

## Chem-Dry Service Vehicle Graphics Guidelines:

### Standard Full Wrap:



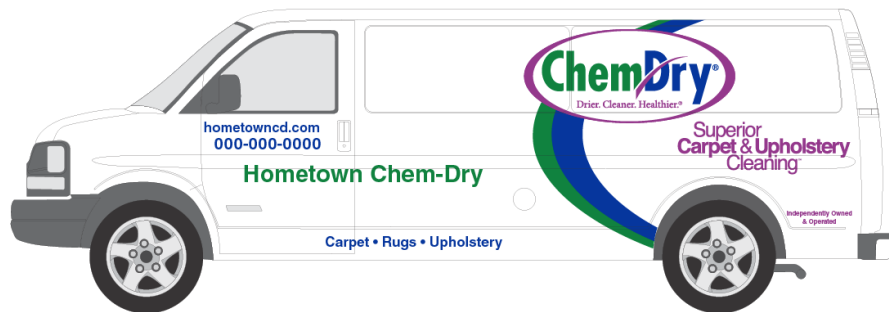
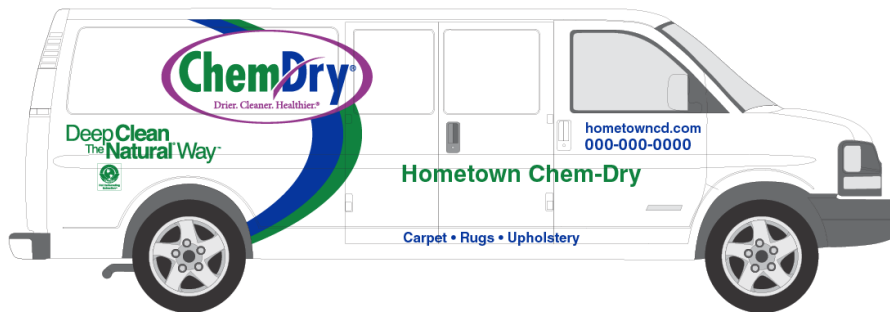
### Standard Decal Package (Option 1):



Standard Decal Package (Option 2):



Standard Decal Package (Options #3):



**Key Messages:**

- “Superior Carpet & Upholstery Cleaning” must be on the vehicle in at least one prominent place (like in the oval next to the photo) but it can be used more than once
- If you are a Legacy using and not HCE certified, you may not use the green-certified/HCE symbol
- “Your Healthy Home Starts Here” and “Deep Clean the Natural Way” should always be in green and should be grouped with the green-certified/HCE symbol unless requested otherwise by a franchisee. For example:



**CORRECT**



**CORRECT**

- “Superior Carpet & Upholstery Cleaning” should always be in purple and should not appear grouped with the green-certified/HCE symbol:



**NO, INCORRECT**



**CORRECT**

- There needs to be a ® after the word “Natural ®” and also a TM at the end of both “Your Healthy Home Starts Here TM” and “Deep Clean The Natural® Way TM”
- Owners should be presented with the option of which messages they would like to use. It’s important that the images and the messages fit together.
- The key messages should not overlap the main focal areas of the images:



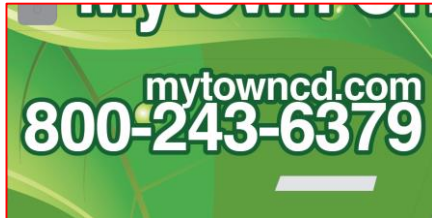
**NO, INCORRECT**



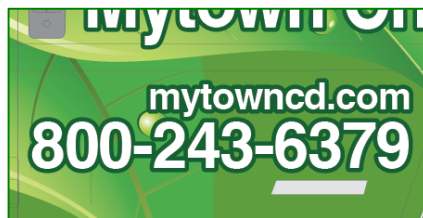
**CORRECT**

### General Typography:

- All lines of copy should have comfortable spacing. Copy line height may be tight, but lines of text should not touch.



**NO, INCORRECT**



**CORRECT**

### Required Copy:

- “Independently Owned & Operated” should be on each service vehicle at least once in the designated spot on the lower back corner of the vehicle. It is acceptable to put on both sides of the vehicle if desired.
- The listing of each franchise’s serving area should only be on the back of the service vehicle, but it needs to be large enough to be easily legible. The suggested location is under the license plate, but if that space is insufficient, you may find another location on the back.

### Brand Swoosh:

- The swoosh cutting through the logo has been added to the back of the service vehicle, in order to tie into the overall brand refresh design.
- The brand swoosh needs to be recognizable and should remain consistent in thickness and where the logo is placed along the swoosh from one vehicle to the next.
- The color of the swoosh is PMS 361.





### Franchise info:

- The standard color for the name of the franchise on the decal package will be green (PMS 348) to help it stand out on the side of the service vehicle. The other copy including services, phone # and URL will be in the brand navy blue (PMS 286) and should not appear in a font size smaller than 12 point at 20% scale. If desired, the franchise can choose to also have their franchise name in blue.
- The franchise name should be the same size and in the same position on both sides of the vehicle.
- There are several options for the franchise name treatment:
  - The standard or default option is on the door in Helvetica bold
  - If they prefer it and/or if they want their name larger, other options include:
    - Keeping the same placement but using Helvetica narrow with a larger font size:



- Using Helvetica bold in drop out white with a green stripe behind it running most of the length of the door:



- For more space, centering the name between the main image area and the front wheel area (the text itself should also be aligned center). In this situation, the contact info goes up top on the door, aligned toward the door handle. For longer franchise names exceeding 15 or more characters, the franchise name should always in this center area (on either one or two lines, whichever looks best). For longer URLs, the text can extend beyond the door panel toward the front of the service vehicle:



- In cases when the contact information appears in the center of the door panel, the text should be aligned toward the front wheel. For longer URLs, the text can extend beyond the door panel toward the back of the vehicle.
- The phone number and URL are best in Helvetica bold but can also be enlarged if desired (to a degree) and/or can go to Helvetica narrow if they have a long URL. The URL must be all lower-case.

#### **Services:**

- The list of services may include the following and in the following order: Carpet, Rugs, Upholstery, Leather, Pet Stains, Tile (or Tile & Stone), Water Damage
- The default or standard approach is to list them in Helvetica bold broken up by bullets (but no bullet needed on the farthest left service name).
- If the list is long, Helvetica narrow can be used to put all names in and keep it onto one line, which is preferable
- If there are too many to fit onto one line even with Helvetica, it is OK to go to 2 lines but it must be done as shown in one of the visuals, centered and stacked on 2 lines
- If an owner wants to show the entire group of service icons like on our website, the only acceptable place to do that is on the back doors, suggested to go along the bottom edge running below the line of the license plate from far left to far right
- The list of services should not exceed the size of either the franchise name or the largest contact phone number/website and should always be centered between the main image area and the front wheel area.

#### **Photos:**

- Owners should be presented with what we feel are the best combinations of photos and copy but we should also share other photo options they have.
- Franchisees are not permitted to use their own photographs.

#### **Badges:**

- We want to keep badge usage on service vehicles to a minimum. As a result, we would like to only use the Green-certified/HCE badge and the PURT badge (optional).
- The PURT badge should only appear in combination with images that contain a pet.



**Back Door:**

- There is a lot of latitude on the back door but we have proposed what we feel works best – logo with swoosh, service are listing must be on the back door (only) and is best beneath the license plate, with phone and URL along the bottom edge/bumper:





**Roof:**

- For the full vehicle wraps, no white should be apparent on the roof of the vehicle (with the exception of high top vehicles, see below). It should appear to someone standing on the street beside the service vehicle as though the wrap extends to the roof of the vehicle.
- For the full wraps, the roof should appear white above the windshield only on vehicle models with high roofs (e.g. Ford Transit). The franchise name should appear in navy blue (PMS 286) in this extra white space for these models:



- On the top of the service vehicle, a badge logo may be enjoyed or the top of the vehicle should be white entirely.
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**Hood:**

- The Chem-Dry badge logo should appear on the hood of the vehicle and should sit comfortably within the space with at least three inches of white space surrounding all sides of the logo.
- A mirror or reverse is not acceptable for use.

## Vehicle Variations:

