



BRAND GUIDELINES

Version 01

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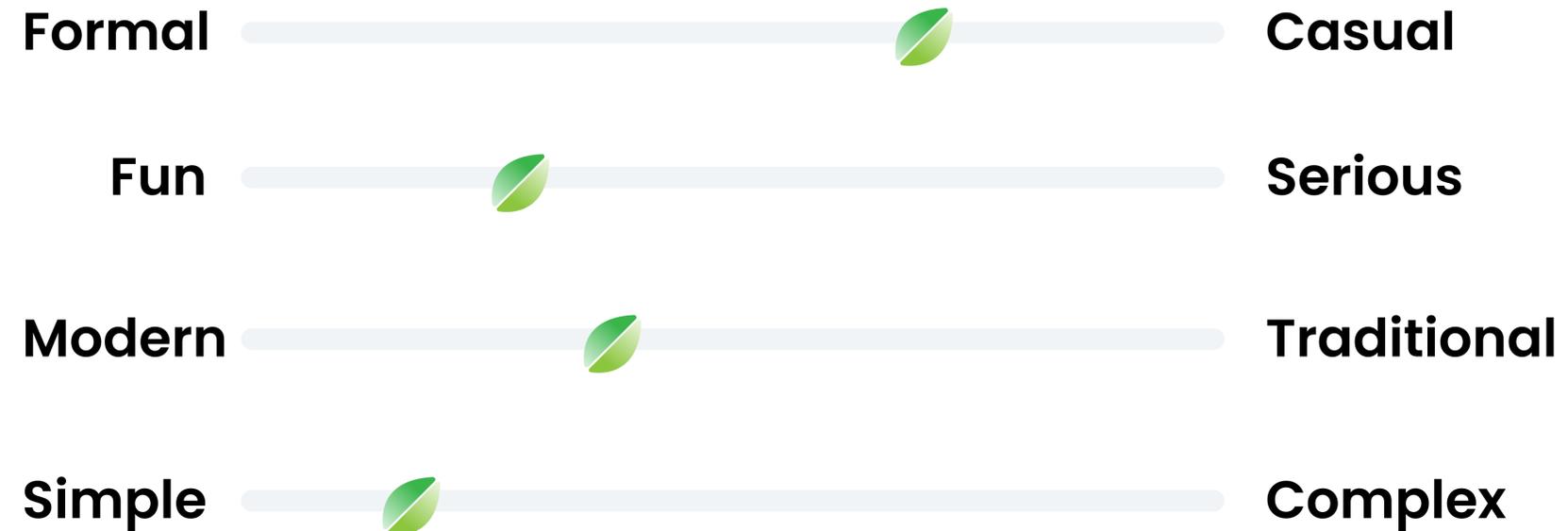
BRAND STRATEGY

01

Brand Strategy

Our brand strategy centers around positioning Go Green Duct Cleaners as a leader in sustainable air duct cleaning and air quality services. With over 20 years of expertise in HVAC systems and air filtration, we leverage the latest in eco-friendly technologies and biodegradable materials to ensure our services not only enhance indoor air quality but also protect the environment.

Our strategy is to differentiate ourselves by our commitment to sustainability, energy efficiency, and the use of green practices in every aspect of our operations. We aim to build trust with our customers by demonstrating that clean, breathable air and environmental stewardship can go hand-in-hand.



Brand Essence

Version 01

"Inhale Green, Exhale Clean." This essence succinctly captures the heart of Go Green Duct Cleaners' mission: to ensure that every breath our customers take is from an environment that's been cared for with the utmost respect for sustainability and health. It emphasizes our commitment to purifying indoor air through eco-friendly practices, allowing our customers to breathe easy, knowing they're contributing to a healthier planet.

Adjusting this into the overall narrative reinforces Go Green Duct Cleaners' unique position in the market as a provider not just of air quality services, but of a lifestyle choice that champions environmental stewardship and personal well-being.

 Inhale **Green** • Exhale **Clean** 

Vision

To be the leading provider of eco-friendly air duct cleaning and air quality services, transforming indoor environments for healthier living and a better planet.

Mission

Go Green Duct Cleaners aims to revolutionize the air duct cleaning industry by employing sustainable practices, advanced green technologies, and biodegradable materials. We are dedicated to improving air quality for our customers while minimizing our ecological footprint, proving that you can choose both a healthier home and a healthier planet.



Rational Benefits

Sustainability: We believe in using only sustainable, biodegradable materials and energy-efficient methods in our cleaning processes. Our services are designed to have a minimal environmental impact.

Expertise: With over two decades of experience, our deep knowledge of HVAC systems and air filtration technologies sets us apart as experts in improving indoor air quality.



Emotional Benefits

Health and Well-being: We are passionate about providing our customers with a cleaner, healthier living environment. The air you breathe should be free of contaminants and pollutants.

Peace of Mind: Knowing your home or business is in the hands of committed environmental stewards brings a sense of comfort and responsibility towards the planet.



Key Messaging

- *"Eco-Friendly Expertise: Over 20 years of specialized experience in air duct cleaning, combined with a steadfast commitment to green practices."*
- *"Health and Sustainability at the Forefront: We prioritize your health and the health of the environment, using only the safest, most sustainable methods and materials."*
- *"Innovative and Efficient: Leveraging the latest in energy-efficient technologies to ensure our services are both effective and eco-conscious."*
- *"Trust and Reliability: Trusted by Connecticut homes and businesses for providing reliable, high-quality, and environmentally friendly air duct cleaning solutions."*
- *"Community and Environmental Stewardship: A local business with a global vision, actively contributing to a cleaner, greener world for future generations."*

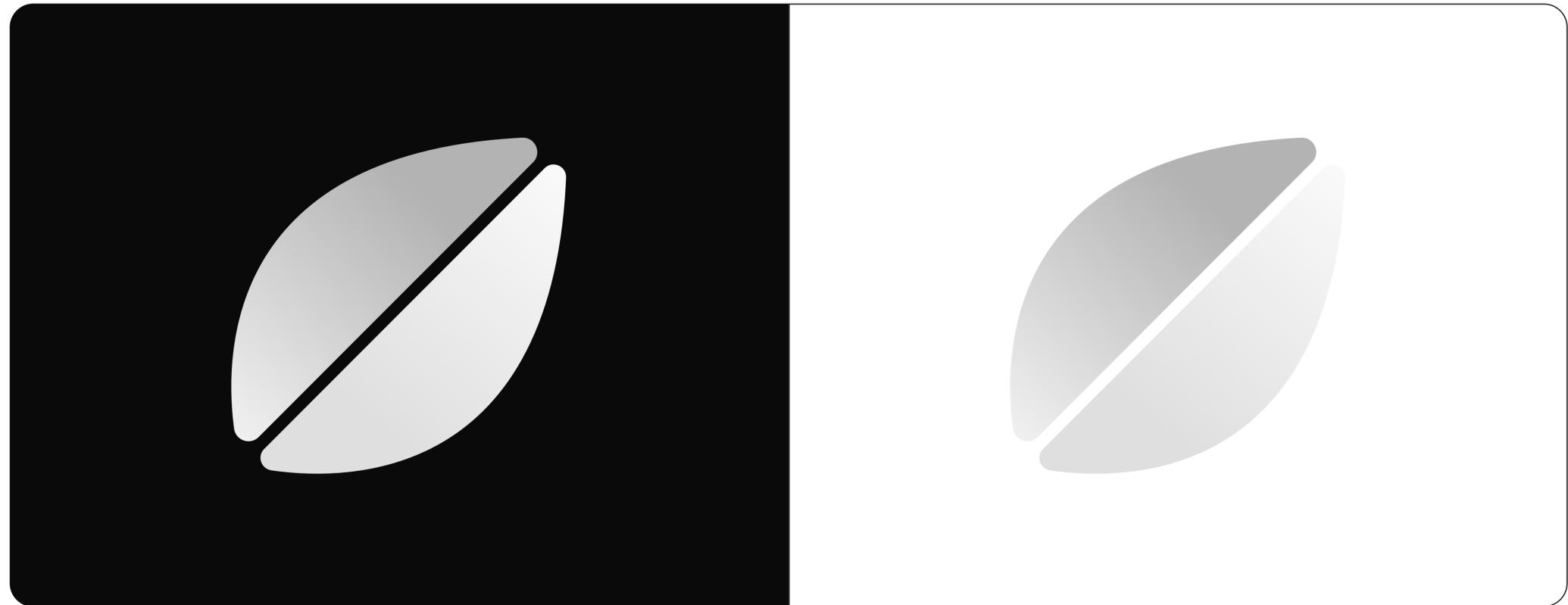
LOGO

02

Logo

The Go Green Duct Cleaners logo features a sleek leaf icon with a gradient inspired by our primary palette, representing our eco-friendly approach to duct cleaning. Paired with a bold logotype, it reflects our commitment to professionalism and environmental responsibility.







DON'T

Don't distort the logo



DON'T

Don't outline the logo



DON'T

Don't add additional gradients to the logo



DON'T

Don't alter the letterspacing of the wordmark



DON'T

Don't add shadows to the logo



DON'T

Don't use colors out of the color palette of the brand



Logo

The Go Green Duct Cleaners' logo should never appear at sizes smaller than 34 pixels.



COLORS

03

Color Palette

Go Green Duct Cleaners' primary palette features jade green, lime green, and a light gray tone, harmonizing to establish brand equilibrium.

Jade Green

HEX: #39B54A
RGB: 57, 181, 74
CMYK: 78%, 0%, 93%, 27%



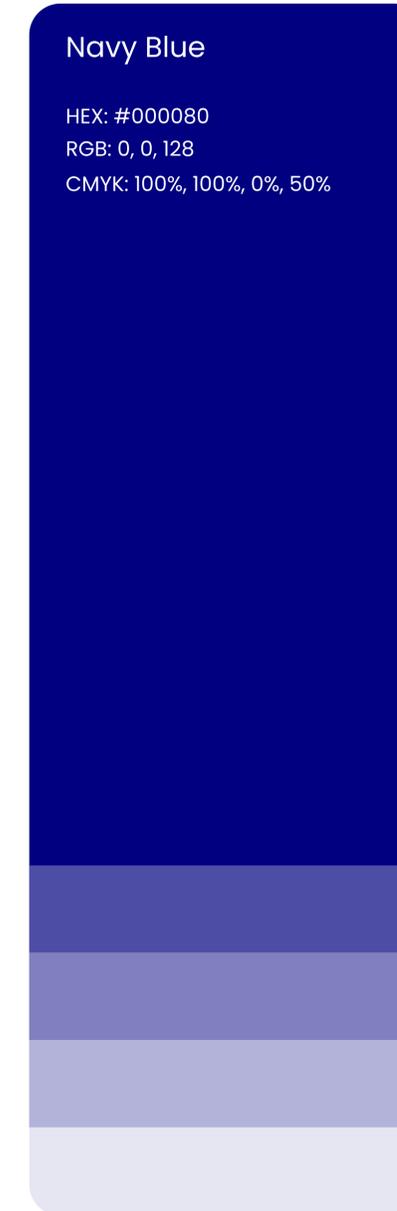
Lime Green

HEX: #8CC63F
RGB: 140, 198, 63
CMYK: 41%, 0%, 90%, 12%



Navy Blue

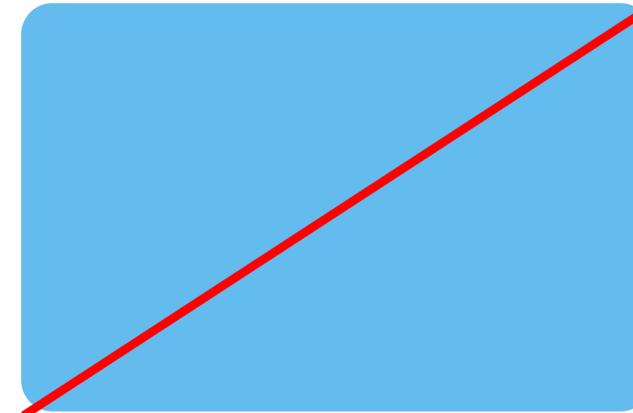
HEX: #000080
RGB: 0, 0, 128
CMYK: 100%, 100%, 0%, 50%





DO

Use colors from the brand's palette.



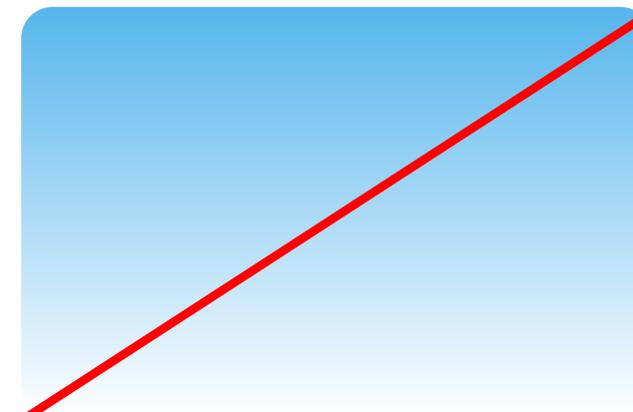
DON'T

Use any other colors.



DO

Mix the brand's colors.



DON'T

Use unnecessary gradient colors.

TYPEFACES

04

Aa
Lato

Light
QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
0123456789!@#\$%^&*()[]-_=+

Regular
QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
0123456789!@#\$%^&*()[]-_=+

Medium
QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
0123456789

Bold
QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
0123456789

Extrabold
QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
0123456789

Secondary Typeface

Aa

Inter

Light	QWERTYUIOPASDFGHJKLZXCVBNM qwertyuiopasdfghjklzxcvbnm 0123456789!@#\$%^&*()[]-_=+
Regular	QWERTYUIOPASDFGHJKLZXCVBNM qwertyuiopasdfghjklzxcvbnm 0123456789!@#\$%^&*()[]-_=+
Medium	QWERTYUIOPASDFGHJKLZXCVBNM qwertyuiopasdfghjklzxcvbnm 0123456789
Bold	QWERTYUIOPASDFGHJKLZXCVBNM qwertyuiopasdfghjklzxcvbnm 0123456789
Extrabold	QWERTYUIOPASDFGHJKLZXCVBNM qwertyuiopasdfghjklzxcvbnm 0123456789

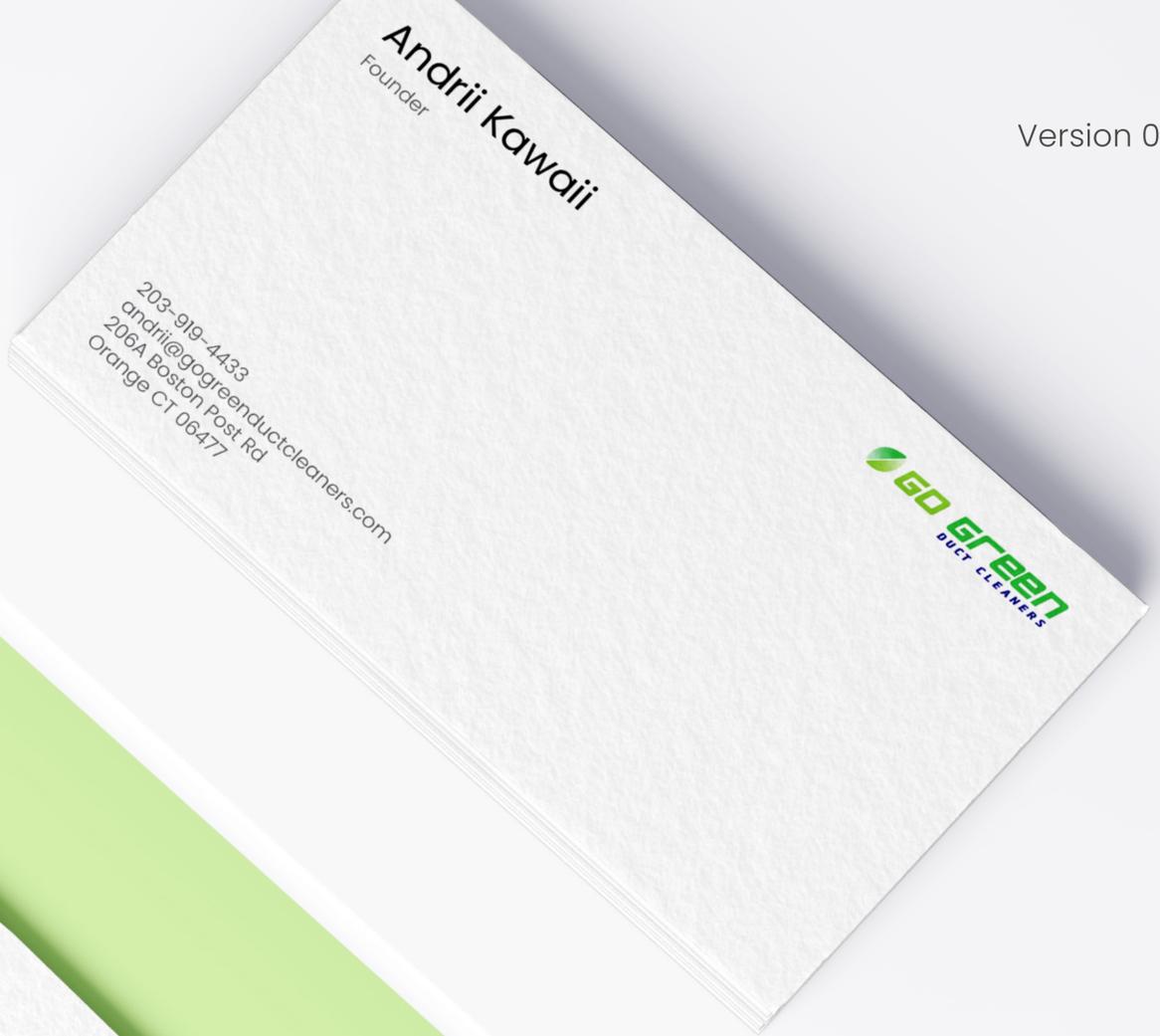
STATIONARY

05



Andrii Kawaii
Founder

Andrii Kawaii
Founder





Letter to:

Name Surname

Date:

dd.mm.yyyy

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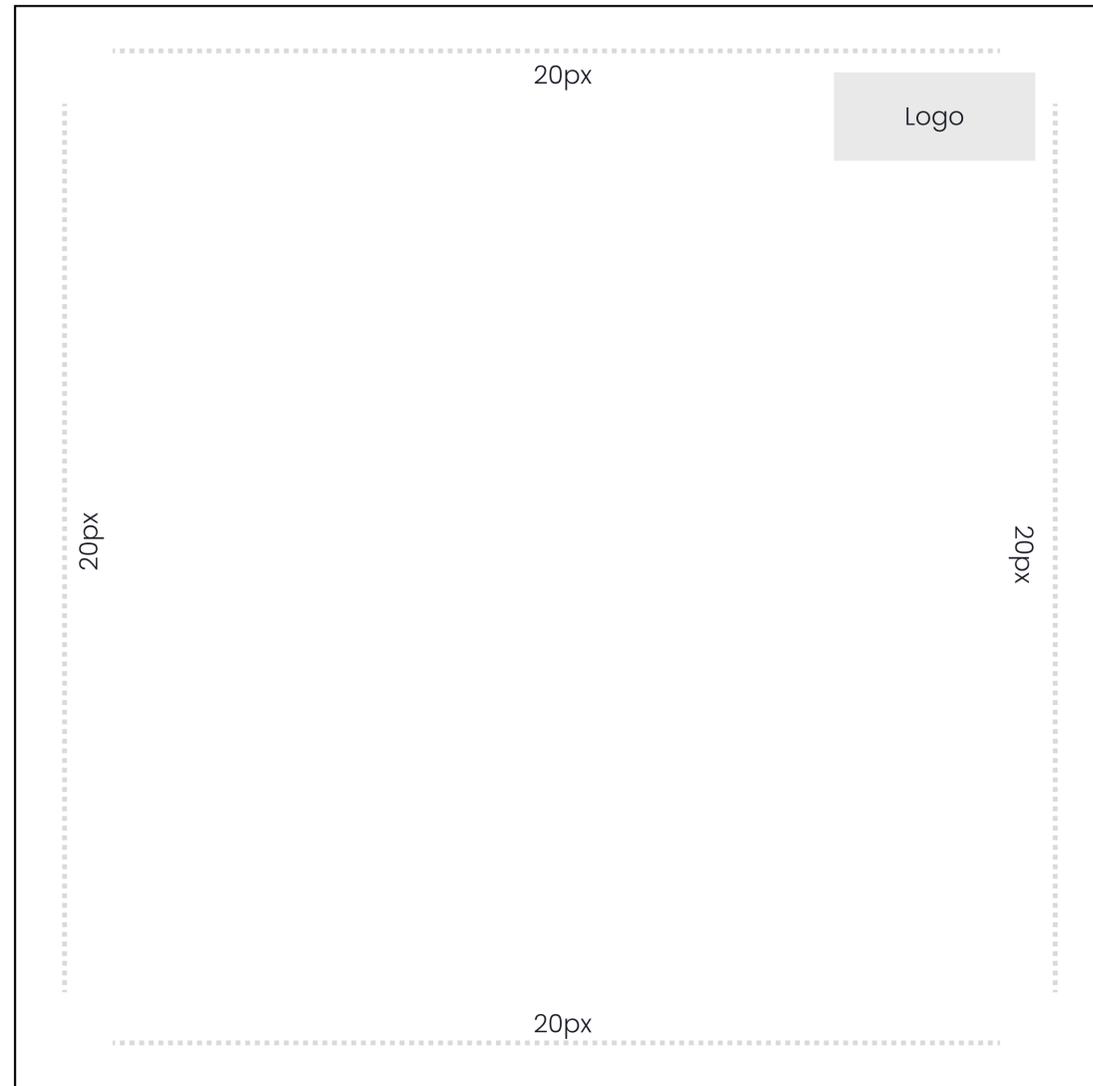
Signature

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206A Boston Post Rd
Orange CT 06477

SOCIAL MEDIA

06

Social Media



Health and Sustainability at the Forefront

20.451 views

instagram template #vector

View all 245 comments

2 DAYS AGO

MINIMAL ENVIRONMENTAL IMPACT

20.451 views

instagram template #vector

View all 245 comments

2 DAYS AGO

TRUST AND RELIABILITY

20.451 views

instagram template #vector

View all 245 comments

2 DAYS AGO