

Brand Guidelines

Introduction

The Sparkling Cleaners is a UK based cleaning company built on the simple promise of spotless spaces & dependable services. As the business enters its first phase of growth, this Brand Guideline establishes the foundation for clear, consistent communication across all touchpoints. It outlines, who we are, what we stand for & how our identity should be expressed as we build recognition, trust & long-term relationships with clients.

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The Brand

- Our Strategy
- Our Purpose & Values
- Visual Overview

Brand Strategy & Design Goals

Our Brand Strategy is centred on clarity, professionalism, & visible reliability. we aim to position The Sparkling Cleaners as a modern, approachable service provider that balances efficiency with genuine care. The design system should reflect this through a clean visual style, straightforward messaging, & memorable brand elements that resonate with both residential & commercial clients. Every piece of communication, from uniforms to digital media, should reinforce a sense of freshness, precision, & trustworthiness. Our goals are to create recognition in a competitive market, build customer loyalty, & provide a visual language that can scale as the company expands its services.

Identity

The Sparkling Cleaners' are rooted in the idea of transformation, turning disorder into harmony. Our name, language, & visuals reflect brightness, cleanliness, & attention to detail. The brand should convey an image of a team that approaches every task with pride & professionalism. From colour choices that signify freshness to typography that communicates clarity, the identity is built to feel uplifting & dependable. This identity becomes the signature of our service: clean spaces, delivered with care.

Leadership

We are anchored in accountability, consistency, & service excellence. We lead by example, upholding high standards, empowering our staff, & continually improving our processes. Leaders are expected to foster a culture of respect, integrity, & open communication. By investing in training, encouraging teamwork, & embracing innovation, Our leadership ensures that every cleaner & every client interaction reflects brand value.

Values

Reliability - We show up, deliver on promises, & maintain consistent quality

Care - We treat every home, office, & client relationship with respect & attention

Professionalism - We uphold high standards in conduct, communication, & presentation

Detail - We believe small touches create meaningful impact

Trust - By fostering transparency honesty & dependable services

Purpose

Our purpose is to make life easier, healthier, & more comfortable for the people & businesses we serve. We exist to remove the stress of maintaining clean environments so clients can focus on what matters most to them. Through reliable, high-quality cleaning solutions, The Sparkling Cleaners contributes to safer, more productive spaces & promotes well-being in homes & workplaces across the UK.



THE
Sparkling
Cleaners



Icon & Wordmark

- Our Icon
- Our Wordmark

Icon



08



The Icon is the silhouette of a cleaner hard at work. Its simple imagery which speaks directly to the core of what the organisation stands for, being of service to its clients.



Provided in all the working colors & in black and white, the vital visual asset can be placed in various use cases to represent the organisation.



Wordmark

Helvetica Neue



Interlocked
Initials



The Wordmark is written in Helvetica Neue in varying weights & sizes. The Sans-Serif was chosen as it evokes a clean modern aura suitable for the brand being cultivated .

A large, light blue graphic consisting of several overlapping semi-circular arcs of varying sizes, creating a dynamic, swirling effect.

Primary Logo



THE
Sparkling
Cleaners

The Primary Logo is in horizontal orientation with the icon on its left.



The Primary Logo will be the version mainly used in most instances & will be at the forefront of the branding strategy. Black & White variations have been provided for instances where the use of colour might be challenging or where the organization feels the need to spice things up be it on flyers or company regalia.

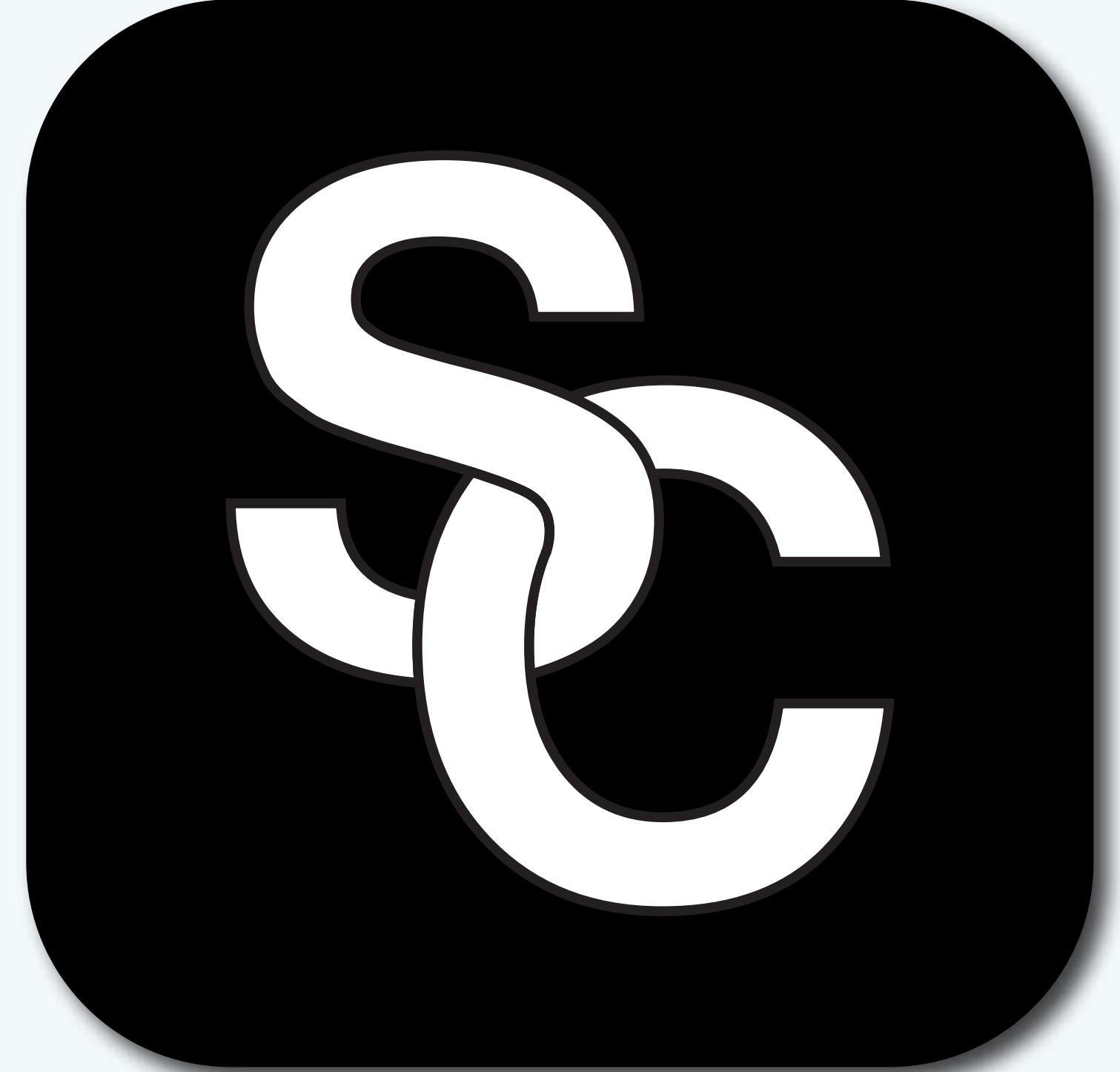
A large, abstract graphic on the left side of the slide consists of several overlapping circles in varying shades of blue. The circles are irregularly shaped and overlap in a non-uniform manner, creating a sense of depth and movement.

Secondary Logo



The Secondary Logo is a monogram of the main letters from the organisations title. It is an abbreviation of the name which works well to create a familiar image in the target audience.

Its an important visual asset and can be used as a watermark, stamp etc.



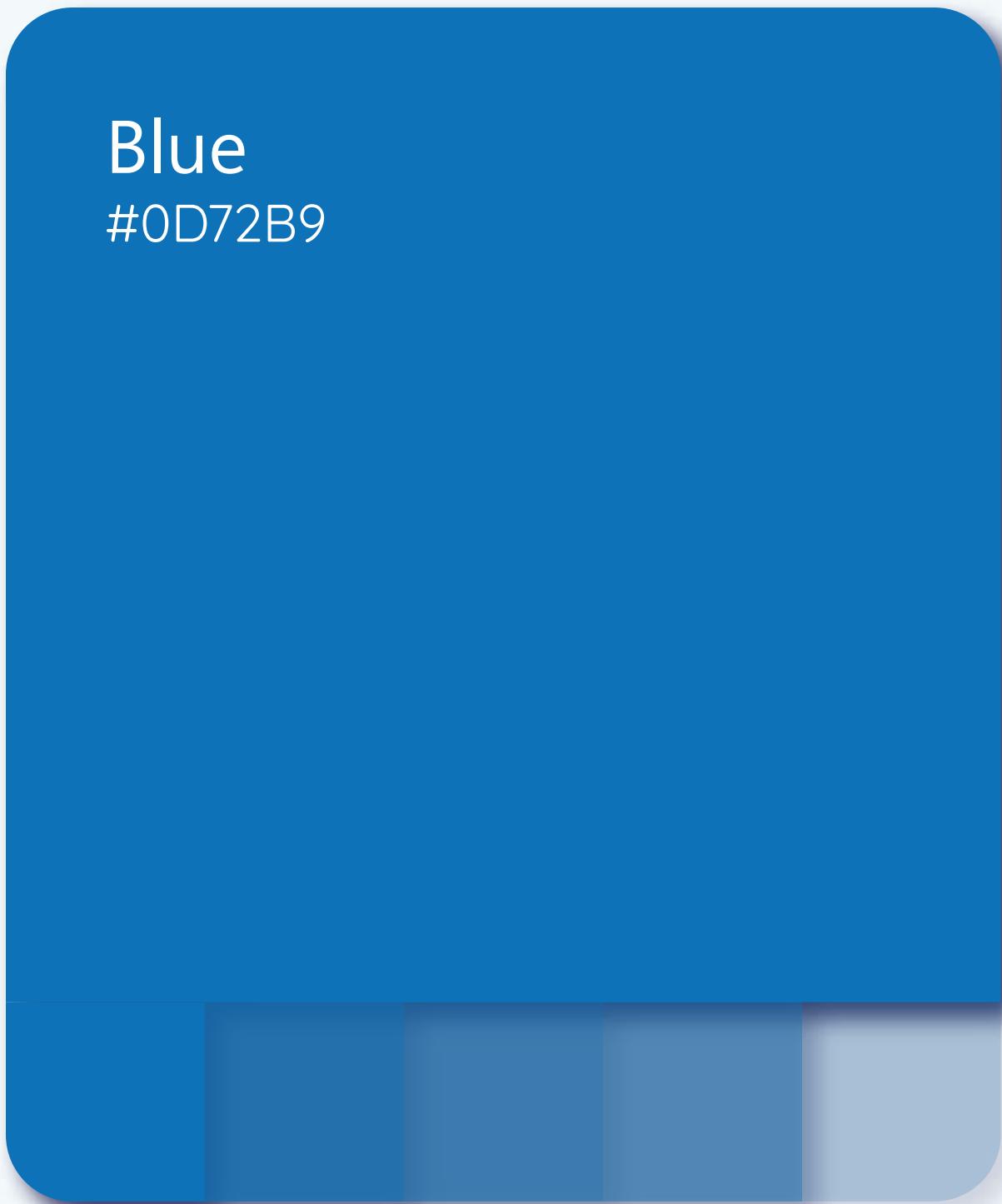
Provided in all the working colors & in black and white, the vital visual asset can be placed in various use cases to represent the organisation.



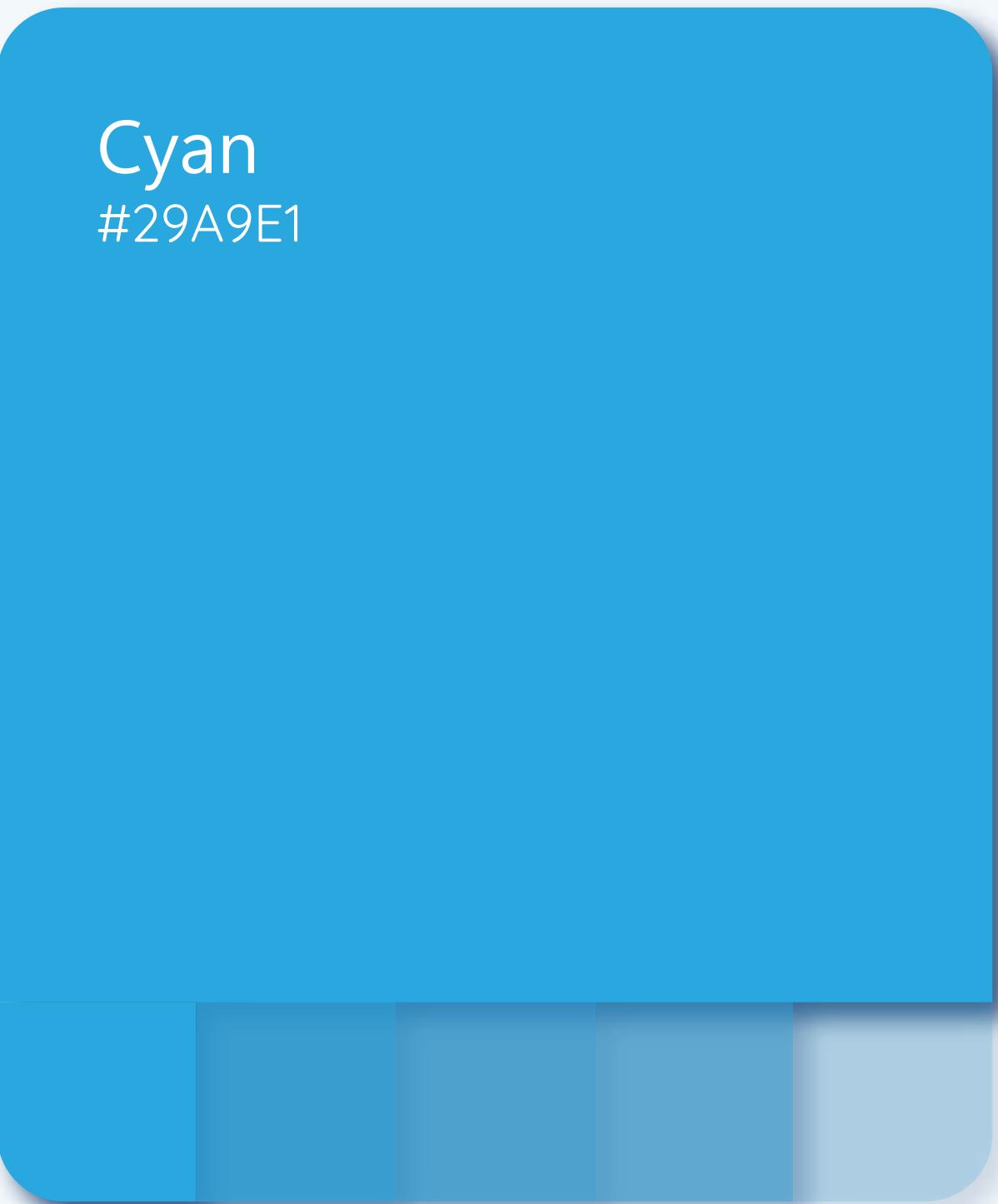
Colour Selections

- Colour Palette
- Colour Heirarchy

Blue
#0D72B9



Cyan
#29A9E1



Gray
#ABA8A4





Do You Need Any Cleaning Services?

- General Cleaning
- Move-In/Move-Out Cleaning
- Kitchen Deep Cleaning
- Upholstery/Carpet Cleaning
- Office Cleaning
- Warehouse Cleaning
- After-Party Cleaning
- Window/Glass Cleaning

One Stop Shop For All Your Cleaning Needs

Contact Us

PHONE
+44 113 545 0050

EMAIL
info@sparklingcleaners.co.uk

LOCATION
23 Blackwell Crescent, WF1 4FZ, Wakefield

The 60/30/10 rule should be applied when using the color scheme. Dark Blue can be used as a base or as the Header color.

60% in the example given is being used by tGray , 30% the the Dark Blue & the last 10% being Cyan. In case of an inverted color palette the same rules would be applied with Gray & Dark Blue switching places.



The Typography

- Primary Type
- Secondary Type
- Hierarchy

HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Used for the Wordmark. Should be used sparingly in headings & sub-headings

MONTSERRAT

A B C D E F G H I J K L M N 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 o p q r s t u v w x y z

For all body text used in publications in tandem with the Primary Typeface.

135 pt

Headings

72 pt

Sub-Headings

50 pt

Body

Type Heirachy should follow the following principles. Each subsequent category of text should be close to the x height of the one before it. If the heading is 135 pts the sub headings should be 72 pts in size. This leads to balance in the distribution of text & the eyes will be well guided through the imagery or document.

Thank You