

PROFILE

STAR LAUNDROMAT: **BRAND IDENTITY FOR NEW SOUTH AUSTRALIAN LAUNDRY STARTUP THAT WANTS TO MAKE A BIG DIFFERENCE THROUGH A SMALL THING.**

Rinse. Wash. Spin. Repeat. The brand identity aims for a modern interpretation of the traditional laundry brand. Gone are the blue suds, pink suds, washing machines, the shirts-come-to-life-dancing-around-the-room vibe and the brightest whites kappow starbursts. The restrained black and white, lab-label typography draws on a more zen-like aesthetic familiar now in the representation of high end cosmetics and vitamin supplements. In this it aims to build trust through modesty and understatement and to contrast everything we've come to know and expect about how a laundry should talk to the consumer. It aims importantly to reflect the philosophy and value proposition of its entrepreneur owner and instil confidence in the laundry as a place of safety, of bright and quiet respite from the street, of cleanliness, of washing machines and driers that work. All the time. The brand also quietly references the aesthetic of garment cleaning instructions. Just because.

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