Squeegee Samurai

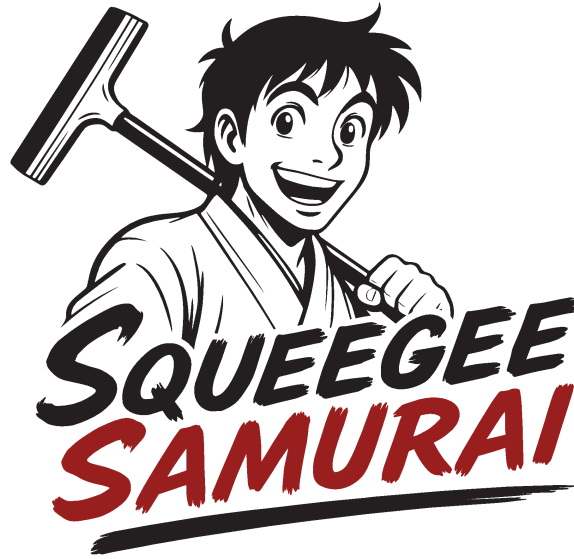*Brand Guide – Typography, Color & Logo System (v4)*

Logo System
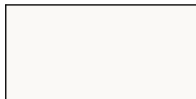
Primary Logo – Black Version
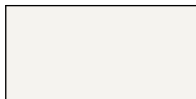

Primary Logo – Color Version (AKA 700 #991b1b)

Color logo uses AKA 700 (#991b1b). Use color for digital, marketing, and branded materials. Use black version for embroidery, single-color print, invoices, or high-contrast applications.

Color Palette

Washi 50 (Primary Background)
#faf9f6

Washi 100 (Secondary Background)
#f5f3ef

Sumi 900 (Primary Text)
#12121c

Sumi 500 (Body Text)
#4a4a54

Sumi 100 (Borders)
#e4e4e7

Aka 600 (Primary Button)
#b91c1c

Aka 700 (Brand Logo Red)
#991b1b

Indigo 600 (Links)
#2c4a6e

Typography System

Display Font – Nunito (Google Fonts)

Used for headings, navigation, buttons, and large emphasis text. Nunito provides a modern, rounded, approachable feel while maintaining professionalism.

Precision. Discipline. Clarity.

Body Font – Inter

Used for paragraphs, forms, UI content, and long-form readability. Inter ensures clarity and excellent digital legibility.

Squeegee Samurai provides premium residential and commercial window cleaning services. Our approach combines traditional discipline with modern precision.