



NEATO

BRANDING KIT

01 brand introduction

WHO WE ARE

NeatO is the home cleaning solution for today's on-the-go customer. It's a no hassle, all-in-one, flat rate way to book your home cleaning. We value simplicity, convenience, and communication. Our goal is to take an old industry such as house cleaning and bring it up to date to accommodate today's fast paced world.

WHY US?

NeatO understands the pitfalls of traditional cleaning companies and understands the customers needs. We consider the social anxieties of trying to book a service, the need for impersonal communication, and assurance of a quality service. That's what sets us apart from the myriad choices in home cleaning.

02 the blue owl



The blue owl is a symbol of reliability and trustworthiness. The eyes suggest focus and assurance. It is illustrated with round edges to portray a friendly persona and has gradient shapes to reflect up-to-date branding.



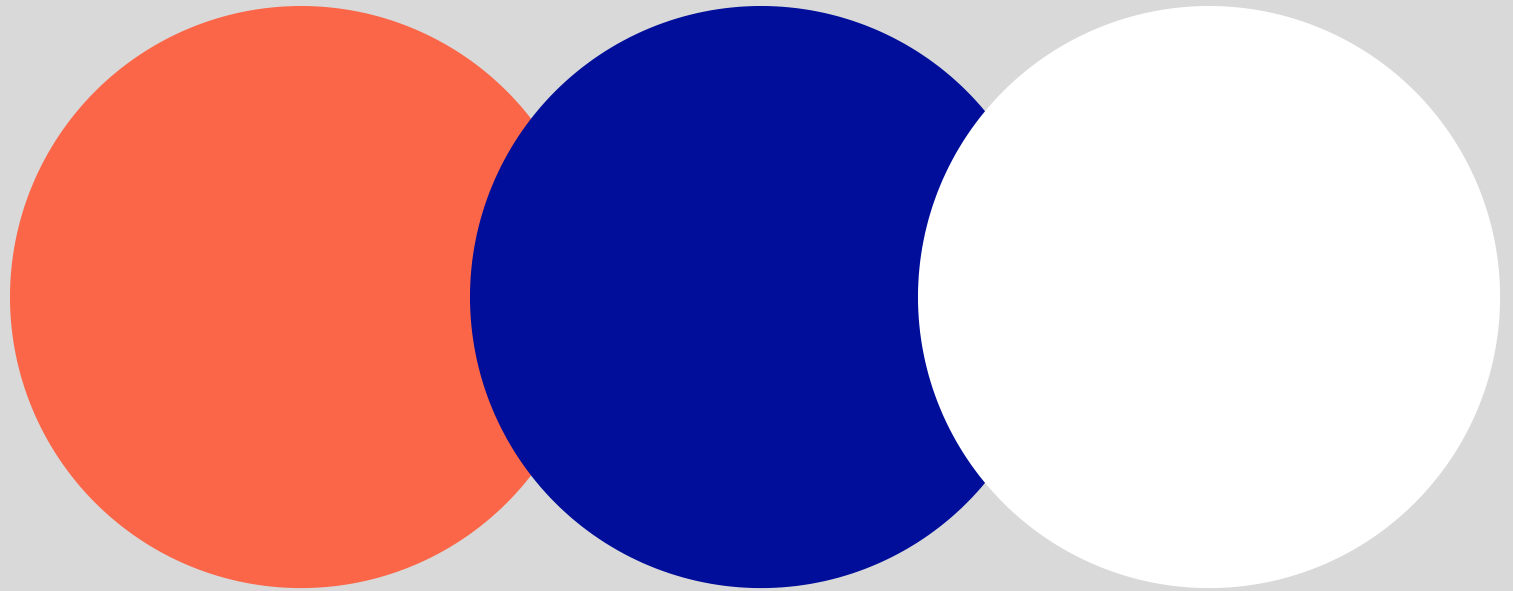
03 NeatO wordmark

The NeatO wordmark leans toward tech friendly and signifies the future. This attracts the customer we want who isn't afraid of change or innovation.

NEATO

NEATO

03 the colors



NeatO Orange
#FB6649

NeatO Blue
#000E9A

Clean White
#FFFFFF