



# Welcome to the Heaven's Best Graphic Standards Manual

Heaven's Best is a unique company with a unique brand identity and message. The Heaven's Best Graphic Standards Manual is a tool designed to help you use the new brand identity in ways that correctly and consistently communicate who we are, what we do, and why we're the best. The Heaven's Best brand strives to communicate: Clean, Trusted, Professional, Convenient, and Friendly.

The standards manual is a comprehensive reference which allows you both consistency and flexibility in such media as advertising, business cards, stationery, press releases, vehicle graphics, uniforms, and web sites. As the brand continues to evolve, so does the guidance available in the standards manual.

Carefully maintaining a consistent brand identity will result in greater customer recognition, customer loyalty, and business for you. Remember that everyone plays a role in building a brand. By staying true to the standards set out in this manual, you help build a positive perception of the company and its services in the minds of your customers.



# 1 Identity Basics

The Heaven's Best Logo

Approved Logo Versions

Appropriate Spacing and Size

Manipulation of the Logo



## The Heaven's Best Logo

Designed for high visibility and immediate recognition, the Heaven's Best Logo is typically the first contact a customer has with the company—the logo is its key representative. Please carefully follow the guidelines on the proper use of the Heaven's Best Logo.



Full Color Version—Drop Shadow



Full Color Version—No Drop Shadow



One Color Version



Black and White Version

### Approved Logo Versions

The Full Color Version is the primary version of the logo (optional drop shadow), though there are other approved versions shown above. When it is necessary to use a one color version as in the case of sending a fax, or printing a more simple advertisement the one color and black and white versions have been provided. They are simpler

graphically to improve legibility in certain formats and media where a drop shadow and the subtle changes of blues and reds can make it hard to read the logo clearly. Select your usage well by understanding how the logo is being used.



Clear Space Allowance



Minimum Logo Size — 1.5"

### Clear Space.

Allow for separation of the logo from all other elements, as well as the edge of a page. Always try to maintain a “no-print” zone which surrounds the logo, using elements of the logo for measurement as indicated above. This increases recognition as it allows the logo to be seen quickly protecting it from being crowded out.

### Minimum Size

For legibility reasons, the logo should not be sized below the specified minimum indicated above. Whenever sizing the logo or any of the visual elements up or down, be sure you change its size proportionately so you don't get any distortions of the mark.



#### Manipulation.

Do not try to manipulate the logo in any way.

Use only the approved versions supplied to you.

When you scale the logo be sure you are scaling it proportionately so as to avoid distortions.

Do not change the colors of the logo but stick to the approved color versions.

Finally, never use individual pieces of the logo as graphic elements. You must not break it up.

Again, use only the approved versions.

# 2

# Understanding Supporting Elements

Communicating With A Unique Visual Voice

Secondary Graphics

Typography

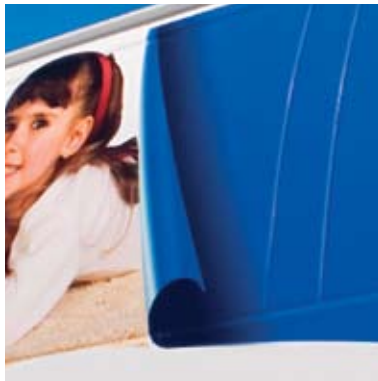
Colors





## Communicating With A Unique Visual Voice

With the launch of the new Heaven's Best brand it's good to begin to understand what a brand is and how it works. A brand is not a logo alone—though the logo is the key identifier of the company—rather a brand and its message is communicated using many visual and verbal elements that work as the company's visual voice. Whenever one or a combination of these elements is appropriately used, there is clear and consistent communication of the message and immediate recognition.



## Secondary Graphics

Blue gradient

Curved shapes

Heaven's Best Girl

Red Ribbons

Blue Carpet Curls

Dry in 1 Hour Tagline

Rays of Light

High Color Contrast

White Space

Drop Shadows

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

Helvetica Bold

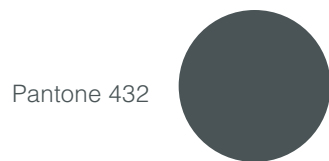
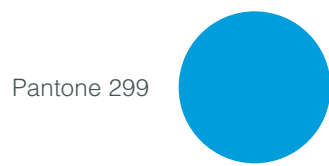
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

Helvetica Rounded Bold

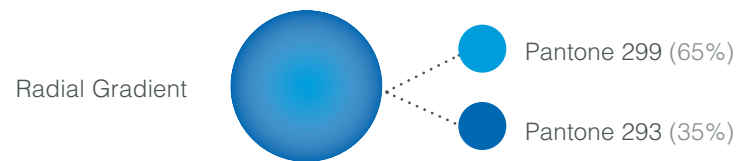
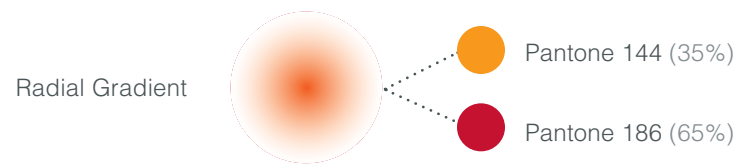
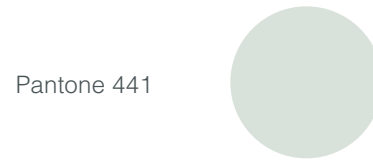
## Typography

Typography is an important part of the supporting visual language of Heaven's Best. Light and friendly yet clean, modern and professional, Helvetica was carefully chosen to represent Heaven's Best Carpet Cleaning.

Anything you create must use the approved type family and meet the standards addressed in this manual.



Primary Color Pallet



Secondary Color Pallet

## Colors

Heaven's Best uses essentially four primary colors in its marketing and branding efforts.

Blue

Red

White

Grey

Secondarily however, Heaven's Best often employs gradient mixes of these colors to enrich the designs. The gradients may be used to give a feeling of depth and quality. They should be used tastefully, and use the specified gradient percentage and color mix indicated above.

# 3

# Brand Applications

Contribute To The Brand

**Business Templates** Business Cards, Letterhead, Envelope, Fax Cover Sheet

**Uniforms** Standards and Recommendations

**Vans** Design Elements and Customization

**Advertising** Standard Elements, Customization and Yellowpage Templates



## Contribute To The Brand

A brand is simply a promise to its customers. How well and consistently that promise is made and kept creates loyalty and trust. This loyalty and trust translate into more business and a more positive overall perception. Every franchisee is a champion of the brand and contributes to its success everyday. As you follow the standards and recommendations found in this manual you will contribute positively to customer perception and help build a successful brand. Whether you are creating an advertisement, wearing a uniform, or simply sending a letter, it's always part of a larger brand promise. And piece by piece, it all adds up to a single, effective impression.



## Business Templates Business Cards Template 1

Template 1 is our standard business card. It is a four color, single-sided business card that can be personalized.



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**DRY IN ONE HOUR**

**STANDARD RATES FOR CARPET CLEANING**

Most carpets dry in 1-3 hours  
(enter price range) cents / sq. ft. residential

**STANDARD RATES FOR UPHOLSTERY CLEANING**

Sofa (price range)  
Love (price range)  
Sectional (price range)  
Chair/Recliner (price range)

Rates include pre-vacuuming, pre-edging, pre-spotting & a thorough cleaning

**Business Templates** Business Cards Template 2

Template 2 is an option for those who would like the card to do more. This card is a four color, double-sided card with customizable standard rates for cleaning in your area. It can also be personalized





### Business Templates Business Cards Template 3

Template 3 is another option for those who would like the card to act as a coupon or discount. Not only is this good for customers who benefit from the discount, but it can also create strategic partnerships with companies like real estate agents who get some kind of kick back for making a referral.

You can customize the coupon or discounts to fit your needs. This card is a four color, double-sided card that can also be personalized.

### How you can enjoy a fresh, clean, healthy carpet

IF ALL YOU WANT IS A CHEAP, RINSE-THE-DIRT-OFF CLEANING THEN WE RESPECTFULLY ASK YOU TO CALL ANOTHER CARPET CLEANER. However, if you want to protect your health if you want to protect your family from the countless bacteria, fungus, pollens, pollutants and tobacco smoke residue in your capret, then your invited to call us. We'll answer your quesions and give you a free estimate without any cost or obligation.

### Free Consumer Guide to carpet cleaning, call 664-0199

IN THIS FACT FILLED BOOKET, YOU'LL DISCOVER HOW TO

Avoid four carpet cleaning rip-offs!

6 costly misconceptions about carpet cleaning

8 mistakes to avoid when choosing a carpet cleaner

The importance of value and price

Heaven's best 100% no risk gaurantee, and much more

To recieve your free copy by mail, call **208-664-0199**



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**DRY IN ONE HOUR**

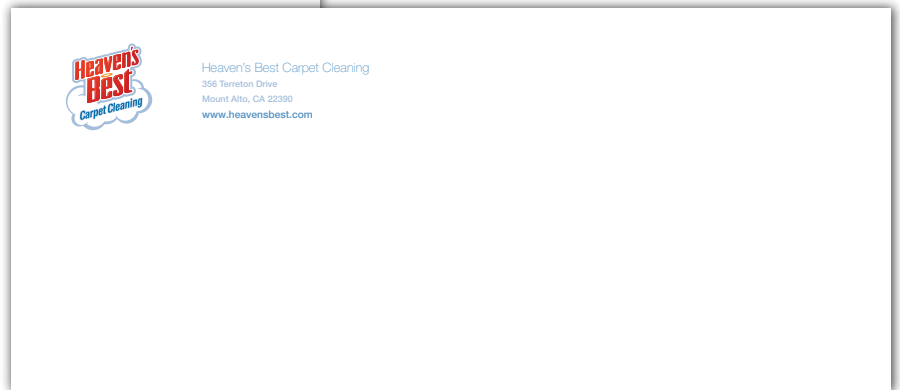
### We're different in 4 important ways:

- We've dedicated our business to helping you and other customers understand carpet cleaning. We will spend the time to answer any questions concerning the care of your carpet and upholstery.
- Our experienced, professionally trained technicians clean your carpet using a powerful vacuum to remove loose dirt before carpet is cleaned and low moisture process that removes the tough dirt from the carpet fiber.
- We'll do everything possible to meet your deadlines. If we can't help you as quickly as you'd like - or if you're outside my service area - We'll gladly refer you to another honest competent carpet cleaner.
- We guarantee every job 100% This means you hire our services without risk. If you'd like to learn more ways you can benefit from our services - or if you have any questions - please call us at **208 455 4441**

## Business Templates Business Cards Template 4

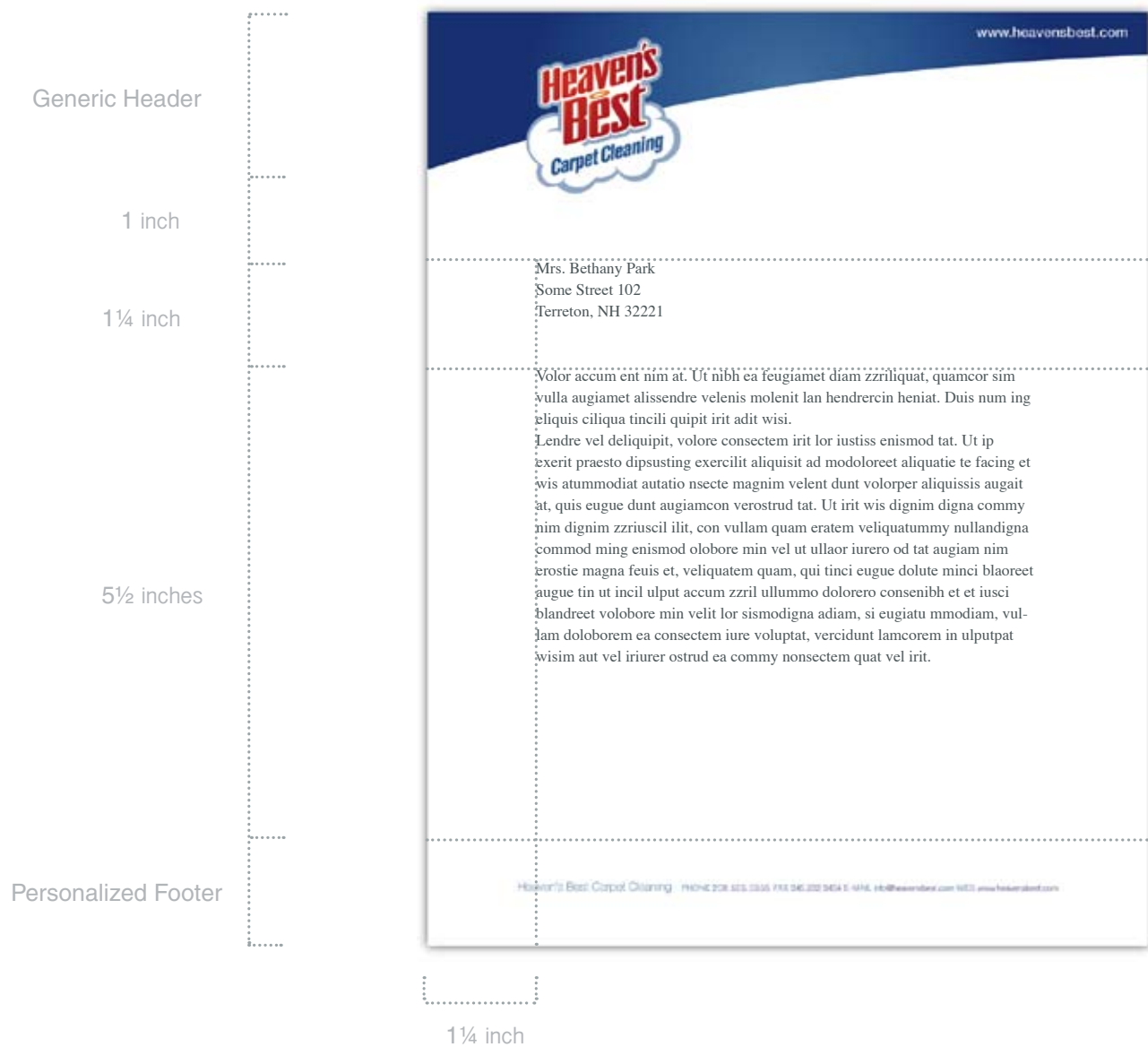
Template 4 acts as a miniature brochure. A customer can be educated on carpet cleaning as well as why their local Heaven's Best operator is the best for them. Your selling points are customizable and the information on what a customer should know about their carpet is very helpful in making a decision.

This card is a four-color, four-panel education tool which folds in the middle for a front, back, and an inside. This card can also be personalized.



## Letterhead and Envelope

Letterhead are to be used for official written correspondence from your Heaven's Best franchise. Generic letterhead (logo, blue gradient curve and web address only) are available from the corporate office. Letterhead and envelopes can be personalized for you by contacting the corporate office.



## Letterhead Writing Template

When typing out a letter use the following typographic guidelines:

- › a simple type face like Times Roman or Palatino.
- › Don't bold the type
- › Change the color of the type to the approved grey color swatch(refer to "Colors" in section 2 of this manual.
- › Set the type size to smallest 10 pt, largest 11 pt.
- › Single spaced
- › Set you margins and content spacing as indicated above

Generic Header

1 inch

8 inches

www.heavensbest.com

**Heaven's  
BEST**  
Carpet Cleaning

Fax Cover Sheet

To  
Mrs. Bethany Park

From  
Timothy Daley, Heaven's Best Franchise Operator

Regarding  
Volor accu ent nim at. Ut nibh ea feugiamet diam zzriliquat, quamcor sim  
yulla augiamet alissendre velenis molenit lan hendrecin heniat. Duis num ing  
eliquis ciliqua tincili quipit irit adit wisi.

1 ¼ inch

### Fax Cover Sheet Writing Template

Fax cover sheets can be obtained through the corporate office or downloaded and printed from your own office. They are black and white to ensure the highest readability possible as the fax is sent to the recipient.



### Uniforms Standards and Special Orders

Uniforms suggest immediate professionalism for each Heaven's Best operator.

The standard uniform consists of either a long sleeve or short sleeve button down shirt with sewn logos on the left chest and right sleeve (only short sleeve shirts have a logo sewn onto the sleeve), hat with sewn logo on the front, and clean well kept slacks.

All uniforms can be ordered from the corporate office. Standard uniforms will be readily available, however, special orders can be made but will take longer to receive.

Special orders could include:

Large Logo sewn on back (*additional \$30*)

Right Chest/Left Sleeve combination

Unique Shirt Sizes

Unique Pant Sizes



### Uniforms Recommended Color Combinations

The guiding principles in matching uniform pieces is first to look clean and well kept and two contrast of color. Only shirts and hats are currently provided by Heaven's Best.

Combinations could include:

White shirt › blue hat › *dark blue slacks*

White shirt › blue hat › *kahki slacks*

Blue Shirt › white hat › *dark blue slacks*

Blue shirt › white hat › *kahki slacks*





## Vans Design Elements

The vehicle graphics system allows for the flexibility needed to fit any approved van model.

When customizing the graphics to different van models, consistency is achieved by being sure all of the key elements are included and are in the right place.

Each element has been designed to change slightly in size to fit the needs of the vehicle

and to follow each unique contour. However, the character and proportion should remain the same.

Consistent Design Elements Include:

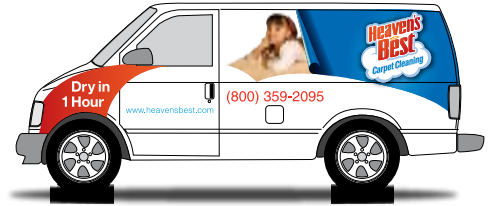
- 1 › Heaven's Best Logo
- 2 › Dry In One Hour
- 3 › Phone Number(s)
- 4 › www.heavensbest.com
- 5 › Photo of little girl
- 6 › Blue Gradient and Curl
- 7 › Franchises Available



Example A (passenger side)



Example B



Example C



Olympic Blue by Avery



Tomato Red by Avery



### Vans Customization

It is best to check with the corporate office to determine which van models are approved and which are not.

Maintain the curves on the blue gradient curl, Dry In 1 Hour wheel cap and the little girl image. They form a subtle cloud shape that can be unique to each vehicle. Whatever the van requires, if you will be sure you have included each piece, and maintained the curves and general proportions,

you will achieve a level of consistency that will strengthen the brand image and recognition.

The vinyl colors have been selected for the Heaven's Best web address, Franchises Available, and Phone Number(s).



### Advertising Standard Elements

We offer advertising standards which give you the look and impact of the established brand as well as flexibility to fit into various advertising formats. We will soon offer a full range of ready-made ads.

When customizing an advertisement, consistency is achieved by being sure all of the key elements are included in the right place. The brand elements create a frame around the advertising white space. This space is your space to customize your advertising offer. You can supply these elements to your local advertising rep.

### Every advertisement must include:

- 1 › Heaven's Best Logo with Rays
- 2 › Blue Gradient and Curve
- 3 › Advertising white space
- 4 › www.heavensbest.com
- 5 › Photo of little girl (Optional)
- 6 › Dry In One Hour Tagline



**THANK YOU** for us

We appreciate you as a customer. Your business is very important to us. If we can ever be of any help, please call. We look forward to serving you again.

Sincerely, *Jane Carroll*

Your Heaven's Best Technician

**Heaven's Best Carpet Cleaning**

**HOW DID WE DO?**  
please take a moment to evaluate your operator, and simply drop this card in the mail.

**DRIES IN 1 HOUR!**

|                    |  |
|--------------------|--|
| CUSTOMER NAME      | <b>HOW DID YOU FIND US</b><br>Yellow pages <input type="checkbox"/><br>Newspaper <input type="checkbox"/><br>Flyer <input type="checkbox"/><br>Vehicle <input type="checkbox"/><br>Coupon <input type="checkbox"/><br>Word of Mouth <input type="checkbox"/><br>Other <input type="checkbox"/> |
| CUSTOMER ADDRESS   |  |
| CUSTOMER CITY      |  |
| CUSTOMER TELEPHONE |  |
| CUSTOMER E-MAIL    |  |
| OPERATOR NAME      | <b>CLEANED</b><br>Carpet <input type="checkbox"/><br>Rugs <input type="checkbox"/><br>Upholstery <input type="checkbox"/><br>Auto <input type="checkbox"/>   |
| DATE CLEANED       |  |
| TIME               |  |
| PRICE QUOTED       |  |

**PLEASE RATE OUR PERFORMANCE**      **COMMENTS:**

|              | EXCELLENT                | FAIR                     | POOR                     |
|--------------|--------------------------|--------------------------|--------------------------|
| Promptness   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Appearance   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Professional | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Service      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Price        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

If you know of a friend or relative who needs carpet or upholstery cleaning services or who may be interested in owning a Heaven's Best carpet cleaning business, please write their name and phone numbers here: \_\_\_\_\_

Are you satisfied with the work?       Will you call us again?

### Advertising Customization

As mentioned, soon Heaven's Best will provide ready-made advertisements for any kind of advertising needed. Until that time you may use these standards to create your own advertisements. There are various applications these standards can adapt to, providing you great flexibility in creating advertising that both fits your area's needs and carries the power of the Heaven's Best brand image.

Each advertisement must conform to the standards identified in this manual and be approved by the corporate office prior to production.

#### Some advertising ideas:

- Thank you, reminder and evaluation cards
- Newspaper Ads
- Billboards
- Mailers and Coupons
- Yellow page Ads

**Heaven's Best**  
Carpet Cleaning

**DRY IN 1 HOUR!**

Carpet  
Upholstery  
Hardwood Floors  
Tile & Grout

www.heavensbest.com

**COMOX VALLEY**  
897-8680

**CAMPBELL RIVER**  
923-8676

**Heaven's Best**  
Carpet Cleaning

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**COMOX VALLEY** | **CAMPBELL RIVER**  
897-8680 | 923-8676

Advertising Yellow page Templates

Yellow page advertising templates are available for you to provide to your local yellow page rep. They are available in full color and black and white in two formats, horizontal and vertical. Follow the same guidelines in customizing all of your yellow page advertisements.

