



Case Study: Boston Cleaning & Restoration

Growing Business Through Design

Establishing a local carpet cleaner to dazzle the competition.

We were approached by a small business owner looking to develop an informative website to be a resource for clients, professional marketing materials for usage in the field, and a branded social media presence to improve connections with clients and SEO. What we found: the service industry is competitive. Being a new company in the industry, Boston didn't have the history and legacy that many bigger companies have established. We worked to develop a strategy with Boston that would allow them to stand out amongst the rest.

Services

Brand Strategy
Identity Development
Messaging & Voice
Tagline & Character
Brand Assets
Marketing Collateral

Vehicle Wrap
Copywriting & Editing
Website Design
Online Listing
Social Media



boston





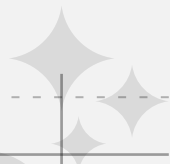
Core Messaging

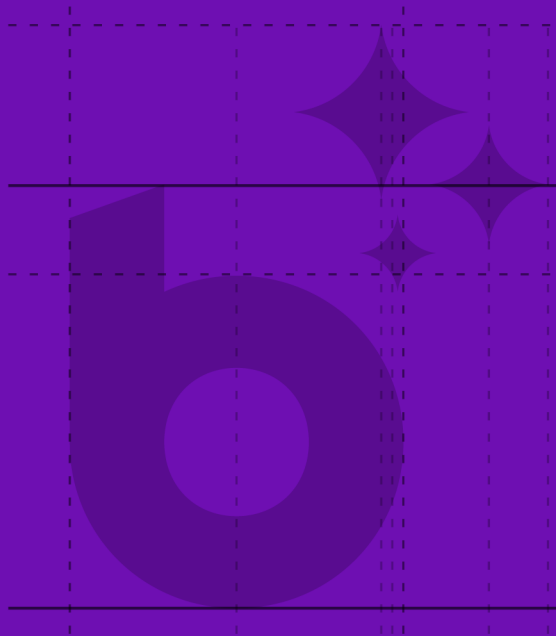
Life is messy, we're here to help.

In an industry centered around cleaning and restoring the things that are out of our control, Boston took a playful approach. Fires, storms, floods, and spills are all stressful enough without the added headache of finding the right service provider to clean up the mess. That's why we sought to lighten the mood with bright and colorful illustrations paired with a tagline that speaks to fast and satisfactory service.

service with a sparkle ✨

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We pulled inspiration from common household cleaning brands as well as service-based companies like plumbers, electricians, and handy-men. This inspiration guided the color palette and development of the friendly Boston character.

In our development process, we explored logo concepts that integrated more literal imagery like houses, equipment, and people but ultimately chose to move in the direction of an abstract and versatile logo with the flexibility to accommodate Boston's long-term goals: to expand into rental, commercial and a wider variety of service offerings.



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clean



fire



flood

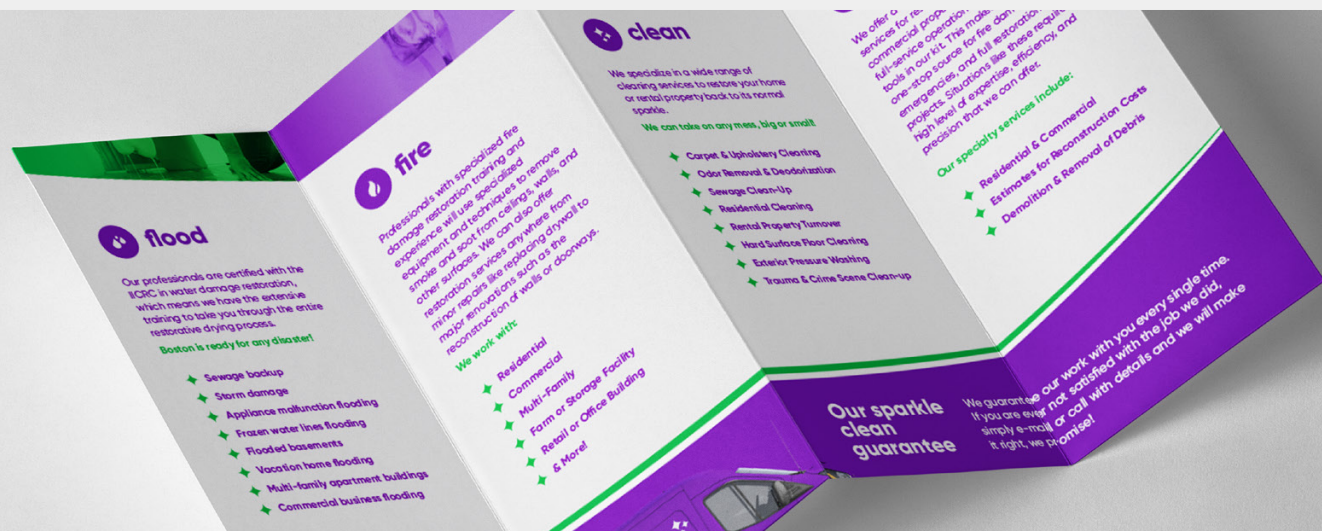


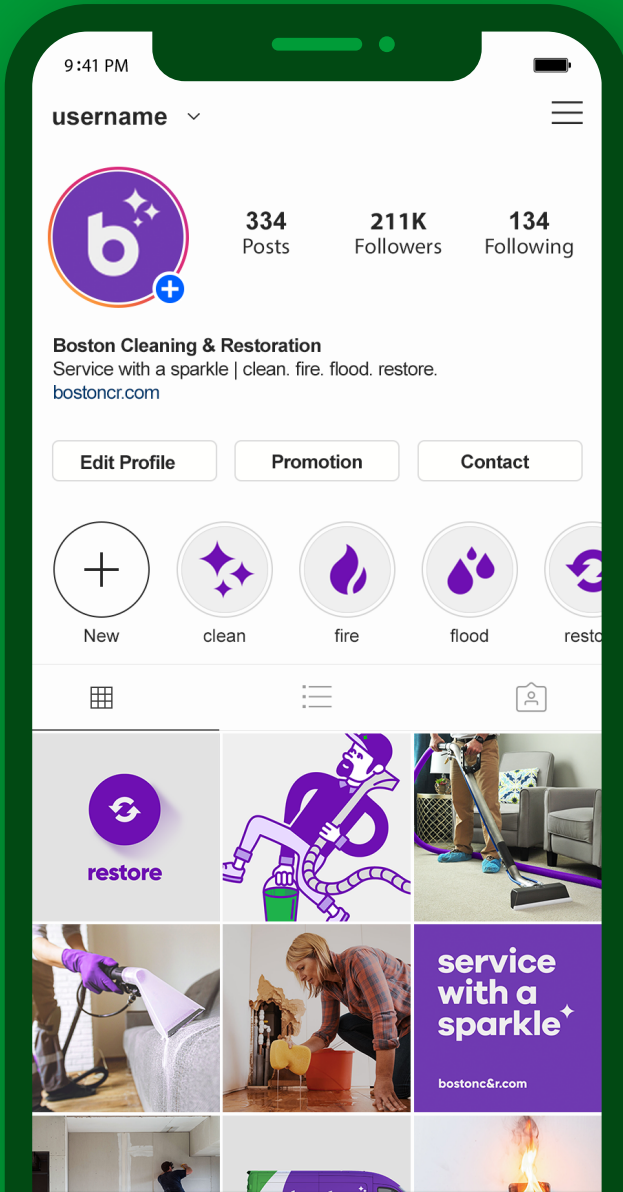
mold

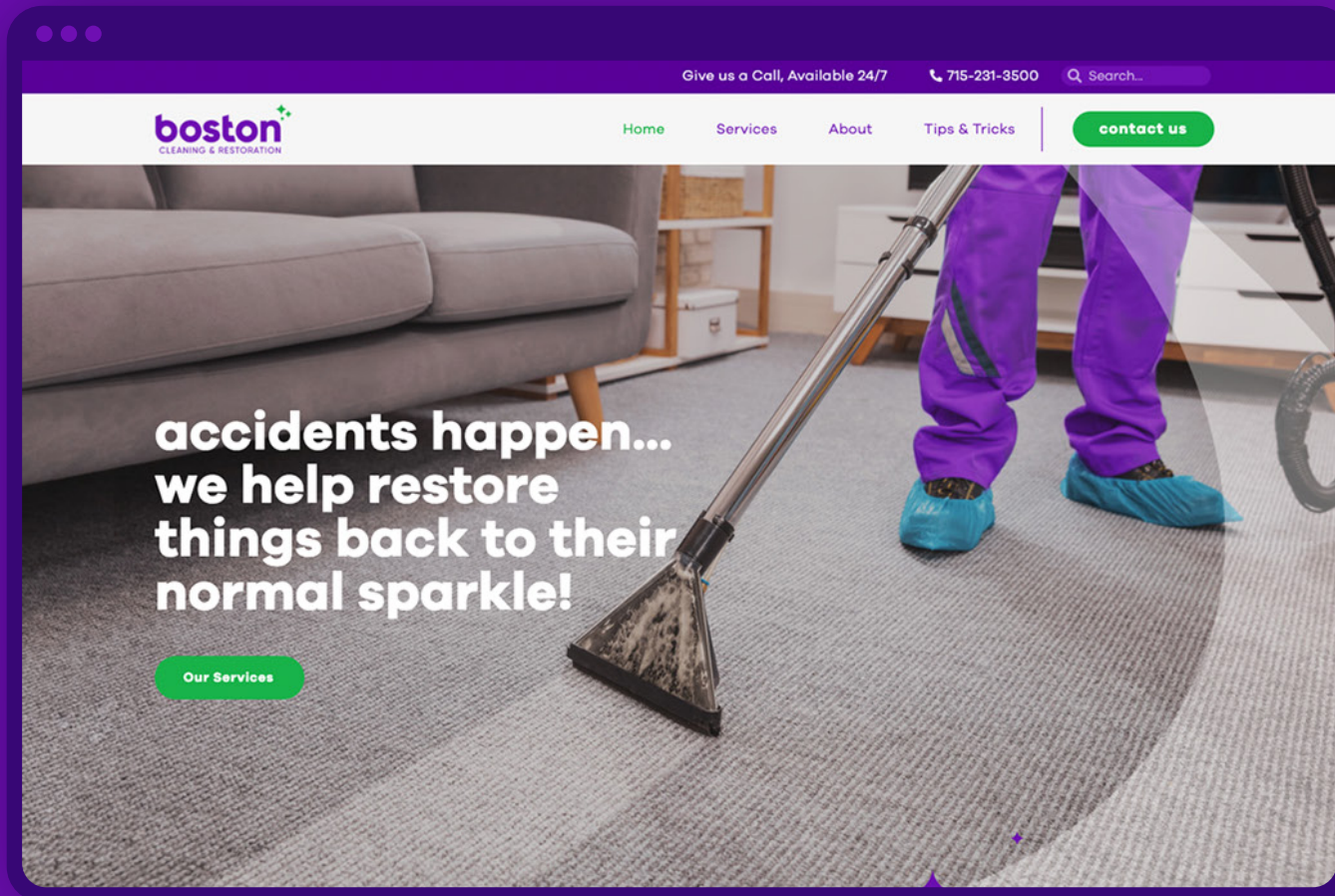


restore











accidents happen...
we help restore
things back to their
normal sparkle!

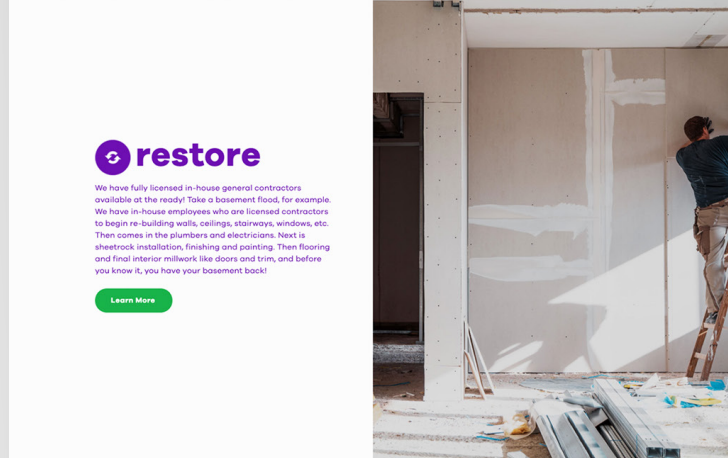
[Our Services](#)

service with a sparkle

Life is messy, things go wrong, accidents happen. That's why we're in the business of restoring things back to before it ever happened. That's what cleaning is all about.

[About Us](#)

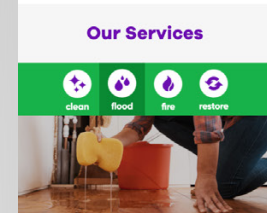
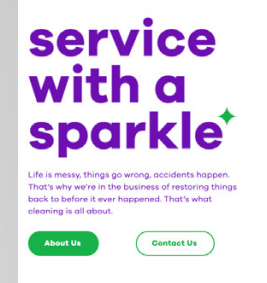
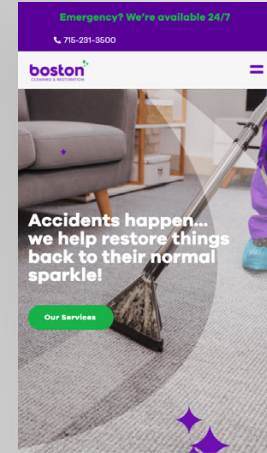
[Contact Us](#)



restore

We have fully licensed in-house general contractors available at the ready! Take a basement flood, for example. We have in-house employees who are licensed contractors to begin re-building walls, ceilings, stairways, windows, etc. Then comes in the plumbers and electricians. Next is sheetrock installation, finishing and painting. Then flooring and final interior millwork like doors and trim, and before you know it, you have your basement back!

[Learn More](#)



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Cleaning Certificate

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Let's Grow Together!

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