



CleanMark  
Solutions

THE CONSTRUCTION OF THE LOGOMARK





The concept of the logomark begins with two "C's forming an "S", symbolizing "Cleaning Solutions".

The logomark also mimics the flow of water as the brand represents a centralised washing facility targeting at helping F&B outlets. On its own, the logomark depicts movement to symbolise a dynamic brand.

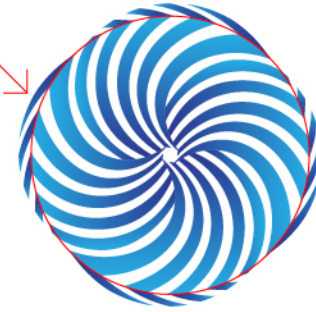
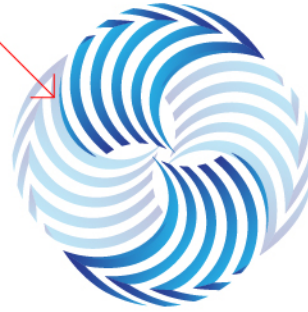
The bigger idea is to have the logomark forming the shape of a moving turbine such that when it turns, it represents the concept of leaving its 'clean' mark on dirty dishes.

As water represents wealth and fortune in Chinese culture, the turning turbine also stands for the concept of '财源滚滚'.



The whole idea is to design a logomark that can symbolize constant motion and a dynamic brand. We need the mark to fit into a turning turbine, thus the extra stroke is removed.

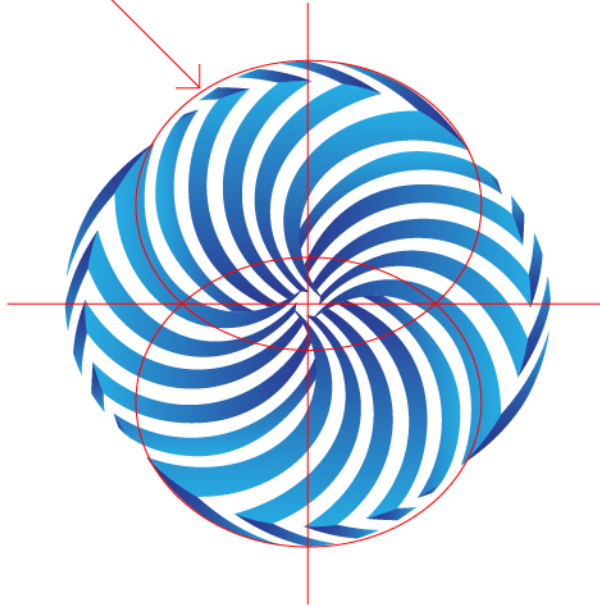
The arrows at the end of each stroke should be aligned in a circular circumference, these cause an optical illusion of movement, pretty much like the patterns on a car tyre.



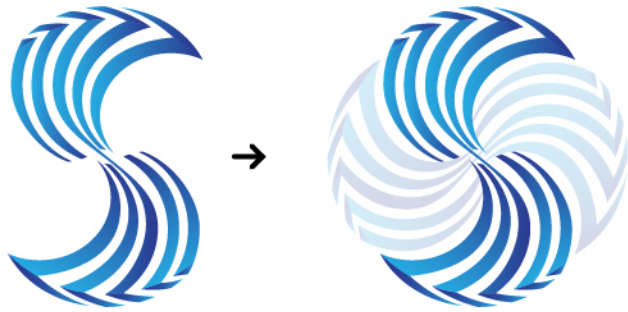
Logomark after first round of adjustment and alignment.



More adjustments to fit the edge of the logomark into the intersecting shapes.

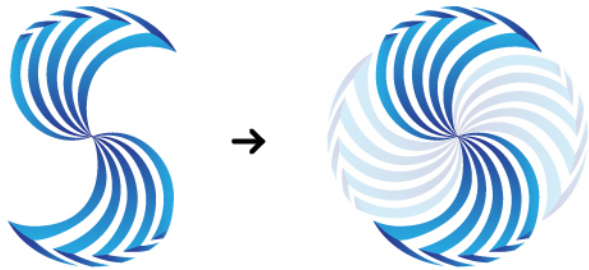


Logomark after adjustment and alignment.



The challenge of designing the mark lies in having each the gap between each stroke equally spaced out not just when it is a mark, but also when it is duplicated horizontally to form a turning turbine.

We explored various forms of intersection but none of them look very pleasing when we combine the horizontal and vertical versions of the mark to form the turbine.

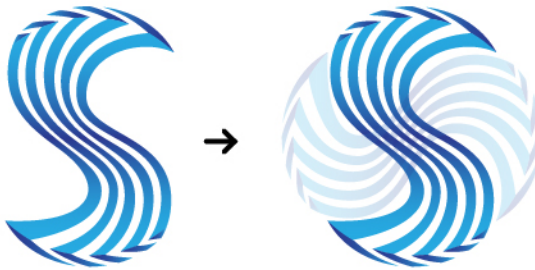


[1A]



[1B]

✗ Looks good in the combination [1B] but not aesthetically pleasing when standalone.

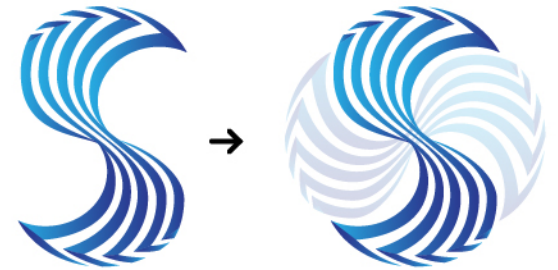


[2A]



[2B]

✗ Looks better standalone [2A] but not aesthetically pleasing when combined [2B].



[3A]

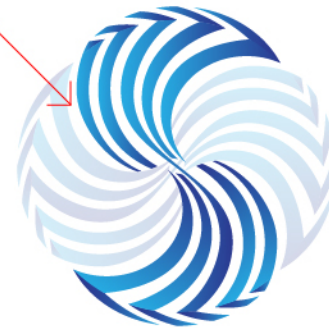


[3B]

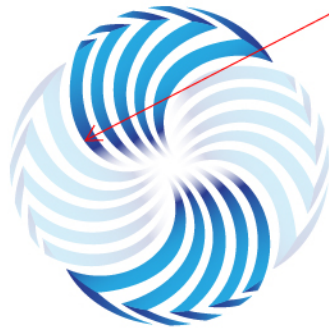
✗ Doesn't look good standalone [3A] and results in unequally-spaced gaps when combined [3B].



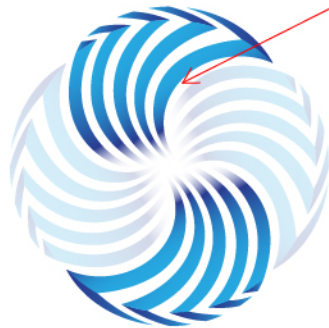
Adjustment of the stroke is needed to ensure the intervals are equally spaced.



The internals are now equally spaced but we find the stroke at the edge too straight and doesn't look pleasing. The original one is better to depict the overall look of the letter 'S'.



Since we want to retain the stroke at the (left edge), we have to alter the stroke on the other extreme side to ensure the intervals are equally-spaced.



The concept of this logomark is that the "C" gets cleaned (wiped off near towards the bottom) and when combined into a turbine, the centre depicts both the notion of sparkling clean and magical solution. The concept may be strong but perhaps applying the same logo onto various coloured medium can pose a problem (with fading edges).



We refined the logomark into one with defined edges instead for easy application across all platforms.



The final logomark.





Typeface: Alwyn New Round (Regular)



New application on the namecard.





Example of an application on a white van (logo can turn on the wheels to mimic washing!)



Example of an application on a blue van (logo can turn on the wheels to mimic washing!)