

Laura Summervill
STYLE GUIDE

PETRICHOR
TOUCHLESS CAR WASH



*Don't Fear it Up,
Clean it Up.*

Laura Summerville

~ OWNER ~



I AM AN ENTREPRENEUR OPENING A NEW TOUCHLESS CARWASH IN EDMONDS, WA. I AM PASSIONATE ABOUT MY PRODUCT BECAUSE I WAS TIRED OF ONLY HAVING CAR WASHES AVAILABLE THAT TORE UP THE PAINT AND FINISH OF MY CAR. I WANTED A CARWASH THAT WOULD PROTECT MY INVESTMENT AS WELL AS BE CONVENIENT.

PREVIOUSLY I WAS A PROJECT MANAGER WHO HAD CONTINUED SUCCESS IN TAKING PROJECTS THAT WERE ONLY DREAMS AND MAKING THEM A REALITY.

THE VISION FOR THIS BUSINESS IS TO EDUCATE THE COMMUNITY ABOUT THE HARM OF BRUSH CARWASHES AND ALTERNATIVE SOLUTIONS TO CAR MAINTENANCE.

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COMPANY OVERVIEW

PETRICHOR TOUCHLESS CAR WASH

Don't Fear it Up, Clean it Up

Products

CAR WASHES, VACUUMING, MAT CLEANING



Competition

BROWN BEAR, TOUCH FREE CAR WASHES LOCALLY
(ALOHA, 24 HOUR CAR WASH)



Brand Personality

PRIDE IN THEIR CAR, LIKE THAT IT'S CLEAN AND NOT SCRATCHED



Target Audience

CAR OWNERS, DEALERSHIPS, AGES 16+



Similar Brands

LIKE: ALOHA - TOUCH FREE WASH, HIGH END PRODUCTS
DISLIKE: BROWN BEAR - SCRUB BRUSHES



Call to Action

GO TO THIS CARWASH BECAUSE IT WON'T CAUSE DAMAGE,
UNLIKE THE OTHER CARWASH OPTIONS



Mission Statement

TO PROVIDE THE TOP-QUALITY CARE AND CLEANING TO OUR CUSTOMERS VEHICLES. TO PREVENT DAMAGE TO CARS DURING THE CAR WASH PROCESS. AND PROVIDE CONVENIENCE AND FAIR CUSTOMER SERVICE TO ALL USERS OF OUR PRODUCTS.

Vision Statement

TO INFORM THE COMMUNITY ABOUT EXTERNAL CAR CARE. TO GROW AND EXPAND INTO GREATER MARKETS. TO PROVIDE CONVENIENT TOUCH FREE CAR WASH LOCATIONS THROUGHOUT THE U.S.

Core Values

USING PRODUCTS THAT CARE AND DO NOT DAMAGE THE CUSTOMER'S CAR. PROVIDE CONVENIENCE AND EFFICIENCY FOR OUR CUSTOMERS. TREAT OUR CUSTOMERS WITH FAIRNESS. MAINTAIN THE HIGHEST STANDARD OF QUALITY EQUIPMENT AND CARE.



Brand Identity

LOGO

Logo Variations



Typography

H1 - *Dynamaxion Script*

H2 - **SS NICKERSON ONE**

P1 - **SS NICKERSON ONE**

Colors



Minimum Size



Proper Placement

Logo Deconstruction



Logo Distortion

THE LOGO SHOULD BE UTILIZED WITH THE SAME RATIO AS IT WAS ORIGINALLY CREATED. DO NOT STRETCH OR SQUICH THE LOGO TO DISTORT THE IMAGE.



VOICE / PERSONALITY

THE BUSINESS THAT I AM CREATING GRAPHIC DESIGNS FOR IS A TOUCH-FREE CAR WASH COMPANY. IT IS A SELF-SERVICE, MULTI-LOCATION COMPANY. IT PROMOTES HIGH-END PRODUCTS AND SERVICES THAT CARE FOR THE CUSTOMER'S CAR. IT EMPHASIZES THE CARE THAT TOUCH-FREE CAR WASHES GIVE THAT SCRUB-BRUSH CAR WASHES DO NOT. IT INFORMS THE CUSTOMERS THAT THE BEST CARE FOR THEIR CAR IS WITH A LASER OR TOUCH-FREE CARWASH SYSTEM. IT PROVIDES A THOROUGH CLEAN, USING HIGH-END CHEMICAL PRODUCTS TO ENSURE EFFECTIVENESS.

THE CURRENT MOOD OF THE CAR WASH INDUSTRY IS A LACK OF KNOWLEDGE ON THE DAMAGES THAT SCRUB-BRUSH CAR-WASHES HAVE ON CAR PAINT. CUSTOMERS VALUE CONVENIENCE AND EFFICIENCY IN THEIR CAR WASH STATIONS. THEY DO NOT WANT TO LEAVE THE CARWASH SEEING ANY DIRT OR DEBRIS ON THEIR CAR. THERE IS AN OPENING IN THE MARKET FOR MID-RANGE CAR WASHES THAT EMPHASIZE AN UPGRADED EXPERIENCE. THERE ARE THE LESS-EXPENSIVE SCRUB-BRUSH WASHES AND THERE ARE ALSO THE HIGH-END HAND-WASH CAR WASHES. BOTH OF THESE SERVICES ARE HARD ON THE CAR'S PAINT AND DIFFER GREATLY IN PRICE. THERE IS A MARKET IN THE MIDDLE THAT WILL PAY EXTRA (BUT NOT AS MUCH AS THE HAND-WASH) TO HAVE A WASH THAT WILL CARE FOR THE PAINT OF THEIR CAR. THE CUSTOMERS WANT A HIGH-END EXPERIENCE AT AN AFFORDABLE PRICE. IT IS AN INVESTMENT IN THE LONG-TERM CARE OF THEIR CAR BUT THEY NEED TO BE ABLE TO AFFORD IT AS A REGULAR EXPENDITURE.

THE CAR WASH HAS BASIC CAR WASH OPTIONS (SOAP AND RINSE) AS WELL AS PREMIUM SERVICES (SPOTLESS DRY AND RAINEX CARE). IT HAS NO SCRUB BRUSHES, WHICH PREVENTS DAMAGE TO CARS AND SCRATCHING OF PAINT. THEY ALSO HAVE SELF-SERVICE VACUUM CLEANERS, MAT CLEANERS AND VENDING MACHINES WITH CAR CARE PRODUCTS. THE CHEMICALS THAT ARE USED IN THE CAR WASH ARE HIGH END THAT GIVE THE BEST POSSIBLE CLEAN WITHOUT USING BRUSHES. THE MACHINERY WORKS TO MINIMIZE WATER WASTE BY SPRAYING DIRECTLY ON THE CARS AND NOT DIRECTLY ON THE BAY FLOOR AROUND THE CORNERS OF THE RADIUS.

THE VOICE THAT IS USED TO CONVEY THIS PRODUCT TO THE PUBLIC IS ONE OF THE HIGH-END, CLEAN WELL MAINTAINED AND AFFORDABLE. IT DEPICTS CARING AND DETAIL ORIENTED. IT SPEAKS TO CARING FOR THE PURPOSE OF LONGEVITY. IT SPEAKS TO EACH CUSTOMER THAT THE EXTERIOR CARE OF THEIR CAR MATTERS AND DAMAGE IS PREVENTABLE.



First Day of Summer Sale

\$5 WASH AND DRY

+ FREE AIR FRESHENER

*June 21,
2019*

PETRICHOR
TOUCHLESS CAR WASH



222 E WALNUT ST. EDMONDS, WA 98020

Company Template Design

BUSINESS CARD



Front



Back

**THE BUSINESS CARD IS SIZED AS A HORIZONTAL 2 X 3.5".
IT WILL BE PRINTED ONTO 130# MATTE COVER.**

Form

**THE FORM SHOULD BE UTILIZED THROUGH THE WEBSITE
(WWW.PETRICHORCARWASH.COM) ONLY.**



222 E. WALNUT ST.
EDMONDS, WA 98020

(206) 555-5555
PETRICHORCARWASH.COM
PETRICHORINFO@PETRICHOR.COM

Membership Registration

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DATE: ____ / ____ / ____

CUSTOMER INFORMATION:

CUSTOMER FIRST NAME: _____

CUSTOMER LAST NAME: _____

PHONE NUMBER: _____

EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PLEASE CIRCLE:

LENGTH OF SERVICE:

3 MONTHS

6 MONTHS

1 YEAR

PLEASE CIRCLE:

CAR WASH PACKAGE:	DESCRIPTION OF SERVICE:	AMOUNT PER MONTH:
BASIC	WASH / RINSE / DRY	\$19.99
PREMIUM	WASH / RINSE / DRY / RAINEX PROTECTOR	\$25.99
ULTIMATE	WASH / RINSE / DRY / RAINEX PROTECTOR / VACUUM / WASH MATS	\$30.99

CREDIT CARD INFORMATION:

CREDIT CARD #: _____

EXP: ____ / ____ CVV: _____

AUTOMATIC PAYMENTS WILL BE CHARGED TO THE CARD ON FILE EVERY MONTH FROM THE DATE OF ENROLLMENT.

Thank you for your business.



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Clean it Up*