



BRAND
GUIDELINES



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Introduction



01

Who We Are:

RYZE N SHYNE Power Washing and Mobile Detailing is a premier cleaning service dedicated to transforming and protecting both residential and commercial properties. We specialize in power washing and mobile detailing that revitalize surfaces, enhance curb appeal, and extend the life of your investments—all delivered with professionalism and a commitment to excellence.

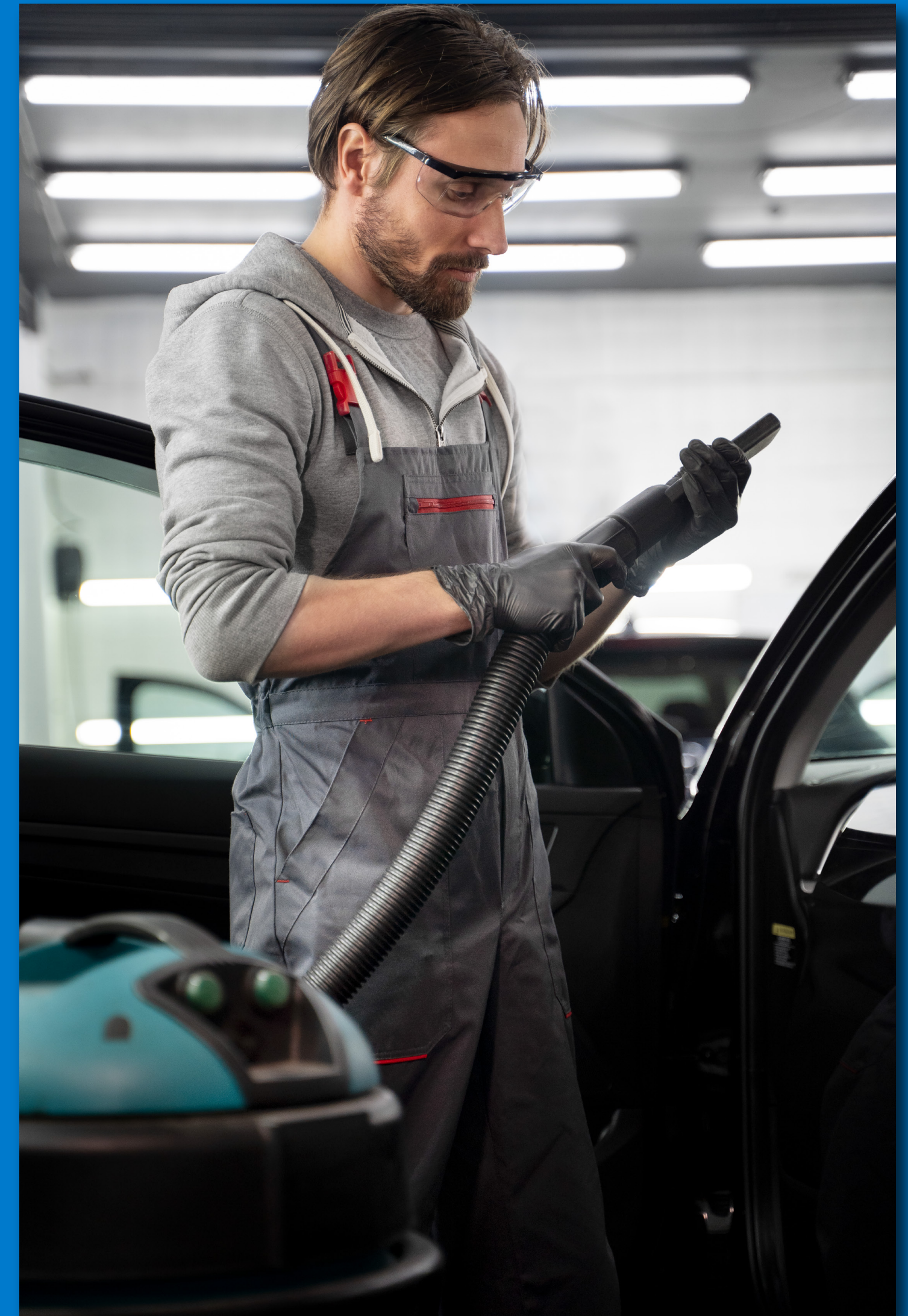
Our Promise:

We believe that every property deserves to shine. With state-of-the-art cleaning technology, eco-friendly solutions, and a team of skilled professionals, our goal is to deliver an outstanding service experience that exceeds customer expectations.



About us

Ryze N Shyne is a dynamic cleaning solutions company specializing in professional power washing services for both residential and commercial properties. We are dedicated to transforming spaces by removing dirt, grime, and buildup, ensuring every surface looks as good as new. Our advanced cleaning techniques, eco-friendly solutions, and commitment to customer satisfaction set us apart in the industry. Whether it's driveways, buildings, vehicles, or outdoor spaces, we provide top-tier cleaning services that enhance aesthetics and longevity.



Mission

Our mission is to provide unparalleled power washing and mobile detailing services that rejuvenate properties, ensuring a cleaner, safer, and more visually appealing environment for our clients.



Vision

To become the trusted leader in power washing and mobile detailing across our community, setting the industry standard for quality, reliability, and customer satisfaction.



CORE VALUES

Quality

Delivering exceptional results with every service

Reliability

Consistently providing dependable, timely services.

Professionalism

Upholding integrity, transparency, and respect in all interactions.

Innovation

Embracing modern technology and eco-friendly solutions to drive excellence.

Customer Focus

Listening to and exceeding our customers' expectations

Brand Logo



02

Our Logo

The Ryze N Shyne logo is a bold and dynamic representation of cleanliness, energy, and professionalism. Featuring a pressure washer, foam bubbles, and sparkling accents, it visually conveys the brand's expertise in power washing and cleaning services. The blue and orange color scheme symbolizes trust, efficiency, and enthusiasm, while the swoosh elements add a sense of motion and transformation. This logo effectively reflects high-quality service, attention to detail, and customer satisfaction.



Exclusive Zone

The Exclusive Logo Zone ensures the Ryze N Shyne logo remains clear, visible, and professional. A minimum clear space, equal to the height of the letter "R" in "RYZE," must surround the logo, ke For optimal visibility, the logo should be placed on a contrasting background and not scaled below 150 pixels (digital) or 2 inches (print). Modifications such as stretching, distortion, color changes, or effects should be avoided to maintain brand consistency.

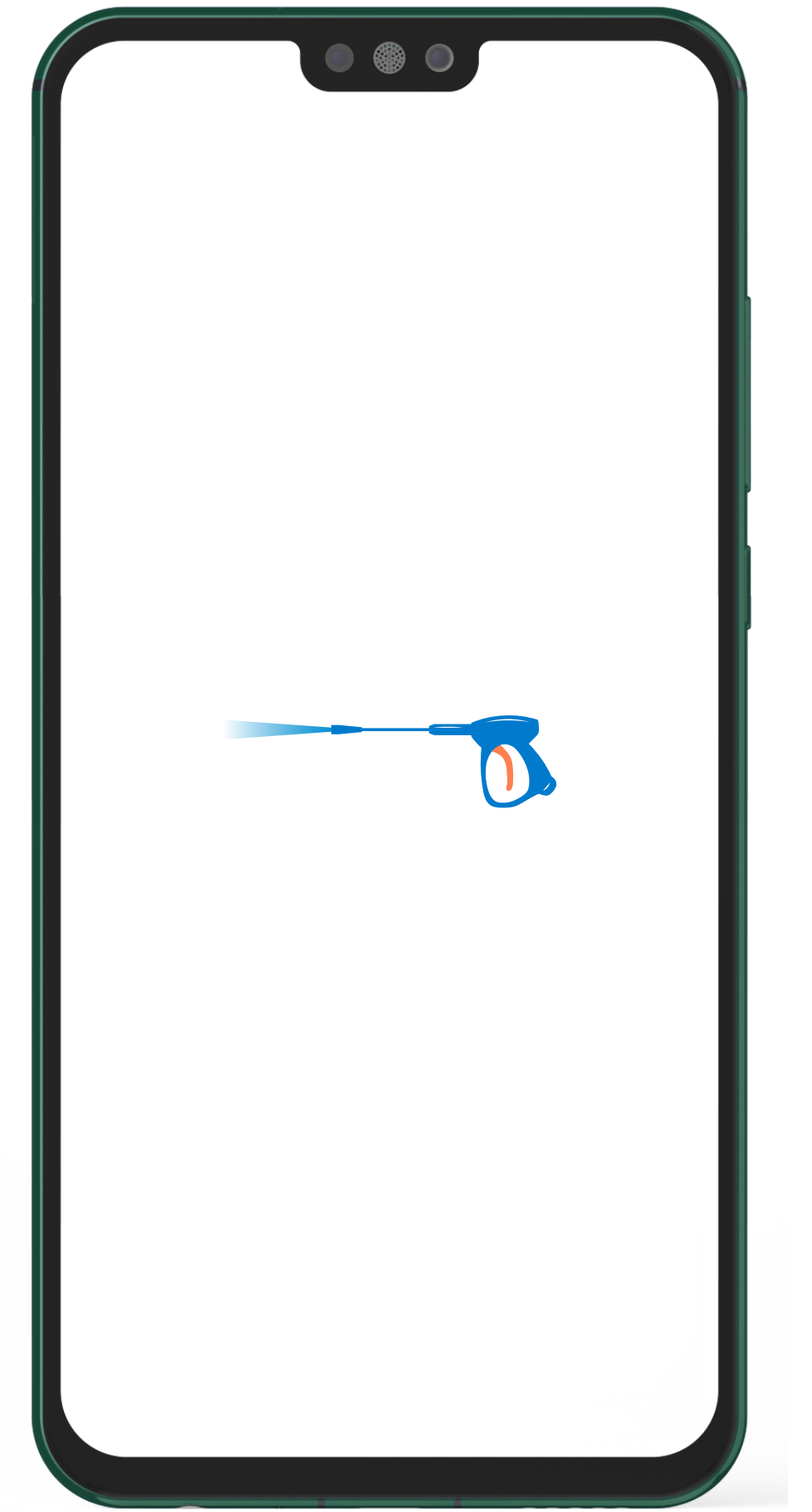


Color Variations



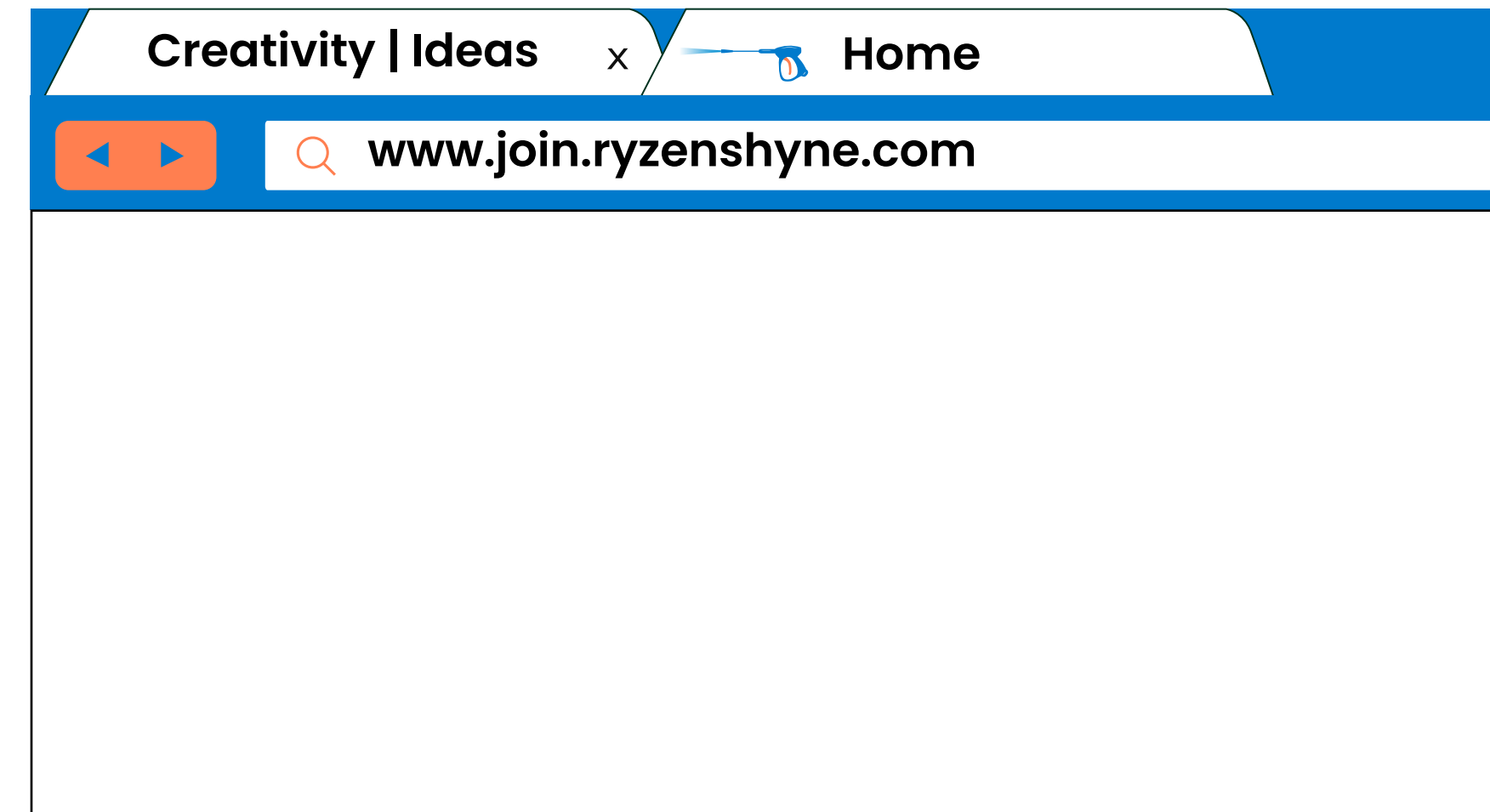
App Icon

The Ryze N Shyne app icon is a simplified yet powerful representation of the brand, designed for clear visibility on mobile and desktop devices. It should feature key elements from the logo, such as a pressure washer, foam bubbles, or the initials “R” or “N”, ensuring instant recognition. The blue and orange color scheme maintains brand consistency, while the square shape with rounded corners ensures adaptability across different screen sizes. Optimized for high resolution, the app icon enhances the professional and trustworthy image of Ryze N Shyne in digital platforms.



Fav Icon

The favicon is a compact yet essential part of the Ryze N Shyne brand identity, appearing in browser tabs, bookmarks, and search results. Designed for clarity in small sizes, it should feature a minimalist element from the logo, such as the letter “R” or “N” or a pressure washer spray or sparkle. The favicon must remain visually clear in multiple sizes, with 48x48 px as the standard for browsers. By maintaining a clean and recognizable design, the favicon strengthens Ryze N Shyne’s digital presence and brand consistency across all platforms.



Logo Misuses



Don't Change the Color



Don't Reflect the Logo



Don't Use Effects



Don't Distort



Don't Blur the Logo



Don't Outline the Logo

Color Usage



03

Primary color



Hex: #FF7F50

RGB: 255, 127, 80

CMYK: 0, 63, 72, 0



Hex: #007ACC

RGB: 0, 122, 204

CMYK: 83, 47, 0, 0

Color Guide

#007ACC– Azure Blue

Color #007ACC, known as Azure Blue or , is a medium-to-dark shade of blue that symbolizes trust, intelligence, and professionalism. It is widely used in the tech industry and corporate branding due to its calm yet authoritative presence.

Usage:

This color evokes a sense of stability and innovation, making it ideal for designs that require a modern and reliable appeal.

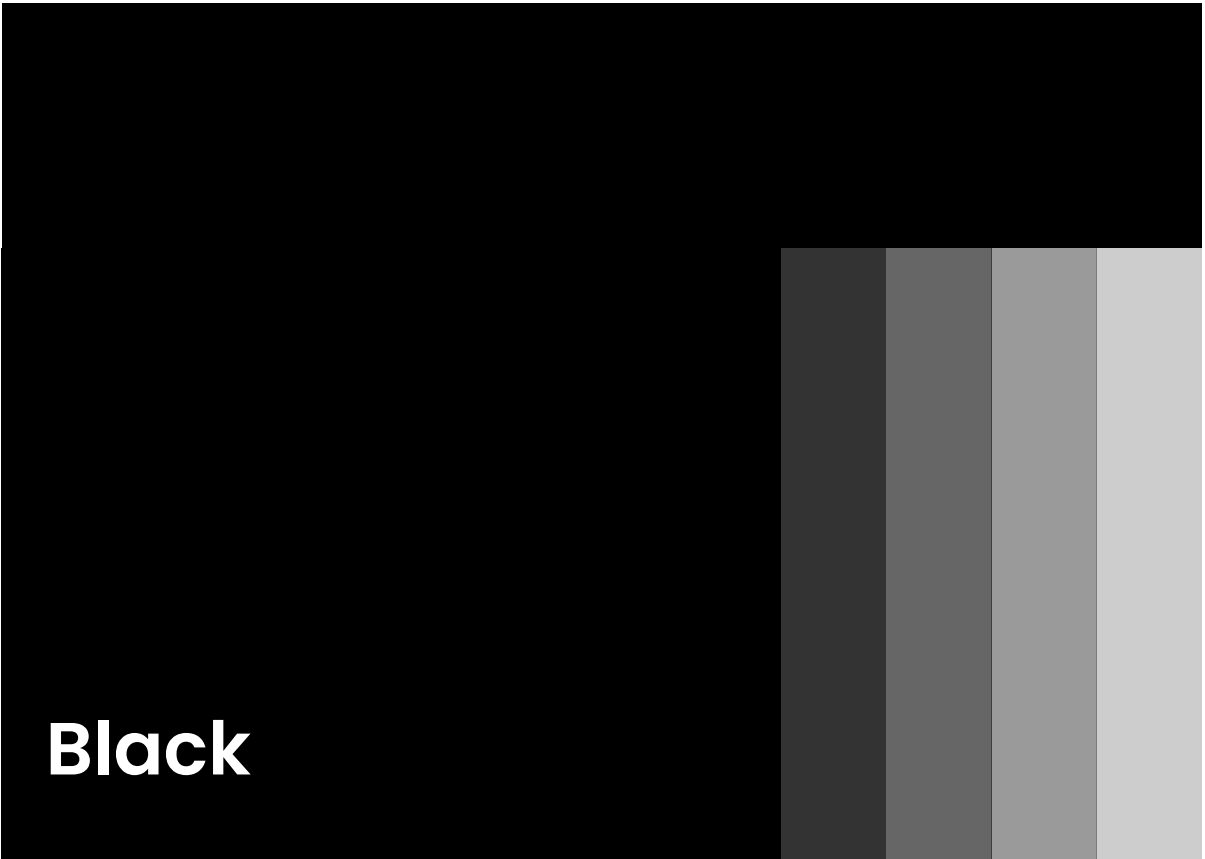
#FF7F50–Coral

On the other hand, color #FF7F50, commonly referred to as Coral, is a warm and vibrant mix of orange and pink. This shade is associated with energy, creativity, and friendliness, making it a popular choice in fashion, interior design, and branding.

Usage:

Coral brings a sense of warmth and enthusiasm, creating a lively and inviting atmosphere.

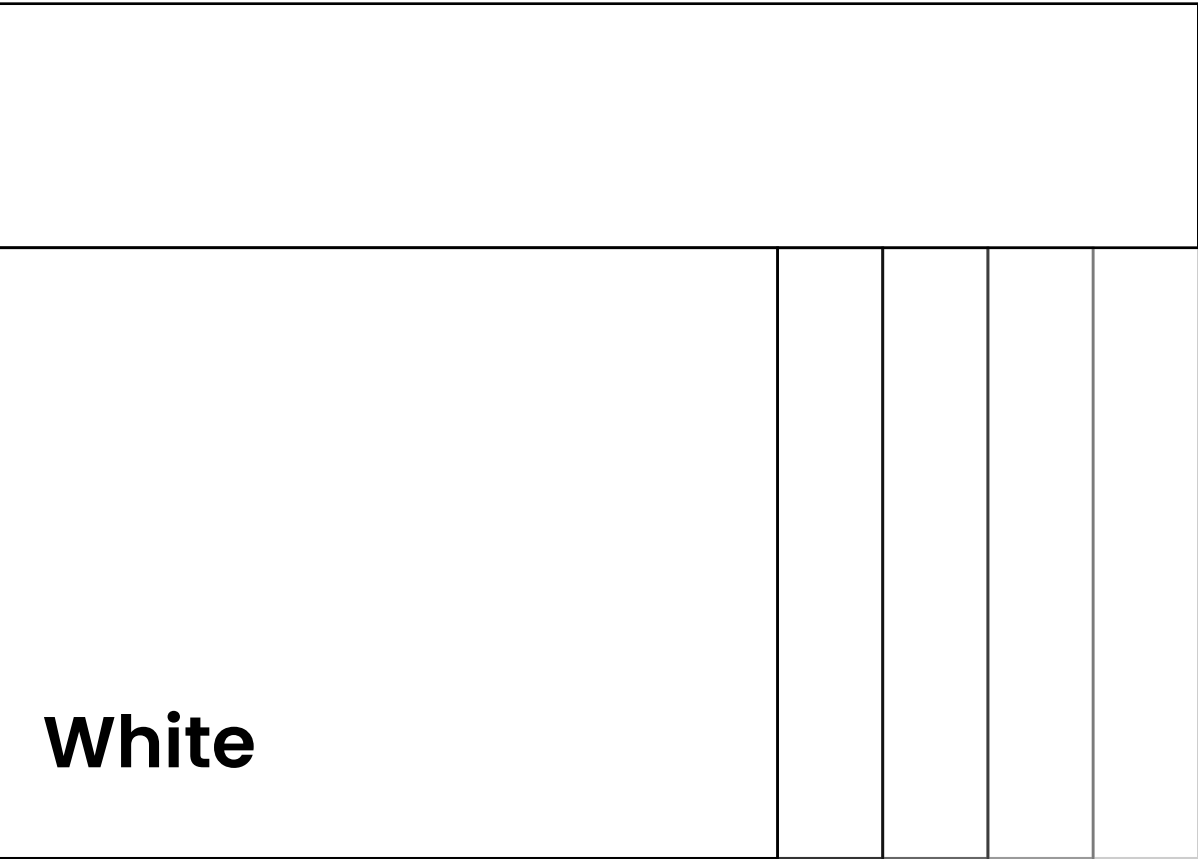
Secondary Color



Hex: 000000

RGB: 0, 0, 0

CMYK: 75, 68, 67, 90



Hex: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Color Guide

Black (#000000)

Black is a powerful, timeless color that symbolizes sophistication, strength, and authority. It is often used to convey elegance and professionalism, making it a staple in high-end design. As a neutral tone, black provides a sense of balance and formality, allowing other colors to stand out. It can evoke a sense of mystery or depth, depending on how it's used. Black is versatile, suitable for various industries, and often associated with luxury, class, and minimalism. It works well in both modern and classic designs, offering a bold statement without overwhelming the overall aesthetic.

Usage:

Black is often used in logos, typography, and backgrounds to create a sense of authority, sophistication, and elegance. It serves as a strong foundational color, allowing other elements to stand out and draw attention. In combination with lighter or contrasting colors, black creates a striking visual impact and conveys professionalism. It's particularly effective in luxury, fashion, or corporate branding, where a bold and refined appearance is desired.

White (#FFFFFF)

White represents purity, simplicity, and clarity. It is a symbol of freshness and new beginnings, often used to create clean, minimalist designs. White evokes a sense of space and openness, making it ideal for creating a modern, airy feel in any design. It is a neutral color that pairs well with almost every other hue, enhancing their brightness and vibrancy. In branding, white is often used to convey transparency, peace, and simplicity, creating a calm and inviting environment. Whether used as a background or a primary color, white ensures a fresh, crisp, and balanced look.

Usage:

White is commonly used as a background color or as an accent to enhance the clarity and brightness of other design elements. It provides contrast when paired with darker colors, creating a clean and minimalistic aesthetic. White is ideal for creating a sense of openness and simplicity in branding materials, websites, or packaging. It is often used in industries that prioritize freshness, innovation, and a sense of peace, offering a neutral yet impactful touch to any design.

Typography



Brand Font

Montserrat Black

Montserrat is a popular sans-serif font known for its modern and clean design. It was created by Julieta Ulanovsky in 2010, and its primary inspiration comes from the traditional street signs of Buenos Aires. The font is designed in a geometric style, combining smooth curves and straight lines. The Montserrat font family offers a wide range of weights, from light to bold. It is widely used in graphic design, web design, and print materials. One of its key features is its ability to enhance readability, whether used in digital or print media. This makes it a versatile font suitable for headings, logos, and body text alike.

Montserrat Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
. : , ; ' " (! ?) + - * / =

Aa

poppins semibold

poppins Semi Bold

Poppins Semi-Bold is a modern, geometric sans-serif typeface that offers a perfect balance between elegance, clarity, and professionalism. Its smooth curves, clean lines, and well-spaced letterforms make it highly readable and visually appealing across both digital and print media. With a semi-bold weight, this font adds a sense of confidence and sophistication without being too heavy, making it ideal for headlines, branding, and marketing materials. Known for its minimalist yet stylish design, Poppins exudes a contemporary charm while maintaining a welcoming and approachable feel. Whether used for logos, websites, or promotional content, Poppins Semi-Bold

Poppins Semi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
. : , ; ' " (! ?) + - * / =

A d

Type Scale

H1

Bold

Size 36 px

The Quick Brown Fox Jumps Over the Tree

H2

Regular

Size 28 px

The Quick Brown Fox Jumps Over the Tree

BODY 1

Poppins Semibold

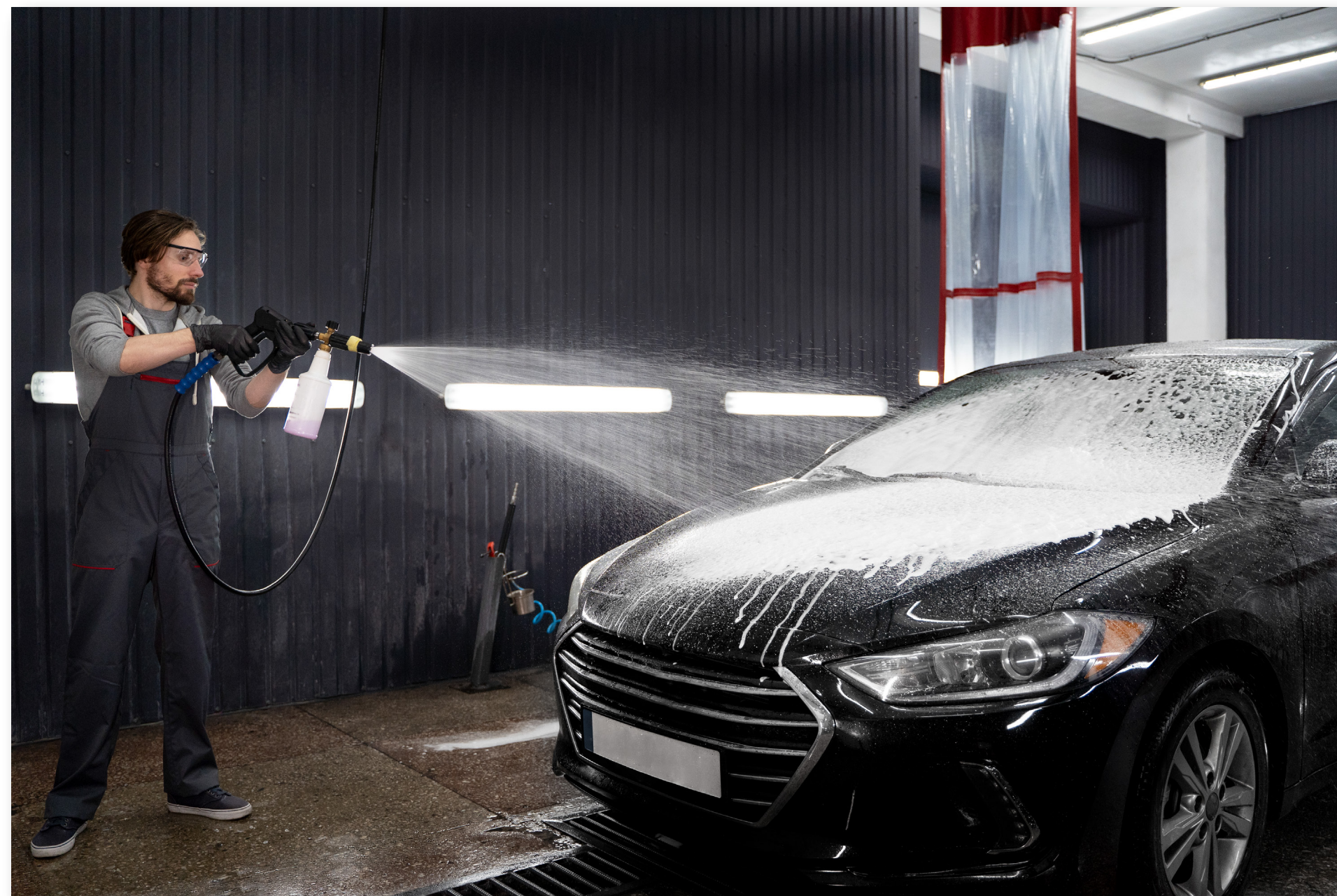
Size 18 px Line Space 24

For Poppins Semibold at a size of 18px with a line spacing of 24px, the font will offer a clear and readable text block with comfortable spacing. The 18px size provides sufficient legibility for body copy, while the 24px line height allows for proper visual breathing room between lines, enhancing readability without feeling cramped. This combination creates a balanced, professional appearance that works well for both digital and print content, maintaining the font’s sophisticated elegance while ensuring an easy reading experience.

Brand Imagery



05

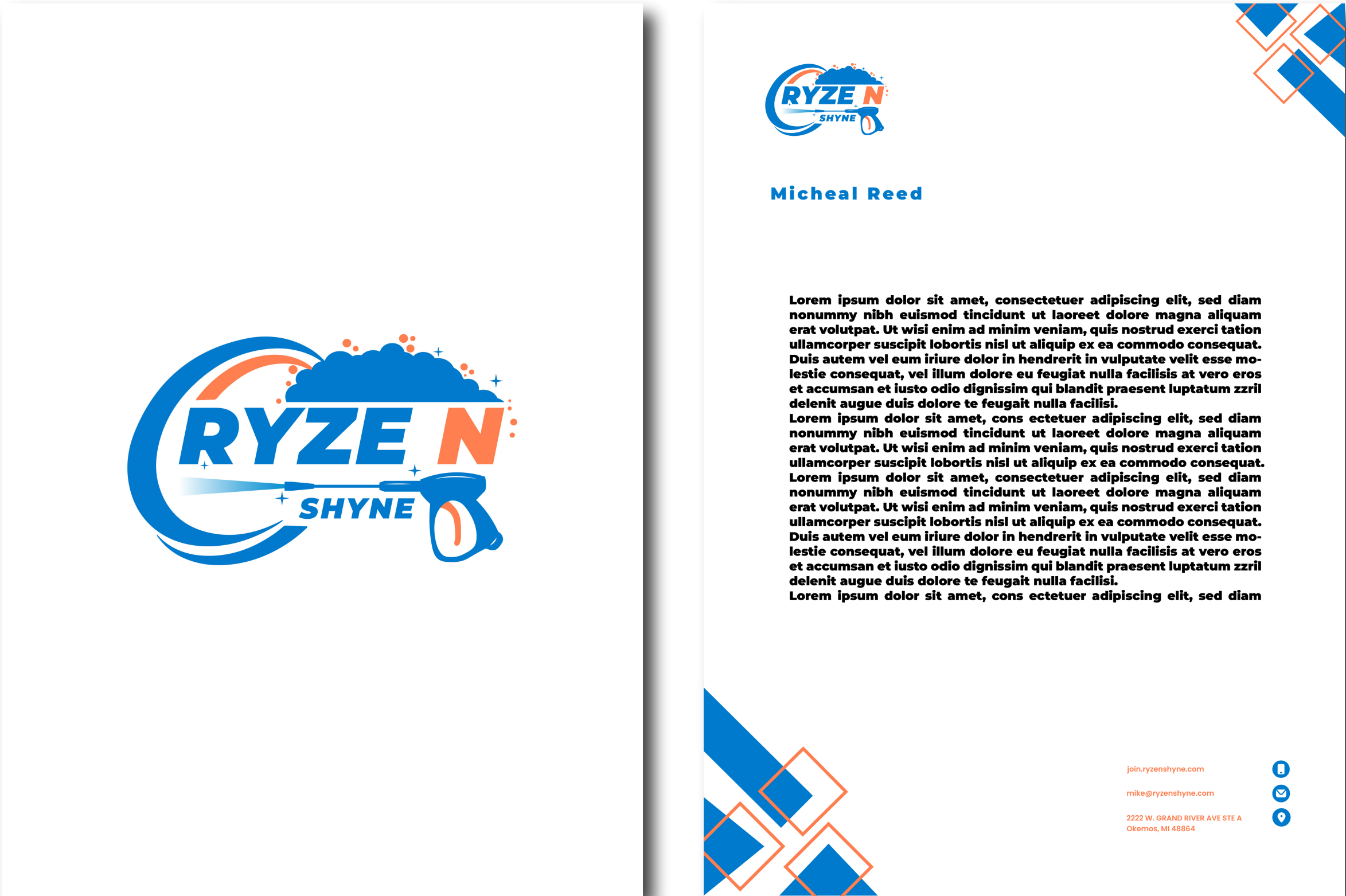


Brand Stationery

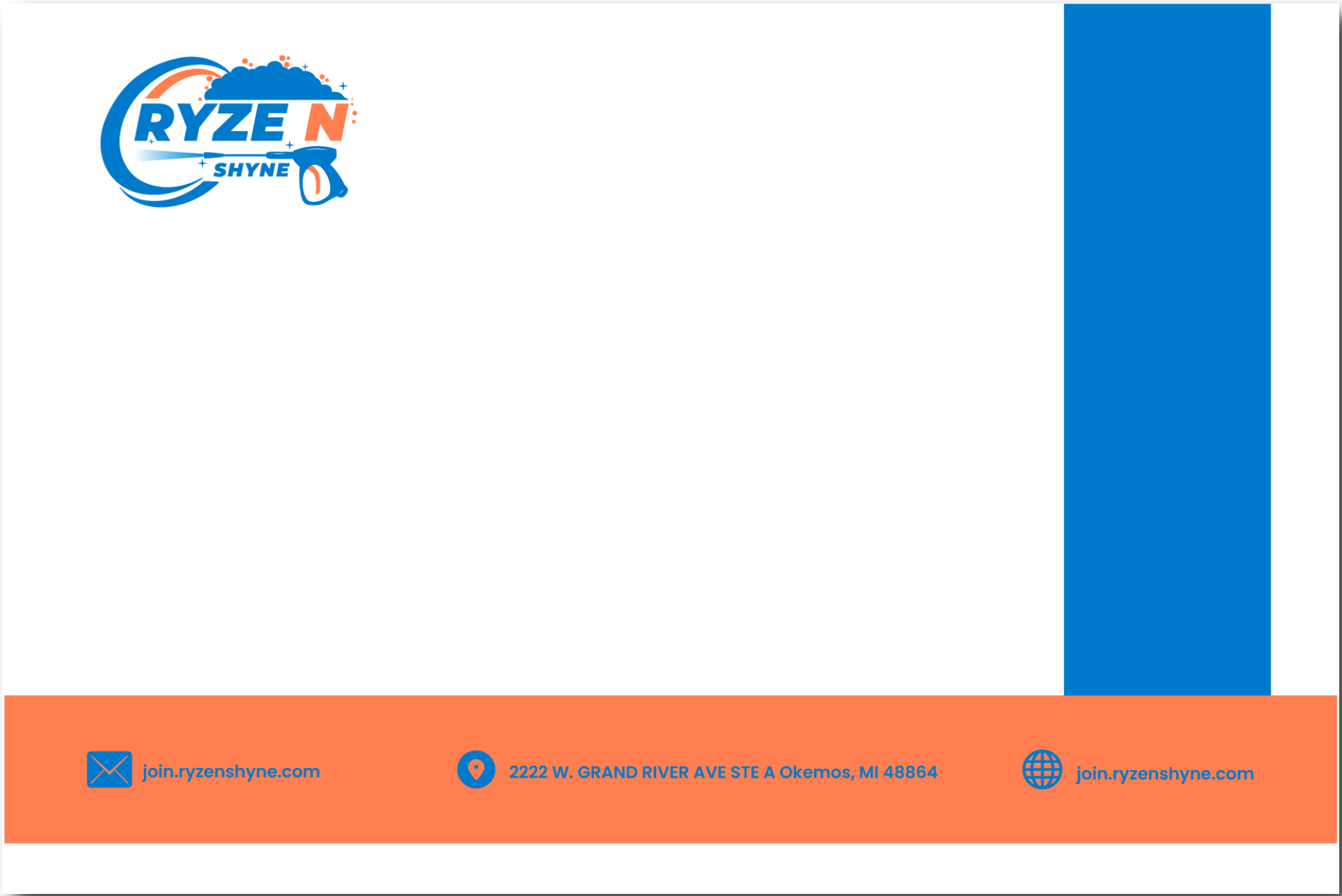


06

Letter Head



Business Card



Envelope





Email Signature



MICHAEL REED
Business Owner

 join.ryzenshyne.com

 mike@ryzenshyne.com

 2222 W. GRAND RIVER AVE STE A
Okemos, MI 48864



Social Media Post



07

Profile Picture



Cover Sample



Post Sample





Open


7AM-4AM

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EVENT

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Okemos, MI 48864

Brand Visuals



08

















Thank You !

