

Sæela

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Brand Strategy

We Are More Than Our Product

In a crowded marketplace successful brands not only provide a transactional value (product), but they deliver an emotional value (brand promise) that creates a sense of belonging for their users.



Product
Quality pest control service



Brand Promise
A home and life well lived

**We want your day to be better
for having had us in it.**



Saela Copy Considerations

To create a successful brand around Saela, the language we use in our marketing materials is just as important as the visual elements. All of our copy should feature a consistent tone that works to reinforce Saela's brand voice.

When crafting copy for Saela, give thought to these considerations:

Saela is Optimistic

We are here to give our customers the hope of a happier tomorrow. We don't focus on the anxiety, frustration, and fear customers may feel when they encounter pest problems. Instead, we choose to focus on the reassurance they will receive from every interaction with our team, along with the increased peace and satisfaction they'll get from being able to enjoy a pest-free home in the days, weeks, and months ahead. The moment a Saela representative enters a customer's home, that person's day gets better.

The Right Tone

Live your best life, pest free.
Come home to peace, not pests.
A pest free home means more barefoot moments.

The WRONG Tone

Infestation turning your home into a nightmare?
Don't let dangerous pests hurt your family.
Fix your pest problem before it gets even worse.

Saela is Friendly

Customers have become increasingly selective about who they're willing to let into their home, especially if an interaction with a company represents an ongoing relationship instead of just a one-time visit. Most customers expect us to be experts on the different types of pests and the best ways to repel or exterminate them. We want them to know that in addition to that competency, we are even more focused on the HUMANS that we deal with every day.

So aside from the relaxed feelings customers can expect after an appointment, they should also feel comfortable and relaxed while a Saela representative is in their home. This is an important way to differentiate Saela from our competitors. We want to convey that our team members are friendly, empathetic people. We are not passionate about "killing vermin." We are passionate about helping customers, their families, and their friends enjoy their lives in a more stress-free environment.

The Right Tone

Find joy in your home, not pests.
A pest free home means more pillow fort battles
Relax. You're pest free.

The WRONG Tone

We go to war against vermin.
We understand the enemy better than anyone.
We know bugs and how to kill them.

Headline Options

Live your best life, pest free.

Find peace, not pests

This is Life Post Pest

Relax. You're pest free.

A pest free home means more barefoot moments (baby and parent running around barefoot)

A pest free home means more pillow fort battles (kids playing on the floor in pillow fort)

A pest free home means more naps in the shade (person relaxing in hammock)

A pest free home means more kitchen adventures (couple exploring a messy recipe)

Find joy in your home, not pests.

Find peace in your home, not pests

Find laughter in your home, not pests.

Come home to peace, not pests.

Visual Identity

Sæela

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Designed to be legible, memorable, and timeless—the logo will be a stand-out in its industry. Hidden within the logo is the "ash", or "H", that stands for happiness, which is what we aim to bring to every interaction.

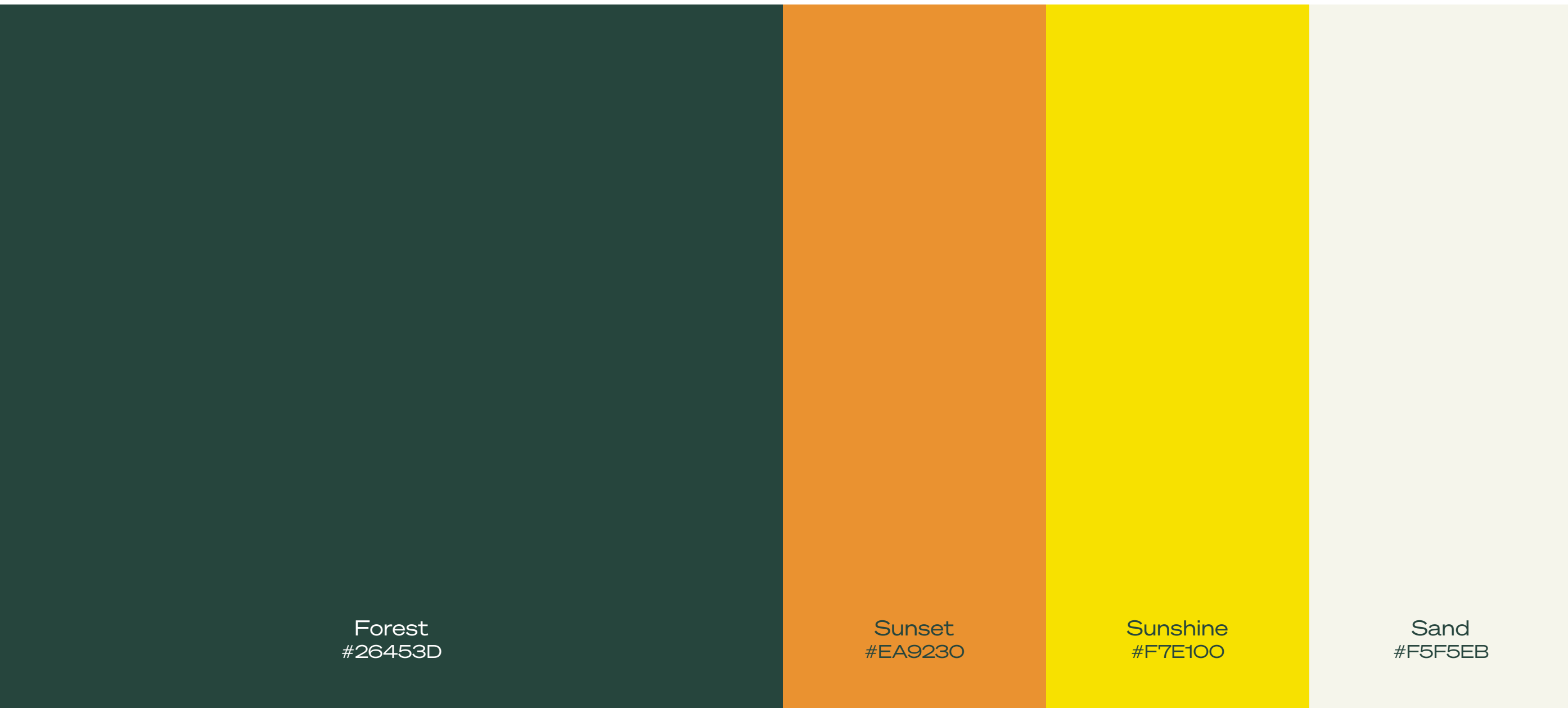
Sæla
saelapest.com

If you need to communicate the nature of Saela, we recommend placing the url, saelapest.com, either directly beneath the logo or separated somewhere on the same canvas as the logo.

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saelapest.com



Forest
#26453D

Sunset
#EA9230

Sunshine
#F7E100

Sand
#F5F5EB

Norse
#FFFFFF

The colors are inspired by the visuals of a home and life well lived.



The colors are inspired by the visuals of a home and life well lived.
We also added a few extra pops as fun embellishments.
When using the colors we want it to feel fresh and new.

Söhne & Cooper

Mix and Match

Saela is both friendly and professional. Söhne and Cooper BT accomplish this balance when paired together. They can be used interchangeably as body copy and headline copy.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvW

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Headline Text

Headline Alternate

Body, copy, buttons, links, whatever you like. It can be set in
Sohne Breit. This typeface is friendly, wide, and legible.

Body copy can be set in Bitstream Cooper BT Light. This typeface is
approachable and friendly with just the right amount of personality.

Button

Button

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Button



Birds Eye View

We want to capture the moments of a home and life well lived. Aerial photography is a great high-level way to capture that magic that is holistic, engaging, and different. This way we can get a snapshot of all the different things going on.





In Focus and Full of Life

Our lifestyle photography should be intimate, full of life, and colorful. We want to capture the energy of life in its happiest every day moments. Lifestyle photography should be all in focus, and intentional in its color palette.



Product as Art

Instead of using pests as scare tactics we want to celebrate them for what they provide to our ecosystem. As we elevate the insects we are highlighting we can educate our customers about them, why they're important, and why they don't want them in their home. Product photography should be studio lit, in focus, on a seamless.



The Hero

Our employees are our the hero of our story. They make the service we provide possible and when photographing them for internal use we want to celebrate them. Internal employee photography should be colorful, personal, full of life, and in focus. Always shot in-studio and well lit.

Applications



Service Specialist Uniform

Perhaps the most interaction our customers will have with Sæla is with our Service Specialists. We want them to look their best, professional, a little stylish, but also serve the Service Specialists needs.



Sales Uniforms

The polo shirt should always just have the Sæla logo. The lanyard and badge can have the rest of the info.

Sales Uniform Colors

To give folks options and variety, sales uniforms will have a variety of colors: white, gray, green, and black polos.



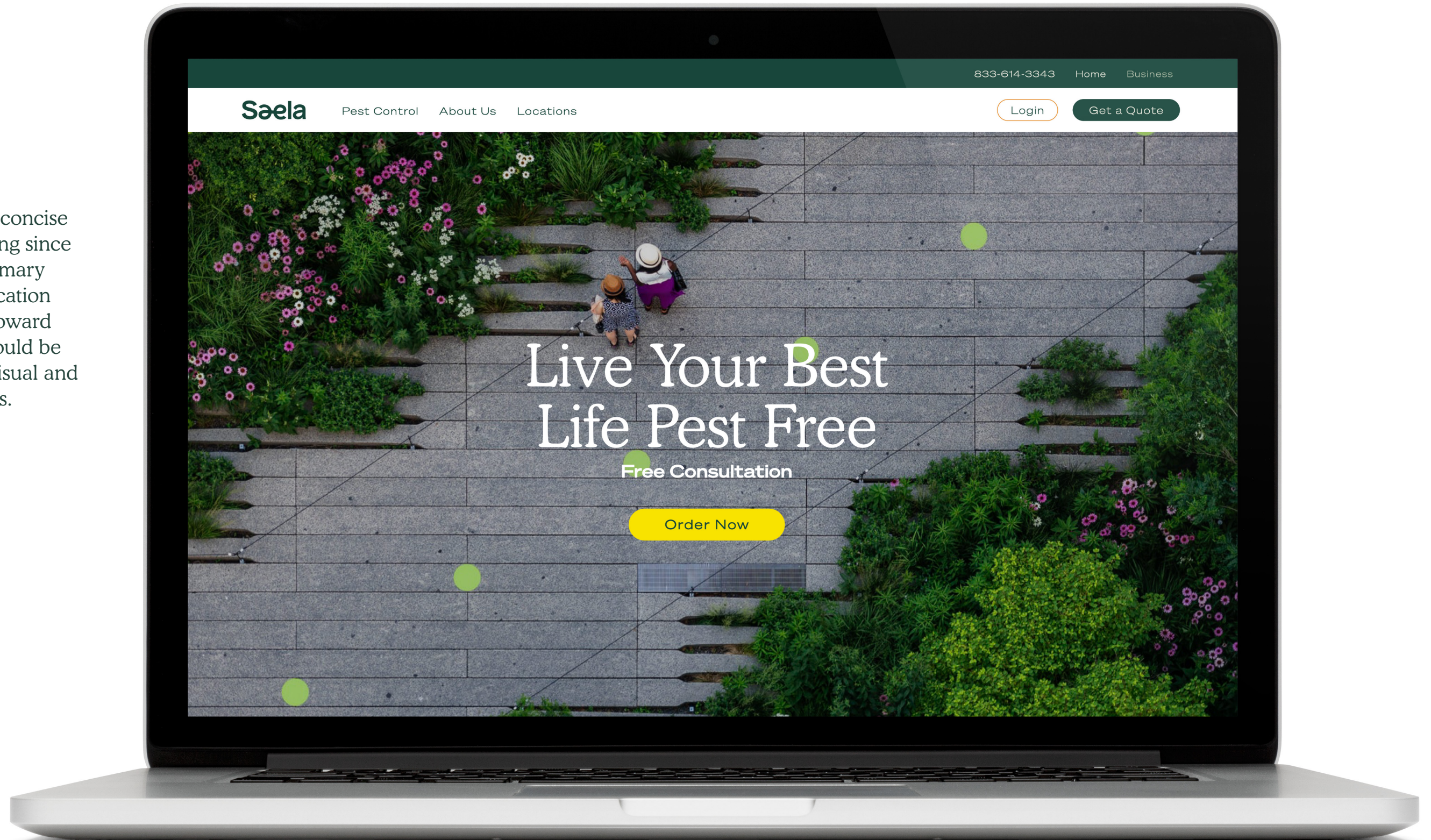
Fleet

The fleet is a moving billboard for Saela. The logo should be large and unfettered with the url and/or the description of the company accompanying it as a secondary item. Fleet vehicles are white with vinyl decals applied for economics and maintenance.



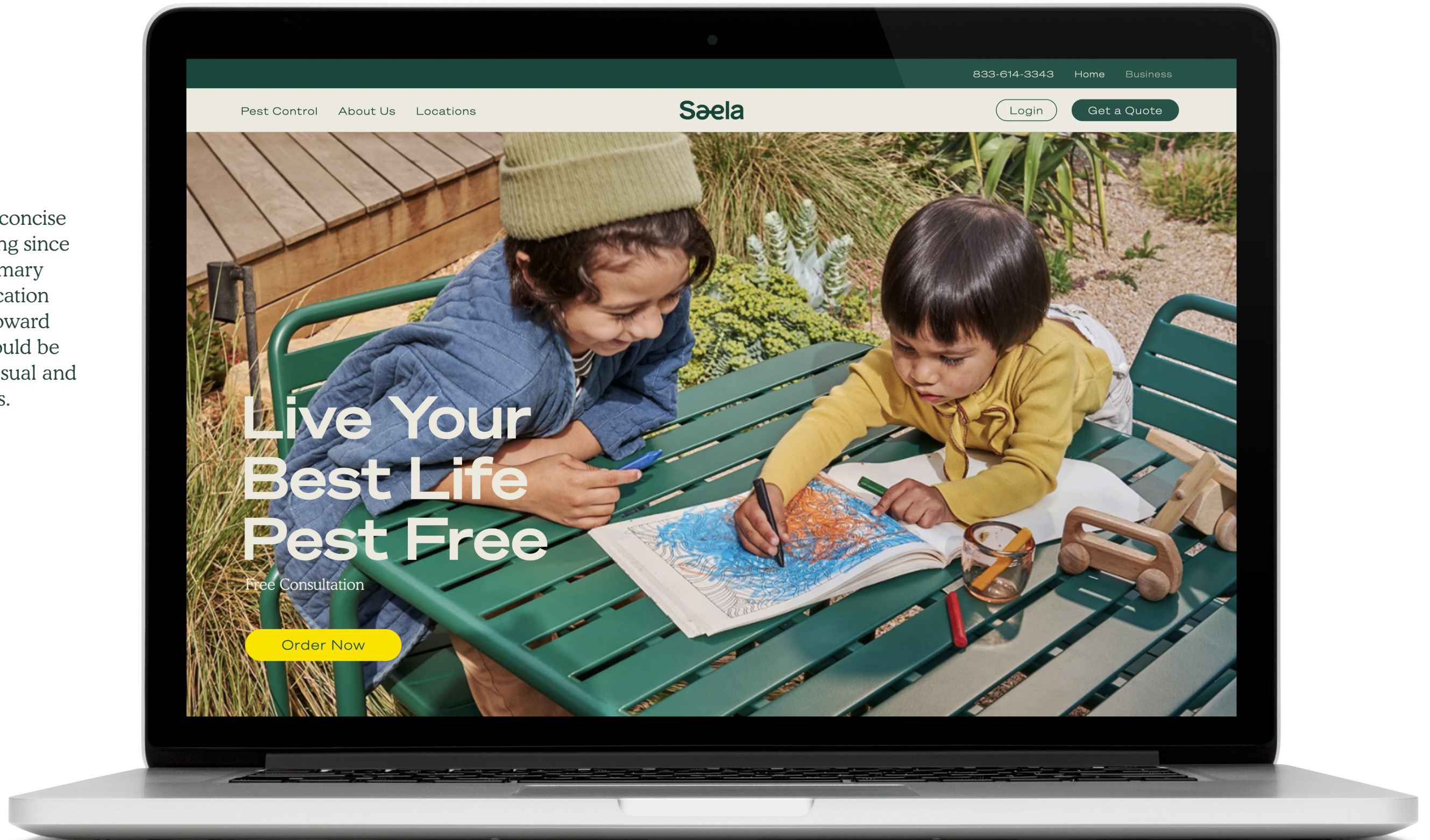
Website

We want to be clear and concise with the website messaging since this will be one of the primary marketing and communication tools that will propel us toward our company goals. It should be the pinnacle our brand visual and communication standards.



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Advertising

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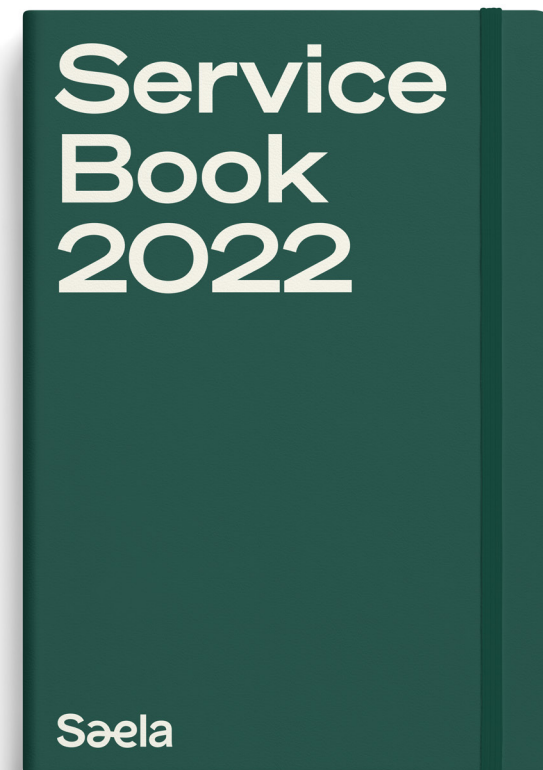
Signage

Our signage should reflect the brand, simple, timeless, modern, and straightforward. We don't weigh it down by additional and unnecessary explanation copy. It stands confidently on its own.



Swag

This is where we get to have the most fun with the brand. We encourage ourselves to be creative and get a little more loose with our internal swag. We want people to enjoy their time at Sæla and the swag should reflect that.



Internal Events

As with the swag, the signage for internal events, should be colorful, fun, and a playful yet clever and appropriate way to communicate the Saela experience.



