



brand guidelines
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Introduction

1.0 Introduction

The brand identity is more than a logo

it's a complete visual system that defines how Shining Starz Cleaning Services is **seen** and **experienced**. These guidelines are designed to ensure every expression of the brand is clear, consistent and recognisable, while providing the flexibility to create with confidence.

Values & Personality

2.0 Values

Precision

We approach every task with care and attention to detail, delivering consistently high standards from the smallest touchpoint to the largest environment.

Reliability

Dependability is at the heart of our service. We arrive prepared, communicate clearly and complete every job with professionalism.

Care

We treat every property with respect, recognising that clean environments contribute to wellbeing, comfort and confidence.

Progress

We embrace continual improvement through better processes, sustainable practices and a commitment to delivering smarter cleaning solutions.

Personality

Professional

Confident, knowledgeable and dependable.

Considered

Thoughtful in every interaction, with careful attention to detail.

Contemporary

Modern in appearance, communication and approach.

Refined

Clean, restrained and purposeful rather than decorative.

Approachable

Friendly and personable without compromising professionalism.

2.1 Positioning statement

Shining Starz Cleaning Services is positioned as a premium cleaning brand that values **precision**, **professionalism** and **care**. Through meticulous service and a distinctive visual identity, the brand delivers a reliable experience that inspires confidence at every touchpoint.

Logo



3.0 Logo

The logo is the brand's face and an integral part of the identity.

This version of the logo should only be set against a solid white background or a pale part of an image.

Otherwise, the one-colour black and white variations should be used in your design, you can use either interchangeably as long as the design hits the minimum contrast ratio of 7.



3.1 One colour

The one-colour logo should be set against images or coloured backgrounds within the Shining Starz colour palette.

You can measure the contrast of your work by selecting an approximate median colour value with the eyedropper tool, then input values of either black (#2a2522) or white (#ffffff) as the foreground with your background colour on webaim.org/resources/contrastchecker/ the score must hit a minimum of 7 to ensure the logo is visually accessible for everyone in both print and digital applications.



3.2 Lock-ups

There are four lock-up variations of the logo in the suite, you can use any of them accordingly in your work.



3.3 Spacing

Clearspace

Clearspace protects the logo from competing visual elements, ensuring it remains legible and recognisable. **The minimum clearspace is defined by the height of the entire logomark** and applies to every logo variant.

Minimum size

For clarity, 42mm (width) x 18mm (height) is the minimum size for print.



Minimum print size
42x18mm



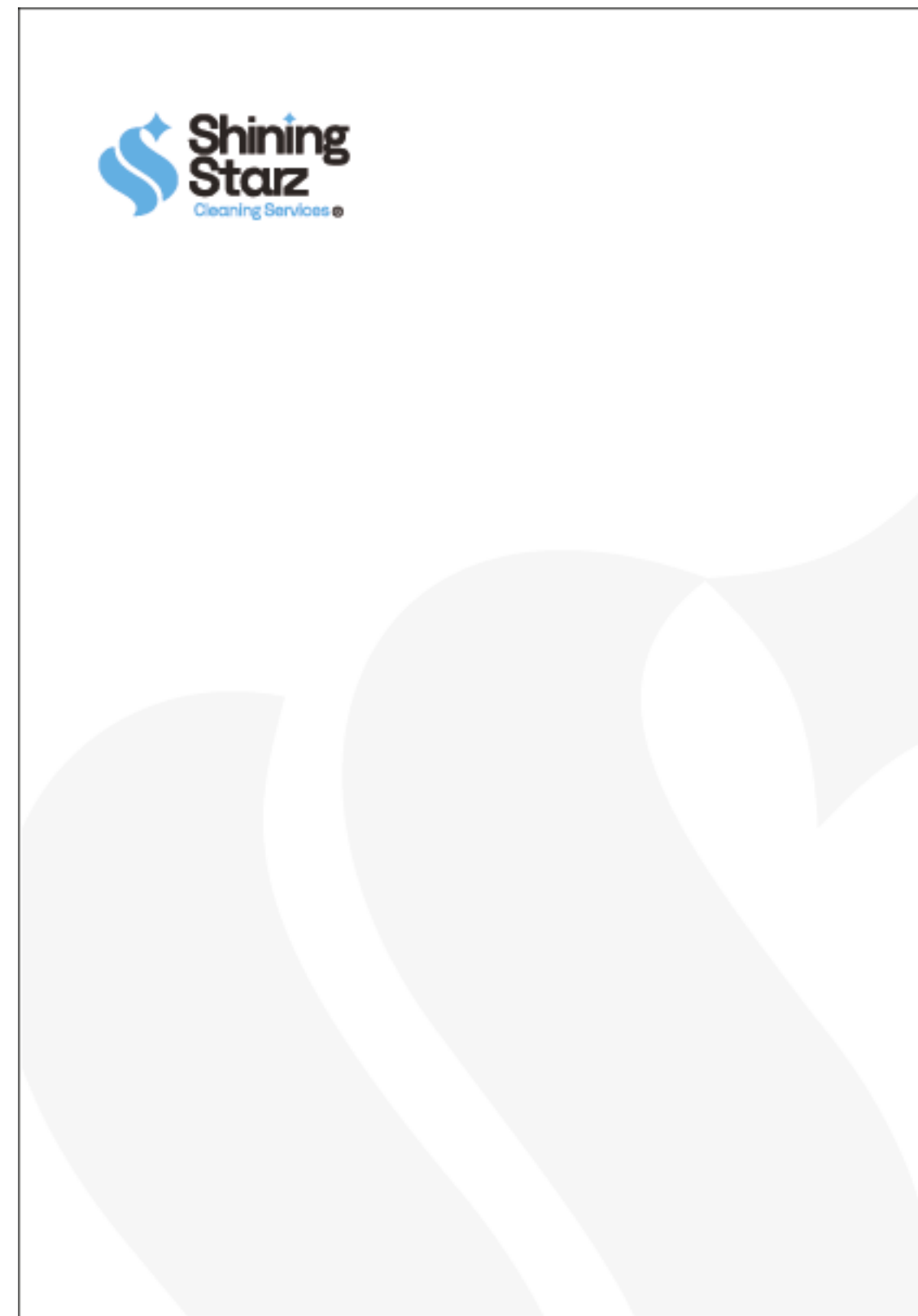
3.4 Usage

Placement

The logo should sit at the **utmost top-left corner** of your designs with clearspace bounds.

Logomark as a Device

If your design feels like it's missing something, it is permitted to scale up the logomark until it accomodates three quarters of the design and rotate it at -20° with 20% opacity (adjust accordingly) to use as a stylistic device.



3.5 Misuse

The logo must never be recreated, modified or distorted. Always use the approved master artwork and apply it in accordance with these guidelines to maintain a consistent brand identity.

Don't

- Distort — stretch, rotate
- Use unauthorised colours
- Enclose in a shape



Colour

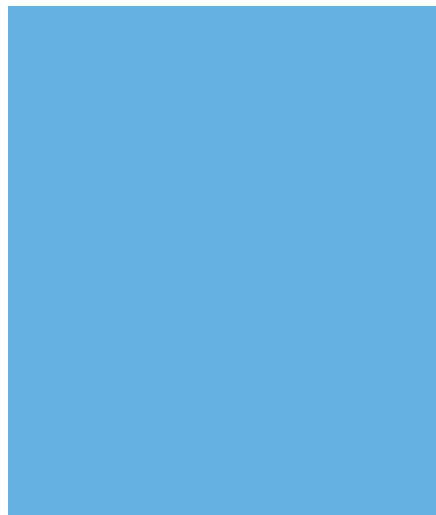


4.0 Colour

Consistent use of colour enhances recognition and reinforces the Shining Starz brand.

The following palette defines the approved colours for all communications and applications.

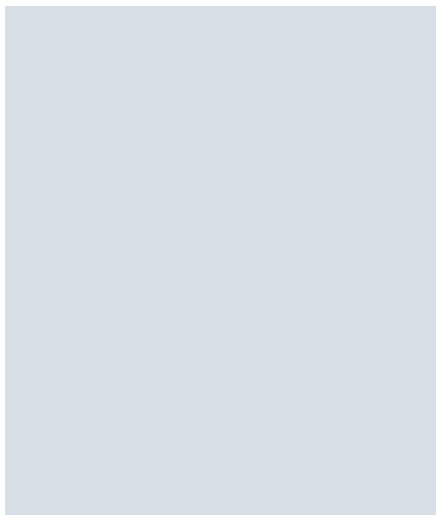
4.1 Palette



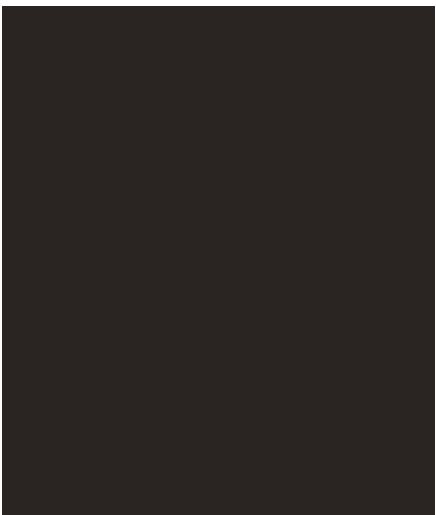
Horizon (primary)
R99 G176 B227
Hex #63b0e3
C61 M16 Y0 K0
Pantone 292 C



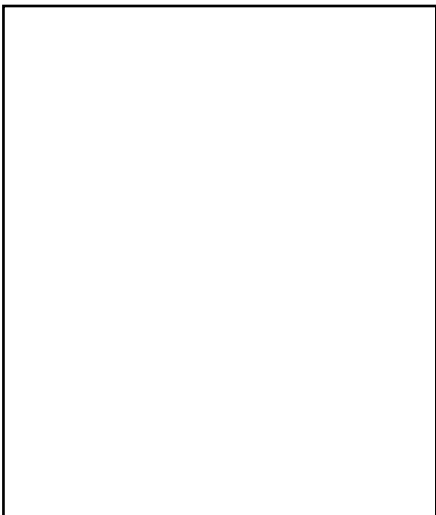
Ocean (secondary)
R16 G77 B130
Hex #0F4C81
C97 M70 Y23 K7
Pantone 301 C



Stone (tetriary)
R216 G222 B229
Hex #d8dee5
C18 M10 Y8 K0
Pantone 649 C



Charcoal
R42 G37 B34
Hex #2a2522
C70 M67 Y64 K74
Pantone Black C



True White
R255 G255 B255
Hex #ffffff
C0 M0 Y0 K0

4.2 Usage

Backgrounds

All colours can be used to background your work accordingly, be mindful of colour contrast.

Emphasis

The primary colour **Horizon** can be used to give elements emphasis, such as type — or can be used imaginatively in photography.

Typography

Paragraphs on light backgrounds should be coloured **Charcoal**, on dark backgrounds paragraphs should be set as **True White**.

Leeway

To give you variety, you are permitted to lower the opacity of the specified colours for your backgrounds accordingly, be mindful of colour contrast.



Typography



5.0 Typography

Typography balances the professional and approachable qualities of Shining Starz.

Space Grotesk is the primary typeface, expressing the brand's cutting-edge and confident character.

Instrument Sans provides a softer, more approachable counterpart, introducing warmth and friendliness. Together, they create a clear and versatile typographic system that reflects the personality of Shining Starz across all communications.

5.1

Space Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
.,:;!?'...''''''''''

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
.,:;!?'...''''''''''

Space Grotesk Bold
Headings

Aa Bb Cc

Space Grotesk Regular
Subheadings

Aa Bb Cc

5.2

Instrument Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
.,:|? ' " " " " \

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
.,:|? ' " " " " \

Instrument Sans Regular
Paragraphs

Aa Bb Cc

Instrument Sans SemiBold
Emphasis

Aa Bb Cc

Photography

6.0 Photography

Photography should present Shining Starz as professional, capable and approachable.

Focus on authentic commercial environments, such as offices, retail spaces and workplaces, with cleaners actively working and genuine attention to detail. Imagery should feel bright, natural and considered, avoiding overly staged poses, exaggerated cleanliness or generic stock-photo aesthetics.

The result should communicate trust, quality and a modern, human approach to professional cleaning.

Rights

Use photography from reputable, licensed sources. Do not use images from Google without the appropriate usage rights.



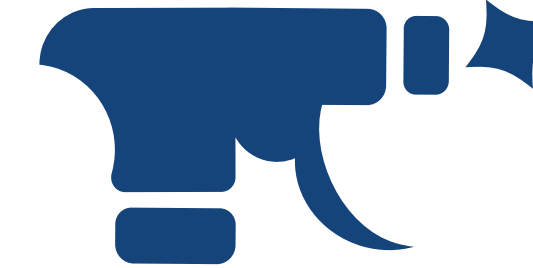
Iconography

7.0 Iconography

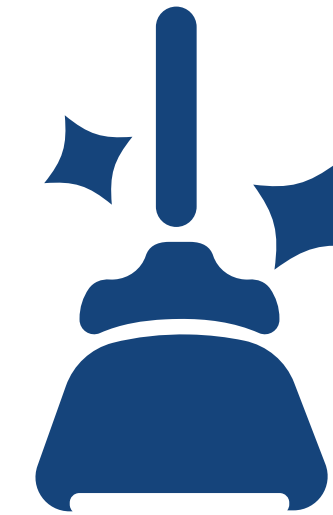
The Shining Starz icon suite is designed to create a distinctive and consistent visual language across the brand.

Icons are clean, geometric and approachable, reflecting the professionalism of the service while retaining a sense of warmth and personality.

Services



General cleaning



Deep cleaning



Window cleaning

Values



Quality



Care



Reliable

Application



8.0 Application

The Shining Starz identity is designed to work seamlessly across a wide range of physical and digital applications.

From stationery and vehicle livery to uniforms, equipment, social media and web, each touchpoint should communicate the same professional, approachable and contemporary character.

Consistent use of the logo, colour, typography and photography ensures a cohesive brand experience wherever Shining Starz is seen.

8.1 Stationery



Quote

To:
Riverside Business Centre
18 Harbour Way
Manchester
M3 4LF
United Kingdom

Date: August 2026

Dear John,

Thank you for taking the time to show us around your establishment, it was a pleasure meeting with you and your team. From our meeting I have generated the below quote for a deep clean of your premises twice per week (Mondays and Fridays) as discussed.

Because of the size of the premises and you mentioned you require a thorough and deep clean on those days, I am proposing this job requires 2 people to complete in 4 hours, but this is just my rough estimation and it can be adjusted once we have a better understanding of the time it will take to cover all rooms thoroughly - whether that be less time or just one person required.

Should you have any questions or need to discuss the quote further, you can find me on the below details.

We would love to work with you, so should the quote not be the right fit for you, please give me a call and im sure we can come to an arrangement. I look forward to hearing from you.

Best regards,
Jane Doe

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with compliments

8.2 Vehicle livery



8.3 Uniform

In overalls, the logo in white would be placed above the left breast.

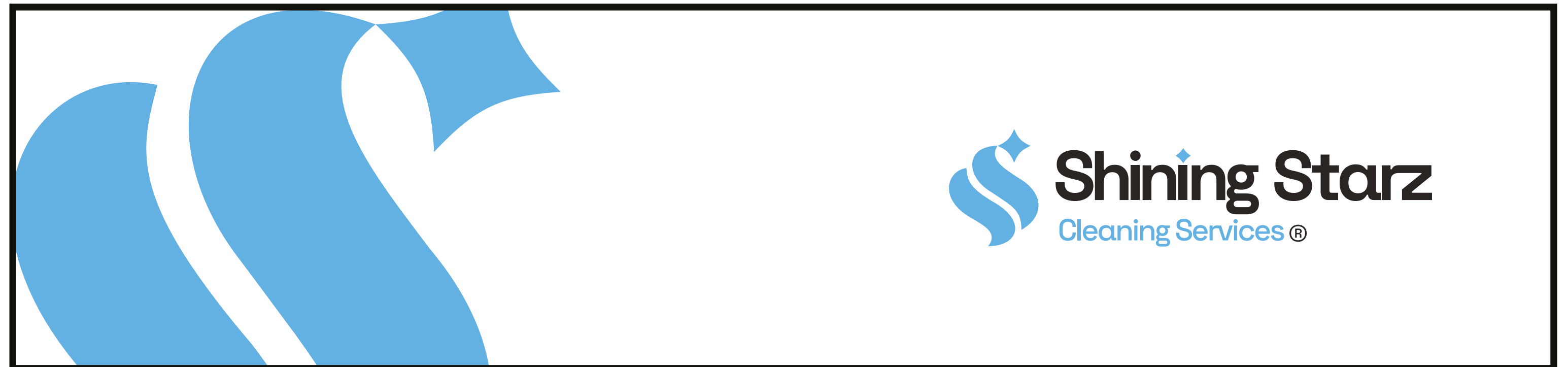


8.4 Social media

Picture



Banner



8.5 Web

Desktop navbar



The selected navlink should be **Instrument Sans 700 #63afe2**, unselected links are set as Instrument Sans 500 #2a2522.

The rest of the website's creative direction is up to you as the developer in accordance with the brand guidelines.

Mobile navbar



