

MAXXKLEEN Logo Brief

Create a new unique logo for the MAXXKLEEN brand, MAXXKLEEN is a powerful cleaning product and the branding should reflect this.

The colour scheme we are wanting to use is black, yellow(hex code #ffff00) and white. The logo will always sit on a black background and we want the logo to have white and/or yellow wording to make it stand out as bold.

We are open to ideas on which letters should be which colour, I have given some example below of the options we might go for.

We require 2 variations of the logo, one that says only MAXXKLEEN and another that also has the brand slogan underneath saying - professional cleaning | maximum performance.

Example ideas -



The XX in the logo should have a unique X design such as the examples below however it must be unique to MAXXKLEEN –



See some other brand logos that are in the cleaning business which can be used for ideas

