

ULTRA CLEANING SERVICES LLC

A clear brand. A considered clean.

Brand guidelines

The visual and verbal system for the website, marketing, and account experience.



Original identity.
Practical standards.
One consistent experience.

US LETTER LANDSCAPE / 11 X 8.5 IN

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Creation time shown; download time may differ.



Original photograph from the company website.

01 / Foundation

The Ultra Cleaning brand

A local cleaning company with a practical promise: clear communication, thoughtful work, and a cleaning plan built around the customer.

**Trusted.
Thorough.
Local.**

Make the next step feel simple.

Built on a real story

The company presents its history as beginning in 2020, with family ownership and veteran roots. Keep that story factual and preserve the original mark.

Brand character

Capable, approachable, organized, and grounded. Show the people, the work, and a clear next step. Let useful service information carry the message.

Positioning

For households and businesses in the Fargo-Moorhead area that want dependable cleaning support, Ultra provides practical service options with a clear scope and a direct local point of contact.

Company-history reference: Ultra Cleaning Services – About Us

Speak to the job the customer needs done

Lead with the situation, then explain the relevant service and the information needed for a useful quote.

AUDIENCE	WHAT MATTERS	MESSAGE DIRECTION
Households	Rooms, priorities, access, and routine	House cleaning for the way you live.
Business teams	A defined scope, shared spaces, and timing	Keep your workplace ready for the day ahead.
People moving	An empty-property window and checklist	Make the move with a clearer cleaning plan.
Managers and hosts	Turnovers, access, and communication	A thoughtful clean between stays or tenancies.
Builders and owners	Finish care and final project details	Finish the project with a considered clean.

Use place names with purpose

Use local coverage information where it helps the customer decide. Confirm the property address and availability. Local pages need distinct guidance. Describe the cleaning task respectfully, without judging the customer or inventing neighborhood experience.

03 / Service architecture

Make the core services easy to find

Keep the main navigation and homepage focused on the four services most central to the rebuilt website.

01 / Residential

A practical home-cleaning plan based on rooms, surfaces, and household priorities.

02 / Commercial

A defined workplace scope, coordinated access, and clear service expectations.

03 / Move-in and move-out

A cleaning plan built around the property checklist and handover window.

04 / Post-construction

Cleaning coordinated with trades, new finishes, and the final project stage.

Retain the complete offering

Airbnb | Dry shampoo | Car detailing | Boat detailing

Baby car-seat detailing | Power washing | Cabin cleaning | Garbage containers

Group services under Homes, Businesses, and Specialty. Keep existing URLs and use related links. Confirm specialty tasks in the quote.

04 / Voice and messaging

Sound capable, warm, and specific

Write as a helpful local team member. Use familiar words, concrete details, and one clear next step.

The voice in four habits

- Use familiar words and specific surfaces or tasks.
- Explain the information needed for a useful quote.
- Keep the customer at ease without overpromising.
- Give one clear next action.

Keep claims supportable

Avoid absolute cleaning, health, availability, stain-removal, deposit, or review-rating claims. The owner must confirm evidence and terms before a credential or guarantee is published.

MESSAGE EXAMPLE

Cleaning for the spaces that matter.

Practical cleaning options for homes, workplaces, and property handovers in the Fargo-Moorhead area.

[Request a Quote](#)

Useful response

We have received your request. We will follow up using your preferred contact details to discuss the property and the work you need.

05 / Logo

Protect the original mark

The supplied logo is the brand signature. Its lettering, illustration, proportions, and native colors stay intact.

x = artwork height



0.25x clear space on every side

Use the supplied master

Use the original SVG for scalable work and the transparent PNG where needed. Keep the lettering, illustration, proportions, and native colors intact.

Legibility sets the size

Preserve the original circular header mark, about 90 px on desktop and 80 px on mobile. Give its home link an accessible company name and review the fine detail at the final size.

Keep the background quiet

Use a quiet dark header or plain light holding field. Do not stretch, trace, recolor, separate, or invent a simplified version. Native red and gray remain details of the original logo.

Print or embroidery: obtain an approved production version when required and review an actual-size proof. Clear space is measured outside the placed artwork box.

06 / Color

The original palette, used consistently

Preserve the dark header, clean light sections, and distinctive green accents of the original Ultra website.

Ultra Green

#5ECA20

RGB 94, 202, 32

CMYK approx. 53 / 0 / 84 / 21

Midnight

#090611

RGB 9, 6, 17

CMYK approx. 47 / 65 / 0 / 93

Light

#F6F6F6

RGB 246, 246, 246

CMYK approx. 0 / 0 / 0 / 4

Ink

#1E1E1E

RGB 30, 30, 30

CMYK approx. 0 / 0 / 0 / 88

Muted

#575757

RGB 87, 87, 87

CMYK approx. 0 / 0 / 0 / 66

Accent Green

#3D8315

RGB 61, 131, 21

CMYK approx. 53 / 0 / 84 / 49

Digital reference, print proof

Use hex/RGB for digital production. CMYK values are approximate mathematical conversions, not an ICC-profiled print specification. Convert for the actual stock and press, then approve a physical proof. Keep the original logo colors unchanged.

07 / Contrast

Use color combinations that remain readable

Calculated opaque sRGB pairs. Pass decisions use unrounded values; the ratios shown are rounded for reference.

FOREGROUND / BACKGROUND	RATIO	USE	AA NORMAL TEXT
Ink / Light	15.43:1	Body copy and headings	Pass
Midnight / White	20.08:1	Headings and primary text	Pass
Muted / Light	6.69:1	Secondary reading text	Pass
Muted / White	7.23:1	Supporting copy	Pass
Accent Green / White	4.71:1	Links and labels	Pass
Accent Green / Light	4.36:1	Large text or non-text only	Avoid
Midnight / Ultra Green	9.51:1	Primary action label	Pass
White / Midnight	20.08:1	Dark-section copy	Pass
White / Ultra Green	2.11:1	Do not use for text	Avoid
Ultra Green / Light	1.95:1	Decorative accent only	Avoid

Text: 4.5:1 normal, 3:1 large (18 pt regular or 14 pt bold). Relevant non-text controls: 3:1. Use dark labels on bright-green buttons. Accent Green on Light fails normal text; use Ink or Muted. Underline links.

W3C: Contrast (Minimum)

W3C: Non-text Contrast

08 / Typography

Plus Jakarta Sans carries the original character

Use the original website typeface throughout the public site and account experience, with clear hierarchy and comfortable reading copy.

Clear space.
Clear message.

Use Plus Jakarta Sans, the original website typeface, for all interface and communication text. Preserve the logo lettering.

ROLE	DESKTOP / MOBILE PX	WEIGHT / LINE HEIGHT
Hero	Up to 60 / 32-48	700 / 1.0-1.1
Section	36-44 / 28-34	700 / 1.1-1.25
Card	22-26 / 20-24	600-700 / 1.2-1.35
Lead	18 / 16-18	400 / 1.4-1.7
Body	16-18 / 16-18	400 / 1.6-1.8
Labels	14-16 / 14-16	600-700 / 1.35-1.5

Comfortable reading is the priority

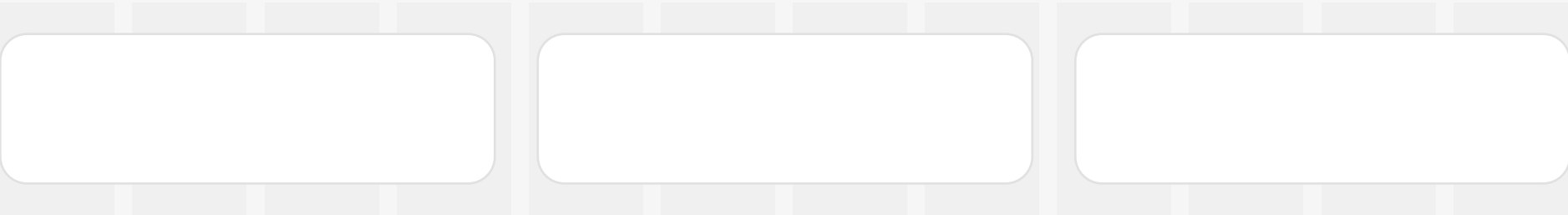
Aim for roughly 45-75 characters per line in reading copy. Use sentence case, clear heading levels, and live text. Bundle WOFF2 locally, use font-display: swap, and provide a system sans-serif fallback. Avoid long uppercase passages and tightly tracked paragraphs.

Values are starting tokens, not rigid rules. Web values are CSS pixels. Font files support weights 200-800; this PDF uses 400 and 700.

Use a consistent rhythm across sizes

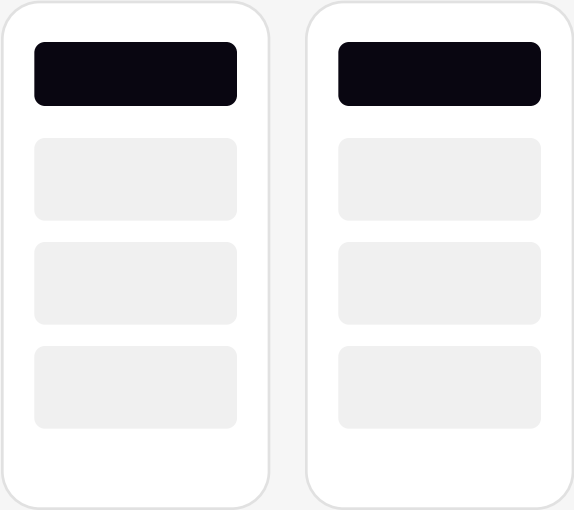
Let content determine the layout. Preserve reading order as columns stack and give forms room to remain usable.

DESKTOP / SHARED ALIGNMENT GUIDE



Wide card grids use shared alignment and consistent gaps.

TOKEN	WORKING RULE
Container	About 1,200–1,240 px; aligned responsive gutters
Sections	60–80 px desktop; about 40–60 px mobile
Cards	18–24 px padding; 12 px corners; 8 px image corners
Small screens	18–24 px gutters; cards progress from 3 to 2 to 1
Controls	999 px pill buttons; 6–8 px input corners



Stack in reading order

10 / Icons and motion

Sharp vector icons and considered motion

Preserve the original moving service imagery and use a consistent SVG family for every interface control.



Home



Grid



Calendar



Arrow



Check

One original vector family

- Use the bundled SVGs: 24-unit grid, 1.75-unit rounded stroke, and currentColor.
- Keep useful text labels. Decorative SVG is hidden from assistive technology.
- Name icon-only controls. Use no emoji, clip art, icon fonts, or extracted logo pieces.

Preserve and control motion

- Keep all five original animated WebPs: four services and the closing CTA image.
- Use static posters for reduced motion and pause. Defer downloads until near view.
- Use 3 / 2 / 1 visible service cards, a five-second interval, and clear pause/next/previous controls.
- Pause on hover or focus; keep the gallery fade gentle and optional.

11 / Photography

Show real people and real work honestly

Use the company's original imagery honestly and keep the context accurate. Confirm permissions for each new use.



Original team image supplied on the existing Ultra Cleaning Services website.

Capture and crop

Favor useful detail, natural light, and accurate color. Protect customer information and keep faces and task details clear in the intended crop.

Keep the representation truthful

Do not invent before-and-after results or present generated scenes as completed jobs. Label illustrative imagery when it could be mistaken for real work.

12 / Calls to action and forms

Make the next step clear

Use one primary action per decision area. Ask only for information that helps the team assess the cleaning request.

EXAMPLE FORM TREATMENT

Tell us what needs cleaning.

Service

Your name

Contact method

Request a Quote

One primary action

Use a direct label: Request a Quote, Explore Services, Call the Team, or View Request. Match the button to the actual next step.

Ask useful questions

Use visible labels and concise help. Ask for service, location, a contact method, and the details needed for assessment. Make optional information clearly optional.

Write honest states

- Sending your request...
- We have received your request.
- Your request was not sent. Please try again or call the team.

Show success only after confirmed receipt. Preserve entered details after a recoverable error.

Keep the account experience calm and clear

The account area uses the same type, colors, and spacing as the public site, with stronger emphasis on labels, state, and task completion.

STATE	MESSAGE EXAMPLE
Empty	No requests yet. Start a cleaning request when you are ready.
Loading	Loading your requests...
Saving	Saving your changes...
Saved	Your changes have been saved.
Error	Your changes were not saved. Review the message and try again.
Offline	You are offline. Your changes have not been sent.

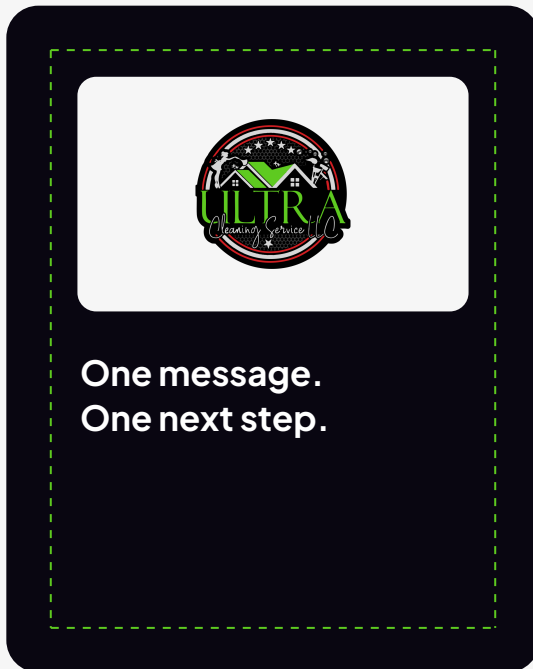
A state must reflect the system

Use words and icons with color. Confirm a save before showing success; use real pending states instead of invented progress. Keep labels, focus, recovery actions, and account privacy clear on every screen.

14 / Social production

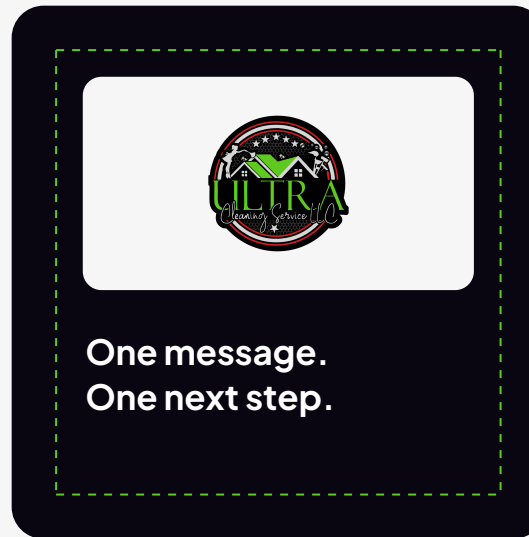
Build a small family of social layouts

Reusable production canvases. The dimensions below are format presets; preview the actual placement before release.



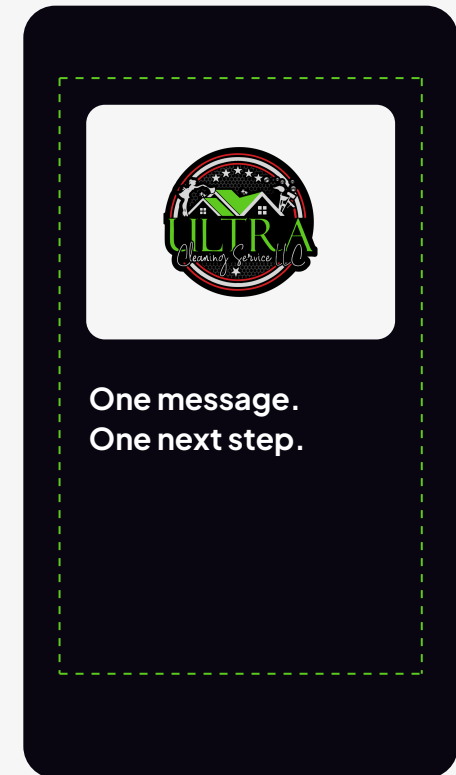
Portrait feed

1080 x 1350 px



Square feed

1080 x 1080 px



Vertical story

1080 x 1920 px

Feed guides: 90 px on every side. Story guide: 90 px sides, 180 px top, 260 px bottom. These internal guides are not platform-guaranteed safe zones; overlays and crops vary.

Keep Ultra first in customer-facing work

Ultra Cleaning Services is the primary identity. Production credits and partner names remain secondary and factual.



Ultra Cleaning Services LLC

ultracleaningservicesfm.com

Website support by **Wall Media Group LLC**

Customer identity first

Keep a WMG credit quiet, separate, and factual. Place it outside the Ultra logo clear space. Do not combine the brands into a new lockup or imply joint ownership.

Partner use

Use an approved separate partner area. Preserve each mark and describe the relationship clearly.

Print and signage

Keep contact information editable. Use the original vector where supported. Obtain an approved production variant for processes that cannot reproduce the original detail.

Email signatures

Keep the company name and essential contact details as live text so they remain useful when images are blocked.

Design for people who use the site differently

Apply these guidelines to real pages and states. A palette, mockup, or checklist alone does not establish complete accessibility conformance.

Read and understand

- Use approved contrast pairs and review text over images.
- Keep headings logical and link text meaningful.
- Use live text for essential information.
- Keep content usable when text grows or the viewport narrows.

Operate and recover

- Support keyboard use and visible focus.
- Keep sticky elements from hiding focused content.
- Provide visible labels and useful errors.
- Announce important status changes and preserve recoverable input.

Touch targets: start at 44 x 44 CSS px.

This is the team's preferred design starting point. WCAG 2.2 AA uses a 24 x 24 CSS px minimum with specified exceptions. Review spacing and the full clickable area.

Reference: W3C Target Size (Minimum)

Keep the brand accurate as it grows

Keep approved information, source assets, and release checks together as the system changes.

Before publishing

- Original logo intact, with clear space.
- Claims, services, coverage, and contacts verified.
- Images authorized and truthfully described.
- Links, downloads, forms, and account states checked.
- Type, spacing, contrast, and responsive layouts reviewed.
- Substantive changes recorded with the source files.

Original design references

Ultra Cleaning Services: original website

Plus Jakarta Sans: SIL Open Font License

Approval responsibilities

The business owner confirms public claims, service details, contact information, pricing, permissions, and guarantees. The maintainer applies the design system, checks the build, and prepares reviewable outputs.

Retain the source assets

Original logo, Plus Jakarta Sans fonts and SIL license, original animated WebPs and static posters, SVG icons, authorized photography, editable content, and prior versions.

Reference links

Company history: Ultra Cleaning Services

W3C: Text contrast

W3C: Non-text contrast

W3C: Target size

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