



JANITORIAL
SERVICES

Brand Guideline

pro

SQUARED

Core Values

Purpose

The purpose of this Brand Guide is to provide a visual framework for the Pro Squared Brand. It defines who we are as a company, what we believe in as a group and what we will look like as an organization.

This Brand Guide will serve as the cornerstone for a much more defined Pro Squared Corporate Identity and has been designed to allow it to evolve as the company does over time.

What is Brand Identity?

A brand is a foundation set of beliefs, a connection that is created to tie to a product or company. These beliefs can be based on facts, emotions and/or falsehoods, and often times vary by individual based upon the experiences each person connecting with the brand.

A brand becomes defined, positively or negatively, as more and more individuals have experience with the company or product(s) – the more positive/negative experiences that happen, the better/worse the brand is received.

The Brand Identity is tangible and appeals to the senses. It can be seen, smelled, touched, and heard. The Brand identity fuels recognition, amplifies the differences and allows big ideas to be more accessible. The Brand Identity unifies all elements into a whole system.

We Need You!

The first step in establishing an effective brand starts with you and your ability to connect in and consistently apply the concepts that are discussed in this document.

With your help, we will begin to define and establish a new brand for Pro Squared Facility Solutions!

Core Values

INTEGRITY

Above all else, we will act with integrity in everything we do.

PROFESSIONALISM

Will be demonstrated through the honesty, forthrightness, directness and compassion that we provide to our clients and their organizations.

INNOVATION

We will continually identify new technologies and techniques and apply them in areas that support and enhance our clients' operations

ACCOUNTABILITY

It is our responsibility to adapt our offerings to meet the individual needs of our clients, consistently deliver these services in the manner that was promised and resolve all matters as quickly as possible.

Our Brand Promise

Each customer expects a different level of service and expertise.

We will adapt our offerings to consistency deliver operational excellence in each customized program.

We will continually identify new technologies and techniques and leverage them in areas that support and enhance our clients' operation.

We are subject matter experts and will provide deep knowledge and specific skills to deliver on our promises, as promised.

We will align with customers who recognize the importance, value and benefits that this approach provides to their business.



Brand Logos

Variations

At the core of our Brand is our company logo. It represents not only the company but our customers. For the brand to communicate clearly, the logo must be applied correctly and consistently.

There are three acceptable variations of our logo. It is important to choose the correct logo for each business entity to ensure consistency and maintain a strong brand image.

Pro Squared variation should be used lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Janitorial Services variation should be used lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Partners variation should be used lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Colors

Our two logo colours – Pro Squared blue and white – combine to reinforce the Pro Squared brand identity.

COLOR:

To maintain consistent colors, always refer to the Pantone swatch. Alternatively, refer to the Pantone codes and breakdowns for the 4-color process (CMYK) and 3-color display (RGB) below. When checking printed material, use the color swatches at the back of this manual to maintain color consistency.

WHITE:

It is preferred and recommended that the logo appears in full color. On occasion, it might be necessary to reproduce the logo in an inverse orientation.



JANITORIAL
SERVICES

color



JANITORIAL
SERVICES

white

Clear Space

Whenever possible, establish a generous amount of clear space between the logo and other text, imagery, graphic elements and borders. The minimum allowable clear space around the Pro Squared Logo Mark is defined by the height and width of the capital “S” as shown in the word “Services”

Whenever possible, establish a generous amount of clear space between the Pro Squared Logo Mark and other text, imagery, graphic elements and borders.

The preferred placement of the logo mark is at the top left or top right of the layout page. The distance from each edge should be no more than 1/2 the width of the logo box.



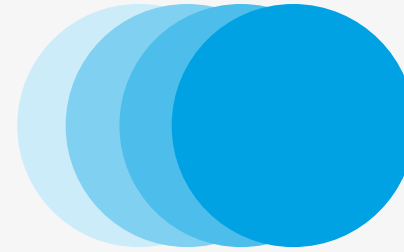


Brand Colors

Brand Colors

Blue and green are our primary brand colors and should be used as the dominant colors in most applications. Purple, orange, and cobalt are secondary colors and should be used to add variety and visual interest, but not to overpower the primary colors. When using the secondary colors, be mindful of the color combinations and ensure good contrast with the primary colors.

Tints and shades of each color may be used strategically as needed. Follow the color guidelines in order to maintain a consistent and cohesive brand image.



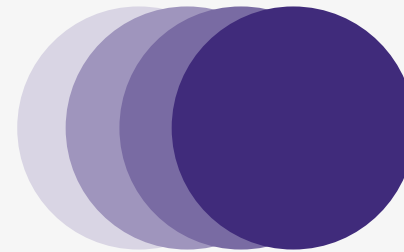
Pro Squared Blue

HEX: #00a2e3
RGB: 0, 162, 227
CMYK: 73, 20, 0, 0



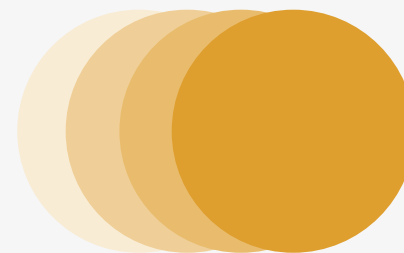
Green

HEX: #93b841
RGB: 147, 184, 65
CMYK: 48, 10, 98, 0



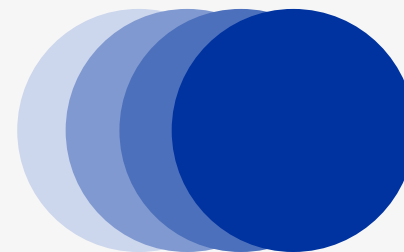
Purple

HEX: #402b7b
RGB: 64, 43, 123
CMYK: 93, 100, 17, 5



Orange

HEX: #df9f2f
RGB: 223, 159, 47
CMYK: 12, 40, 96, 0



Cobalt

HEX: #0033a0
RGB: 0, 51, 160
CMYK: 100, 91, 2, 1



Brand Fonts

BRAND FONTS

Print

Spartan and Lato have been selected as the Pro Squared brand typefaces for their readability and clean visible presence.

When creating print materials, it is important to follow the font guidelines outlined here to maintain a consistent and professional appearance. Be sure to refer to the guide when selecting fonts for print to ensure proper usage and avoid any inconsistencies.



Heading One

Heading one styling should be as follows:

Spartan Bold

Pro Squared Blue on white/light backgrounds OR

White on dark/color backgrounds

Title case

Heading two

Heading two styling should be as follows:

Spartan Regular or Medium

Black on white/light backgrounds OR

White on dark/color backgrounds

Sentence case

HEADING THREE

Heading three styling should be as follows:

Spartan Bold

Brand Green on white/light backgrounds OR

White on dark/color backgrounds

All caps + loose letter spacing

Body copy

Body copy styling should be as follows:

Lato Regular

Black on white/light backgrounds OR

White on dark/color backgrounds

Sentence case

BRAND FONTS

Web

Spartan and Lato have been selected as the Pro Squared brand typefaces for their readability and clean visible presence.

Web styling is simplified as to not overuse brand colors alongside other digital graphic elements and to ensure on screen legibility. When creating web materials, it is important to follow the font guidelines outlined here to maintain a consistent and professional appearance. Be sure to refer to the guide when selecting fonts for web to ensure proper usage and avoid any inconsistencies.



Headings 1-4

Heading styling should be as follows:

Spartan Semi-Bold

Black on white/light backgrounds OR

White on dark/color backgrounds

Title case

Body copy

Body copy styling should be as follows:

Lato Regular

Black on white/light backgrounds OR

White on dark/color backgrounds

Sentence case

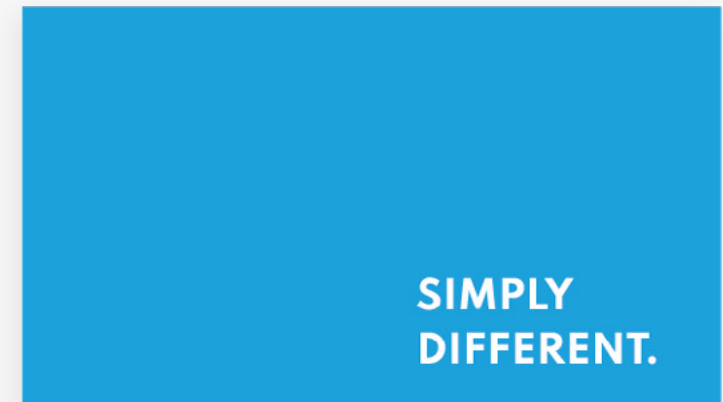


Brand Elements

Business Cards

Business cards introduce our people and brand to all. They set a favorable first impression of the Pro Squared brand image.

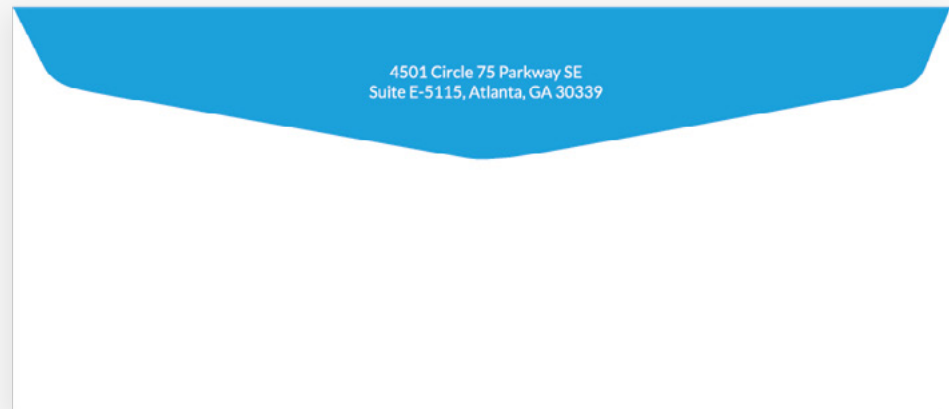
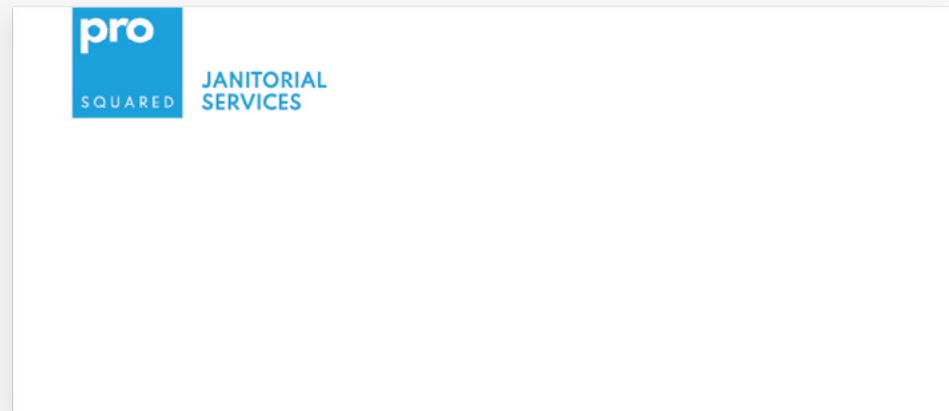
Shown right is the approved layout for business cards.



Envelopes

When an employee, clients (prospective and existing) receive a letter from Pro Squared, an immediate impression is formed of our brand from the envelope.

Shown at right is an examples of the preferred standard business envelope layout.



Letterhead

While we are certainly in a digital age, what you write is still important, as is the way it is presented. Maintaining the brand in a written form is important.

Shown right is the approved layout for the Pro Squared company letterhead.



ph: 678.905.8885 | 4501 Circle 75 Parkway SE Suite E-5115 Atlanta, GA 30339

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Brochures


Brochures are key assets which are used to present our company, and our solutions to clients, prospects and partners. They provide an important opportunity to articulate the Pro Squared brand and the company's values. As such they need to be appealing, create and build interest and engage the reader.

The layout shown right depicts the present Pro Squared Solutions overview document.



Proposals

When designing proposals, it is important to incorporate visual elements from our branding in order to consistently represent and promote our company. This includes using our approved color palette, fonts, and logo. Incorporating these elements will not only help to create a professional and cohesive look for our proposals, but it will also help to reinforce our brand image and messaging.



pro
SQUARED JANITORIAL SERVICES

Professional Janitorial Services Proposal
JANUARY 17, 2022

PREPARED FOR:

Southwest Atlanta Nephrology, PC
3620 Martin Luther King Jr. Drive
Atlanta, GA 30331

PREPARED BY:

Brett Benedict
Business Development Manager
Pro Squared Janitorial Services
Direct Phone: 678-905-8885
Email: brett.benedict@prosquaredjanitorial.com


Administrative Offices
2400 Herndon Way SE, Suite 290,
Smyrna, GA 30080 6525
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Fax: 678-667-2408

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Service Schedule

Day of Week	Scope of Service
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	
WEEKEND SERVICE IN LIEU OF FRIDAY SERVICE	
SCHEDULED BY MUTUAL AGREEMENT	



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References

CATHOLIC CHURCH OF ST. ANN

Address: 4905 Roswell Road NE
Marietta, GA 30062
Contact Name: Liam Farrelly
Email: lfarrelly@st-ann.org
Phone: 770-552-6400

FERGUSON FIRE & FABRICATION

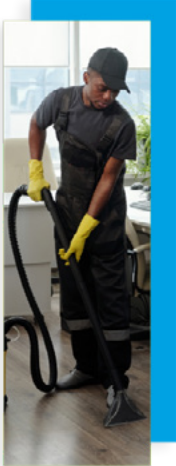
Address: 600 Great Southwest Parkway
Atlanta, GA 30336
Contact Name: Wayne Carter
Email: wayne.carter@ferguson.com
Phone: 404-214-0322

GWINNETT BONE & JOINT SPECIALIST

Address: 2400 Wisteria Drive, Suite A
Snellville, GA 30078
Contact Name: Brian Pallone
Email: briunp@gaknee.com
Phone: 404-296-5003

ROSWELL UNITED METHODIST CHURCH

Address: 814 Mimosa Blvd.
Roswell, GA 30075
Contact Name: Michael Grant
Email: mgrant@rumc.com
Phone: 770-261-1778



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Fax: 678-667-2408

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Tradeshow Exhibit

Trade shows are important brand touchpoints of sales opportunity. They are the perfection connection point for Pro Squared to come into direct contact with clients and partners, current and prospective.

Shown here is a present configuration for our inline trade show display.



Email Signature

Maintaining the brand image is important and extends all the way to way we present each other via email. The layout shown at the right is the approved format for email signatures.



Jeffrey B. Albel
President | CEO



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P 678-905-8885
M 678-xxx-xxxx

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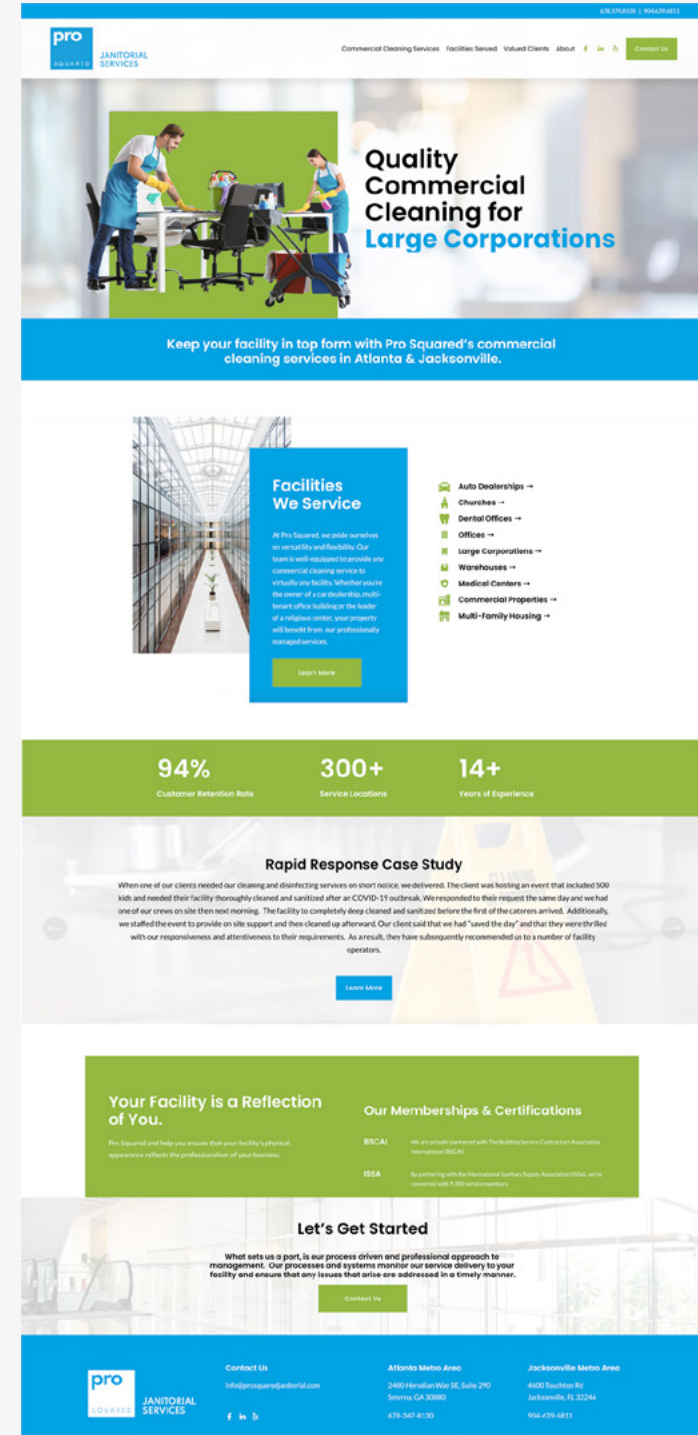


Website

Style

The Pro Squared Janitorial website should follow a style very similar to that represented here. The visual styling leans heavily on color blocking using our primary colors, as well as our secondary colors when needed.

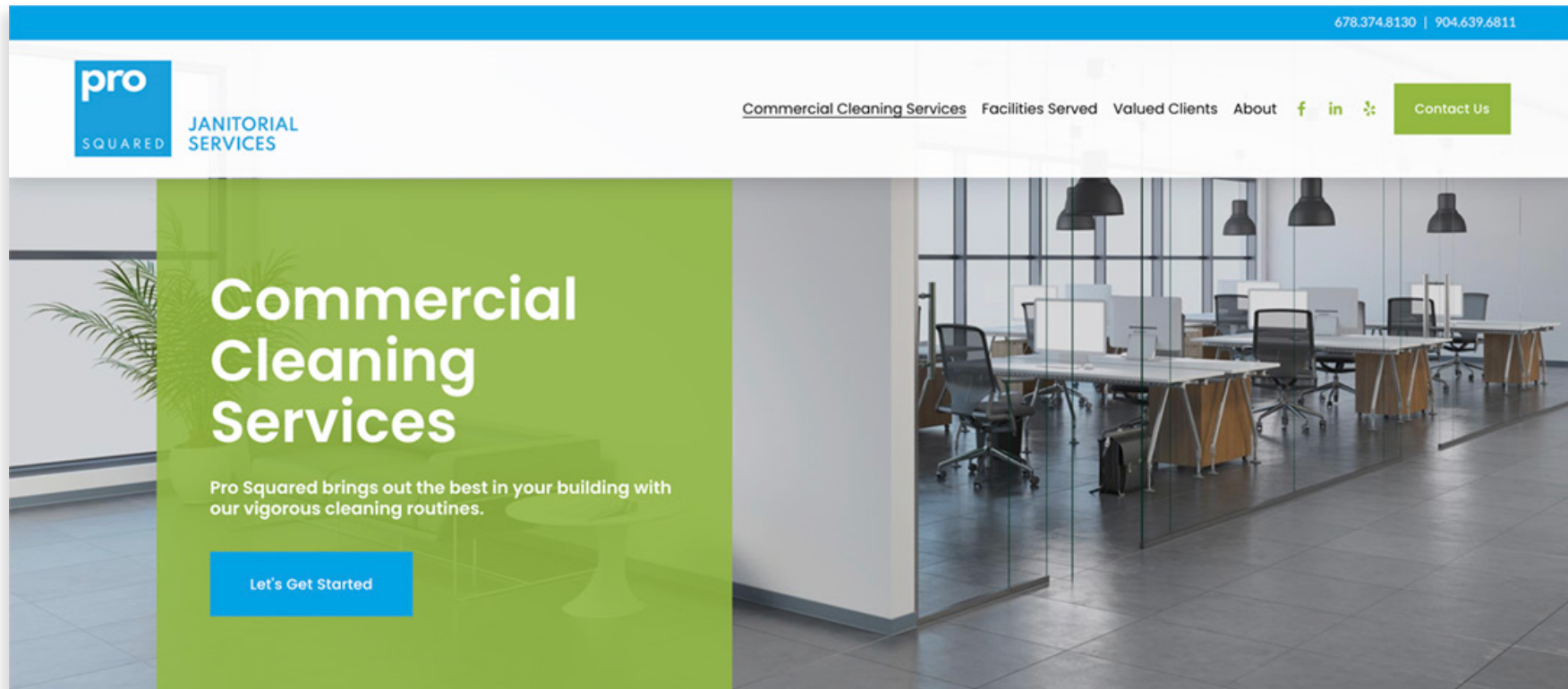
All font styling and photo choices should remain consistent with what is outlined in this brand guideline.



DESIGN ELEMENTS

Hero Images

Hero images are a key feature of our brand and should be used to make a strong visual impact. When creating hero images, use a full bleed photo with a slightly transparent green box overlayed to the left with text. This combination of image and color creates a bold and eye-catching effect that accurately represents our brand.










DESIGN ELEMENTS










Icons

Icons are a useful and visually appealing way to communicate information and add personality to our brand. When using icons, be sure to use solid (not outlined) iconography in our brand green color.



Some of our commercial cleaning options include:

-  **Janitorial Services**
-  **Day Porter**
-  **Commercial Carpet Cleaning**
-  **Commercial Floor Cleaning**
-  **Disinfecting**
-  **Specialty**
-  **Concrete Floor Resurfacing & Sealing**
-  **Pressure & Soft Washing**

-  **Auto Dealerships →**
-  **Churches →**
-  **Dental Offices →**
-  **Offices →**
-  **Large Corporations →**
-  **Warehouses →**
-  **Medical Centers →**
-  **Commercial Properties →**
-  **Multi-Family Housing →**

DESIGN ELEMENTS

Color Blocking

Color blocking is a design technique that involves using solid blocks of color to create visual interest and impact. When used effectively, color blocking can add personality and style to our visual branding. To utilize color blocking in a way that is cohesive with our brand, be sure to use our approved color palette and follow the guidelines outlined here.

Your Company's Appearance Is a Reflection of Your Values

What would you think of a restaurant if the parking lot was littered with trash, the waiting area was cluttered and dingy, and your table was covered in crumbs and residue? You

Strip and Wax Floors For a Refreshed Look and Feel

We offer top-of-the-line floor maintenance service that gets rid of scuff marks and discolorations. You'll be elated with your floor's transformation once our experts perform restorative strip and wax services. Since our team specializes in industry-leading floor services, they will both enhance the image of your facility and extend the serviceable lifetime of your assets.

We Have The Tools To Properly Serve You

Pro Squared crew members use modern machinery and industry-trusted cleaning supplies to get the job done. We are proud to have a proven track record of standing out from the rest. After our cleaners leave your facility, you'll notice the flawless difference between how your place of work looked before and after our visit.

Pro Squared Professionals Are Ready to Rejuvenate Your Hard Floors and Tile

If your building is beginning to look lack-luster, enlist the help of Pro Squared, and we'll breathe new life into your floor systems.

[Give Us a Call](#)





Photos

Accepted Imagery

Images tell much about a brand in ways that go beyond words. For this reason, selecting the right images is most important. We have adopted photography as our primary image style, as it conveys a dependable brand, focused on excellent service delivery and best-of-breed solutions.

One of the most powerful tools our brand has is photography. Our brand imagery will always be depicted in a clean and professional manner.

When choosing stock photos for our brand, it is important to select images that accurately represent and support our messaging. For Pro Squared Janitorial, this means choosing photos that show full teams (not individuals) using commercial cleaning equipment in offices, medical offices, and other commercial spaces.



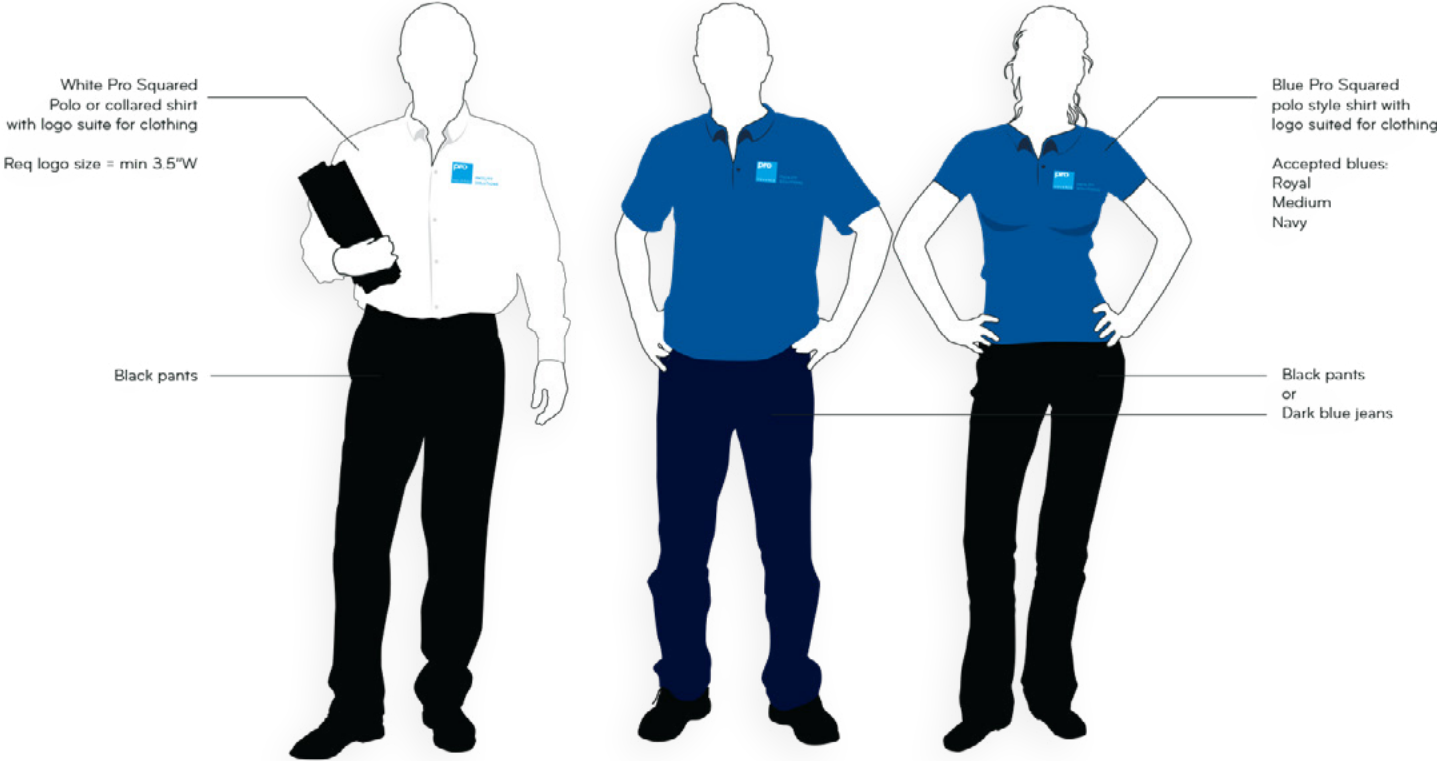


Personnel

Onsite Team Members

The presentation of our people and personnel is of the utmost importance. They not only represent our brand, but they reinforce it by taking pride in their appearance.

Shown right are the approved apparel uniforms for our people in the field.



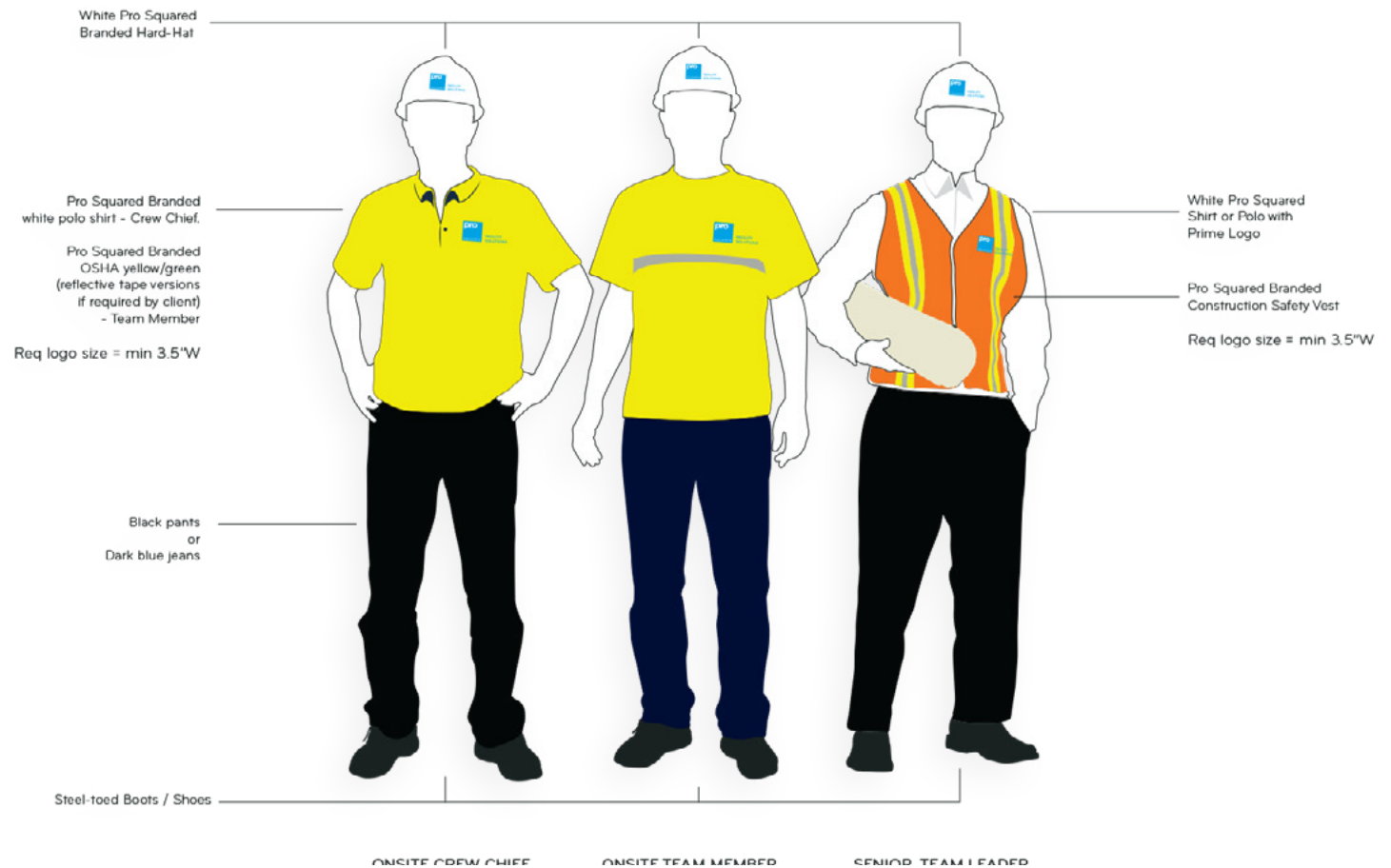
ONSITE LEAD

ONSITE TEAM MEMBERS



Construction Team Members

Our Engineered Solutions teams are often required to comply with the requirements of onsite construction teams. Shown right are the approved apparel uniforms for our people working on those sites.





JANITORIAL SERVICES

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Suite E-5115
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BUFFALO:

1243 Military Road
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Kenmore, NY 14217
p 716-810-0200

JACKSONVILLE:

10752 Deerwood Park Blvd S
Waterview II, Suite 100
p 904-222-8373

ROCHESTER:

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p 585-568-8308

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