

Fantastic Services

The Official Brand Guidelines





Knowing, understanding, and using the right information, terminology, and visual elements of a brand is essential for any content creation process.

To help you build the most adequate and authentic end product, be it visual or written, we've developed this in-depth guide that covers every aspect of the Fantastic Services brand.

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We know that facts are what can either make or break a piece of content. To give you a good basis for your next company story, we've compiled and compressed everything that you need to know about Fantastic Services into this guide - basic information about the brand, service portfolio, terminology, etc.

About Fantastic Services

Fantastic Services is the one-stop shop for 100+ professional property cleaning and maintenance services in the United Kingdom, Australia, and the United States.

Using high-grade equipment that is inaccessible to everyday households, the amazing professionals, who the company works with side by side, will gladly go the extra mile to turn every home, garden, or business into something truly special.

Short bio:

Fantastic Services is the one-stop shop for 100+ professional property cleaning and maintenance services.

Our service portfolio

We offer over 100 for the home, garden, and business. To keep things simple, use the following categories:

- ✓ Cleaning
- ✓ Gardening & Landscaping
- ✓ Tradespeople & Handymen
- ✓ Pest control
- ✓ Removals & Storage
- ✓ Beauty & Wellness

To explore the full spectrum of services, you can visit [FantasticServices.com](https://www.fantasticservices.com).

Brand terminology

Fantastic Services

This is the official Fantastic Services brand name.

- ✓ **Correct use:** Fantastic Services
- ✗ **Incorrect use:** fantastic services (lower case); Fantastic services; Fantastic

Benefits

Fantastic Club gives club members exclusive benefits.

- ✓ **Correct use:** Benefits; perks; Fantastic Club benefits; exclusive benefits
- ✗ **Incorrect use:** Discounts; advantages

Fantastic Club

Fantastic Club is a yearly subscription to exclusive benefits from Fantastic Services.

- ✓ **Correct use:** Aim to use without 'the' (no grammatical article), capitalised - Fantastic Club; OR refer to it as "the club"; Fantastic Club membership, yearly subscription
- ✗ **Incorrect use:** Fantastic club (downcase); premium membership; discount club; FC; membership club; premium membership club; Fantastic Club membership programme

Online booking (form)

The customers of Fantastic Services book their services on the website or GoFantastic app through an online booking form.

- ✓ **Correct use:** Online booking form; online booking; online booking system
- ✗ **Incorrect use:** Online booking engine; online booking programme

(The) professionals

The way the professionals who carry out our services are referred to.

- ✓ **Correct use:** Professionals; technicians; specialists; experts; tradesmen; job-specific titles (e.g. handyman, gardener, cleaner, pest controller, electrician, etc.)
- ✗ **Incorrect use:** *Their/the Fantastic Professionals/Specialists/Technicians/etc.* (always refer to them in the third person as they are not employees of Fantastic Services)

Founders of the company



Anton Skarlatov

CEO and Co-founder of Fantastic Services

Anton's professional background includes working with successful companies like Mitchells & Butlers and City Inn. His entrepreneurial passion served him well in the customer service industry. He was able to harness his natural talent for understanding customer needs and use it to provide his own client-focused services.

Rune Sovndahl

Co-founder of Fantastic Services

Rune has served in the Danish Royal Navy and worked for Michelin-starred restaurants, major telecom providers, and a well-known travel agency. He has a passion for people, quality, organisation, and design that has enabled him to make life simpler for the company's customers and nurture the talents of employees, all to an excellent effect.



Contact information

Want to contact us? You can reach us at:

 +44 7701 325270

 For press inquiries: press@fantasticservices.com

 For partnerships: affiliates@fantasticservices.com

Logo, Logo Usage, and Colour



The correct visual representation of a brand is a must. The Fantastic Services logo and colours are a result of 10+ years of growth and development, and adapting them accordingly to the different forms of content is of utmost importance to us. That being said, we've created this set of simple rules for you to follow when using our official visual elements.

How to use the official logo

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure its proper usage.

PRIMARY USE



The preferred way to use the Fantastic Services logo is over a white background or on 'Fantastic Services' blue. Every use of the logo should be done with this in mind.

If the logo has to be placed over a dark background or colour options are limited, then the Fantastic Services logo can be knocked out and used in one colour.

SECONDARY USES



ALTERNATIVE USES



NOTE: Black and white logo should only be used in 1-colour print materials. Always aim to present our logo in full colour.

SECONDARY USE - ON PICTURES



ALTERNATIVE USE - ON PICTURES



NOTE: Logo position left, centre or right depending on the image. Always on top of a picture overlay.

BUSINESS LOGO



ALTERNATIVE USE



The logo without the surrounding elements should be used only for the Fantastic Services Business website and related correspondence.

Print exceptions



Logo safety area

There must always be enough space surrounding the logo to avoid competition from other visual elements and to maintain its visual impact.

The logo exclusion zone is equal to **half the height of the logo** (marked with x in the diagram).



Minimum sizes

The Fantastic Services standalone logo is restricted to 20mm for print and 120px width for digital applications. Violating this standard compromises the integrity and legibility of the logo.

For logo sizes smaller than the minimum sizes shown, please contact designers@fantasticservices.com

120px / 20mm
Minimum logo width



Incorrect logo usage

It is important that the appearance of the Logo remains consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document - there are no exceptions. To illustrate this point, some of the more likely mistakes are shown here.



Do not apply a gradient to the logo.



Do not skew or distort the logo.



Do not fade the logo.

Logo and Logo Usage



Do not rotate the logo.



Do not manipulate the relationship between the text and the icons.



Do not resolve the logo in different colours.



Do not apply shadows, strokes, glows or other effects to the logo.



Do not place the color logo on a busy background.



Do not add anything within the logo's clear space. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area - which is 8px.



Do not place the logo on any brand colour background, the elements and the circles disappear.

Partnerships

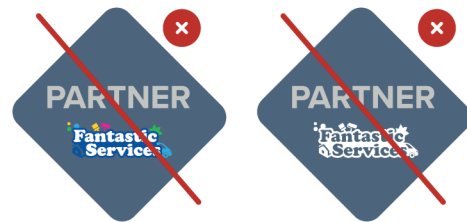
For partnerships, we lock up the Fantastic Services logo with a partner logo, preferably with Fantastic Services logo first.

Use clear space between logos. Clear space should be half the height of Fantastic Services logo.

Partner logos should be aligned to the optical baseline of the Fantastic Services logotype.




















Do not link a Fantastic logo or marker to your company's identity by placing it in a shape or background field that is part of your identity.



The official web colours

| | | | | | | | | | |
|------------------------|------------------|-------------------|-----------------------|------------------------|---------|---------|---------|---------|---------|
| H1 #172A41 | H2-H6 #293B51 | Parag. #394E66 | Small text #4F657E | Icons/Links #63788F | | | | | |
| #879AAF | #A3B3C6 | #BFCCDA | #DBE2EB | #F0F3F7 | #F7F9FA | #F5F7F9 | #F9FBFC | FFFFFF | |
| #001E43 | #002B60 | #013B83 | Main blue #1C4598 | #2353AF | | | | | |
| #2E67CB | #4486E4 | #61A2ED | #8DC3F5 | #C3E2FC | #DBEEFD | #E7F3FE | #E9F6FE | #EDF6FE | #F0F9FE |
| #0F4864 | #125A7F | #146B97 | #1A90CA | #1FA1E3 | | | | | |
| Main Cyan #22B3FC | #37BBFC | #4FC2FD | #63CAFD | #7AD1FD | #91D9FE | #A7E0FE | #BCE9FE | #D4F0FE | #E9F7FE |
| #6E003F | #83004B | #990058 | #AF0064 | #C50071 | | | | | |
| Main CTA #DB007D | FClub #EC008C | #EE1C99 | #F038A5 | #F254B2 | #F470BF | #F68CCB | #F9A8D8 | #FBC4E5 | #FDE0F1 |
| #145528 | #18662F | #1C7737 | #20883F | #249947 | | | | | |
| Main Green #28AA4F | #3DB361 | #53BB72 | #69C484 | #7ECC95 | #94D5A7 | #A9DDB9 | #BFE6CA | #D5EEDC | #EAF7ED |
| #806800 | #997D00 | #B39200 | #CCA600 | #E6BB00 | | | | | |
| Main Yellow #FFD000 | #FFD519 | #FFD933 | #FFDE4D | #FFE366 | #FFE880 | #FFEC99 | #FFF1B3 | #FFF6CC | #FFFAE6 |
| #721712 | #8F1D16 | #A72219 | #BE271D | #D62C20 | | | | | |
| Main Red #EE3124 | #F0463A | #F15A50 | #F36F66 | #F5837C | #F79892 | #F8ADA7 | #FAC1BD | #FCD6D3 | #FDEAE9 |
| #782920 | #903126 | #A8392C | #C04132 | #D84939 | | | | | |
| Main Coral #F0513F | #F26252 | #F37465 | #F58579 | #F6978C | #F8A89F | #F9B9B2 | #FBCBC5 | #FCD6D9 | #FEEEEC |

Primary brand colours

| | | | | | | |
|--------------------|---|------------------------------------|------------|---|---|-----------------------------------|
| Fantastic Services |  | #1C4598 RGB (28/69/152) | Gardeners |  | #28AA4F RGB (40/170/79) | |
| |  | #22B3FC RGB (34/179/252) | |  | #F0513F RGB (240/81/63) | |
| |  | #DB007D RGB (219/0/125) | | Cleaners |  | #1C4598 RGB (28/69/152) |
| |  | #28AA4F RGB (40/170/79) | | |  | #DB007D RGB (219/0/125) |
| |  | #FFD000 RGB (255/208/0) | | |  | #FFD000 RGB (255/208/0) |
| Pest Control |  | #EE3124 RGB (238/49/36) | Handyman |  | #000000 RGB (0/0/0) | |
| |  | #000000 RGB (0/0/0) | |  | #E9453D RGB (233/69/61) | |
| Removals |  | #F0513F RGB (240/81/63) | My Plumber |  | #000000 RGB (0/0/0) | |
| |  | #000000 RGB (0/0/0) | | | | |

Accessibility:

As a customer-centric brand, we strive to make color decisions that are friendly toward all levels of vision. Our standard is AA, meaning the text color and background color have a contrast ratio of at least 4.5.

The official print colours (CMYK)

| | | | | | |
|---------------------------|----------------------|-----------------------|---------------------------|------------|----------|
| H1 93/80/50/50 | H2-H6 87/70/45/40 | Parag. 80/65/40/25 | Small text 75/55/35/10 | 50/30/20/0 | 13/7/3/0 |
| Main Blue 100/85/5/0 | 70/45/0/0 | 40/15/0/0 | 20/3/0/0 | | |
| Main Cyan 65/15/0/0 | 30/2/0/0 | 15/0/0/0 | | | |
| FClub 0/100/0/0 | 0/45/0/0 | 0/15/0/0 | | | |
| Main Green 80/5/100/0 | 40/0/45/0 | 16/0/16/0 | | | |
| Main Yellow 0/20/100/0 | 0/5/50/0 | 0/0/25/0 | 0/0/10/0 | | |
| Main Red 0/95/100/0 | 0/30/20/0 | 0/20/10/0 | 0/10/5/0 | | |
| Main Coral 0/85/80/0 | 0/40/30/0 | 0/15/10/0 | | | |

Primary brand colours

| | | | | | |
|--------------------|---|-------------|-----------|---|------------|
| Fantastic Services |  | 100/85/5/0 | Pest |  | 0/95/100/0 |
| |  | 65/15/0/0 | Removals |  | 0/85/80/0 |
| |  | 10/100/15/0 | Handyman |  | 0/20/100/0 |
| |  | 80/5/100/0 | Gardeners |  | 80/5/100/0 |
| |  | 0/20/100/0 | Cleaners |  | 100/85/5/0 |