



Brandbook Design **Guidelines**

Welcome to the future of car care. Welcome to Hocus.

01. Brand Identity



Brand Identity

1. Brand Name & Mission
2. Logo
3. Unique Values and Features

Brand Name & Mission

01.1.

Hocus.It

Purpose

Hocus is a next-generation car wash and detailing brand built around a franchise-based venture studio model. Unlike traditional car washes, Hocus is dedicated exclusively to handmade quality hand-wash services, setting a new standard of luxury and craftsmanship in vehicle care. No tunnels, no machines—just pure, handcrafted perfection. It's designed to elevate the car wash experience through luxury, exclusivity, and a unique brand atmosphere, strategically positioned in major shopping malls and urban centers for maximum visibility.

Target Audience

Primary Audience:

- Car owners who appreciate high-end service, attention to detail, and premium care for their vehicles.
- Entrepreneurs and business owners seeking a low-risk, fully supported franchise model in the car care industry.
- Luxury car owners and enthusiasts who demand pristine maintenance.
- Shoppers at premium locations like Panorama, Forum, Ozas, and high-traffic urban centers.

Secondary Audience:

- Eco-conscious drivers looking for sustainable and water-efficient washing solutions.
- Urban professionals who prioritize convenience and efficiency.

Demographics:

- Age: 25-55
- Income Level: Medium to High
- Locations: High-traffic urban areas, strategic suburban spots, and major shopping malls in Vilnius.



Our mission is to redefine car washing with

- **Luxury and Convenience:** Seamless, high-end service that merges technology with elegance.
- **Strategic Visibility:** Six prime locations in major shopping malls—Panorama, Forum, Ozas—and four more around the city for maximum exposure.
- **Franchise-Driven Expansion:** A venture studio model where franchisees are empowered to operate their locations with full backend support, while SEAL Group UAB handles technology, branding, and operations.
- **Handmade Quality:** No machines, no tunnels—only expert hand-wash services that guarantee perfection and attention to detail.
- **Operational Simplicity for Franchisees:** Hocus handles branding, technology, marketing, payroll, and even POS systems. Franchisees simply manage the day-to-day operations and local staff.
- **Sustainability:** Eco-friendly washing processes, minimizing water usage and chemical impact.

Brand Logo

01.2.

A. Logo

The Hocus logo is a bold and modern typographic mark that reflects the brand's commitment to precision, care, and exclusivity. The logo exists in two primary color variants — Purple and Orange — representing two aspects of the brand: luxury and visibility, respectively. Both are used strategically to differentiate service tiers and locations.

The Hocus logo is displayed in a bold, orange, sans-serif font. The letter 'o' is stylized with a small orange star above it and a diagonal slash through it. The logo is centered on a light gray background.

Primary Logo Red – light background

The Hocus logo is displayed in a bold, purple, sans-serif font. The letter 'o' is stylized with a small purple star above it and a diagonal slash through it. The logo is centered on a light gray background.

Primary Logo Purple – light background

The Hocus logo is displayed in a bold, white, sans-serif font. The letter 'o' is stylized with a small white star above it and a diagonal slash through it. The logo is centered on a dark gray background.

Primary Logo – dark background

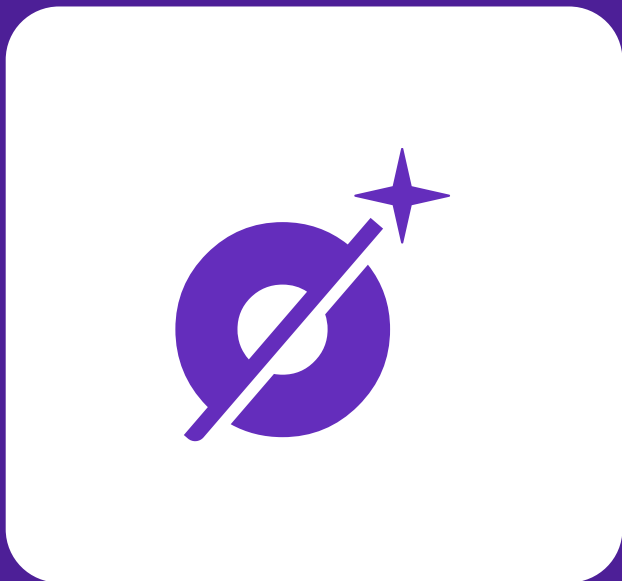
The Hocus logo is displayed in a bold, white, sans-serif font. The letter 'o' is stylized with a small white star above it and a diagonal slash through it. The logo is centered on a busy, light gray background.

Primary Logo – busy background

B. Icon

The letter “ø” in the logo replaces the standard “o,” symbolizing precision, uniqueness, and transformation — the idea that Hocus doesn’t just clean cars, it transforms them.

A diagonal wand with a star emerges from the ø, reinforcing the “magic touch” behind every service. This subtle, whimsical element adds a sense of intrigue while keeping the visual language modern and minimal. Together, the custom glyph and wand-star combination function as the brand icon, suitable for use as a favicon, app icon, social media avatar, or simplified secondary logo.



Primary Icon Purple – light background



Primary Icon Red – light background



White icon – dark background



Dark icon – subtle branding element

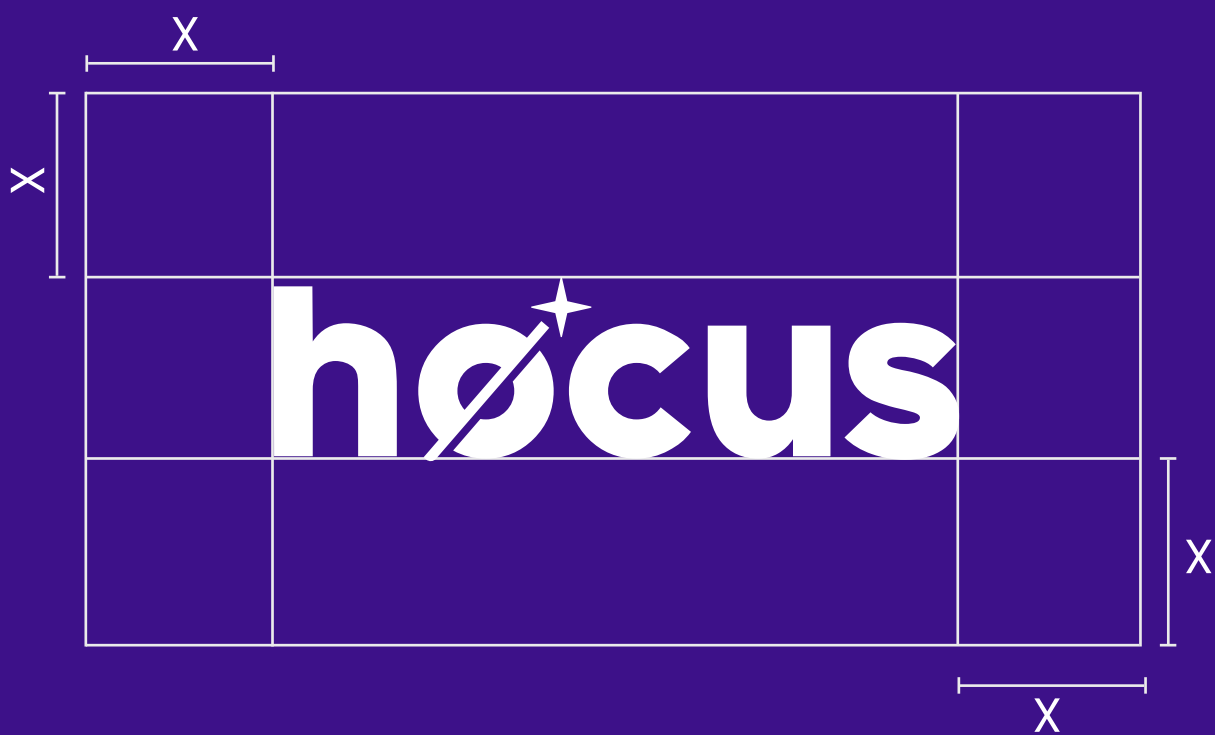
C. Logo Padding & Clear Space

To maintain the visual impact and integrity of the Hocus logo, a minimum clear space must be preserved around the logo in all applications. This ensures that no other graphic elements interfere with or dilute its presence.

Maintaining consistent spacing ensures the logo always appears clean, legible, and professional — whether it’s used in large signage or on small digital interfaces.

The minimum clear space is defined by the height of the letter “h” in the logo. This measurement should be maintained on all four sides.

No text, imagery, or interface elements should encroach into this protected area.



The Hocus logo, featuring the word "hocus" in a lowercase, sans-serif font with a small star above the 'o'.

Unique Values and Features

01.3.

Hocus delivers a premium, fully hand-washed car care experience — no machines, just expert craftsmanship. With eco-friendly methods, bold branding, and full franchise support, Hocus sets a new standard in luxury vehicle detailing.



Franchise & Venture Studio Model:

- Hocus operates as a modern franchise where SEAL Group UAB handles all back-office operations, allowing franchisees to focus solely on daily management and quality control.
- The contract defines a straightforward revenue-sharing agreement where franchisees earn 50% of net profit while SEAL manages technology, payroll, HR, and POS systems .



Operational Simplicity:

- SEAL Group UAB manages payroll, HR, and system maintenance. Franchisees only need to manage cleanliness and local staff scheduling.
- SEAL's Deel-based contracts standardize payments, bonuses, and performance evaluations to keep franchisees aligned with Hocus's premium brand standards .



Turnkey Business Model:

Hocus provides a complete brand setup for franchisees, including:

- Branding and signage
- Marketing materials
- Staff uniforms
- POS systems
- System maintenance and HR management

02. Visual Identity



Visual Identity

1. Color Palette
2. Brand Typography
3. Imagery & Iconography Branding
4. Spacing & Layout


Color Palette

02.1.

The Hocus color palette is bold, refined, and built to reflect luxury and precision. Each hue is carefully selected to evoke exclusivity, clarity, and modernity—whether through the deep mystery of purple or the high-impact energy of red. These colors serve as the visual foundation of the brand across digital and physical touchpoints.

Hocus Purple


Primary color

	
HEX	#5624A6
RGB	100, 45, 189
CMYK	47% C, 76% M, 0% Y, 26% K

A rich, luxurious tone symbolizing exclusivity, mystery, and craftsmanship. It reflects the premium, handmade promise at the heart of Hocus.

Hocus Purple


Primary Red-Orange

	
HEX	#F63E00
RGB	246, 62, 0
CMYK	0% C, 75% M, 100% Y, 4% K

A vibrant, energetic orange-red that stands for boldness, visibility, and action. Ideal for dynamic locations and audiences who value performance and instant impact.

Dark Neutral (Black)

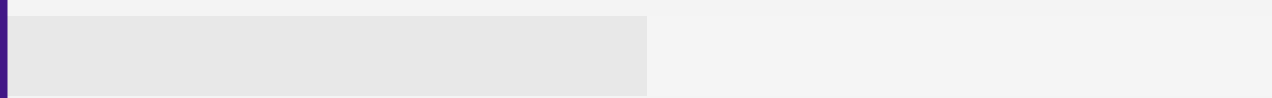
Primary Color

	
HEX	#0B0B0B
RGB	31, 31, 31
CMYK	0%, 0%, 0%, 88%

For Hocus, a deep, premium black will complement both the purple and red-orange palettes while maintaining the mysterious and luxurious feel.

Hocus Light Grey

Secondary Color

	
HEX	#F4F4F4
RGB	244, 244, 244
CMYK	0% C, 0% M, 0% Y, 4% K

A soft, clean white-grey (#F4F4F4) used for backgrounds and layout balance. It brings elegance and clarity without the harshness of pure white, supporting Hocus's premium, modern aesthetic.

Color Usage Guidelines

1. Maintain Clear Space

Always leave enough padding around the logo (at least the height of the “H” in Hocus) to protect its visibility and impact.

2. Use Approved Color Variants Only

Only use the official purple (#642DBD) or red (#F63E00) versions on clean, contrasting backgrounds. Avoid unapproved recoloring.

3. Do Not Distort

Never stretch, squeeze, rotate, or warp the logo. Maintain its proportions at all times.

4. Avoid Cluttered Backgrounds

Place the logo on solid or subtly textured backgrounds. Avoid placing it over images or gradients that reduce legibility.

Brand Typography

02.2.

Typeface: **Poppins**

Style: **Geometric sans-serif**

Use: **All brand touchpoints – headlines, body text, buttons, and signage**

Why We Chose Poppins

Poppins offers a perfect blend of modern precision and approachable elegance. Its clean, round letterforms give the Hocus brand a sleek, contemporary look while maintaining high readability. The geometric structure reflects Hocus's commitment to clarity, professionalism, and handcrafted perfection.

Its versatility across weights and languages also supports multilingual communication—essential for a brand expanding in premium urban environments.

Desktop Font Sizing

Element	Font Size	Weight	Line Height	Use Case
H1	40px	Bold	120%	Main headings, hero sections
H2	32px	Bold	120%	Section titles, banners
H3	26px	Bold	120%	Subsections, feature highlights
H4	22px	Bold	125%	Smaller headings, cards
H5	20px	Bold	130%	Labels, subtitles
H6	18px	SemiBold	130%	Minor headings, callouts
p	18px	Regular	150%	Paragraph text, descriptions

Font Usage Guidelines

1. Use Poppins for All Brand Communications

Maintain consistency by using Poppins across all digital and print materials, including ads, web, signage, and packaging.

2. Stick to Approved Weights

Use Bold or Semi-Bold for headings, Regular or Medium for body text. Avoid overly light or heavy styles to preserve legibility and tone.

3. Respect the Hierarchy

Follow the established font sizes (H1–H6, paragraph, small text) to ensure clarity, visual rhythm, and a premium brand feel.

4. Maintain Proper Spacing

Use generous line-height (1.4–1.6) and consistent letter spacing for readability, especially in longer texts or multilingual content.

Imagery & Iconography Branding

The visual language of Hocus is sleek, minimal, and mysterious — echoing the brand's premium, handcrafted essence. Every image and icon used should reinforce the exclusivity and quality of the Hocus experience.

A. Imagery

- **Imagery for Hocus plays a crucial role in communicating the brand's core values** of luxury, craftsmanship, and exclusivity. All visual content must complement the brand's distinctive color palette and tone of voice, enhancing the mysterious yet premium experience that Hocus embodies.
- **Focus on the tactile, handcrafted aspect of Hocus services:** close-ups of hands detailing vehicles, water droplets sparkling on polished surfaces, pristine car exteriors, and subtle reflections. Avoid automated or tunnel wash imagery to highlight the brand's unique handmade approach.



Photography Guidelines:

- **Color Treatment:**
Images can be enhanced with purple (#5624A6) or red (#F63E00) tints or lighting effects, depending on the campaign or location theme (premium vs. bold).
Ensure color overlays do not overpower the original image but unify it under the Hocus brand palette.
- **Backgrounds:**
Prefer dark or muted backgrounds to create contrast and make the brand colors and logos pop. Avoid bright, saturated backgrounds that detract from the premium aesthetic.
- **Consistency:**
Maintain a cohesive visual language across all media, including digital, print, and environmental branding, to strengthen brand recognition and emotional connection.

B. Iconography

Icons in the Hocus visual system are designed to **communicate clearly, enhance navigation, and reinforce the brand’s premium and minimalistic aesthetic**. Every icon should serve a clear purpose while maintaining the tone of **exclusivity, precision, and modernity**. Simplicity and elegance are key.

Icon Style

- **Design Style**
Minimal, line-based or solid-style icons with geometric precision. All corners should be slightly rounded for a softer, more refined feel—reflecting handcrafted perfection.
- **Weight & Scale**
Medium line-weight (not too thin, not too heavy) to ensure legibility across sizes. Icons should scale well from small UI elements to large signage applications.
- **Edge Treatment**
Slightly curved corners and soft bevels to avoid harsh mechanical visuals. This reflects the human, hand-made touch of the Hocus service.



Spacing & Layout

02.4.

Hocus layouts prioritize clarity, elegance, and precision. Spacing is used to amplify the sense of luxury, not fill the space. Every element must breathe. Think of whitespace not as emptiness, but as a deliberate design choice—a canvas that elevates content.



Grid System

The Hocus brand uses a flexible 12-column grid system to ensure visual consistency across all formats.

All components, from buttons to footers, should align within the system to preserve harmony and consistency throughout the design.



Layout Guidelines

Hocus layouts are clean, balanced, and spacious—designed to reflect the brand’s premium, handcrafted identity.

Key content should be centered or aligned to the main grid columns, avoiding clutter and maintaining a sense of calm sophistication.



Tone & **Voice**

1. Brand Tone
2. Messaging Guidelines
3. Do's & Don'ts

Brand Tone

03.1.

The Hocus tone of voice is a core part of our brand identity. It reflects who we are, what we stand for, and how we communicate with our audience across all touchpoints. Whether it's a website headline, an Instagram caption, or a printed flyer, the tone remains consistent: bold, refined, and intentionally mysterious.

Our words should feel as premium and handcrafted as the service we offer. Clear. Confident. Clean. Just like every car that leaves a Hocus location.

- **Bold** – We speak with quiet confidence, never needing to shout. Hocus is premium by presence, not by volume.
- **Mysterious** – A sense of exclusivity is built through intrigue. Less is more. We reveal only what's necessary, and leave the rest to anticipation.
- **Refined** – Language is clean, modern, and sophisticated. No slang, no clutter. Every word is intentional.
- **Assured** – We know our craft and our value. The tone reflects precision and mastery in **everything we do**.
- **Minimalist** – Short, impactful phrases over long-winded explanations. Silence, spacing, and simplicity are part of our voice.



Example Phrases

Instead of: "We're the best hand car wash in the city!"

Use: "No machines. No noise. Just pure, handcrafted clean."

Instead of: "We offer eco-friendly car washing services."

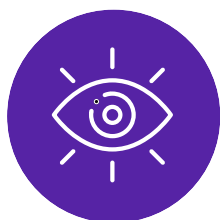
Use: "Luxury meets sustainability."

Messaging Guidelines

03.2.

The Hocus messaging framework ensures our brand communicates consistently, persuasively, and with purpose. Every word we publish—from website copy to social media captions—should echo our handcrafted approach and premium personality. Our messaging is designed to attract two key audiences: luxury car owners seeking perfection, and franchisees seeking opportunity.

Key Messaging Principles



Clarity with Confidence

Say more with less. Every word should serve a purpose—no fluff, no filler. Let silence and simplicity create space for curiosity.



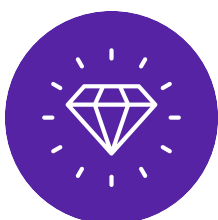
Handcrafted Sophistication

Speak with refinement and poise. Avoid gimmicks and generic claims. Everything we say must reflect a premium, artisanal standard.



Intrigue & Exclusivity

Hocus is not for everyone—and that's the point. Use language that invites but doesn't overexplain. Build allure through minimalism.



Purpose-Driven Luxury

Always highlight what makes us different: handmade, no machines, eco-conscious, and fully supported by the SEAL venture studio model.

Phrasing Examples

Instead of	Use
"Best car wash service"	Main headings, hero sections
"Our team uses advanced techniques"	"Every detail. By hand. By experts."
"We're opening soon!"	"Something premium is coming. 01.09.2025."
"Join our franchise"	"Own a piece of the future—fully supported."
"Eco-friendly washing available"	"Luxury meets sustainability."
"Fast and affordable car wash"	"Effortless luxury. Zero compromise."
"Modern technology for better results"	"Craftsmanship meets control. Every wash, by hand."



Do's & Dont's

03.3.

Maintaining a consistent and high-quality brand experience requires careful attention to how Tommy.It is represented. These guidelines will help designers, developers, and content creators stay on-brand — every time.



Do

1. Be bold, clear, and confident

Speak with authority and elegance. Make each word count.

2. Use minimal, purposeful language

Let simplicity build intrigue—less is always more.

3. Evoke luxury and exclusivity

Make the reader feel like they've discovered something rare.

4. Use active, precise phrasing

"Experience handcrafted perfection" > "We offer good service."

5. Stay aligned with the brand mission

Reflect handmade care, premium service, and venture-backed trust.



Don't

1. Don't use clichés or buzzwords

Avoid "state-of-the-art" or "best in class" — they sound generic.

2. Don't over-explain or oversell

Mystery and confidence are more persuasive than over-detailing.

3. Don't be casual or playful

This isn't a car wash for everyone. Maintain a refined tone.

4. Don't exaggerate or make empty claims

"Flawless every time" is better than "perfectest ever!"

5. Don't stray from premium positioning

Language should always feel high-end, polished, and intentional.



Digital Guidelines

1. Website & UI Guidelines
2. SEO & AEO Optimization
3. Social Media Strategy

Website & UI Guideline Tone

04.1.

The Hocus digital experience must reflect the brand's core identity: bold, exclusive, and minimal. Every interface element should feel premium and purposeful, creating a seamless journey that reinforces the brand's mystery and luxury positioning.



Minimal & Direct

Use clear, no-fuss language. Every word and UI label should serve a purpose.



Premium & Elegant

Microcopy (buttons, forms, error messages) should feel upscale and intentional—never playful or informal.



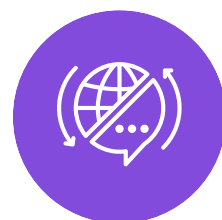
Brand-Aligned Aesthetic

Up-to-date, clean phrasing that reflects a sleek digital experience. No outdated idioms or stiff formality.



Confident & Controlled

Guide users with calm authority. Avoid excessive calls to action or over-animated prompts.



Multilingual Consistency

Tone should remain equally refined and premium across Lithuanian, English, and Russian versions of the site.



Subtle Yet Persuasive

CTAs (calls to action) should feel like invitations, not demands. Use language like "Begin the Experience" or "Reserve Your Spot" instead of "Buy Now" or "Click Here."

What to Avoid in Website & UI Tone

To maintain Hocus's premium, confident, and mysterious identity, avoid the following missteps in web and interface copy:

1. Overly Casual Language

✗ Avoid slang, jokes, or overly friendly tone (e.g., "Hey there!", "Oopsie!").

2. Aggressive or Pushy CTAs

✗ Don't use commands like "Buy Now!", "Hurry!", or "Don't Miss Out!"

3. Over-Explanation

✗ Keep messaging clean—avoid long blocks of text that break the minimal aesthetic.

4. Exclamation Overload

✗ Avoid excessive use of exclamation points. It reduces the tone's luxury feel.

5. Generic Phrases

✗ Steer clear of phrases like "Best in class," "High quality," or "State of the art" without proof or context—they weaken credibility.



SEO & AEO Optimization Guidelines

04.2.

For maximum visibility in both search engines (SEO) and voice assistants (AEO – Answer Engine Optimization).

Key Principles:



Use Keyword-Rich, Natural Language

Write in phrases real users would search or speak (e.g., “luxury hand car wash in Vilnius” or “eco-friendly car detailing”).



Prioritize Featured Snippets & FAQs

Structure content to answer questions directly (e.g., “What makes Hocus different?”) to increase the chance of being chosen for voice results and rich snippets.



Optimize for Local Intent

Include location-based keywords and metadata, especially around key Hocus locations like Panorama, Forum, and Ozas malls.



Structured Data & Schema Markup

Use schema to tag services, locations, opening dates (e.g., September 1, 2025), and franchise info to improve discoverability by search engines and AI assistants.



Fast, Mobile-First & Secure

Ensure the site is lightning-fast, mobile-optimized, and HTTPS-secure—core ranking factors for both SEO and voice-based AEO.



Consistent Brand Language Across Channels

Use the same tone and messaging across all digital content to build trust and improve recognition in search and voice results.

Phrasing Examples

Instead of	Use
“Our service is great for you.”	“Why is a handmade car wash better for luxury cars?”
“We offer packages.”	“What car wash packages does Hocus offer?”
“Our team is experienced.”	“Who are the detailing experts behind Hocus?”

Social Media Strategy

04.3.

Hocus's social media presence should reflect the brand's bold, luxurious, and mysterious personality. Every post, story, and interaction must maintain consistency with our core values—exclusivity, and simplicity. Our content should spark curiosity, showcase the handmade difference, and position Hocus as the premium choice in car care.



Brand Awareness

Increase visibility by consistently showcasing the Hocus experience—highlighting luxury, hand-wash precision, and franchise availability.



Audience Engagement

Spark conversations with polls, Q&As, teaser videos, and visual storytelling that invite followers to interact and feel part of the Hocus brand.



Franchise Lead Generation

Attract entrepreneurs by promoting the Hocus franchise model—stress-free ownership, high-end brand support, and premium locations.



Product & Service Education

Use reels, stories, and carousel posts to educate users on what makes Hocus different: no machines, eco-conscious methods, and skilled hand care.



Event & Location Promotion

Drive hype around new openings, mall activations, or booking launches with countdowns, influencer collaborations, and on-location content.



Customer Loyalty & Advocacy

Encourage user-generated content, offer loyalty perks, and spotlight satisfied customers or their cars to build community and trust.

Primary Channels



Instagram

Our visual flagship. Used for showcasing high-quality images, reels, stories, and behind-the-scenes content. Focus on luxury aesthetics and storytelling.



TikTok

For viral visibility and creative storytelling. Quick car transformations, team intros, and ASMR-style cleaning videos perform well here.



Facebook

Ideal for community building, franchise inquiries, event announcements, and local engagement. Supports both organic and paid reach.

Social Media Branding Guidelines

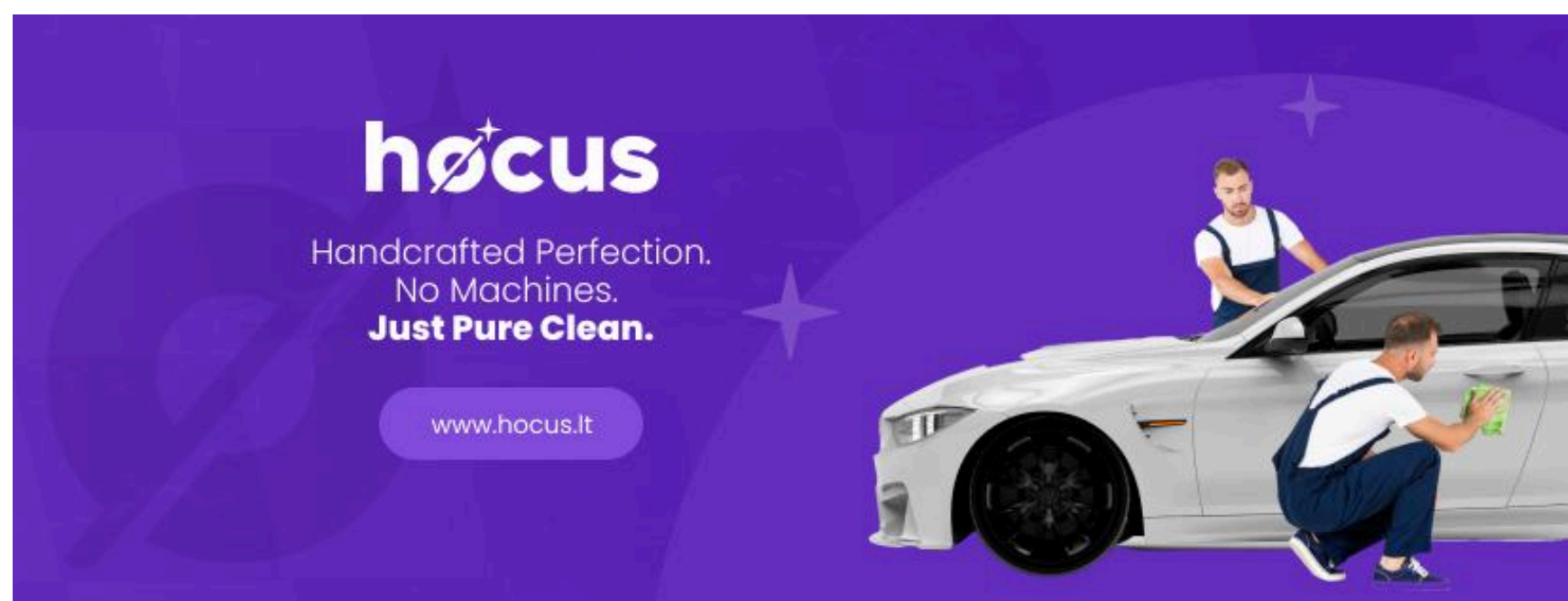
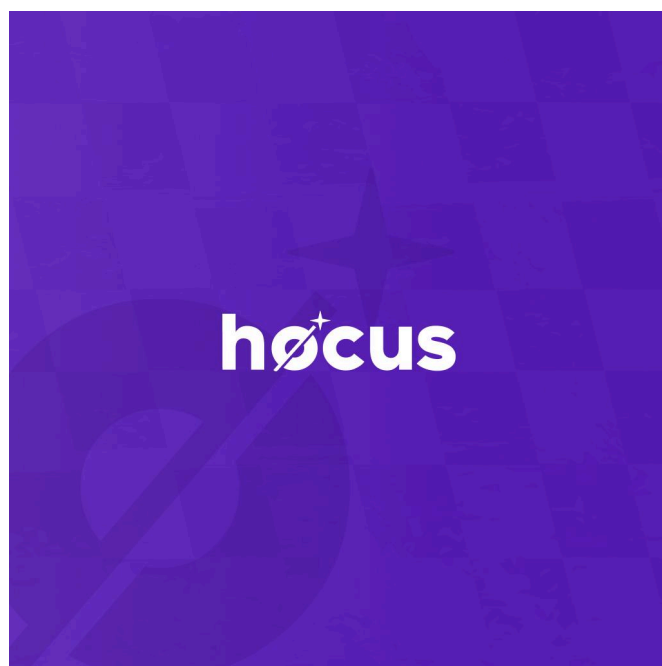
04.4

Hocus's presence on social media should reflect the same luxury, mystery, and handcrafted quality as every other brand touchpoint. From avatars to cover images, every element must be sleek, consistent, and aligned with the overall brand identity.

Facebook & Instagram Avatar

X Header/Cover Image

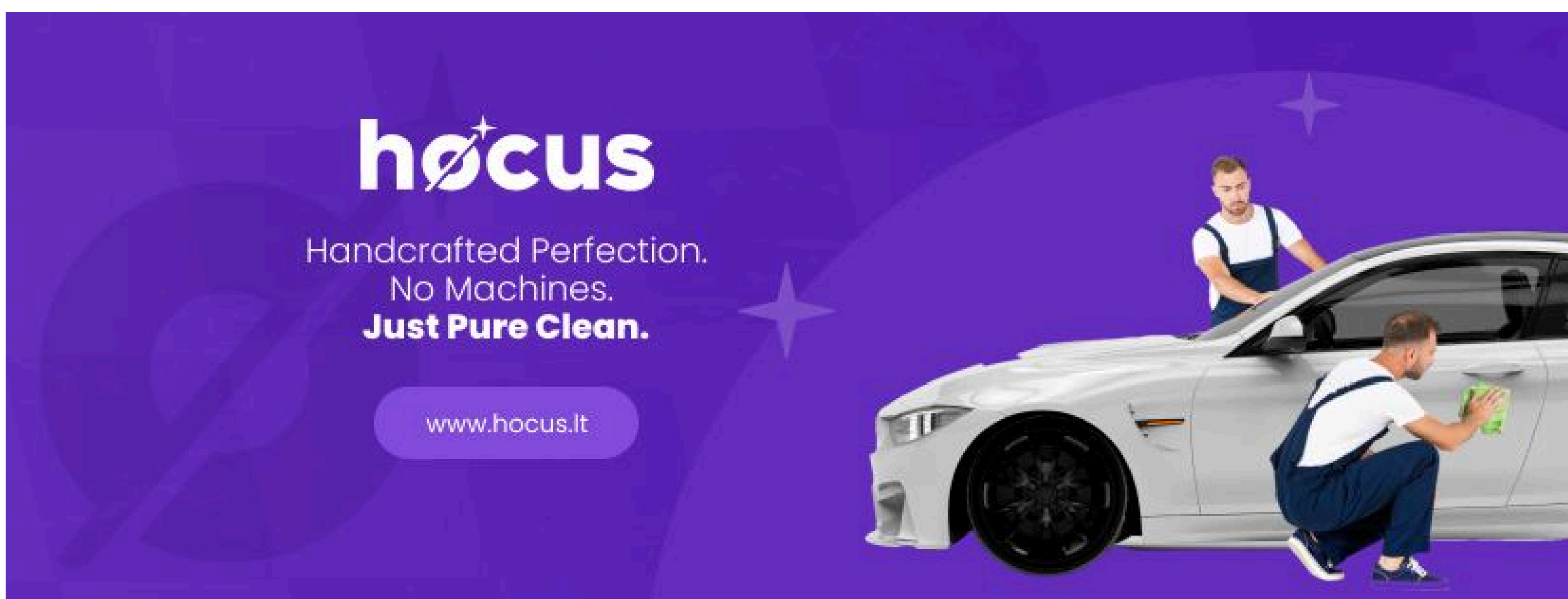
- Use the Hocus logo (icon-only) on a solid background in the brand's primary color (Purple #5624A6 or Red #F63E00)
- Maintain clear space around the logo
- Avoid text or additional graphics—keep it clean and instantly recognizable even at small sizes



X (formerly Twitter) Branding

X Header/Cover Image

- Recommended Size: 1500 x 500 px
- Use a sleek, minimal background image—such as a close-up of a luxury hand wash moment or a dramatic vehicle silhouette
- Optional overlay with slogan:
"Handcrafted Perfection. No Machines. Just Pure Clean."
- Stick to dark, cinematic tones with brand color gradients or overlays

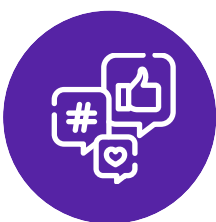


Social Media Guidelines

04.5.

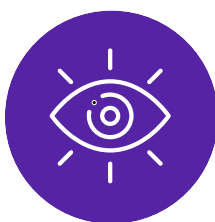
Social media is a vital extension of the Hocus brand, offering daily opportunities to connect with audiences, showcase our craftsmanship, and reinforce our identity. Every post, story, and interaction should reflect Hocus’s core values: luxury, precision, and mystery. These guidelines ensure consistent, on-brand communication across all platforms—helping maintain a premium presence, grow community trust, and support both customer engagement and franchise visibility.

Digital Presence Guideline



Posting Themes:

- Hand-wash in action (slow-motion, macro shots)
- Location showcases
- Franchise partner spotlights
- Customer testimonials (stylized)
- Eco-friendly process visuals
- Teaser clips pre-opening (build hype, “Coming Soon”)



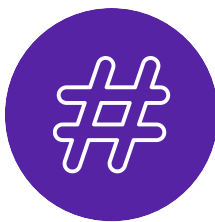
Visual Style:

- Use brand colors and dark, high-contrast imagery
- Always prioritize clean, symmetrical compositions
- Limit filters—use subtle color grading aligned with brand palette
- Logo watermark only if required, always in white or brand color, placed bottom-right



Tone of Voice:

- Confident, minimal, and intriguing
- Avoid overly casual or salesy language
- Focus on storytelling, quality, and visual experience



Hashtags (examples)

#HocusWash #HandcraftedCarCare
#NoMachinesJustClean
#LuxuryDetailing #VilniusCarWash

Platform-Specific Notes



Instagram

Focus on visual storytelling and Reels. Use carousels for process visuals.



X

Use X to build brand awareness, share key updates, and engage in real-time conversations. Keep content sharp, premium, and on-brand.



Facebook

Use for news, offers, and location promotions. Pin cover video or announcement.

05. Brand Applications



Brand Applications

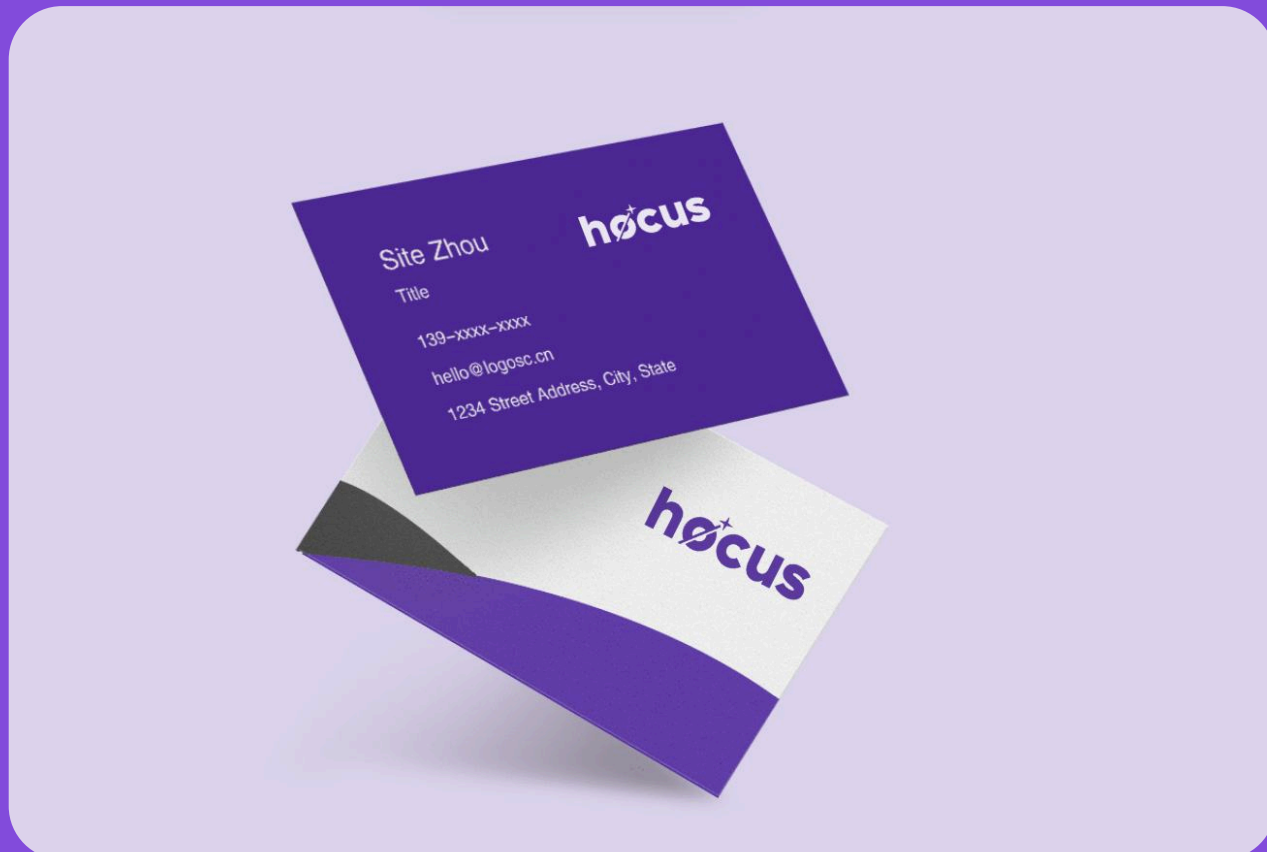
1. Merchandise & Print Design
2. Email & Document Templates
3. Advertising & Media
4. Price List



Hocus is more than a car wash—it's a luxury experience built on handcrafted perfection and bold simplicity. Designed around a next-generation franchise model, Hocus brings together modern aesthetics, operational ease, and meticulous vehicle care. The brand speaks to those who value exclusivity, precision, and premium service, combining mystery with minimalism. At its core, Hocus stands for clean design, effortless performance, and a standard of excellence that's both seen and felt.

Hocus delivers a luxury experience at every touchpoint—from digital to premium locations in Vilnius like Panorama, Forum, Ozas, and four urban hotspots, ensuring high visibility and exclusivity. The Handmade Quality Promise means every car is washed by hand, with no machines, guaranteeing a meticulous, scratch-free clean. With sleek, minimalistic visuals and a mysterious vibe, Hocus embodies craftsmanship, quality, and anticipation ahead of its September 2025 grand opening.

Merchandise & Print Design



Business Cards

- Minimalistic, sleek design using primary brand colors (purple & white or red & white variants).
- Modern, sharp typography aligned with the brand's visual style.
- Prominent logo placement and essential contact details
- Printed on premium paper stock to emphasize quality.



Brochures & Flyers

- Designed to inform and engage potential customers and franchisees.
- Use dark, high-contrast backgrounds with concise, bold messaging.
- Visuals highlight the handmade quality, luxury, and unique franchise model.
- Layouts are clean and focused, balancing imagery with essential information.



Banners & Signage

- Large-format print materials for locations and events.
- Emphasize brand visibility with bold logo and simple, impactful messaging.
- Maintain the mysterious, premium vibe with sleek visuals and minimal text.
- Color themes align with the location (purple for premium sites, red as alternative).



Uniforms & Accessories

- Reflect the brand's craftsmanship and exclusivity through design and materials.
- Follow brand color palettes with clean, modern cuts and subtle logo placement.
- Comfortable, durable fabrics that project professionalism and luxury.
- Reinforce the promise of attentive, handmade service through quality presentation.

Uniforms & Branded Apparel

05.2.

Branded clothing reinforces the Hocus identity at every physical touchpoint. Uniforms are part of the customer experience, reflecting professionalism, cleanliness, and premium service.



Stormtech H2X DRY Polo for Men



Men's Regatta TRA688 Softshell Jacket



Jacket 2 front pockets with zippers



Cotton trousers L.Brador



Modern work pants style



2-button polo

Email & Templates Strategy

05.3

Email communication is an extension of the Hocus brand voice—bold, confident, minimal, and premium. Every interaction, from welcome emails to operational updates, should reflect the brand's sophistication and attention to detail. Templates are designed to ensure consistency across all locations and customer touchpoints, whether for marketing, operations, or franchise communication.



Email Signatures

All official communication from Hocus and SEAL Group UAB representatives must use a standardized email signature that reflects the brand's premium image and ensures professionalism across all touchpoints.

Design Notes

- The logo should be inserted as a web-optimized PNG (not too large – under 100KB).
- If possible, include the primary color of the brand (purple or red) subtly in the name or dividers.
- Use a light gray or black for text color to maintain readability.
- Include "Powered by SEAL Group UAB" beneath the signature to reinforce the venture model.

Document Formatting Rules

Consistency in internal and external documentation reinforces the Hocus brand identity. Whether preparing presentations, reports, proposals, or internal training materials, all documents should follow a unified structure, tone, and visual style.

- Font: **Poppins (Regular, Medium, Semi-Bold, Bold only)**
- Primary Colors: **Purple (Premium): #5624A6, Red-Orange (Retail/Operational): #F63E00**
- Margins: **Standard A4 (2.54 cm)**
- Line Spacing: **1.4x Paragraph Spacing: 8–12pt after**
- Logo: **Top-left or header of first page;** keep clear space = logo "H" height



Advertising & Media

05.4.



Video Content

Video content should evoke emotion, showcase craftsmanship, and enhance the luxurious, mysterious aura of Hocus. It is a vital tool for engaging customers and franchisees.

Key Video Types:

- **Brand Trailers** – Short, cinematic clips introducing Hocus’s story, philosophy, and handmade quality.
- **Behind the Scenes** – Show skilled hand-wash processes, attention to detail, and daily operations.
- **Location Showcases** – Highlight premium placements (Panorama, Forum, Ozas, etc.) and sleek design.
- **Social Media Clips** – Snappy 15–30s videos for Instagram, TikTok, YouTube Shorts.



Ad Creatives

Ad creatives should immediately capture attention and communicate Hocus’s premium, handmade quality. Every asset must reflect the brand’s sleek and luxurious aesthetic.

- **Tone:** Confident, minimalist, slightly mysterious
- **Visuals:** High-quality car details, slow-motion water shots, luxury lighting
- **Text:** Short, bold statements (e.g., “No Machines. Just Pure Clean.”)
- **Colors:** Stick to primary brand variants — Purple or Red-Orange themes
- **Formats:** Static (for banners, social posts), Video (for social ads and YouTube), **Carousel or Story** formats for Instagram & Facebook



Advertising & Media – Sponsorships & Partnerships

Sponsorships

Hocus supports select premium events that reflect our luxury and handmade values. Sponsorships focus on high-end automotive and lifestyle experiences, with refined, minimal brand presence.

Partnerships

We collaborate with shopping malls, luxury car dealers, and eco-friendly suppliers to boost visibility while preserving brand consistency and exclusivity.

Hocus Mobile App (Preview)

05.5.

The upcoming Hocus mobile app will be a key tool in delivering a seamless, modern, and luxurious customer experience. Designed with simplicity and sophistication in mind, the app allows users to book appointments, track wash history, view location availability, and access exclusive offers—all from their mobile device.

Features Highlight:

- Clean, intuitive interface with brand-aligned visuals
- Phone number-based login for quick access
- Multi-language support (LT / RU / EN)
- Location & availability viewer
- Future options: loyalty points, reminders, and franchise dashboards




Hocus Price List

05.6.

✦ 7 privalumu ✦

Premium

79 €



✓ Bazinis plovimas

✓ Salono siurbimas

✓ Dulkių valymas

✓ Langų valymas

✓ Ratlkankų valymas

✗ Apsauginė danga

✗ Dėmelių valymas


✗ Cheminis valymas/panelė

✗ Dovana

✦ 11 privalumu ✦

Ultra

139 €



✓ Bazinis plovimas

✓ Salono siurbimas

✓ Dulkių valymas

✓ Langų valymas

✓ Ratlkankų valymas

✓ Apsauginė danga

✓ Dėmelių valymas

✓ Cheminis valymas/panelė

✓ Dovana

✦ 5 privalumu ✦

Classic

55 €



✓ Bazinis plovimas

✓ Salono siurbimas

✓ Dulkių valymas

✓ Langų valymas

✓ Ratlkankų valymas

✦ 3 privalumu ✦

Basic

45 €



✓ Bazinis plovimas

✓ Salono siurbimas

Nori **nuolaidos?**

Atsisiųsk mūsų programėlę ir gaus iki **-30% nuolaidą!**

✓ Be eilių

✓ Išankstinė registracija

✓ Dovanų kuponai





Thank you for being part of the Hocus journey.

This brand book was created to ensure consistency, clarity, and excellence across every touchpoint. By following these guidelines, we protect the integrity of the brand and bring its vision to life—one handcrafted detail at a time.



Powered by SEAL

