

Brand identity style guides



	Design	Logo & Brand Identity Guidelines
	Company	ProCleaners (PVT) Ltd.
	Date	2026
	Designer	Createrix Labs

Logo



Symbol Meaning

The identity of ProCleaners communicates a modern cleaning service built on trust, efficiency, and visible care. The monogram combines the initials P and C into one distinctive mark, creating immediate brand recognition. The angled vacuum represents action and professional service, showing that the brand does not simply promise cleanliness but actively delivers it. The green circular sweep suggests freshness, hygiene, and a complete cleaning cycle, while the sparkle icons signify a polished finish and attention to detail. Together, these elements position ProCleaners as a dependable cleaning solution for homes, offices, and commercial spaces.

Typography Meaning

The bold rounded ProCleaners wordmark feels approachable, confident, and dependable. Its clean geometry communicates professionalism and clarity, while the softer curves keep the brand friendly and welcoming. The phrase by Abans adds assurance and credibility, linking the service to a trusted parent brand and reinforcing reliability.

Minimum Size

To ensure legibility and brand consistency, the logo should not be used smaller than the sizes shown below.



Minimum Height

Digital Screens : 150px
For Printing : 2.5cm



Minimum Height

Digital Screens : 50px
For Printing : 2cm

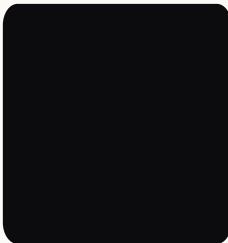
Color Meaning



1. Teal Blue

CMYK	78 20 39 3
HEX	#248D92
RGB	36, 141, 146

The teal color represents freshness, professionalism, and trust. It communicates a clean, calm, and dependable service experience.



3. Black

CMYK	0 0 0 95
HEX	#0C0C0F
RGB	12, 12, 15

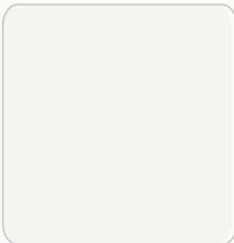
The black color represents authority, clarity, and strong contrast. It supports a professional and structured visual identity.



2. Fresh Green

CMYK	31 0 84 0
HEX	#9DC63B
RGB	157, 198, 59

The green color represents hygiene, renewal, and environmentally conscious care. It reinforces the idea of healthy, refreshed spaces.



4. Off White

CMYK	0 0 0 4
HEX	#F4F4F1
RGB	244, 244, 241

The light neutral tone represents cleanliness, openness, and simplicity. It gives the brand a clean stage and improves readability.

Clear Space

To ensure clarity and visual impact, always maintain sufficient breathing room around the logo. The minimum clear space on all sides of the logo should be equal to the height of the capital “C” in the logo.

The spacing between the “ProCleaners” text and the “by Abans” text should be equal to the height of the letter “b” in the word “by.”



Logo Variations

Use the appropriate logo variation based on background contrast, placement, and application to ensure maximum clarity and brand consistency.



Light Background Version

For white, off-white, and light gray backgrounds to preserve clarity and a clean professional appearance.



Teal Background Version

For brand teal backgrounds and deeper cool-toned surfaces where a high-contrast white logo is needed.



Green Background Version

For fresh promotional layouts and special applications that emphasize hygiene, energy, and eco-conscious care.

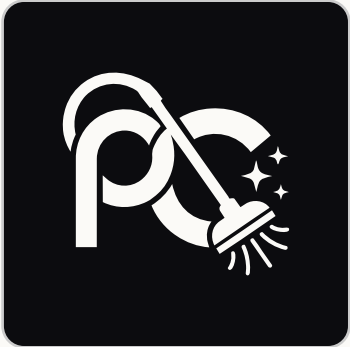


Dark Background Version

For black, charcoal, or dark photographic backgrounds where visibility must remain strong.

Favicon

The favicon should use the simplified symbol mark featuring the monogram, broom, and sparkle elements without the wordmark. This keeps the icon readable at small sizes while preserving brand recognition across browser tabs, apps, and digital platforms.



Logo Misuse

To protect the integrity and recognition of the ProCleaners brand, never alter the logo. Always use the approved versions as shown in this guide.



Rearranged Elements



Rotate



Rebuilt or Altered Symbol



Wrong Fonts



Wrong Capitalization



Incorrect Spacing



Stretched Horizontally



Stretched Vertically



Change Abans Logo



Unapproved Color



Low contrast



Single Colors

Design with ♥



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