



BRAND GUIDE · SEPTEMBER 2026

Valet Car Wash Northern Beaches

A bright, capable coastal car-care brand built around convenience, trust and a properly clean car.

Public edition



Clean. Local. Capable.

Our identity should feel premium enough to trust with a treasured car, yet straightforward enough for everyday Northern Beaches life.



Primary logo

Keep clear space around the mark. Do not stretch, recolour, rotate or place it over busy detail.



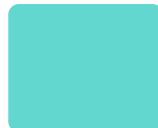
NAVY

#102C3B



TEAL

#087F8C



AQUA

#62D7D0



MIST

#EEF5F6



CORAL

#ED6A4E

Coral is reserved for primary actions. Teal is the service and trust colour. Navy anchors the brand; aqua and mist add coastal lightness.

DM Sans

One type family keeps the brand clear and contemporary. Use weight, scale and space—not decorative fonts—to create hierarchy.

Car valet and interior detailing on the Northern Beaches

Display • DM Sans Bold • sentence case

A complete inside-and-out valet without losing your day. We collect, you drop off near Coles, or we come to you.

Body • DM Sans Regular • short, useful sentences

COMPLETE CAR CARE

Labels • uppercase • bold • teal

Request a free quote

Primary action

Learn more

Secondary action

Bright coastal realism

Show real car-care outcomes in clean natural daylight. Images should feel local, useful and aspirational without becoming glossy stock photography.



Mobile service



Finished exterior



Interior care



Paint protection

DO Bright daylight • visible vehicle • crisp surfaces • Northern Beaches cues • honest work in progress

AVOID Dark garages • excessive foam • generic supercars • heavy filters • fake logos • cluttered backgrounds

Helpful, direct and reassuring

Write like a capable local business owner: clear about what happens, respectful of the customer's time, and never over-polished.

CLEAR

Say what is included, where you go and what happens next.

CONVENIENT

Lead with collection, drop-off and mobile options—not process jargon.

TRUSTWORTHY

Use specific facts. Do not make guarantees or technical claims we cannot prove.

LOCAL

Reference Mona Vale and the Northern Beaches naturally, not repetitively.

Preferred

“A complete inside-and-out valet without losing your day.”

Avoid

“The ultimate revolutionary detailing experience.”

Consistency builds trust

Use these essentials across the website, social posts, quote documents and printed material.



Logo

Use the approved wave-and-car mark. Keep it legible and give it breathing room.



Colour

Navy leads; teal supports; coral identifies the main action. Do not create extra brand colours.



Type

Use DM Sans. Bold for headings, regular for body copy, and sentence case for readability.



Images

Choose bright, realistic car-care photography with a visible outcome and coastal context.



Calls to action

Use one clear coral primary action: "Request a free quote". Use teal outlines for secondary actions.



Contact

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