

Moore Laundry Brand Guide



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Company Info

Moore Laundry is a self-service, coin-operated laundromat open 24 hours a day, seven days a week. The company is preparing to expand to a full-service model with pick-up and delivery. The company currently has one location in Moore, Okla.

Statements

Vision Statement

To be the most trusted brand for laundry services in the greater Oklahoma City metro area.

Mission Statement

To provide a superior experience through ethical business practices that leave the world a cleaner place.

Positioning Statement

Our company provides a much-needed laundry service that exceeds customer expectations in a market which is dominated by filthy facilities with un-maintained equipment and disengaged operators. The full-service side of the business will be one of the only locally owned and operated pick-up and delivery services available in the Oklahoma City area.

Brand Persona

Everyman

Brands which embody the *Everyman* persona tend to portray a family culture that is welcoming and inviting – this does not necessarily mean “old fashioned”. Their products or services may have mass appeal or be applicable to a broad audience, and they are generally meeting a basic need, nothing fancy or extravagant.

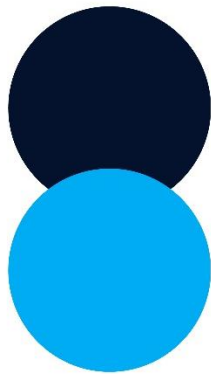
The marketing of an Everyman brand often speaks in a friendly voice and uses wholesome imagery. There are no outlandish claims, nothing designed to get shock value. Money-back guarantees and other trust-building elements are common. Everyman brands will find that social media is a great outlet for them, and smart brands will use it to become even more relatable, transparent, and helpful to their customers.

Our brand provides a sense of security and welcoming atmosphere to customers needing laundry services. We have state-of-the-art machines and an extremely clean facility, but we are also a “mom and pop” business in the heart of a small, suburban community south of Oklahoma City. However, the brand embodies an overall modernist personality—forward-thinking, fast-moving, friendly, efficient, and approachable.

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Company Colors

A bright, contemporary color palette (lots of light and dark blues, bright whites and oranges) goes well with the brand's persona and the laundromat industry. Moore Laundry's colors are light blue (**00ACF3**) and deep navy blue (**05122D**). Although the current building contains the prior branding's green shade, the color is scheduled to be phased out during the company's expansion.



05122D

R5 G18 B45

C94 M84 Y51 K66

00ACF3

R0 G172 B243

C69 M17 Y0 K0

Company Logo

Moore Laundry's logo is the tangible symbol of our brand, representing who we are: our values, our expertise, our people, and our offerings. Our logo is the foundation of our visual identity and is an endorsement of the content on which it appears.



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Brand Symbol

In circumstances where the wordmark isn't conducive to the space allocation, or a representative symbol better communicates the brand message, the "M" symbol may be used.



Company Typography

A sans serif font works well with the modernist brand personality and the modern equipment used in the current facility as well as the equipment that will be used for the full-service business.

Moore Laundry's logotype uses a combination of Avenir and Thunder fonts, with the symbol itself being a modified Avenir. The Avenir Next LT Pro, Avenir Next LT Pro Demi, and Avenir Next LP Pro Light are all acceptable for marketing materials, keeping in mind the applicable usage for each collateral type, such as using the light version for body copy.

The Thunder font should only be used in the logotype and sparingly as an accent in graphic design.



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Avenir Font Samples

Avenir Next LT Pro

Moore Laundry

Avenir Next LT Pro Demi

Moore Laundry

Avenir Next LP Pro Light

Moore Laundry

Our Customers

Target Markets – Self Service

Primary

Low to middle income families living in the surrounding 20-mile radius seeking a self-service facility. Most are married and have multiple children under the age of 18 years old living in the household. Many live in multi-family housing without adequate laundry facilities and are weekly customers.

Secondary

Middle to upper-middle income families living in the surrounding 20 miles. Most are married, but not all have children living at home. This market uses the facility sporadically to wash large items such as comforters and blankets or when their personal laundry machines break down.

Target Markets – Full Service

Primary

Businesses (restaurants, small medical offices, salons, daycares, hotels, auto shops, event centers, vets, and other small- to medium-sized organizations) which need commercial linen services, including pick-up and delivery.

Secondary

Middle to upper-middle income families living in the surrounding 20 miles seeking a full-service laundry facility where their clothes are washed, dried and folded for them on a regular basis.