

Clean Freak DFW Branding

Name: Clean Freak DFW

(evokes emotions of fun, positive and thorough work)

Tagline: Turning Chaos To Clean

Brand Colors:

-Bright Green = growth, vitality, cleanliness

-Dark Purple = loyalty, energy action

-Light Blue = trust and family

Examples



Giddy Up Likes: circular shape, font, character design incorporation

Dislikes: Color scheme, words are too busy not enough character emphasis



Busy Bee Likes: color scheme, character, characters actions, friendliness, font

Dislikes: that location isn't incorporated



EZclean Likes: LOVE the animated inanimate object that makes companies business obvious while making it entertaining, cartoony and friendly

Dislikes: font, bubbles, no location mentioned

Car Branding:

- Professional and clean
- Car topper

Uniform Branding:

- Shirts can have fun culture sayings such as
 - Turning chaos to clean
 - Dont freak. We're here.