Auto plovykla.lt

Brandbook Design Guidelines

Brand Identity

01. Brand Identity

Brand Name & Mission

Autoplovykla.lt

Mission Statement

To simplify and modernize the car wash experience across Lithuania by providing a seamless digital platform for customers and businesses—offering convenience, transparency, and localized support in every interaction."

Autoplovykla.lt is a smart mobile platform designed to make car washing fast, easy, and accessible across Lithuania. Whether you're a busy driver looking for the nearest wash or a business owner seeking to manage bookings more efficiently, our app puts everything at your fingertips.

Backed by SEAL Group UAB, Autoplovykla.lt also offers a powerful white-label solution for businesses—allowing anyone to launch their own branded app for car washes or other service-based industries.

Brand Logo

A. Logo

The Autoplovykla.lt logo is designed to reflect simplicity, technology, and trust—all key values of the platform. It combines a clear, modern icon with bold typography to ensure high visibility and recognizability across digital and physical formats.

Primary Logo - light background
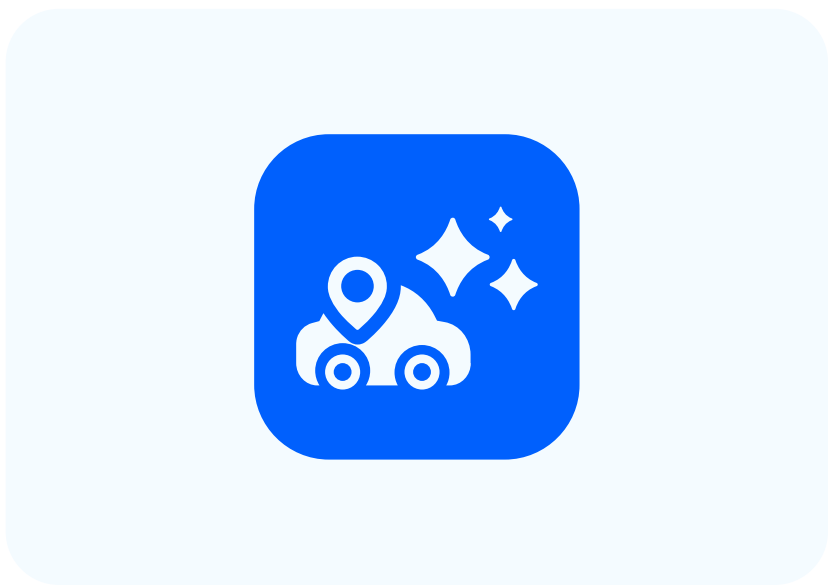

Primary Logo - dark background


Primary Logo - busy background

B. Icon

The icon features a stylized car with a location pin, symbolizing smart geolocation services and mobile convenience. Surrounding sparkle elements emphasize cleanliness and the core purpose of the app—keeping your car spotless with just a few taps.

The Autoplovykla.lt icon is a clean, modern graphic that encapsulates the app's core promise: smart, accessible, and high-quality car care.

- **Car Silhouette:** Represents the core service—car washing. Its smooth, rounded form communicates friendliness and modern design.

- **Location Pin:** Integrated into the car's shape, it symbolizes geolocation and ease of access, highlighting how users can find the nearest car wash with just a tap.

- **Sparkles/Clean Shine:** The sparkle elements convey cleanliness and satisfaction, visually reinforcing the app's goal of delivering a spotless car every time.

Primary Icon - light background
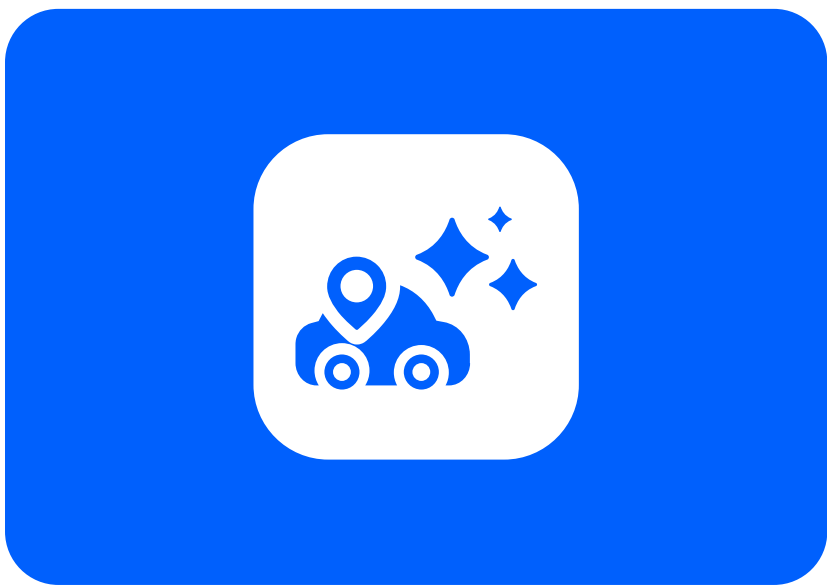
White icon - dark background

Dark icon - subtle branding element

C. Logo Padding & Clear Space

To maintain visual clarity and ensure brand recognition, the Autoplovykla.lt logo must always be surrounded by sufficient clear space. This space protects the logo from visual clutter and ensures maximum impact across all applications.

Padding Guidelines

- On digital interfaces, use at least 16px of padding around the logo within its container.
- For print materials, maintain a minimum 5mm margin around the logo.

Usage Notes

- Never stretch, crop, or place the logo too close to other visual elements.
- For mobile apps or favicons, ensure the icon maintains padding within rounded or square containers for balance and legibility.
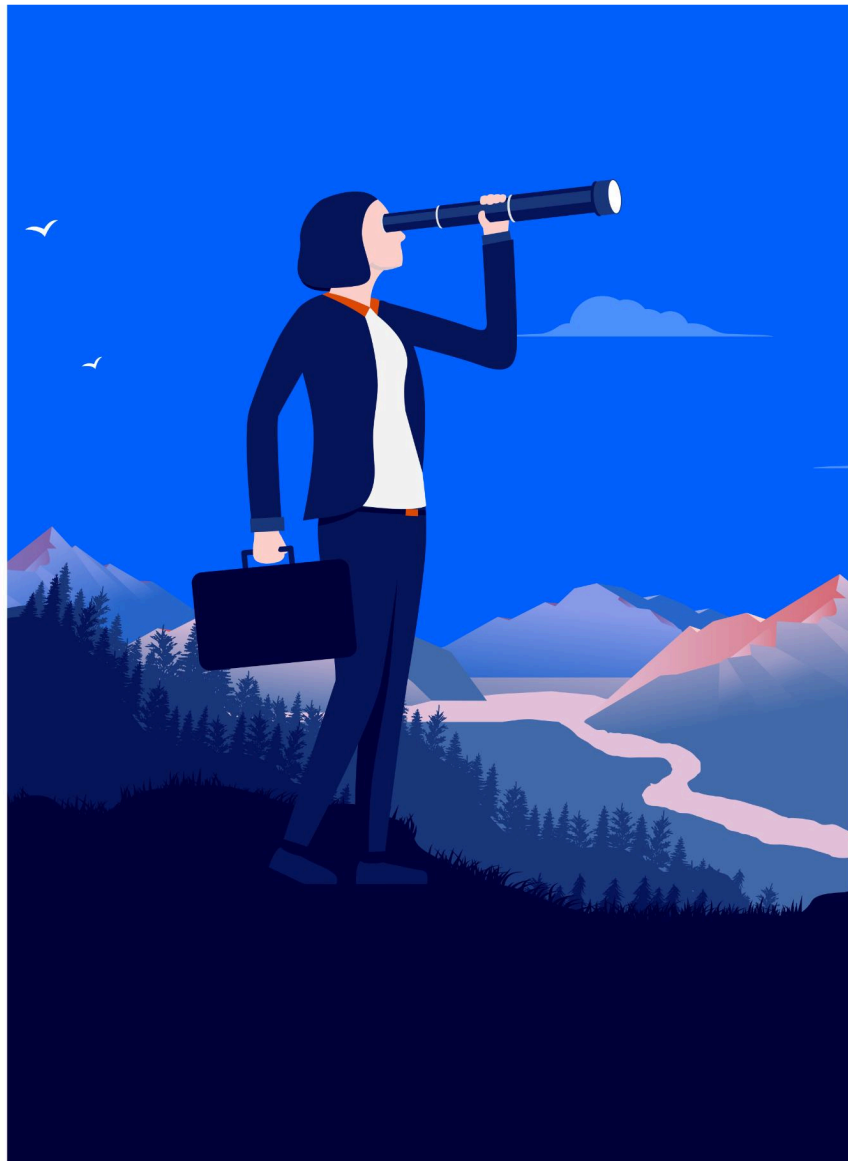
Core
Values

At Autoplovykla.lt, our core values define how we operate, innovate, and serve. They guide every interaction—from app design to customer support—and reflect our commitment to delivering a seamless, trustworthy, and modern car wash experience across Lithuania.

Clarity
We value simplicity and transparency—in our pricing, our user interface, and our communication.

Trust
We build long-term relationships through reliable service, consistent quality, and responsive support.

Convenience
We make car care effortless, giving users control over their time with just a few taps.

Innovation
We continuously improve through technology, offering a modern and flexible platform for customers and partners.

Multilingual
Our multilingual support and nationwide reach ensure everyone can enjoy a clean car, no matter where they are.

Community
We support local car washes and create meaningful partnerships, helping businesses grow within the Autoplovykla.lt ecosystem.

Visual Identity

Color
Palette

Autoplovykla.lt uses a clean and vivid color palette that emphasizes clarity, trust, and digital precision. The primary blue shades reflect reliability and innovation, while lighter tones offer freshness and approachability.

Autoplovykla Blue
Primary color

HEX	#0061FE
RGB	0, 97, 254
CMYK	100%, 62%, 0%, 0%

A bold and energetic blue used for main UI elements, highlights, and the brand logo.

Dark Neutral (Black)
Primary Color

HEX	#1F1F1F
RGB	31, 31, 31
CMYK	0%, 0%, 0%, 88%

A deep, modern black used for typography and contrast, ensuring strong readability and elegance.

Soft Light Blue (Background)
Secondary Color

HEX	#F4FCFF
RGB	244, 252, 255
CMYK	4%, 1%, 0%, 0%

A subtle, clean background tone that supports a fresh and spacious interface.

Brand
Typography

We chose **Poppins** because it combines modern geometric aesthetics with high readability across digital interfaces. Its clean, rounded forms reflect Autoplovykla.It's core values — **clarity, trust, and innovation** — while its versatile weights support both friendly communication and professional tone.

As a Google Font, Poppins is also web-optimized, ensuring fast load times and consistent rendering on all devices, making it ideal for a mobile-first platform like ours.

Why We Chose Poppins

1. **Modern & Friendly Appearance**
   Its geometric design and smooth curves give the brand a clean, approachable, and tech-forward look — ideal for a digital service platform.

2. **High Readability Across Devices**
   Poppins maintains excellent legibility on both mobile and desktop, making it perfect for a responsive, user-centric app experience.

3. **Web-Optimized & Widely Supported**
   As a Google Font, Poppins ensures fast loading, easy implementation, and visual consistency across all modern browsers and platforms.

Desktop Font Sizing

Element	Font Size	Weight	Line Height	Use Case
H1	42px	Bold	120%	Page titles, main sections
H2	36px	Bold	120%	Section headings
H3	30px	Bold	120%	Sub-sections, smaller headers
H4	24px	Bold	125%	Smaller headers, secondary blocks
H5	20px	Bold	130%	Labels, minor headings
H6	18px	SemiBold	130%	Caption headers, in-line titles
p	18px	Regular	150%	Body text, descriptions, interface copy

Usage Guidelines

- Use appropriate heading levels to structure content logically and improve readability.
- Maintain clear hierarchy: avoid skipping heading levels (e.g., don't jump from H1 to H4).
- Use consistent font weights and sizes across the app, website, and marketing materials.
- Avoid mixing other typefaces to maintain a clean, unified identity.

Imagery & Iconography Branding

Visual storytelling is key to the Autoplovykla.lt experience. All imagery should reflect cleanliness, motion, and convenience — aligned with our core values of clarity, trust, and user-friendliness.
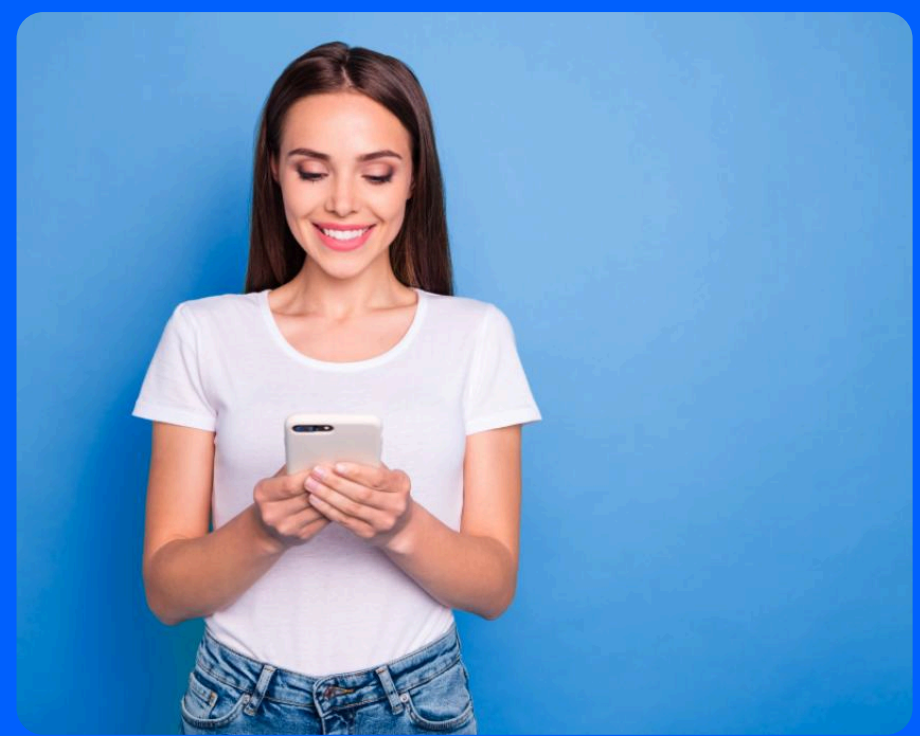
A. Imagery

- **Cars:** Modern, clean, and well-maintained vehicles (sedans, SUVs, EVs).
- **Car Wash Scenes:** Contactless systems, water sprays, foam washes, and detailing in progress — shown in a fresh, vibrant way.
- **Digital Interaction:** Hands using smartphones or tablets, ideally showing booking actions or navigating maps.

Cars
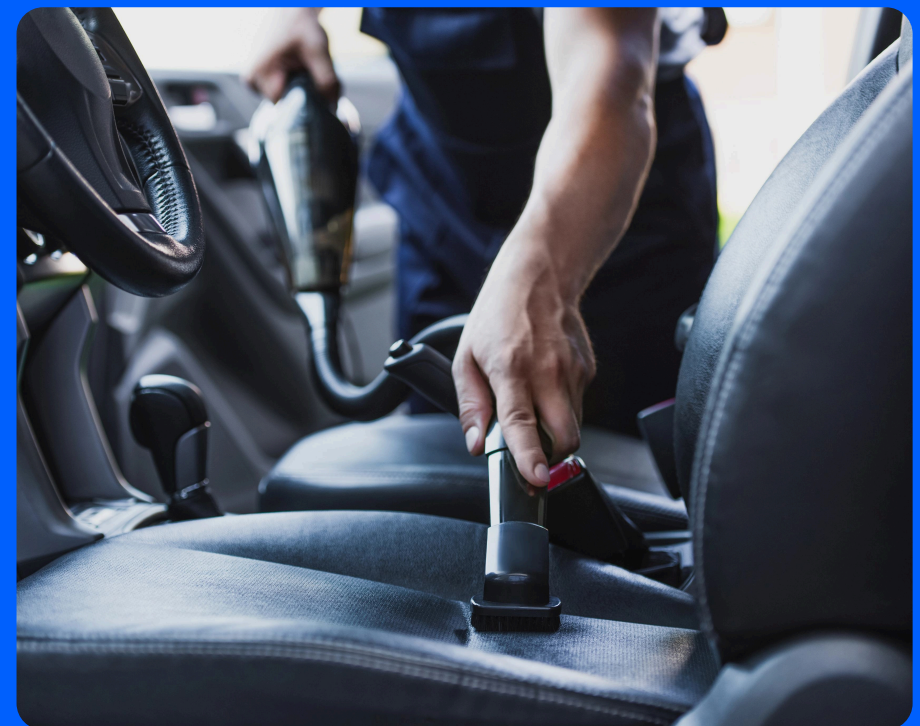
Car Wash Scenes

Digital Interaction

Photography Guidelines:

- Use natural daylight or well-lit environments.
- Favor cool tones and clean compositions — minimal clutter.
- Include human elements when possible to make interactions relatable.
- Use Lithuanian environments when showcasing locations, if applicable.

B. Iconography

Icons used throughout Autoplovykla.lt reflect a modern, minimalistic, and functional aesthetic. Use icons like: location pin, calendar, credit card, water drops, bubbles, spray gun, car silhouette, clock, checkmark.

DO	Don't
• Keep icons simple and intuitive.	• Mix outlined and solid icon styles.
• Maintain padding consistency in icon containers.	• Use icon fonts (they limit scalability and accessibility).
• Use vector-based formats (SVG, PNG @2x or @3x) for responsiveness.	• Add shadows or skeuomorphic effects.

Spacing & Layout

02.4.

Consistent spacing and thoughtful layout design are essential to delivering a seamless, intuitive user experience. Autoplovykla.lt uses a grid-based system and modular spacing units to maintain clarity across all digital and print touchpoints.

Grid System

We follow a 12-column responsive grid with flexible gutters and margins, suitable for both desktop and mobile layouts. Ensure consistent alignment of all UI components — text, images, icons, and CTAs — within the grid structure.

Layout Guidelines

• Use ample white space to maintain a light, breathable visual hierarchy.

• Keep UI blocks clearly separated — avoid visual noise or tight clustering.

• Maintain consistent margins around headings, paragraphs, and images.

Tone & Voice

Brand
Tone

The tone of voice used by Autoplovykla.lt reflects who we are: a modern, helpful, and trustworthy car wash platform. We speak clearly, act professionally, and always put the user first. Whether it's a website headline, app notification, or support reply, our communication is designed to be easy to understand, friendly in tone, and confident in purpose.

- **Friendly** – We're approachable, supportive, and always customer-first. We speak like a helpful neighbor who knows cars and tech.

- **Professional** – While we keep the tone light, we never lose credibility. Information is always accurate, structured, and clearly explained.

- **Informative** – We guide users with clarity and efficiency, making sure they always understand what to do next — no jargon or fluff.

- **Confident** – We're the go-to solution in Lithuania for car wash booking. We know our platform and proudly stand behind its quality.

Example Phrases

✅ "Find your nearest car wash in seconds."

✅ "Book. Wash. Drive happy."

✅ "No hidden fees. Just clean cars."

✅ "Support in Lithuanian, English, and Russian — because your time matters."

Messaging
Guidelines

Clear, consistent messaging is key to building trust with users and ensuring they understand the value of Autoplovykla.lt at every interaction. Our language should reflect ease, efficiency, and reliability — just like our service.

Key Messaging Principles

Clarity Over Complexity

Always prioritize simple, straightforward language. Users should understand the message instantly, without needing to interpret or reread.

User Empowerment

Speak to the user's control — from booking to payment, everything is in their hands. Encourage confidence through clear instructions and positive reinforcement.

Consistency Builds Trust

Keep tone, vocabulary, and style aligned across the app, website, and support channels. A consistent voice builds familiarity and reliability.

Value-First Communication

Focus messaging on what users gain: saved time, convenience, transparent pricing, and reliable support — not just features, but benefits.

Phrasing Examples

Onboarding & Welcome

✅ "Welcome to Autoplovykla.lt — your car's new best friend."

✅ "Let's get started — find a wash near you in seconds."

❌ "System initialized. Proceed to dashboard."

Service Booking

✅ "Pick a location, choose your service, and you're set."

✅ "Your car wash is booked — see you soon!"

❌ "Transaction completed. Confirmation pending."

Notifications & Reminders

✅ "Your wash is today at 15:00. Ready for a shine?"

✅ "Time for a refresh? Find your nearest car wash."

❌ "Reminder: event approaching. Check status."

Customer Support

✅ "We're here to help — message us anytime."

✅ "Having trouble? Let's fix it together."

✅ "We didn't find anything yet. Want help?"

❌ "No data found. Please try again."

❌ "Your issue has been logged. Please wait."

Do's &
Dont's

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

Do:

✅ Use friendly, human-centered language

✅ Write short, active, benefit-focused sentences

✅ Use second person ("you", "your") to create personal connection

✅ Highlight the benefit, not just the feature

✅ Keep tone consistent across website, app, and support

✅ Be transparent about pricing, services, and availability

✅ Offer help clearly and proactively
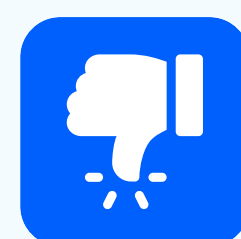
Don't

❌ Use robotic, overly technical jargon

❌ Overload users with long or passive explanations

❌ Use impersonal or abstract phrasing

❌ Focus only on what the app does, not why it helps

❌ Mix overly casual and overly formal styles

❌ Use vague or misleading language

❌ Wait for users to struggle before offering support

Digital Guidelines

Website & UI
Guideline Tone

The Autoplovykla.lt interface reflects a modern, user-first digital product. Every element — from headlines to buttons — should feel clear, confident, and friendly. The tone supports a seamless experience by using concise language, avoiding friction, and guiding the user through action.

Clear

We prioritize clarity. All copy should be easy to understand at a glance — no jargon, no filler. If it's not immediately obvious, we rewrite it.

Confident

We know our service works — and that **confidence should show.** Speak with certainty and direction, especially in action prompts or system messages.

Modern

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

Friendly

Our voice is helpful, human, and approachable. We talk to people, not users or customers. Messages should feel like they come from someone who cares.

Efficient

Time is valuable. Say more with less. Every line of text should move the user forward or offer value, with no unnecessary repetition.

Helpful

Always aim to assist. Whether guiding a booking or solving a problem, our tone is focused on support and ease.

What to Avoid in Website & UI Tone

- **Overly Technical Language**
  Avoid system-heavy or developer-style language like "API error" or "execute transaction."

- **Formal or Corporate Tone**
  Skip rigid phrases like "Dear customer" or "We regret to inform you." Keep it human and conversational.

- **Unnecessary Complexity**
  Don't over-explain. If a sentence needs to be read twice, it's too long.

- **Negative or Blaming Language**
  Never imply the user did something wrong. Replace "You failed to…" with "Let's try that again."

- **All Caps & Overused Exclamation Marks**
  "BOOK NOW!!!" feels aggressive. Use emphasis sparingly and stylistically.

- **Generic Placeholder Text**
  Don't leave "Lorem ipsum" or "Coming soon" — always use meaningful, user-ready language.

- **Inconsistent Terminology**
  Stick to a single naming convention across the interface (e.g., "car wash," not "service point" in one place and "station" in another).

SEO & AEO Optimization Guidelines

To maximize discoverability and ensure top performance in both traditional search engines (SEO) and emerging answer engines (AEO), follow these best practices:

Metadata & On-Page Elements

✓ Title Tags

• 50–60 characters, include primary keyword near the front
 • Unique for each page (e.g., "Book Car Wash Near Me | Autoplovykla.lt")

✓ Meta Descriptions

• 140–160 characters, concise summary with a clear call-to-action
 • Include secondary keywords naturally

✓ Heading Structure

• Use one H1 per page with the main keyword
 • Nest H2–H6 hierarchically to organize subtopics and support featured snippets

Content Structure & Quality

✓ Keyword Research & Intent

• Target high-intent queries (e.g., "nearest car wash booking app")
 • Map keywords to content types (informational vs. transactional)

✓ Readable Formatting

• Break text into short paragraphs, bullet lists, and tables
 • Use descriptive subheads to guide both users and crawlers

✓ Freshness & Authority

• Regularly update blog posts or service pages with new offers, locations, or features
 • Link to reputable sources and encourage local car wash partners to link back

AEO (Answer Engine Optimization)

✓ Featured Snippets & Quick Answers

• Provide concise, direct answers at top of page (e.g., "How to book a car wash?")
 • Use Q&A or FAQ sections marked up with FAQPage schema

✓ Conversational Content

• Integrate natural-language questions and answers into body copy
 • Optimize for voice search ("Where can I wash my car in Vilnius?")

✓ Entity Optimization

• Highlight key entities (brand, locations, services) in structured data
 • Use clear, semantically related terms around your main keywords

Social Media
Strategy

Our social media presence reflects the voice and values of Autoplovykla.lt—simple, helpful, and community-focused. Every post should build trust, drive engagement, and showcase the ease of our service.

Brand Awareness

Leverage social media to showcase the app's convenience and benefits, promoting it as the go-to solution for car washing.

Platform Selection

Focus on Instagram for visual content, Facebook for community engagement, LinkedIn for B2B connections, and TikTok for engaging, trend-driven videos.

Content Themes

Highlight before-after car wash transformations, features demonstrations, customer testimonials, and environmentally-friendly car care tips.

Posting Frequency

Maintain consistency with 3-4 posts per week on Instagram and Facebook, daily Instagram stories, and 2-3 TikToks per week.

Engagement Tactics

Foster interactions through polls, user-generated content, and prompt responses to comments and direct messages.

Paid Advertising

Utilize targeted Facebook and Instagram ads to promote the app, special offers, and new features, reaching both consumers and business owners.

Primary Channels

Instagram

Showcase car wash results, app features, and customer experiences with high-quality visuals and Stories.

LinkedIn

Focus on B2B marketing, partnerships, and industry-related content.

Facebook

Engage with the community, share updates, and promote offers.

Brand Applications

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

Our brand identity extends beyond the digital experience. From print to merchandise, email to advertising, every touchpoint is an opportunity to reinforce who we are. Consistent application ensures our brand remains clear, professional, and instantly recognizable—everywhere it appears.

From printed materials to digital ads and app interfaces, consistent application of brand elements ensures a cohesive and professional image. These guidelines help maintain visual integrity and strengthen brand recognition in every customer interaction, partnership, and platform use.

Whether you're designing merchandise, crafting email templates, or creating social content, follow these standards to represent the brand accurately and effectively.

Merchandise &
Print Design

Business Cards

Simple, clean layout using brand colors. Include name, title, contact info, and logo with adequate spacing.

Brochures & Flyers

Visually engaging and informative. Use high-resolution images, bold headings, and consistent typography to explain services and promote offers.

Banners & Signage

Designed for visibility and quick recognition. Use high contrast colors, large logo placement, and minimal but impactful text.

Uniforms & Accessories

Apparel and branded wear should use embroidered or printed logos in designated areas (e.g., chest or sleeve), using approved brand colors.

Email & Templates
Strategy

Consistent email and document design reinforces professionalism and builds trust with users, partners, and stakeholders. All communication should reflect Autoplovykla.lt's tone—clear, friendly, and reliable.

Email Signatures

1. **Keep It Professional and Simple**
   Only include essential contact details. No personal quotes, emojis, or animated elements.

2. **Use Brand Typography and Colors**
   Use Poppins or Inter for all documents. Font sizes: Titles – 16–20 pt; Body text – 11–12 pt. Header with logo and company contact info.

3. **No Large Images or Banners**
   Avoid heavy graphics. A small logo or icon may be used in HTML signatures if optimized for email.

4. **Consistent Formatting Across the Team**
   All team members must use the same layout and structure to ensure a unified brand presence.

Document Formatting Rules

1. **Use Brand Typography**
   All documents must use the Poppins font family—headings in bold, body text in regular.

2. **Stick to Brand Colors**
   Use #0061FE for headings and highlights, #232323 for body text, and white or light blue (#E5EFFF) backgrounds.
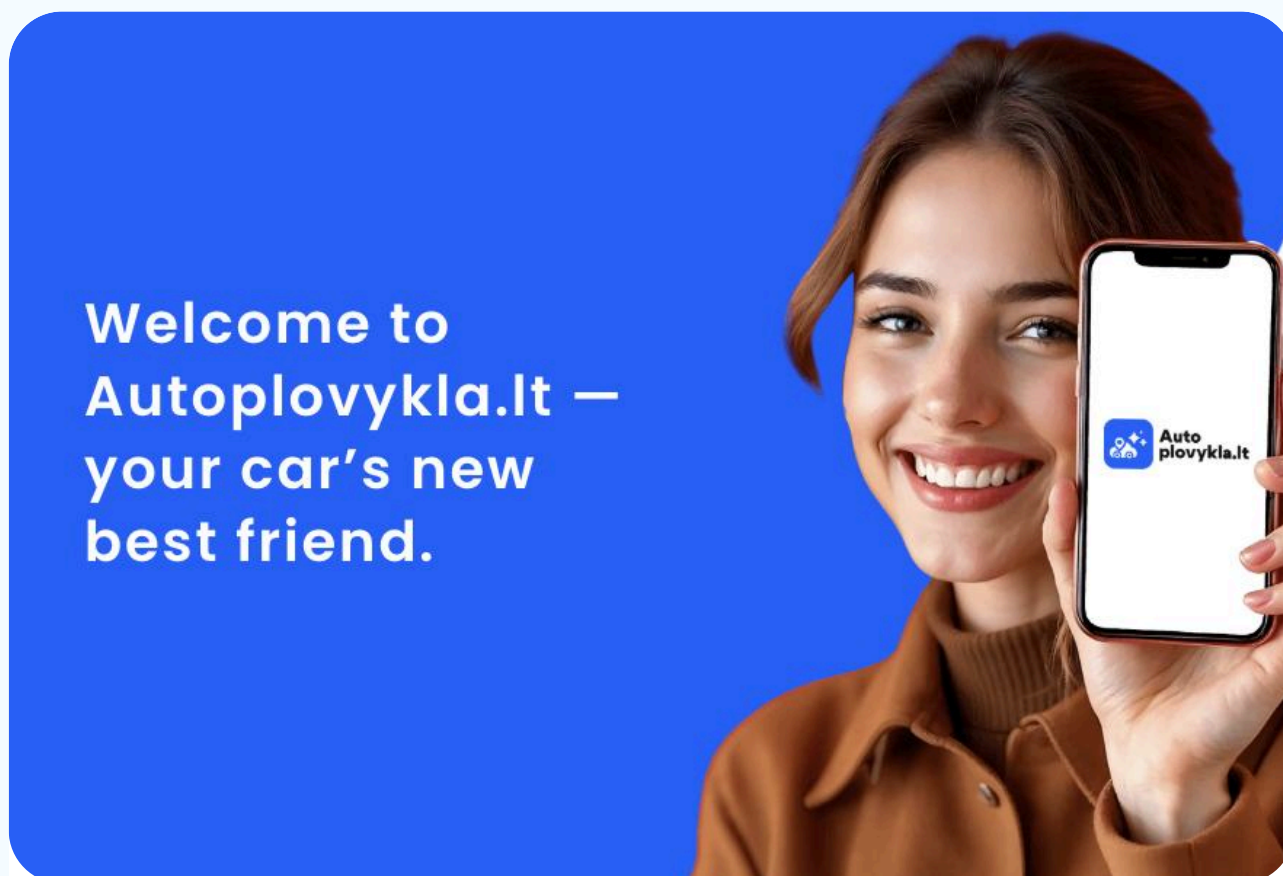
3. **Consistent Structure**
   Include the logo in the header and contact details or website in the footer. Maintain clean margins and consistent spacing.

4. **Export as PDF for External Use**
   Always send finalized documents as PDFs. Use DOCX format for internal editing only.

Advertising & **Media**

Welcome to Autoplovykla.lt — your car's new best friend.

Video Content

Video content should reflect the clean, modern, and professional identity of Autoplovykla.lt.
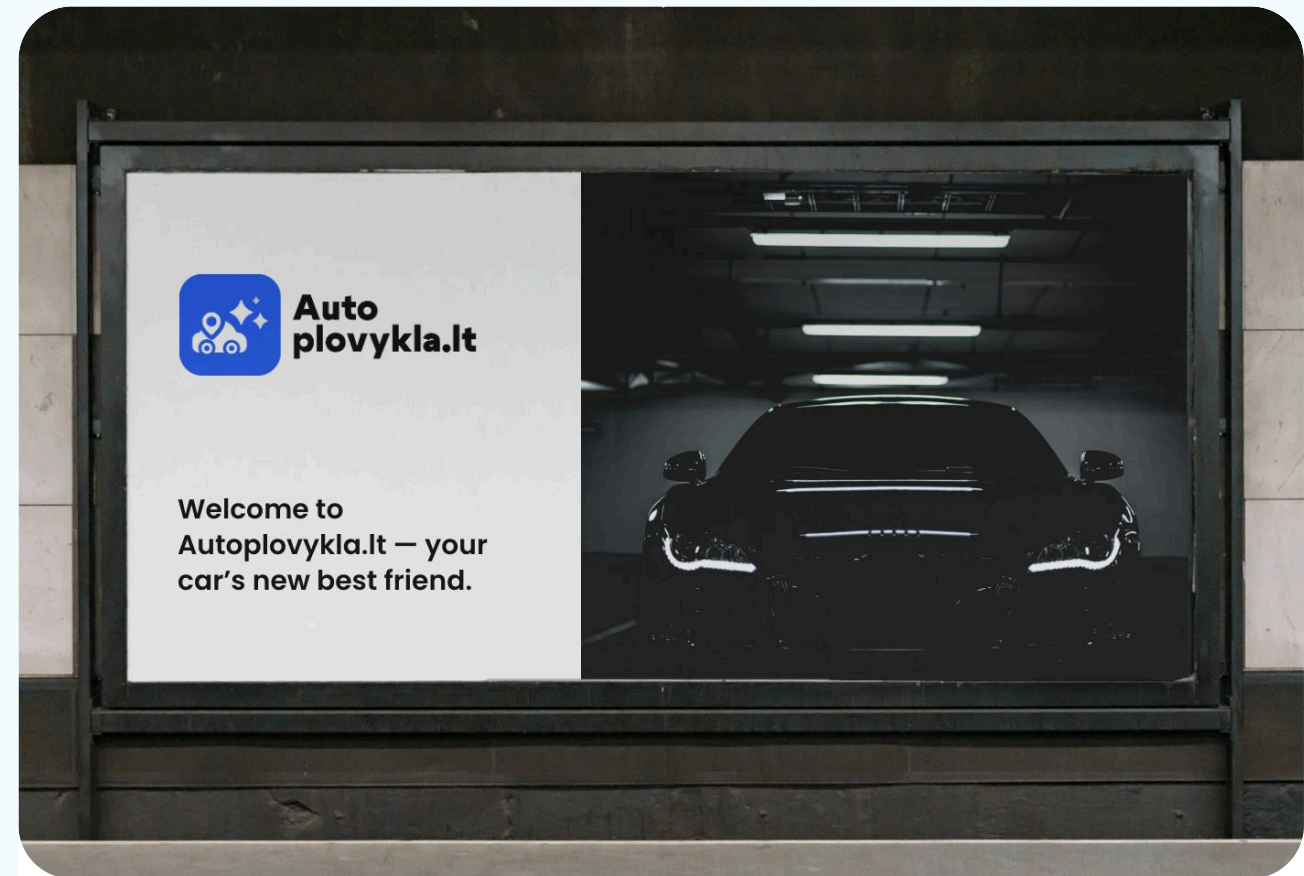
Keep It Simple and Clear
Focus on clear messaging with minimal effects. Communicate key points within the first few seconds.

User-Centric
Highlight app features and benefits with simple visuals.

Accessible
Include subtitles for accessibility and engagement.

Ad Creatives

Consistency with Brand Guidelines
Always use the approved logo, colors (#0061FE, #2f2f2f), and typography (Poppins) for a unified brand look.
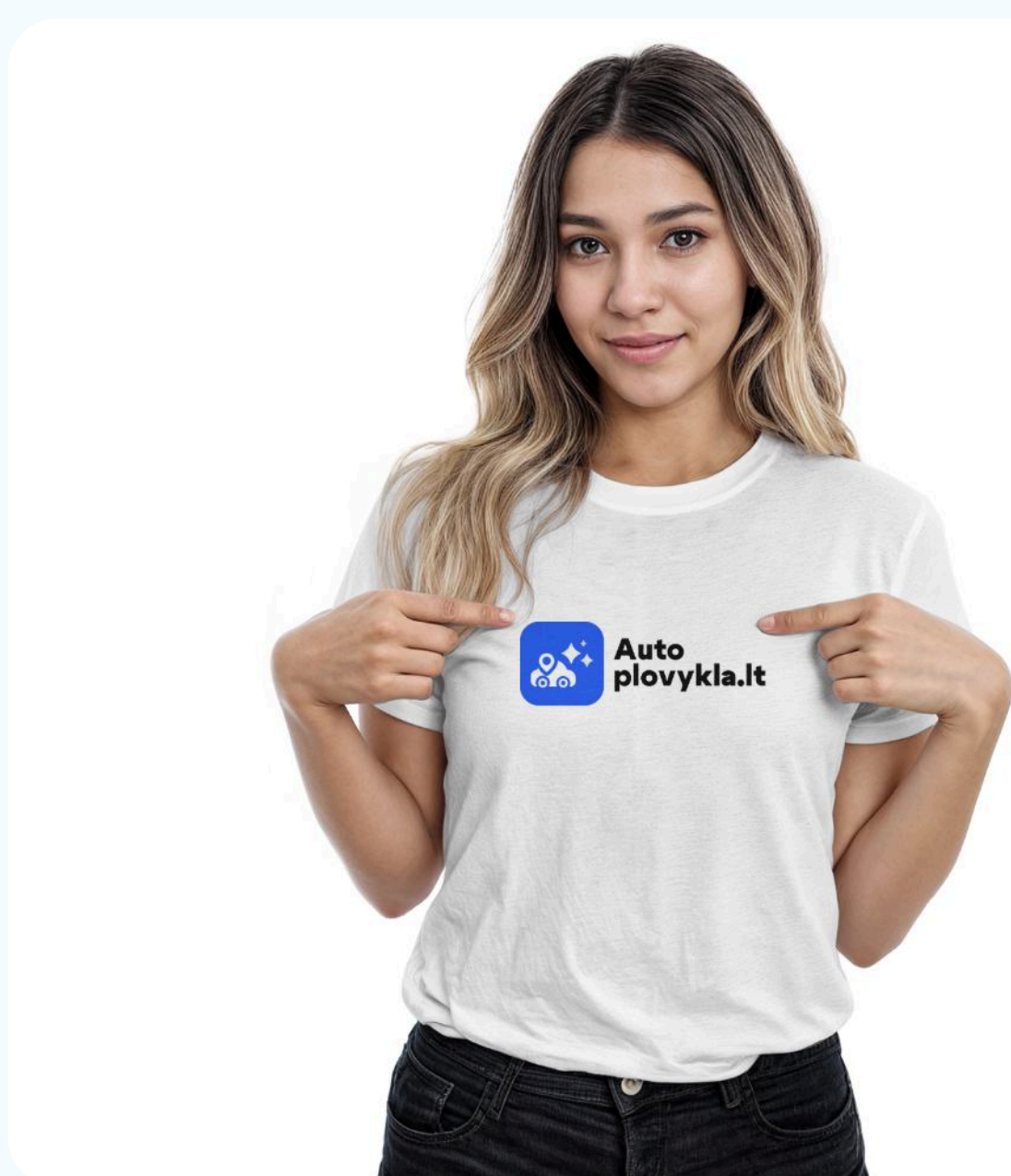
Clear Messaging
Keep copy simple and focused on key benefits, with clear calls-to-action like "Download Now."

Simple Visuals
Use high-quality, minimalist images with clean backgrounds to avoid clutter.

Mobile Optimization
Ensure ads are optimized for mobile devices, testing across different screen sizes.

Advertising & Media – Sponsorships & Partnerships

1. **Align with Brand Values**
   Only partner with organizations and events that reflect Autoplovykla.lt's values of convenience, trust, and reliability.

2. **Co-Branding Guidelines**
   Ensure consistent use of logo, colors, and fonts. Follow brand guidelines for any joint promotional materials.

3. **Quality over Quantity**
   Prioritize strategic partnerships that add long-term value over numerous short-term sponsorships.

Thank you for helping bring our brand to life.

By following these guidelines, you ensure that Autoplovykla.lt stays clear, consistent, and trusted—everywhere it appears.

Auto
plovykla.lt