

## 01. MAIN LOGO



## 02. LAUNDRY LINE ILLUSTRATIONS AND ICONS

More than happy to use laundry/cleaning line vector illustrations

Backgrounds that give laundry tile effects also welcome

## 03. BRAND MARK



## 04. FONT GUIDE

# Sadie Essentials

BECAUSE LIFE IS MESSY

I'm Sadie.

I don't mind dirty. I mind stains.

Messes happen. Coffee spills. Toilets exist.

I've seen it all—and I'm not scared of any of it.

I make cleaning products that work fast, don't waste your time, and don't pretend life is neat.

Get it dirty. I'll clean it.

KELIN EATOR

LEKTON

ARIAL NOVA

## 05. COLOR GUIDE



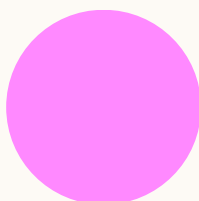
CREAM  
#C1F469



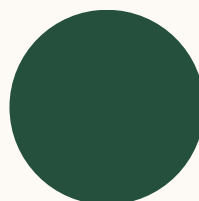
APPLE GREEN  
#C1F469



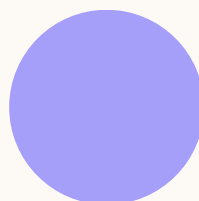
SKY BLUE  
#7894FF



PINK  
#FF89FF



GREEN  
#25503D



LAVENDAR  
#A59FF9