Laundry Genius Brand

PURPOSE

The Laundry Genius exists to improve our customers quality of life by providing them convenient services and products

OUR STORY

Most people dread doing laundry. And leaving your home to do it can be an even more miserable experience.

Whether it is the hours spent doing multiple loads in their home laundry machine that is stuck in a closet or out in the garage - or the time spent in dated, dingy, dark and cramped spaces of traditional laundromats or shared laundry rooms filled with antiquated machines that eat their clothes.

The Laundry Genius has built the 'modern laundromat experience' so that when you come to our stores and work with our people you will get cleaner laundry, done faster with less hassle because we have:

- Smarter, faster washers and dryers
- Great people (laundry geniuses) who are always there to help
- A better experience built on exciting customer amenities and awesome store design

CUSTOMER VALUE PROPOSITION

We help busy people quickly get clean laundry in a pleasant environment.

TAGLINE

The smartest way to get laundry done.

MESSAGING PILLARS

Our machines are smarter, faster, and easier on your clothes	**Our store and our people are awesome**	**Better amenities than nearby/traditional laundromats**
• new machines • don't require the purchase of a special card to work • Gentle AND effective! less wear and tear, no tangled linens • 20 custom programs • Virus fighting feature • Text you when your laundry is done EASY machines – smart, easy to use, easy on clothes, easy to pay	• Designed to you in and out quickly -- lots of parking, Automatic doors, lots of space between machines • Always staffed w/ awesome, helpful and welcoming laundry geniuses • Cleaning protocols….. • Digital signage..	• loyalty programs/discounts • Free wi-fi and charging stations • Kid's play area • Check machine status online before you come • Accept credit card payments • *LG tips database (app/book)*

CUSTOMER DEMOGRAPHICS

Primary Customer -- Self-Service

- Income is typically below the median income level for their area
- Has blue collar/service job and commutes 30 minute each way to work
- Likely to be a renter w/ a household size of 3
- 60% of laundromat customers are female

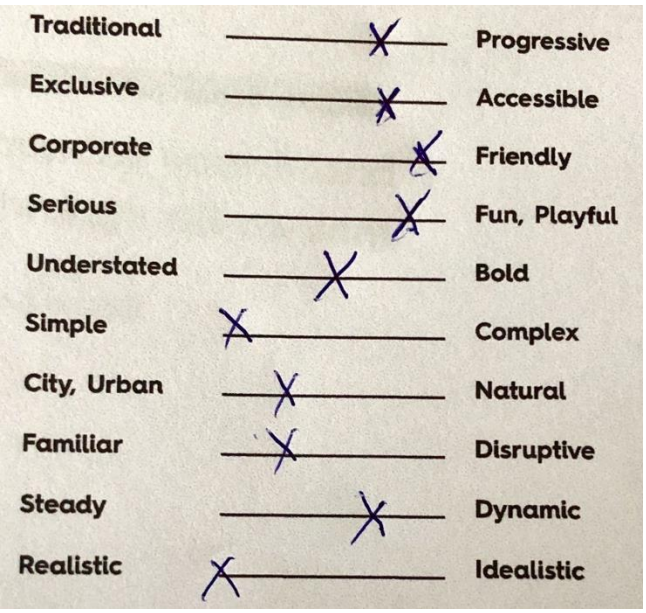
BRAND PERSONALITY

That smart friend you call when you need help on a game show (if the game show was about doing laundry)

ADJECTIVES THAT DESCRIBE OUR BRAND

- Friendly
- Smart
- Humble
- Helpful
- Empowering
- Efficient

BRAND TRAITS



Laundry Genius Brand Identity

SYMBOLS/ATTRIBUTES

USE/CONSIDER

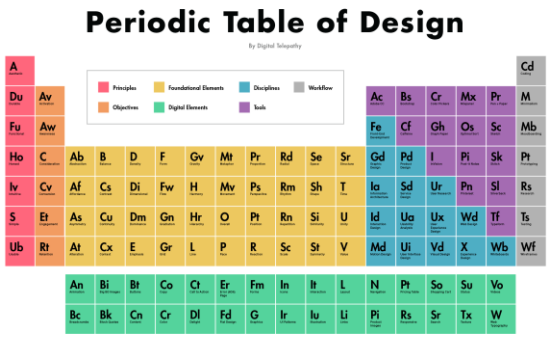
- Washing machine and dryer
- Rolling laundry cart
- Smart person – like a scientist - gender neutral or female
- Line drawings
- Styles (see examples below)
    - Airport signage

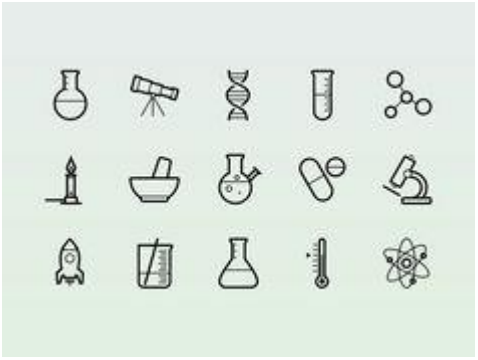






    - Science/ chemistry / Periodic table

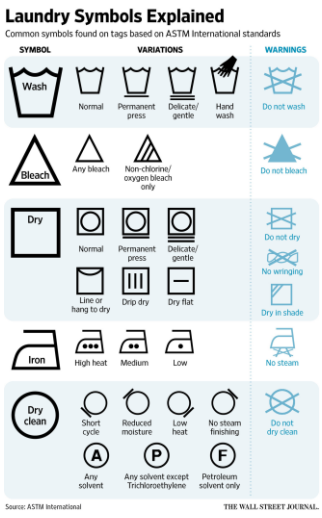




    - Laundry tag images on clothes







AVOID

- Animals
- Anything that invokes thoughts of being dirty, messy or smelly
- Cluttered, chaotic or busy designs
- Commonly used laundry images
    - Hangers – those are for dry cleaners
    - Bubbles/suds
    - Old-timey retro stuff
- Price comparisons

COLORS

White and vibrant shades of blue, turquoise/teal, yellow and green

- Lime green
- Sky blue
- Sunshine yellow

TYPOGRAPHY

Fonts used should be modern, sans serif fonts. Fonts we like include:

- Frutiger https://fontsinuse.com/typefaces/3481/frutiger
- Helvetica
- Univers
- Segoe UI
- Ace https://fontsinuse.com/typefaces/44210/ace
- Agrandir https://fontsinuse.com/typefaces/95594/agrandir
- Roboto https://fontsinuse.com/typefaces/31435/roboto

Frutiger



Frutiger was actually designed for an airport—Charles de Gaulle Airport in Paris

IDEAS WE HAVE CAPTURED THAT MAY BE HELPFUL



