

# Logo Design Report

CMST320

Designer's Name: Rachel Lewis

## Company

Hunter Best Cleaning

## Research

Hunter Best Cleaning is a leading cleaning company in the greater Los Angeles area that specializes in luxury residential and commercial services. According to a recent IBISWorld report, the cleaning services market in the U.S. has grown an average of 3.6% annually since 2018. Despite this growth, the average small-to-medium sized cleaning company has a lifespan of two years, with a 50% chance of surviving into the fifth year. Hunter Best Cleaning has defied the odds by existing for more than 35 years.

Founded in 1998 by Leslie Hunter and Nancie Brown, the company sought to differentiate itself by expanding beyond residential services and incorporating both commercial and construction solutions as well. Known originally as Hunter/Brown Cleaning, then later just as Hunter Cleaning, the company continued to expand. By 2000, the company underwent yet another restructure. Leslie fully rebranded by renaming the business to Hunter Best Cleaning and developing a company logo.

The company has seen continued success over the years in large part due to its marketing efforts. It utilizes consistent branding efforts through its website and logo on its fleet of vehicles, which are highly visible throughout the busy Los Angeles streets. Still, its logo has not been updated for 23 years.



Facebook Logo



Promo Card Logo



Website Logo

The current Hunter Best Cleaning logo utilizes negative space to help form the letters, "H," "B," and "C," along with the company name. The Facebook version does have a bounding box, which better helps to

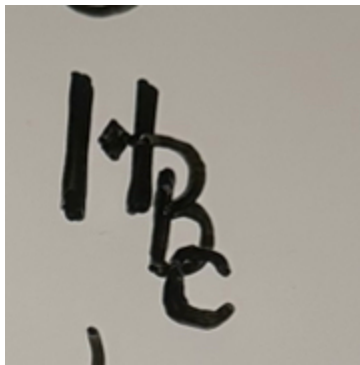
form the letters, however, the logo used on the website, company vehicles, and most other marketing materials does not. After eliciting feedback from five different people using the above images randomly, only one person recognized the three letters immediately. The user who saw the logo from the website did not recognize any letters and just assumed the color panels were just for creating a generic logo.

The current Hunter Best Cleaning logo still utilizes colors commonly seen in many current cleaning services logos. It is also not uncommon for logos to have up to three colors. Most successful logos have both a symbol and text. Serif fonts are also trending along with a mixture of upper and lower case letters. Additionally, illustrations used within the logo itself are growing in popularity.

## Sketches

- The client has asked to see a minimum of five (5) unique concepts for the logo.

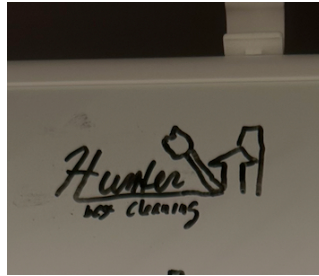
Since the initials seemed to be a key element to the current logo, here are two different representations. One is meant to incorporate a bit of negative space for the “H” since the original logo also used it. The intention is to emphasize the “H” since Hunter is the main text element. A downside to Beth is that there is no mention of the full company name.



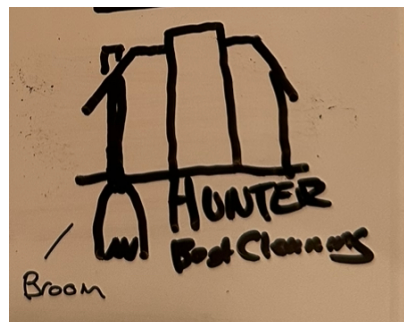
The company focuses on both residential and commercial cleaning, so the image is meant to convey both, while also showcasing the company name. The “Hunter” takes center stage since it is the company name. It is simple, but the image may not convey “cleaning” if it were to be used alone.



This idea make the text a bit more classy. It is offset with a broom to represent cleaning, and the an outline of a house, for residential, and office building for commercial. Again, "Hunter" is emphasized. This would be ideal for a horizontal logo on a web banner, or even company letterhead.






This is meant to be a bit more abstract using a broom as both a wall and chimney for a house. The middle section of the image should be a bit taller to represent an office building. This may be harder to use horizontally, but may work for Facebook.



# Logo Design

Color	Black and White	Web
		

Vertical	Horizontal	Square
		

## Artist Statement

One of the things that sets Hunter Best Cleaning apart from other cleaning services is that it has a strong foothold in both the residential and commercial sectors. Because of this, I used a silhouette of a house combined with the silhouette of a tall building meant to be an office building. It was hard to make out the company initials in the original logo so there is now a version that clearly displays them. The house/building can be used as a standalone with just the initials. This, combined with the fact that there is now a broom to symbolize cleaning also makes it more clear. The stars were meant to symbolize freshness or cleanliness. The graphics use straight lines that are not fully rounded and the font is meant to mirror that. It is clear the owner takes pride in her name being in the title, so in each version either the “H” or the “Hunter” are fully emphasized over the other letters. Also, the “b” and “c” in the initials are deliberately overlapping to show that they both go together for the “best cleaning” portion. It was challenging trying

to incorporate three words in the overall design in a way to find balance. The overall goal of the logo redesign was to make a simple, clean design so that it can be used for the web, paper print, and on company vans. The colors are from the original logo, and are still relevant. Using this colors will also help to minimize costs and time for marketing material already in use.