

GREENEARTH[®] CLEANING

Brand Identity Guide

Updated June, 2013

INTRODUCTION



GreenEarth® Cleaning is what dry cleaning should be. A clean that feels good. When combined with the service and quality excellence of our Affiliates, customers experience more than just cleaning.

We brighten their day. We help them look and feel good in their clothes. Together with our Affiliates, we improve the fabric of life because we take better care of fabrics, the people who wear them and the planet where we live.

The GreenEarth brand represents a refreshing kind of clean. A sustainable alternative to petrochemical dry cleaning. Our visual language brings a fresh attitude to the dry cleaning space; it is designed to say clean, uncomplicated, friendly and high value.

The identity system for the GreenEarth brand is not highly prescriptive. There are a few must-follow rules and lots of suggestions for visual language across a broad range of touch points, from collateral to direct mail to in-store materials.

LOGO OVERVIEW

The GreenEarth logo consists of both iconography and typography.

- The leaf/raindrop symbol and typographic treatment of the name GreenEarth and Cleaning are a “lock up”, the symbol and name cannot be separated, altered or reconfigured in any way.
- Always try to print the GreenEarth logo on a white background. Printing on a light colored background is acceptable if readability is not compromised. For dark backgrounds, use a reverse all white logo.
- When only one color is available for printing, the leaf/raindrop should be either in black, grayscale or a 60% tint of the logo colors (PMS 348 or PMS 300).

There are two versions of the logo available for use, one stacked and one horizontal.

- Use of the “*Improving the fabric of life*” or the previous “*You’ve never worn anything like it*” tagline is optional. The tagline may only be used with the horizontal version of the logo, but can be separated as a visual element from the logo lock up, if preferred.

Notes

Use only the logo lock up artwork provided. For Affiliates not using GreenEarth exclusively, use of the Available on Request logo artwork is mandatory (see brand endorsement symbols). Minimum clear space guidelines shown apply proportionately to all uses of the logo.



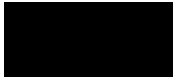




Stacked logo, no tagline



Horizontal logo, tagline optional



LOGO COLORS AND TYPE

Logo Colors		COLOR		
Logo are Green and Blue, or Black*				
PMS		PMS 348c	PMS 300c	PMS Blackc
CMYK		100, 0, 85, 24	100, 44, 0, 0	0, 0, 0, 100
RGB		0, 135, 82	000, 121, 193	112, 110, 110
HEX		008752	0079C1	000000
Secondary web colors are Green and Blue, or Cool Grey				
RGB		0, 135, 82	000, 121, 193	127, 127, 127
HEX		008752	0079C1	7F7F7F
Complimentary color (Endorsement)				
PMS		PMS 382 EC		
CMYK		34, 0, 100, 0		
RGB		158, 196, 0		
HEX		9ec400		

The GreenEarth logo colors are PMS 348 and PMS 300; the GreenEarth Brand Endorsement logo color is PMS 382 EC.

- When only one color is available for printing, the leaf/raindrop icon should be either in black, grayscale or a 60% tint of the primary logo colors (PMS 348 or PMS 300).

GreenEarth's logo uses two fonts: New York for GreenEarth and Future LT Book for Cleaning. When designing materials for use with the logo, the primary typeface for copy should be Helvetica Neue. For a secondary font, Times is recommended. Kaufmann Std Roman is the script font for *Available on request* logo. Honey Script Light is the font for *Exclusively* and *Proudly Using* logos. HTML text font is Arial. Arial may be substituted for printed materials if Helvetica Neue is not available.

- Light, regular and bold are recommended weights. Always use the lightest readable weight of the font to ensure a high-quality look.
- Special effects such as underlining, drop shadows and condensing should be avoided.
- Use Helvetica Neue (or Arial) and Times typefaces when setting type for GreenEarth branded materials.
- It is recommended that headlines in copy be treated like a sentence, using upper and lower case with period. All caps is harder to read.

TYPOGRAPHY		
Primary Typeface	HTML Text Font	Secondary Font
<p>HELVETICA NEUE</p> <p>Condensed Bold</p> <p>Condensed Black</p> <p><i>Ultralight Italic</i></p> <p>Light</p> <p><i>Light Italic</i></p> <p>Regular</p> <p>Medium</p> <p>Bold</p>	<p>ARIAL REGULAR</p> <p><i>Arial Italic</i></p> <p>Arial Bold</p> <p>Arial Bold Italic</p> <p>Endorsement Fonts</p> <p><i>Kaufmann Std Roman</i></p> <p><i>Honey Script Light</i></p>	<p>TIMES REGULAR</p> <p><i>Times Italic</i></p> <p>Times Bold</p> <p>Times Bold Italic</p>

BRAND ENDORSEMENT LOGO

The ability to market the GreenEarth brand name and logo is a primary benefit conferred through the licensing agreement. It instantly conveys that environmentally friendly cleaning processes are being used and confers a differentiating marketing advantage. The GreenEarth name and logo are also important identifiers to customers seeking GreenEarth Affiliates in order to comply with care label instructions that specifically recommend the GreenEarth Cleaning process.

Openness and transparency are important values of the GreenEarth Cleaning brand. It is not permissible to mislead the consumer regarding use of the GreenEarth cleaning process. To assure accuracy of communication about how you utilize GreenEarth in your operation, GreenEarth utilizes brand endorsement marks:

- “**Exclusively**” For Affiliates who process 100% with GreenEarth. Use of the Exclusive seal and/or the language “GreenEarth Cleaning used exclusively” is optional.
- “**Available on request**” For Affiliates who use multiple solvents. Use of the “GreenEarth Cleaning available on request” mark is mandatory. It is not permissible to use the GreenEarth brand name and/or logo without the “Available on request” mark. This requirement extends to copy references as well; it is not permissible to refer to the GreenEarth Cleaning process without clearly communicating it is available on request.

Affiliates who process exclusively in GreenEarth may use either the *Exclusively GreenEarth Cleaning* OR the *Proudly Using GreenEarth Cleaning* brand endorsement mark.

Use of either of these marks is optional. They may be used in all marketing materials.



Blue, all black and white reverse logo versions of the Proudly Using and Exclusive marks may also be used as circumstances require. Logo use guidelines and clear space requirements apply. Lime green color is Pantone 382 EC, font is Honey Script Light. Blue version is PMS 300.

Affiliates who do not process exclusively in GreenEarth must use the *GreenEarth Cleaning available on request* brand endorsement mark.

The “GreenEarth Cleaning available on request” message, either by one of the marks below or by prominent copy display, should be used anytime the GreenEarth brand is used in marketing.



All black and white reverse logo versions of the Available mark may also be used. Logo use guidelines and clear space requirements apply. Lime green color is Pantone 382 EC, font is Kaufmann Std Roman.

LOGO IN STORE SIGNAGE



The GreenEarth logo and/or the GreenEarth brand endorsement logo mark may be used in store signage as long as the total area represented by the marks is less than 50% of the total area of the copy and images centered in the sign.

- Use either the stacked or horizontal logo.
- Do not alter the logo lock up. The symbol and name cannot be separated, altered or reconfigured in any way.
- When printed on awnings, etc., if background is dark, use a reverse white logo. For light backgrounds, use true colors, PMS 348 or PMS 300.
- When utilized in illuminated signage, colors brighter than PMS 348 or 300 may be used to enhance visibility.

Notes

Use only GreenEarth provided logo artwork. Never create your own version of the GreenEarth logo.

Use only vector file formats (Adobe Illustrator .ai or .eps) to enlarge the logo.

For channel letter L.E.D. illumination signs, white LED illumination with electronic power source, white trim cap, white paint on returns, white acrylic with translucent overlay are recommended for pan and faces, 1/2" reveal border on letters are recommended.

For vinyl decals, U.V. durable inks are recommended.

BRAND IMAGE: SNAPSHOT, DIRECT TO CONSUMER MARKETING

Step into Spring
Time to refresh your wardrobe!

SAVE NOW!
Great offers on back

Store name/logo placed here

Proudly Using GreenEarth Technology

A Thanksgiving thank you.

SAVE NOW!
Great offers on back!

Store name/logo placed here

Proudly Using GreenEarth Technology

SAVE 20%
On your next order. See back for details.

Give your wardrobe a fresh, clean start!

SAVE 20%
On your next order. See back for details.

Fall is here.
Save a bundle on your seasonal wardrobe switch!

Clothes should smell clean.
Not dry cleaned.

SAVE \$5 TODAY

Protecting the environment can make you feel all warm and cozy.

Hurry in to YourBrand Cleaners, City Name's environmentally friendly, odor-free dry cleaners. We're dedicated to making a difference, not just with our unique GreenEarth® cleaning system but for you and the clothes you wear. Stop by and see us!

No hazardous chemicals • Gentle on fabrics • Safe for water, soil and air

Phone: XXX-XXX-XXXX
Address: XXX Street Name, City Name, XXXXX
Web: www.websitehere.com

Ready for the big wardrobe switch?

20% OFF
pants & skirts

Same Day Service | Alterations | Wedding Gowns | GreenEarth Technology

POWERED BY

XXX-XXX-XXXX
XXX Street name
City Name

YOUR LOGO

Services | GreenEarth Cleaning | Cleaning Tips | Locations | Coupons | Contact Us

Sign Up For Our Exclusive Offers & Newsletter:

Step into a brighter day!

A Cleaner Planet.
We're committed to clean – for your clothes and the earth. Our GreenEarth® Cleaning process is safer for the environment because it uses no hazardous chemicals and is non-polluting and non-toxic. Our technology is one of the many ways we work to be environmentally responsible!

Fresher Clothes.
Our odor-free GreenEarth® Cleaning process treats clothes like a mineral bath, so they don't just come back clean, they come back rejuvenated. Fabrics feel soft and supple again, silky and smooth to the touch. They look better, too. GreenEarth won't damage fibers or leech dye like conven-

Happier You.
We understand you want to wear what you want, when you want it. That's why we guarantee your orders will be ready on time and ready to wear, every time. We strive to give our customers the same personal attention we give your clothes, so count on a smile and a pleasant service experience each

A breath of fresh air in dry cleaning.

You've never worn anything like it.™

CALL 123-456-7890
for FREE pick up & delivery TODAY!


A Kinder Clean.

We Use GreenEarth® Technology

Odor-free
Eco-friendly
Gentle

BRAND IMAGE: SNAPSHOT, IN-STORE MATERIALS

Mother Nature will be tickled pink.
Environmentally friendly • Clothes look never longer • Fabrics stay soft



You've never worn anything like it.™




The latest in anti-pollution attire. One size fits all.
No harsh chemicals • Pure and Gentle • Odor free



You've never worn anything like it.™



WELCOME TO
A KINDER CLEAN.




Finally, impeccable clean without harsh chemicals.
Gentler on fabrics. Better for the planet.

You've never worn anything like it.™



WITH GREENEARTH CLEANING,
EVERY DAY IS EARTH DAY.



No hazardous chemicals. Safe for our water, soil and air.

Improving the fabric of life.™






Clean that feels good.
 Better for the earth, better for clothes,
better for you.



No hazardous chemicals • No odor • Gentle

Sweet Dreams.
 Treat your comforters to the
gentlest, coziest clean there is.

No hazardous chemicals • No odor • Gentle

Good for the Earth. Good for the Earthlings.
No hazardous chemicals • Safe for the water, soil and air • So gentle, clothes stay soft and comfortable



Proudly using



Baby Soft.
Our GreenEarth Cleaning system is so extraordinary gentle, your knits and sweaters will actually feel soft and new again.





Laundered Shirts	\$2	Pants	\$5	Suits	\$11
Polo/Golf Shirts	\$3	Blouses	\$5	Comforters any size	\$25

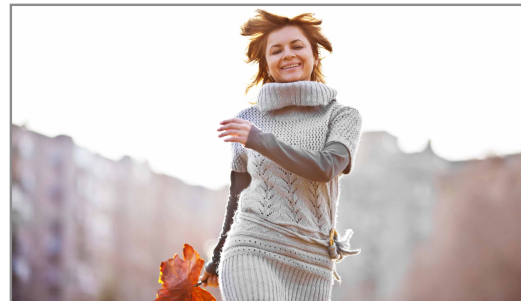
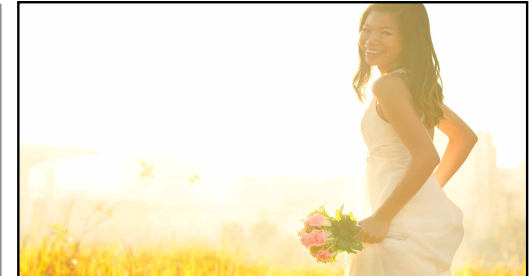
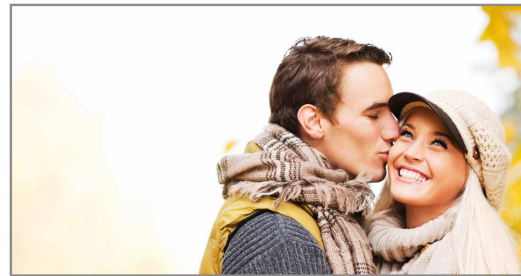
IMAGERY: CUSTOMER BENEFITS

GreenEarth branded template marketing materials rely predominately on photographic images. Photography adds a sense of immediacy and believability to the message.

- When the copy conveys GreenEarth’s “better for clothes, people and the environment” message, images of people looking and feeling good outdoors in dry clean only clothing is recommended.
- Sunlight helps to convey clothing revitalization and renewal.
- Aspirational “slice of life” images showing people in real settings can enhance relevance by allowing viewers to imagine themselves in the scene portrayed.

Complexity of the image should be factored into selection decisions, i.e. avoid using a complex visual message, particularly when the image is to be viewed from a distance or is moving (i.e. on a delivery van).

- In applications where photographic images do not work well, illustrations are appropriate, i.e. when the store’s brand identity is illustration based, for van wraps, or when the copy angle is intended to be more magical or imaginative.



IMAGERY: PRODUCT BENEFITS

When an image is being used to convey specific benefits of the GreenEarth process or a service being offered, images without people or in a non-outdoor setting can be appropriate.

- Outdoor imagery without people may better support messages focused on environmental benefits, especially when the image will be displayed without copy. Close up pictures of nature, for example, are effective ways to dress store windows.
- Sunlight helps to convey revitalization and renewal, the ultimate benefit of dry cleaning, as well as sustainability.
- Non-outdoor imagery may better support messages focused on process benefits or services. Babies, with or without superimposed eco-imagery, help convey the safety and gentleness of the GreenEarth Cleaning process.
- Simple imagery works best. Avoid complex visual images, especially when it will be viewed from a distance or while moving (i.e. on a delivery van).



SUMMARY

When using the GreenEarth Cleaning brand name and marks in marketing, there are a few mandatory rules to follow. The type and graphic guidelines suggested in this booklet are recommended but not mandatory; they are helpful to Affiliates seeking to build their brand identity around the GreenEarth brand as a guide to maintain a look and feel that is on-brand and consistently high-quality.

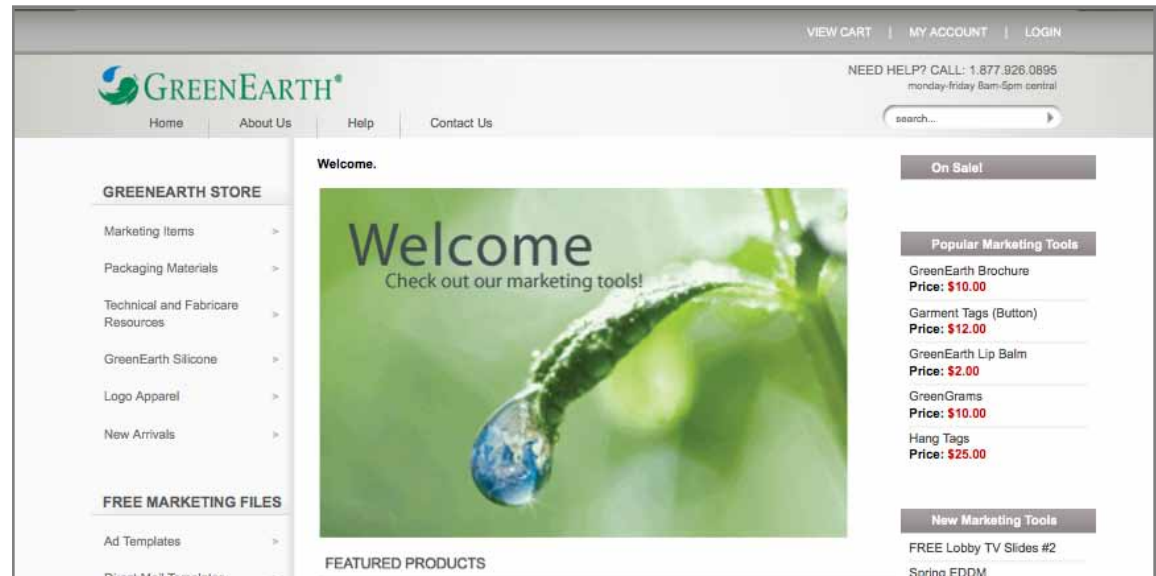
BRAND IDENTITY RULES

ALWAYS

- Use logo artwork as provided, with the iconography and typography in a lock up.
- Limit relative size of logo in store signage to less than 50% of footage for store brand.
- Resize logo proportionately and maintain a clear space around it.
- Use the “GreenEarth Cleaning available on request” brand endorsement mark if GreenEarth is not used exclusively.
- Insert a ® registered mark with the first use of the name GreenEarth in text, e.g. See, smell and touch the GreenEarth® difference.

NEVER

- Never separate, alter or reconfigure the logo elements in any way.
- Never use the leaf/raindrop symbol as a separate mark.
- Never use the primary logo in marketing if GreenEarth is not the exclusive dry cleaning process; instead substitute the “GreenEarth cleaning available on request” logo mark.



Licensed GreenEarth Affiliates may download the GreenEarth logo artwork, customizable marketing templates and imagery FREE at www.greenearthcleaningstore.com.



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