



BRAND GUIDE

Premium care. Effortless convenience.

REFRESH / RESTORE / PRESERVE

Greater Sacramento / Northern California



Expert rug care, made effortless.

ABOUT THE COMPANY

We are a professional rug cleaning company serving Greater Sacramento, with a long-term ambition to become Northern California's go-to name for trusted rug care.

We care for every kind of area rug – from refined heirloom pieces to contemporary everyday rugs – using professional methods that remove dirt, stains, odors, and contaminants while protecting fibers and appearance.

We welcome them all – and care for each one well.

THE EXPERIENCE

Premium expertise

Thoughtful cleaning methods tailored to the rug – not a one-size-fits-all process.

Pickup + delivery

Free pickup and delivery make high-quality care feel seamless.

Upscale service without the inconvenience.

The brand sits at the intersection of specialist care and everyday ease.

CRAFT

Professional rug expertise

Methods selected to protect fibers, color, texture, and appearance.

CARE

Respect for every rug

Heirloom, luxury, modern, and practical rugs all receive thoughtful attention.

CONVENIENCE

Pickup and delivery

A frictionless experience designed around the customer's home and schedule.

Positioning line

The trusted rug-care specialist that comes to you.

Confident, refined, and reassuring.

EXPERT

Know the craft. Explain it simply.

Use clear guidance and specific care language – never jargon for its own sake.

CONSIDERATE

Treat every rug as meaningful.

Sound attentive and respectful, whether the rug is rare, modern, or everyday.

EFFORTLESS

Remove friction at every step.

Keep communication direct, warm, and centered on pickup-to-delivery ease.

Your rug deserves expert care – without disrupting your day.

A mark built around care and craft.



PRIMARY MARK / LIGHT ON DARK

CLEAR SPACE

Keep one X of open space around every side of the mark.

X



Minimum size

Digital: 120 px / Print: 1.25 in

Dark, tactile, and quietly premium.



USAGE RATIO

70% midnight navy / 15% signature blue / 10% warm cream / 5% white

Three type voices, one premium system.

DISPLAY

Rhelyn

For primary headlines, campaign statements, and strong brand moments.

PRIMARY SANS

Poppins

For body copy, service information, web interfaces, labels, and calls to action.

CURSIVE ACCENT

Hendangan

Use sparingly for warmth, signatures, and select human touches.

Headline 30–44 pt / Subhead 18–24 pt / Body 10–14 pt

Show texture, expertise, and calm.



PHOTOGRAPHY PRINCIPLES

- 01 Close, tactile details of fibers and weave
- 02 Visible hands and careful process
- 03 Warm directional light on dark neutrals
- 04 Quiet interiors and authentic rugs
- 05 Natural color with restrained retouching

Avoid generic cleaning cliches, bright blue palettes, excessive foam, and shock-style before-and-after imagery.

Convenience is part of the premium service.

01

SCHEDULE

Confirm the rug, concerns, and timing.

02

FREE PICKUP

Collect the rug carefully from the home.

03

SPECIALIST CLEANING

Treat dirt, stains, odors, and contaminants with fiber-conscious methods.

04

DELIVERY

Return the refreshed rug, ready for the room.

BRAND PROMISE

Expert care at every touchpoint – from your door, back to your door.

Free pickup and delivery should appear prominently in service messaging.

A premium system that stays approachable.



One identity. Every customer touchpoint.

Storefront / fleet / stationery / uniforms / web / social

Refresh. Restore. Preserve.

FREE PICKUP & DELIVERY

The full mark adapts to every approved background.

Choose the version with the strongest contrast; preserve the original artwork and proportions.



PRIMARY / BLUE ON CREAM



MONO / BLACK ON WHITE



REVERSED / CREAM ON NAVY



REVERSED / WHITE ON NAVY

A flexible family for different spaces.

Use the most complete version that remains clear and legible at the intended size.



FULL SIGNATURE

Default for storefronts, fleet graphics, proposals, and hero placements.



NO TAGLINE

Use when the pickup-and-delivery line appears elsewhere or space is tighter.



NAME MARK

Use for narrow horizontal areas and supporting brand placements.



ICON MARK

Use for avatars, favicons, uniforms, stamps, and small-format identification.

The specialist becomes the visual shorthand.

The icon carries the same promise of skilled, hands-on rug care without the full wordmark.



PRIMARY ICON

BEST USES

Social profile images / garment embroidery / vehicle details /
browser icons / approval stamps



REVERSED ICON

Contrast keeps the identity unmistakable.



LIGHT BRAND BACKGROUND



DARK BRAND BACKGROUND



NEUTRAL BACKGROUND

DO Use a clean, solid field with decisive contrast.

AVOID Busy photography, low-contrast colors, gradients through the mark, or unapproved recoloring.

When placed on photography, use a dark overlay or dedicated clear area behind the logo.