

Current Logo



Current Graphic



Current Website



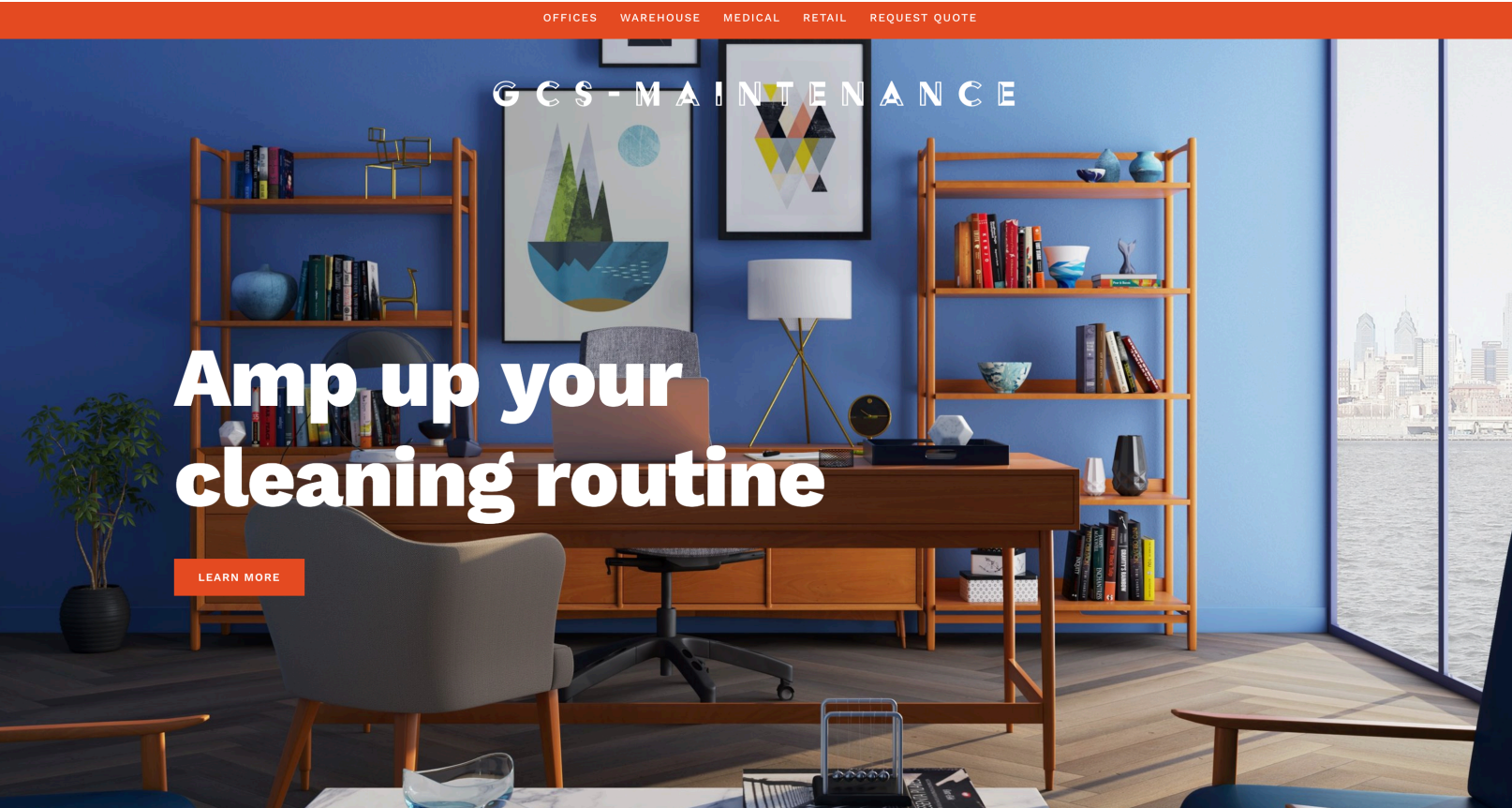
Restructure

The torch has been handed to the next generation of leaders. We are looking to revamp our organizations media presence through a compelling presentation.

We are looking for a logo that incorporates a symbol much like American Eagle, 76, McDonalds, Arco – a symbol that can easily be noticed but we can add the word Maintenance under.

Samples of inspiration and mission in the next page.

New Webpage – Not launched waiting for logo to streamline all docs and uniforms



Other pages on our website

Vision

We are a Janitorial Company based out of Orange County CA. We do business all over southern California including Los Angeles County, San Bernardino, San Diego. We primarily have all our clients in the Orange County market.

The new name of our organization is **GCS Maintenance Corp.**

Our business revolves around providing janitorial and cleaning solutions for all sizes of organizations. **60%** of business Comes from large scaled office buildings. Multi unit offices in skyscrapers and call centers. **20%** comes from warehouse work. Large square foot warehouses where we upkeep the floors, dust and meet CA regulations for cleanliness in their respected fields of production. **10%** comes from small mom and pop shops that need detailed or specific cleaning. **10%** is a mixture of medical or hypoallergenic cleaning solutions. Most of which has specific standards through the CA board of pharmaceuticals.

We are looking for a symbol to represent our organization with attached “ GCS maintenance” or “ Maintenance” as the text.

Color Pallet: We are based in orange county and we liked Orange to be a key color. We are looking to keep some inspiration from our first logo which had green and blue. We, as an organization, have scaled quickly since the new owners took the business over. We are looking to pay homage to the 15 year legacy but to make a statement that we have evolved.

Our final logo should give our customer a sense of - **Cleanliness** and **pristine, peace of mind** (we work with many legal offices and court houses, we have a large training module and contracts with our employees in order to respect document privacy) , **Honesty** and **Detailed**.

Samples of what we like



**Countrywide
Financial**SM



AMERICAN EAGLE
OUTFITTERS



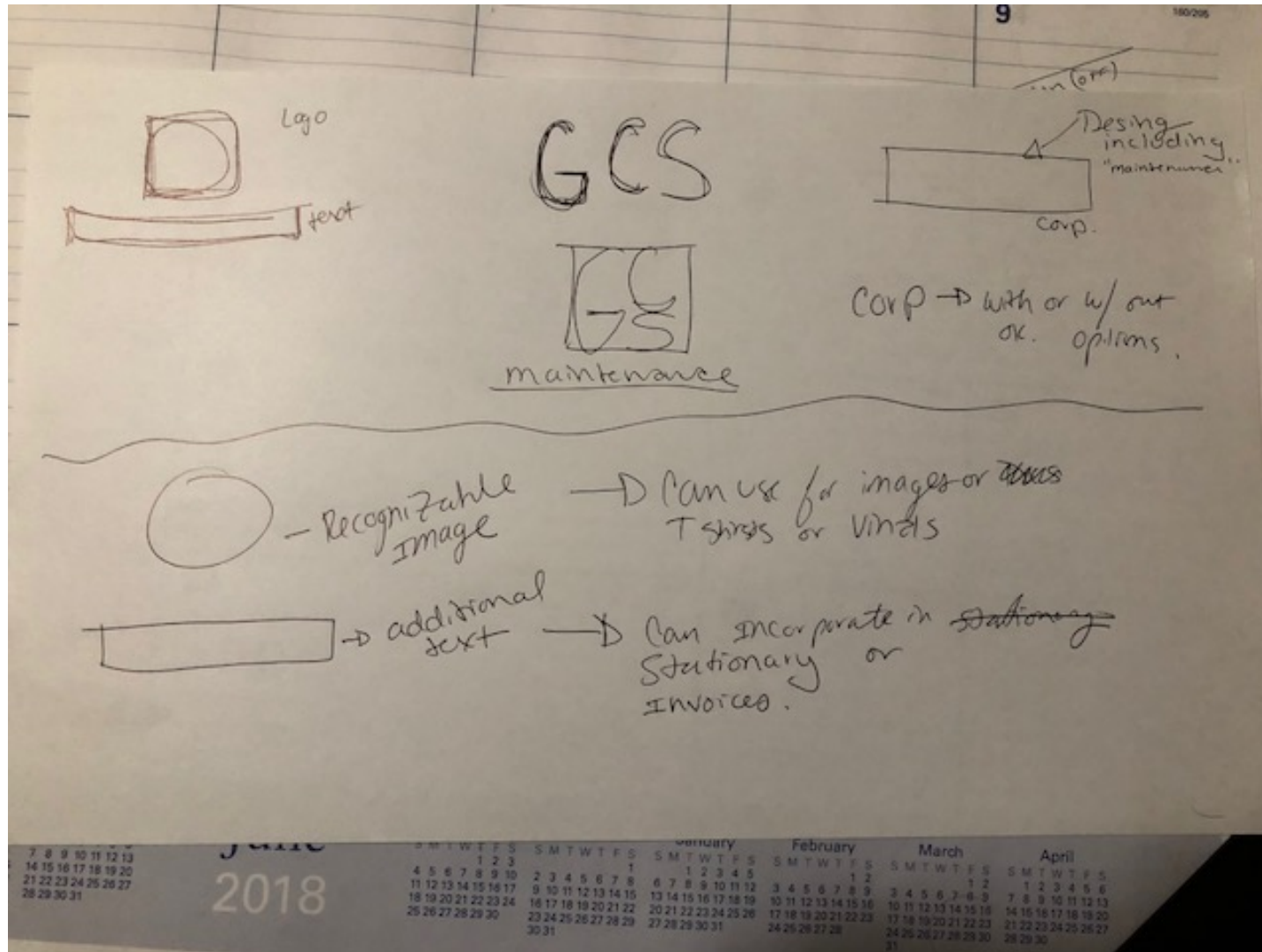
Bank of America

FedEx
Express



ALLIED MODULAR
— BUILDING SYSTEMS, INC. —





Clean, Simple, Memorable