



Brand Guidelines | v 4.0

Mission Statement

To deliver free time through an innovative and effortless solution to laundry and dry cleaning.

The two-color logo is our primary brand identifier in all communications.

To ensure the logo's visibility, always give it room to breathe. Minimum size end-to-end should be no smaller than 1.25" for print and 120px for digital uses.

Use the white logo on a solid colored background.



Our primary color palette consists of five colors: Zodiac Blue, 2U Pink, 2U Blue, Space Gray, and White. These colors make up the core of our brand identity and should always be present in some fashion in all brand-focused executions.

Use cases

Use *Zodiac Blue* for all titles, headers, and anything that is important. With its deeper, richer tones, Zodiac Blue acts as an anchor for all other brand elements.

Use *2U Pink* for anything that is designed to attract attention. Think billboards, 2ULaundry vans, and call-to-action buttons.

Use *2U Blue* sparingly but specifically. Website banners and notecards are great examples.

Use *Space Gray* for all body copy for web + print.

Use *White* throughout all designs to keep branded communications clean and neat.

Zodiac Blue

PMS 2766C

#0F1B48

R: 15
G: 27
B: 72

C: 100
M: 97
Y: 38
K: 44

2U Pink

PMS
Rhodamine
Red C

#FF3EB3

R: 255
G: 0
B: 152

C: 9
M: 87
Y: 0
K: 0

2U Blue

PMS 2727C

#2E7DE1

R: 48
G: 127
B: 227

C: 70
M: 47
Y: 0
K: 0

Space Gray

PMS 431C

#5C708B

R: 92
G: 112
B: 139

C: 69
M: 52
Y: 30
K: 6

White

The secondary color palettes may be used in seasonal campaigns + secondary support as needed.

Can be used in conjunction with primary palette when it makes sense or stand alone.

examples

Holiday-specific communications

City-specific communications

Social media campaigns

Branded swag

May only be used with one-colored logo.

Cherry Blossom

PMS 706C

#FBCEEO

R: 251
G: 206
B: 224

C: 0
M: 24
Y: 2
K: 0

Eraser Pink

PMS 223C

#EF95CF

R: 239
G: 149
B: 207

C: 1
M: 50
Y: 0
K: 0

Robins Egg

PMS 7457C

#DCF3FF

R: 220
G: 243
B: 255

C: 18
M: 0
Y: 2
K: 0

Polar Blue

PMS 292C

#7EC4F2

R: 126
G: 196
B: 242

C: 46
M: 9
Y: 0
K: 0

Cement Gray

PMS 428C

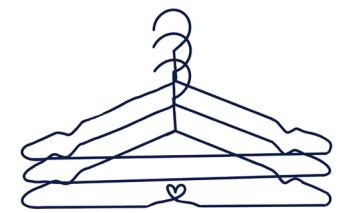
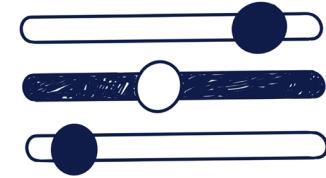
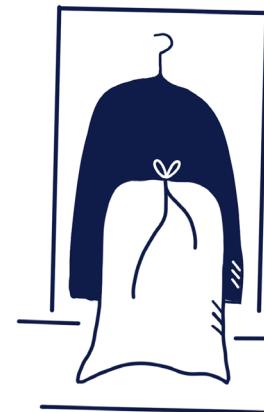
#C9CCD6

R: 201
G: 204
B: 214

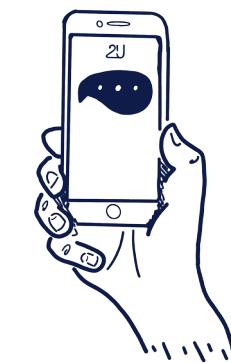
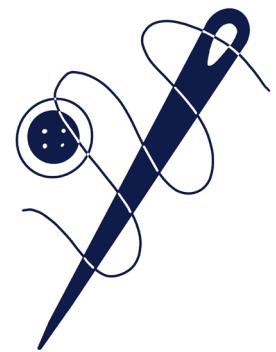
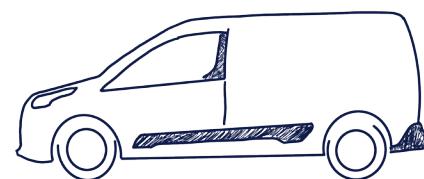
C: 20
M: 15
Y: 9
K: 0



We use iconography to clarify more abstract aspects of our service.



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2ULaundry's official font face is Proxima Soft. Proxima Soft is fun, lightweight, and doesn't take itself seriously—kind of like us!

All weights from the typeface may be used for emphasis.

Headlines must always be set in *Zodiac Blue*. Body copy and subheaders must always be set in *Space Gray*.

weights

thin

light

regular

medium

semibold

bold

eyebrow

weight: light
letter spacing: 40
all lowercase



hey, atlanta

headline

weight: semibold
letter spacing: -30
sentence case



Earn 20 points when you sign up today.

subhead

weight: medium
letter spacing: -30
sentence case



body

weight: regular
letter spacing: 0
sentence case



It's easy as 1-2-3.

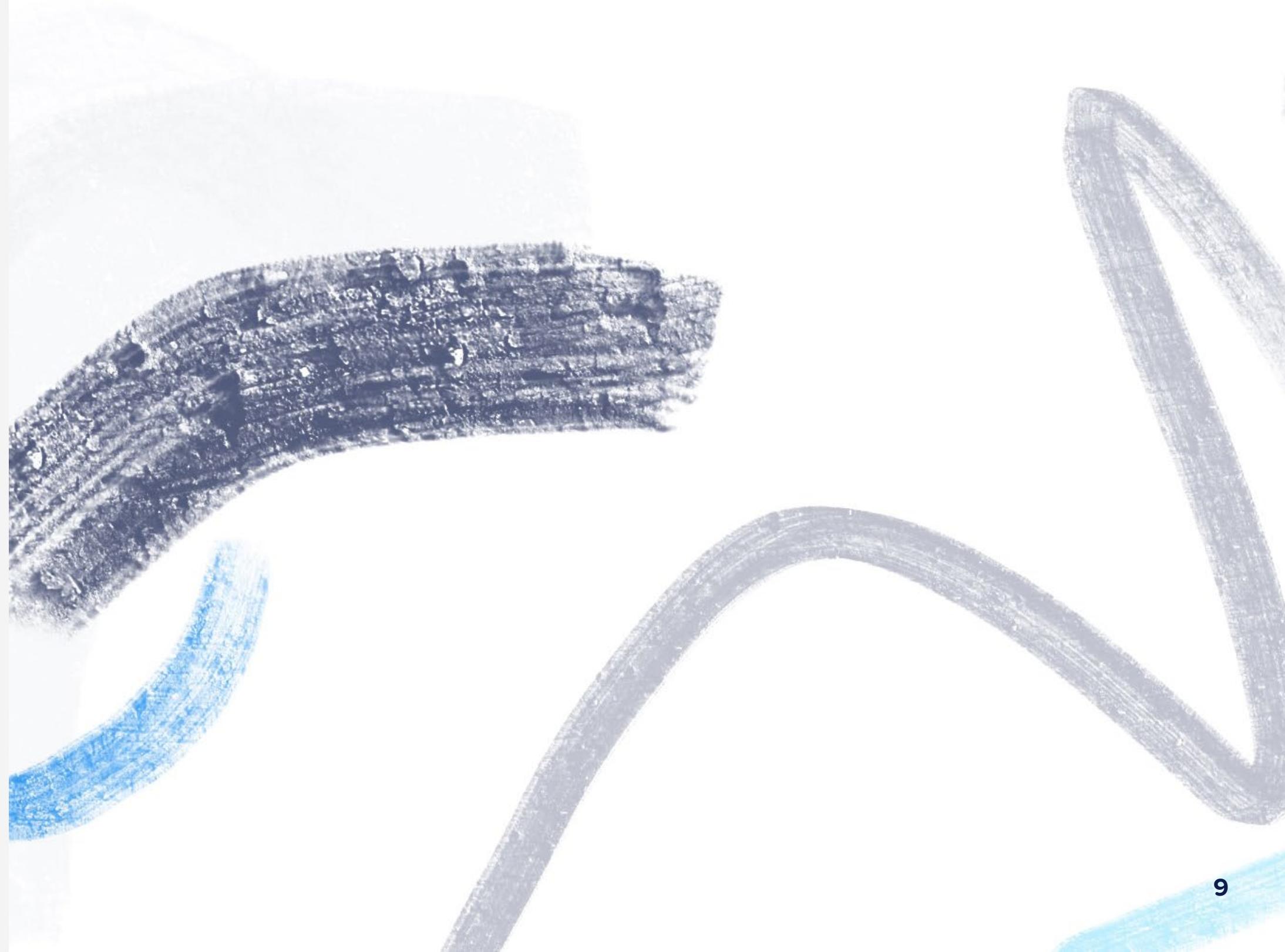
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam tristique ornare dolor quis laoreet. Curabitur sagittis, velit sed porta auctor, mauris purus pulvinar neque, id blandit libero ligula id nibh. Morbi ac odio urna. Mauris suscipit laoreet urna, quis venenatis turpis ornare quis. Proin ornare porta vehicula. In nunc lacus, gravida vulputate interdum ut, cursus vel mi. Proin dolor lorem, scelerisque et nulla sed, cursus bibendum metus. Aenean viverra justo nec magna pretium interdum. Praesent a urna sit amet neque pretium tincidunt vitae vel nunc. Suspendisse ut dui justo. Maecenas id consectetur ex. Praesent viverra augue posuere, ullamcorper est ut, molestie enim.

Praesent dui neque, porta nec tellus congue, feugiat rhoncus odio. Suspendisse varius tortor sit amet ligula commodo sodales. Aliquam eu posuere odio. Vivamus mollis, nulla sed congue condimentum, sem ligula vulputate eros, at pulvinar mauris sapien eu leo. Sed quis maximus velit. Nulla varius enim sit amet condimentum aliquam. Vestibulum non ligula vel mi malesuada cursus.

nibh. Quisque ac risus volutpat, lacinia odio nec, accumsan diam. Donec consequat eu eros vitae porttitor. Cras ut nulla erat.

To liven up our brand, we incorporate hand-drawn textures. Use these textures specifically and sparingly for emphasis and personality.

Textures can be created in any of 2ULaundry's primary or secondary colors. Please refrain from covering the logo in textures. Only use the white logo if overlaying a logo on top of textures.



Our photography style is fun and bright, clean with a pop of color. When photographing product, always be sure to remove all wrinkles or stains.

No!



Yes!



For a more detailed guide for our voice and style, please reference the [Style & Language guide](#).

Simple.

We're easy to use, easy to contact, and easy to explain. Our customers aren't confused by what we do or who we are. Our communications are concise and easy to understand.

Knowledgeable.

We consider ourselves subject matter experts on all things clothing care. We're confident we know our \$#!% and our customers know that.

Witty.

We're smart. We're funny. We know our way around a good meme and can deploy the correct emojis when necessary. We're quick witted and quick wit it.

Dependable.

Our customers trust us. Clothing is personal, and we understand that. We speak clearly when describing our services and our company, as well as reassuring our customers that they are taken care of.

Friendly.

Our tone is always pleasant and familiar, like a next door neighbor (that you like) or an old aunt or something. We're casual and approachable while remaining professional.

The background of the image features a series of overlapping, curved bands in shades of blue, white, and black. These bands create a sense of depth and motion, resembling waves or flowing fabric. The colors are bright and saturated, with the blue and white bands being the most prominent.

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