

Samantha
& Co.

Premium Commercial & Residential Cleaning Services

BRAND KIT

THE COMPETITIVE LANDSCAPE

Residential Cleaning

A LA MAID
QUALITY HOME CLEANING

M&V
CLEANING

CT SHORELINE
CLEANING

WESTBROOK
HOUSE CLEANING

Construction Cleaning

CRYSTAL
RESTORATION

ServiceMASTER

Samantha
& Co.

CORE NARRATIVE

Samantha & Co. exists to be a trusted home care partner for homeowners and industry professionals alike.

- **For homeowners and families,** that means dependable support in maintaining a beautiful, functional home—from routine cleaning and laundry to the details that help everyday life run more smoothly.

- **For builders, designers, developers, and contractors,** it means ensuring every project is presented, maintained, and cared for with the same attention to detail that went into creating it.

A home is one of the most significant investments people make, yet home care is often treated like a commodity. Homeowners are left managing inconsistent service, high turnover, poor communication, and teams that don't understand their preferences or the unique needs of their property.

We believe caring for a home requires more than checking items off a cleaning list. It requires stewardship, trust, and an understanding that every home (and every homeowner) is different.

That's why we take a **personalized approach to home care**, tailoring our services to the people who live in the home and the professionals who build and maintain it. Through exceptional attention to detail, proactive communication, and consistent service, we help homes feel cared for, functional, and presentation-ready at every stage of ownership.

BRAND POSITIONING

For homeowners and industry professionals seeking more than a cleaning service, Samantha & Co. delivers **thoughtful home care** through **personalized service, attention to detail, and exceptional communication.**

Our Services



SIGNATURE HOME CARE



SEASONAL HOME
OPENING & CLOSING



POST-CONSTRUCTION DETAILING

VALUE PROPOSITIONS

Personalized Care
No two homes are alike. We tailor our services to the unique needs, routines, and preferences of every household and project.

Exceptional Service & Communication
Reliable, responsive, and proactive. We build lasting relationships through clear communication and consistent care.

Thoughtful Stewardship
We treat every home with the same respect and attention that went into creating it—protecting and maintaining one of life's most important investments.

Excellence in the Details
From perfectly made beds to folded laundry and finishing touches, we focus on the details that transform a house into a home.

Trusted Industry Partner
We support builders, designers, developers, and contractors with post-construction detailing, project handoffs, and presentation-ready spaces.

Community Impact
Through our give-back program, every client helps extend care and support to members of our local community.

COMMUNITY IMPACT PROGRAM

Brand Message

Exceptional spaces deserve exceptional care. We believe people do, too.

The Fifthe Home Program

Residential

For every five homes we service, we provide a complimentary cleaning to a family in need.

This could include:

- Families undergoing cancer treatment
- New parents experiencing hardship
- Veterans
- Seniors aging in place
- Women leaving domestic violence situations

Builders Give Back

Commercial

For construction cleaning specifically

Every post-construction project helps provide cleaning services to families who are unable to maintain their homes due to illness, disability, or financial hardship.

LOGO



Samantha
& Co.

VISUAL IDENTITY

Lifestyle over labor

- No one cleaning
- No spray bottles, gloves, or mops
- Feels aspirational rather than transactional
- Imagery of families in clean homes

Luxury through restraint

- The neutral palette feels expensive
- The Tiffany blue becomes an accent instead of competing with imagery

Emotional outcome

- Calm & relaxed
- Light & airy
- Breathing room

Meet the team page

- Headshots & about us

MOODBOARD 1

Black & white tones - elevated and aspirational feel









MOODBOARD 2

Warm neutrals - cozy clean, homey/lived in spaces









FONT DIRECTORY

Archivo Bold

Aa

Titles

Archivo Medium

Aa

Secondary Titles

Roboto Regular

Aa

Paragraph Text

Roboto Bold

Aa

Button Text

TONE & VOICE

Samantha & Co. feels less like a cleaning company and more like **a trusted friend who happens to be exceptionally organized and detail-oriented.**

We Sound Like
✓ Warm
✓ Helpful
✓ Dependable
✓ Detail-Oriented
✓ Calm
✓ Thoughtful
✓ Professional

We Don't Sound Like
✗ Corporate
✗ Generic
✗ Clinical
✗ Overly Luxurious
✗ Trendy
✗ Salesy
✗ Transactional

Voice Attributes

Warm - We communicate like a neighbor, not a corporation.
Instead of: "We provide comprehensive residential cleaning solutions."
We say: "We help keep your home feeling calm, cared for, and ready for whatever comes next."

Professional - Friendly doesn't mean casual.
We are knowledgeable, reliable, and respectful.
We communicate clearly and confidently without sounding corporate.

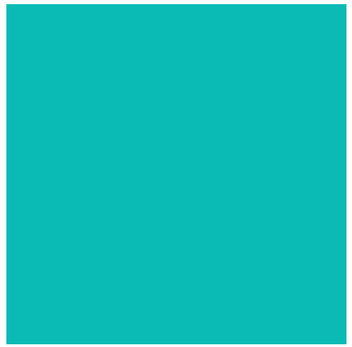
Human - We recognize that homes are lived in. Children leave messes. Laundry piles up. Life gets busy. We don't judge. We help.
Instead of: "Maintain a pristine environment."
We say: "Because life is busy enough without worrying about the laundry."

Reassuring - Our clients should feel supported and understood.
We create confidence through consistency, communication, and care.
Instead of: "We guarantee quality results."
We say: "You can trust that your home is in good hands."

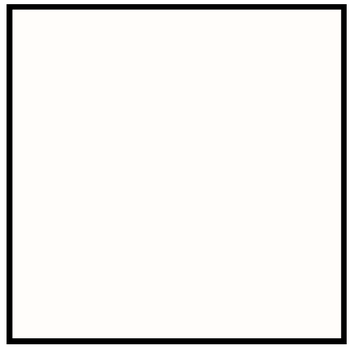
Detail-Oriented- We notice the little things because they matter.
The folded blanket.The freshly made bed. The kitchen ready for tomorrow morning.

We don't brag about perfection. We quietly deliver it.

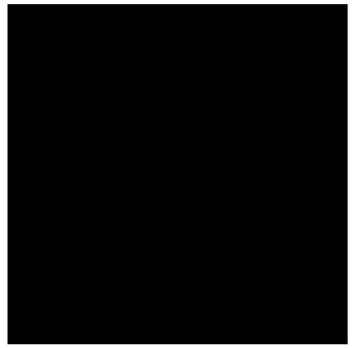
COLOR PALETTE



#0abab5



#fffdfa



#000000