimension of the space.



For arts in rectangular formats, such as: Stories, place the logo on the top or bottom.



For arts in square formats, such as: Post, place the logo on the top or bottom.



For arts in rectangular formats, such as: Flyer/flyers, place the logo at the top or bottom.



Brand applications



Promotional products.
Institutional stationery.
Pattern design.
Digital signature.
Social media advertising.
Presentation templates.

19 - 21
22
23
24
25
26





Promotional products





Institutional stationery



Description:

Pattern design in a brand serves to create a coherent and recognizable visual style through decorative patterns and graphic elements that can be applied to various products and communication materials. These patterns can include colors, shapes, textures or illustrations that reflect the identity and personality of the brand, creating a unique and differentiating image.





Description:

A digital signature designed according to the brand manual is important because it provides coherence and consistency in the company's image at all points of contact with its customers. A well-designed digital signature reflects the brand's identity and values, helping to strengthen the public's perception of the company and its products or services.

Digital signature



Professional cleaning for your peace of mind.

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Cleaning leader, where experience and quality come together.



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Has your home ever looked like this?



Before **After**

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Your space, our priority!



Before **After**

Cleaning

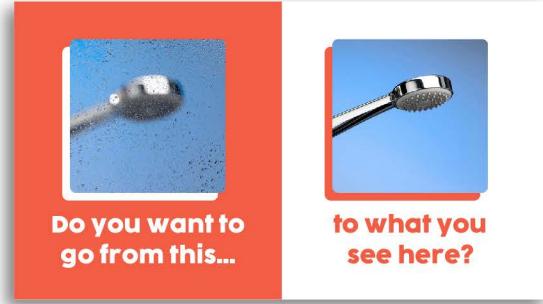


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