



**Jim's
Carpet Cleaning**

**JIM'S CARPET CLEANING
STYLE GUIDE**

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INTRODUCTION

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The Jim's Carpet Cleaning brand is not only the name we do business under, but also our **entire business!**

Our trademark means more than just the logo.

It also includes the colours, styles, fonts, themes, booking process and level of workmanship which make up our entire **group image**, which is in turn essentially: *whatever customers have a right to expect when they contact the Jim's Cleaning.*

To protect your investment, it is therefore extremely important that these trademarks be maintained throughout the group at all times, especially as we continue to grow at this fantastically fast rate!

By strictly maintaining our commitment to keeping these aspects of our businesses uniform, we can simultaneously guarantee that our customers get what they expected and increase the exposure, strength and sale value of our businesses.

Important Note: All advertising, marketing and self-promotional items will need to be approved by your Regional Franchisor.

MISSION STATEMENT

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To be the custodian of the Jim's Name in our territory, to represent it with honour & pride, as its ambassador.

To go about our business with integrity, honesty & with a clear conscience.

To make every experience with the public pleasing & memorable.

To display professionalism and etiquette when dealing with Franchisees, Franchisors, Suppliers, opposition & customers.

To be the benchmark in our industry, leading the way in Customer Service, Presentation, Ethics and Growth.

To lead the way in development of Franchising, expansion and innovation.

To be recognized as leaders in the field of providing exemplary and cost-effective service.

To provide simple and effective entry into a business and offer further opportunities to those deserving.

EACH & EVERY DAY WE WILL CONDUCT OUR BUSINESSES WITH THESE PRINCIPLES IN MIND.

APPROVED LOGOS

THE TRADEMARK

The Jim's "head" logo is registered for use in Australia (reg no. A. 895897), New Zealand, the UK and North America, and is owned by the Jim's Group Head Office.

It has over 96% public recognition in Australia. Regional Franchisors are given permission to use the logo in their business by way of their Franchisor Agreement, and Franchisees are given permission to trade under the logo in their business.

The approved logo & variations may not be altered in any way, including moving text.

The trademarks below are in **EPS** and **JPG** files are available in the Franchisee Hub
<https://www.jimscleaning.com.au/franchisee-hub/>

APPROVED LOGOS

Jim's Carpet Cleaning Logo



Jim's Cleaning Group Logo helps customers identify the range of services we offer, making us one stop shop for all their cleaning needs. It can be used when advertising as a group.



Jim's Your Local Expert was born after the market research done by Jim's Group. It was noticed that many of our customers had a misconception regarding the location and expertise level of our franchisees. While our franchise owners are all local, many people consider the Jim's Group to be a big National company and it was operated by everyday people with basic general knowledge. This logo was created to showcase our franchisees are local and they are expert in their field.

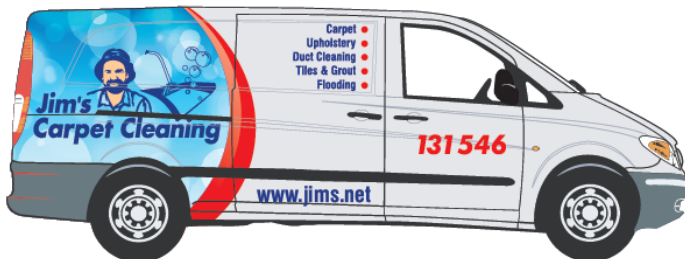
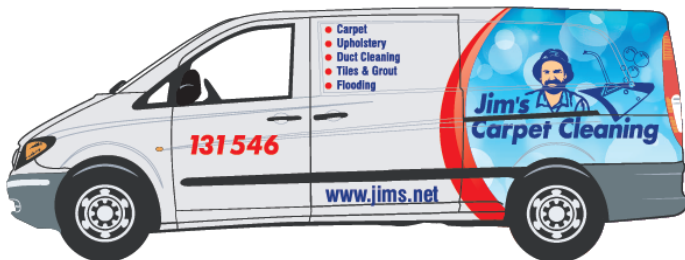
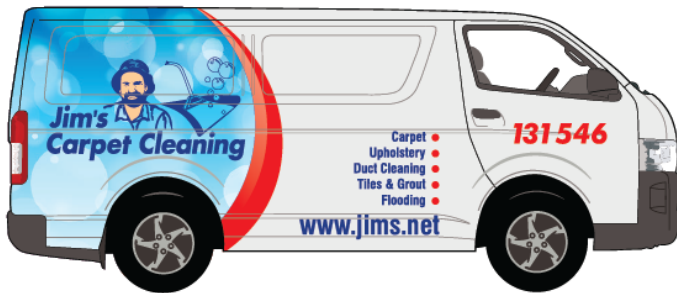


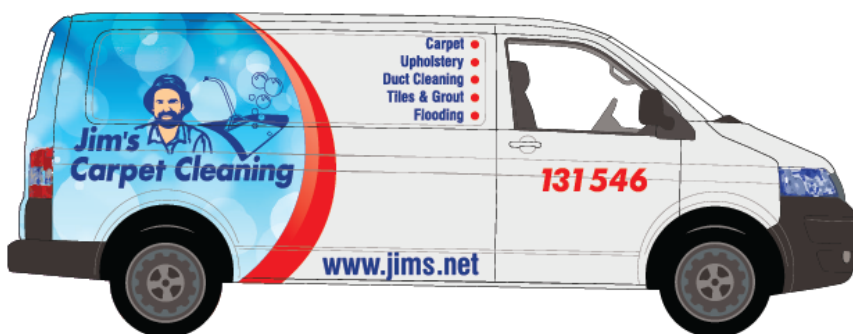
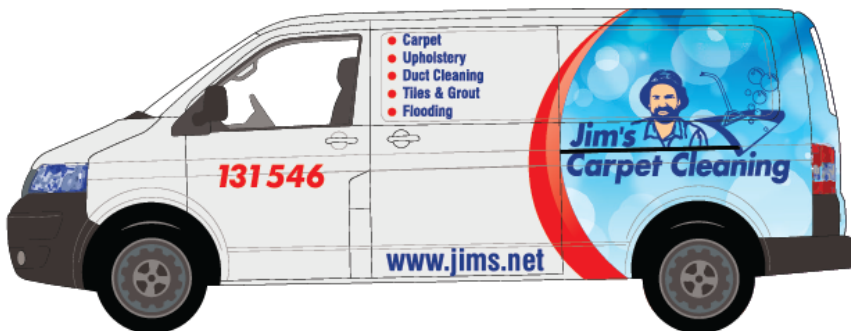
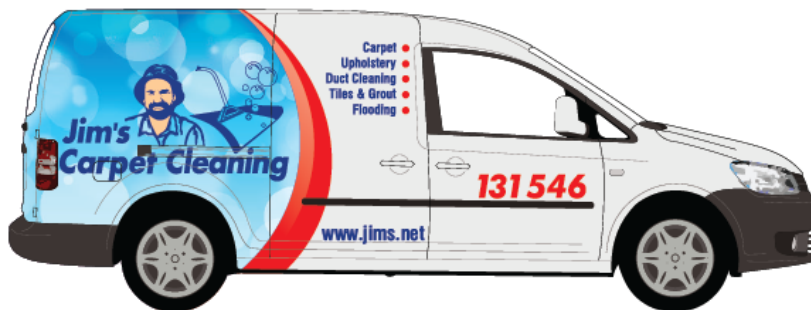
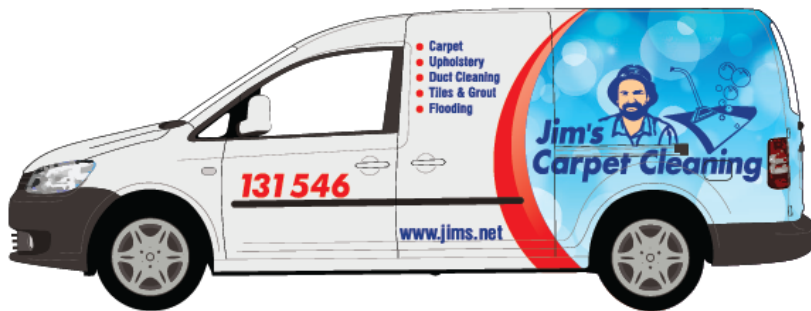
COLOUR CODES

COLOUR	AREAS	PMS CODE
WHITE	Background, main heading	PMS White
BLUE	Logo, main text, web site address	PMS Reflex Blue
RED	Dot points, phone number	PMS 032 Red
FLESH	Jim's face & neck	PMS 155 Flesh

VEHICLE SIGNAGE

APPROVED VEHICLE SIGNAGE TEMPLATES







BACKGROUND IMAGE



Important Note: All raw files including the templates are available in the Franchisee Hub. Any changes to the template must be approved by the Divisional Office.

Advertising@jimscleaning.net.au

UNIFORMS

APPROVED ATTIRE

Jim's Carpet Cleaning embroidered uniforms are supplied by The Cleaners Choice and available to order yourself. <https://thecleanerschoice.com.au/>

The Cleaner's Choice mission is to deliver the best quality products with exceptional value and a fast, superior service to all Jim's Franchisees.

We understand everyone is different in regard to styling and size, you are able to source your own uniforms, provided that they fit the below guidelines and are approved by the Franchisor.

All Franchisees including employees, workers, trainers and any helpers of Franchisee must be in full uniform.

POLO TOPS



- Pique knit cotton-back Polo navy/red
- Modern fit
- 180gm 60% Cotton and 40% Polyester
- Cotton-rich pique knit
- Easy care fabric
- Pen pocket on sleeve (optional)
- Wash and wear
- UPF Sun smart rating 30+

LONG SLEEVE POLO



- Pique knit cotton-back Polo navy/red
- Modern fit
- 180gm 65% Cotton and 35% Polyester
- Cotton-rich pique knit
- Easy care fabric
- Wash and wear
- UPF Sun smart rating 30+

- **Important Note: Footwear is to be WHS Compliant, closed top shoes or boots, with a non-slip sole. Preferably black (Runners, cros, sandals, thongs are not acceptable).**

BUSINESS SHIRT



- Cotton Rich
- 60% Cotton and 40% Polyester
- Buttons dyed to match
- Gradual curved hem
- Single pocket
- Mid blue in colour

JACKET



- Jacket comes with detachable (zipper) sleeves
- 340 GSM
- Shell face 90% Polyester, 10% Elastane, Shell back 100% Polyester
- Water/wind resistant, breathable, tough wearing & insulative
- Hi-tech 4 ways stretch

JUMPER



- 100% Polyester
- 290 GSM low pill polar fleece
- Regular fit
- Contrast sleeve panel and piping
- ½ zip neck

HI-VIS SAFETY VEST



- 100% Polyester tricot for durability
- Complies with Standards AS/NZS 1906.4:2010 and AS/NZS 4602.1:2011
- Front flap with Velcro closure
- Contrast grey binding

PANTS



- Heavyweight 311 GSM cotton drill
- Comfort fit, one side contains large flap pocket, the other a tool and mobile phone pocket
- Heavy duty nylon zip

SHORTS



- Regular fit
- 295 GSM cotton washed twill
- Stretch fabric for comfort
- Layered pockets for each access to store

CAP



These caps have been specifically designed to be comfortable, stylish and provide sufficient UV protection.

STATIONERY & PROMOTIONAL ITEMS

BUSINESS CARDS

Jim's Carpet Cleaning stationery and promotional items are supplied by Dynamite Online and available to order yourself. <https://dynamiteonline.com.au/>

Matt laminated business cards, full colour double sided on 310 GSM art board, 90 x 55mm



MAGNETS

Full colour 90mm x 55mm Magnets



APPROVED FLYERS & BROCHURES



Jim's Carpet Cleaning

**Carpet Steam Cleaning
Special Offer**

**3 Rooms for only
\$99* inc GST**

* Terms and Conditions Apply.
3 x 4m average sized rooms.
Excessive staining & soiling may
incur additional charges.

**Jim's Carpet Cleaning
Wollongong
Glenn Haase
0422 091 023**

Call us NOW for a FREE quote!
National Office **131 546**
www.jimscleaning.net.au



SPECIAL OFFER!

Professional Quality Carpet
Steam Cleaning Service

3x Rooms for ONLY

\$99 inc. GST*

Your Local Jim's Carpet Cleaning
Technician is:

Name Surname
0400 000 000
name.surname@jimscleaning.net.au

*Based on standard sized rooms up to 14 sqm.
Subject to condition of areas.

Jim's Carpet Cleaning
131 546
www.jimscleaning.com.au

**SATISFACTION
GUARANTEED**



WE ARE HERE FOR YOU

Jim's Carpet Cleaning supports near 100 Franchisees Australia wide, offering specialised services to thousands of clients per day.

Your local Jim's Carpet Cleaning Technician is trained to operate with professionalism, integrity and maintain the highest quality of customer care.



Why Jim's Carpet Cleaning?

All our technicians are skilled professionals and strive to achieve the best possible outcome time and time again. Jim's Carpet Cleaning Franchisees are:

- ✓ **Police Checked**
- ✓ **Trained & Insured**
- ✓ **Workmanship Guaranteed**
- ✓ **Provide complete care for your requirements**

Your Local Jim's Carpet Cleaning Franchisee is:

Name Surname
Jim's Carpet Cleaning (Territory)
0400 000 000
name.surname@jims-cleaning.net.au
www.jims-cleaning.com.au
National Office 131 546

f i t y g



Hello.

EMAIL ADDRESS & SIGNATURES

EMAILS

Approved franchisee email address is name.surname@jimscleaning.net.au

Any email address other than 'name.surname' will need to be approved by the Divisional Office.

APPROVED EMAIL SIGNATURE

Templates are available in the franchisee hub. <https://www.jimscleaning.com.au/franchisee-hub/>

Jim Penman | Franchisee | **Jim's Cleaning**

T: 0412 123 123 | E: jim.penman@jimscleaning.net.au



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SOCIAL MEDIA

We have created a video for you to watch which will help setting up using your Facebook and GMB Pages.

<https://youtu.be/91XDOScrExc>

COVER PHOTO EXAMPLE



BEFORE & AFTER SHOT EXAMPLE



Jim's Carpet Cleaning Jerrabomberra

July 5 · 🌐



How amazing is this before and after! Luckily this lovely client phoned us before going to replace their couch! Call us on 131 546 to restore life to your couches!

<https://www.jimscleaning.com.au/.../upholstery-cleaning/>



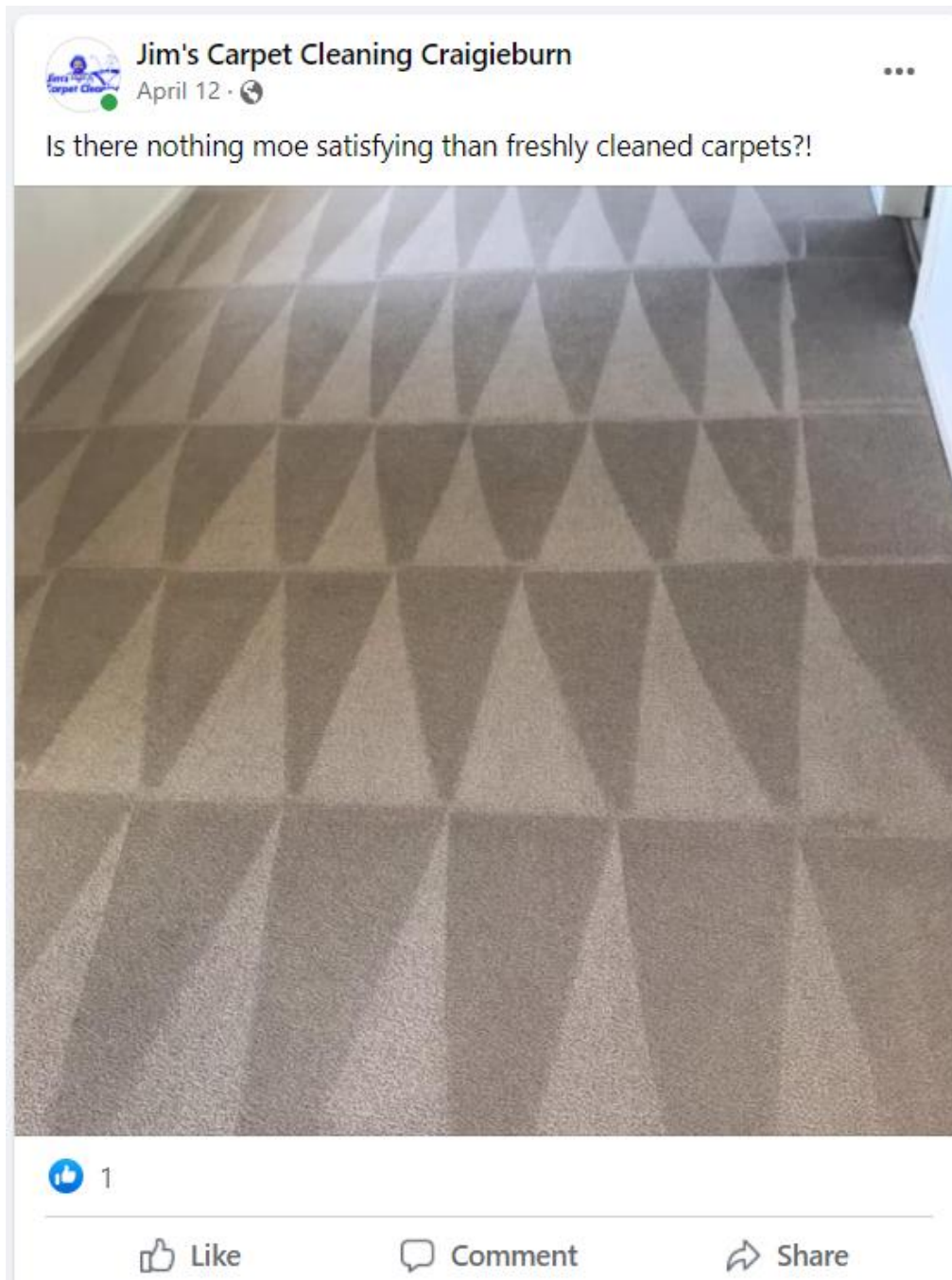
👍 7

👍 Like

💬 Comment

➦ Share

FUN PHOTO EXAMPLE



FREE GIVEAWAY EXAMPLE

Jim's Car Detailing Greenacre is 🥳 feeling excited.
Published by Mehmet Ali Olmez · January 7 · 🌐

👏👏👏 We are celebrating the launch of Jim's Car Detailing Greenacre by giving away 5 x FREE Mini Detail Services 🚗🚗🚗🚗🚗

All you need to do is like our page and tag 3 of your friends or family to this post who live in Greenacre or surrounding suburbs 🍀🍀🍀

The winners will be announced on Monday, 18th January at 11.00am.

Good luck 😊



Jim's Car Detailing Greenacre
Jim's Car Detailing offer a range of great car cleanin... [Call Now](#)

10,278	1,335	—	Boost Again
People Reached	Engagements	Distribution Score	

REPLYING TO POSITIVE REVIEW EXAMPLE

Nae Dillon
1 review

★★★★★ 10 months ago

Great service. Efficient and Reliable. We will definitely be using this service again in the future.

 Like

Response from the owner 10 months ago
Looking forward to working with you again Nae, it was a pleasure

REPLYING TO NEGATIVE REVIEW EXAMPLE



Jordan

Local Guide · 69 reviews · 86 photos

★★★★☆ 4 months ago

Average at best



Response from the owner 2 months ago

Hi Jordan, Thank you for your feedback. We confirm this was a difficult job which had flood damage and pest control issues. As mentioned on the day our basic (entry point service) wouldn't be enough as your vehicle needed a lot more. We have tried calling you few times to rectify your concerns with no luck.
Thanks

Important Note: Make sure to ask for permission from your client before posting on Facebook.