CREATIVE LEADERSHIP /
BRAND CASE STUDY

rinsed

BUILDING BRAND MOMENTUM

Brand Strategy • Visual Identity • Messaging
Product Marketing • CRM Playbooks • Events

How a clear brand platform, a refreshed identity and a practical content system helped Rinsed — the growth platform for car wash operators — speak with one confident voice across product, marketing and the customer experience.

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Brand Strategy & Creative Direction | The Brand Architects for Rinsed



WHAT MAKES A GREAT WORK DAY?

AGENDA

1. A Little History
2. Brand & Message
   - Promise • Voice & Tone • Values • Value Proposition
3. Building Blocks
   - Logo • Typography • Color
4. Design & Imagery
5. Consistency Equals Recognition & Awareness
6. Conclusion



THE BIG IDEA

MOMENTUM

That forward-driving feeling when your operations are humming, your team is in sync, and you're not chasing chaos — **you're leading with clarity.**

By connecting marketing, membership and point-of-sale tools in one system, Rinsed removes friction, surfaces insights and helps car wash operators act faster and smarter.

ONE

A LITTLE HISTORY

THE RINSED STORY

When founder Austin Esecson started investing in car washes, he found operators running on outdated systems — no clear view of performance, no easy way to reach customers, no good way to manage memberships. That became The Car Wash CRM. Working alongside more washes, Rinsed added **Salespath** for the driveway and **Support Agent**, an AI phone assistant, for customer care.

THE CHALLENGE

Three products, one growing platform — but a brand that hadn't kept pace. Rinsed needed a clear story, a consistent identity and practical tools that operators and the team could use every day.

OPERATOR PAIN POINTS

- Outdated, clunky systems
- Poor membership experience
- No visibility into the customer journey
- No easy way to reach customers
- Overloaded staff, slow resolution

TWO

BRAND
& MESSAGE



THE PROMISE

Rinsed gives car wash operators the **clarity, tools, and confidence to grow.**

We simplify the complex, automate the manual and deliver real results — so operators can focus on running their business, not chasing it.

BRAND PERSONALITY

Clear, confident and purpose-built for car washes. Smart but never arrogant — **like the most helpful person you know who also happens to be a car wash expert.**

SIMPLICITY | AUTOMATION | MEASURABLE RESULTS



ONE-LINER

Rinsed integrates directly with your POS, giving you the tools to grow memberships, reduce churn, and keep customers coming back.

A HELPFUL EXPERT, NOT A SALES PITCH.

STRAIGHT-FORWARD

We clearly state what we do and why it matters, using data to back our claims up.

CONVERSATIONAL

A helpful, knowledgeable person explaining our products — industry experts who understand the car wash space.

CUSTOMER-FOCUSED

We lead with the pain points we solve and what operators achieve — not just a list of features.

INDUSTRY-DRIVEN

Dedicated to car washes. Thought leaders who bring the best of technology to the industry.

HOW THE TEAM MOVES.

01

BIAS TO ACTION

Get on a plane.

02

LOW EGO

Getting to the right answer, not being right.

03

PERFECT IS THE ENEMY OF GOOD

Move fast and fix things.

04

LEVEL UP

Get comfortable being uncomfortable.

05

GROW THE PIE

We win when our customers win.

PROOF, NOT PROMISES.

The messaging framework anchors every claim in operator results, organized around three points: grow memberships, reduce churn and improve the customer experience.

GROW MEMBERSHIPS

14%

membership growth in the first year with The Car Wash CRM

GROW MEMBERSHIPS

30%

improvement in driveway conversion with Salespath

REDUCE CHURN

5x

more revenue from members who accept a downsell vs. cancel — and they stay ~7 months longer

CUSTOMER EXPERIENCE

90%+

of customer requests automated by Support Agent and The Car Wash CRM

FIGURES AS STATED IN THE RINSED BRAND GUIDE.

THREE PRODUCTS. ONE JOURNEY.

MEMBERSHIP & MARKETING

THE CAR WASH CRM

Automates membership management, marketing and customer communication to grow and retain members — built for car washes and fully integrated with the POS.

THE DRIVEWAY

SALESPATH

Most washes convert only 3% of customers into members. Real-time tracking, gamification and recorded pitches build a high-performing sales culture.

CUSTOMER CARE

SUPPORT AGENT

AI-powered, 24/7 phone support that recognizes callers and handles cancellations, payments and common requests — without staff intervention.

BUILDING BLOCKS

All the pieces coming together to create the look and feel and set the visual tone.



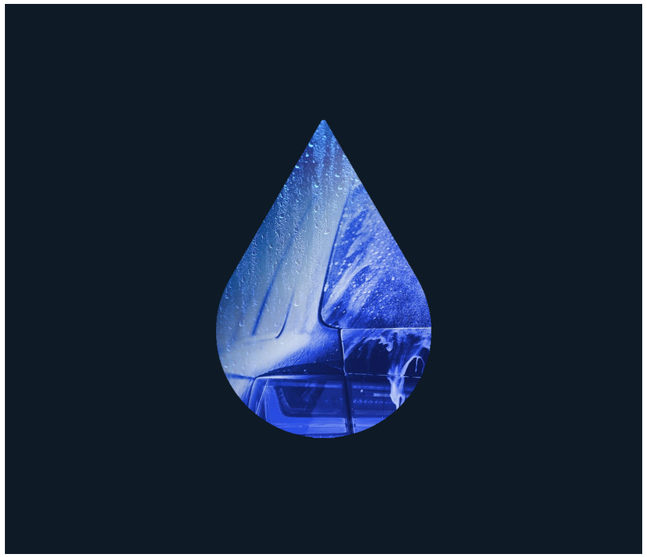
THE RINSED LOGO

The droplet symbolizes clarity, connection and momentum — every part of a car wash business, together in one platform.

The wordmark is bold, modern and simple. A stacked primary lockup leads; a horizontal secondary lockup serves web and digital. Approved textures can live inside the droplet when it stands alone.







TYPOGRAPHY & HIERARCHY

Lato — a modern, humanist sans — does it all. Black headlines bring clarity and confidence; Light body copy keeps things calm and readable. Verdana stands in for Office documents only.

Lato

PRIMARY

HEADER · BLACK

GROW MEMBERSHIPS

ACCENT

Reduce churn. **Keep them coming back.**

SUBHEADER ALT

THE BIG IDEA

BODY · LIGHT

From the first driveway interaction to ongoing membership management, our products provide clear insights that improve the customer experience.

THE RINSED COLOR PALETTE

A grounding navy and an uncomplicated neutral lead. Jetstream adds energy — no more than 15% coverage. Lime Burst is a spark, used at 5% or less for highlights and key actions.

MIDNIGHT WASH

HEX #203548 · PMS 5463 C
Primary

JETSTREAM

HEX #00A8DC · PMS 115-14 C
Secondary · ≤15%

WINTER FOAM

HEX #EFF2F3 · PMS 179-1 C
Primary

LIME BURST

HEX #C4DA53 · PMS 163-8 C
Accent · ≤5%

FOUR

DESIGN
& IMAGERY



WATER IN MOTION.

Textures inspired by water's motion, clarity and flow carry the brand's core pillars — momentum, confidence and purpose. Three families give designers range:

Vector textures — flowing line patterns

Photo textures — watercolor washes of light and depth

Bubbles & suds — clean, monochrome close-ups





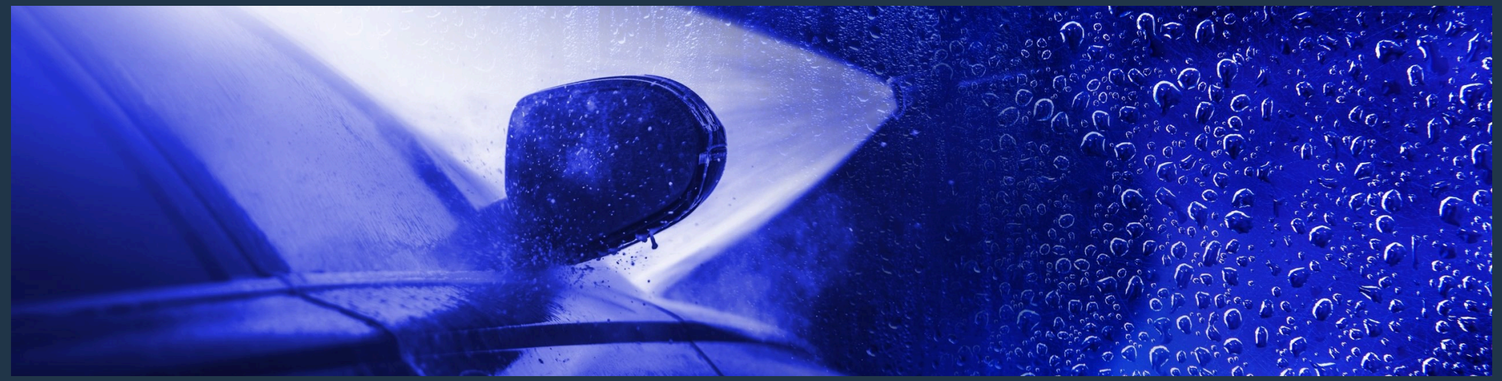


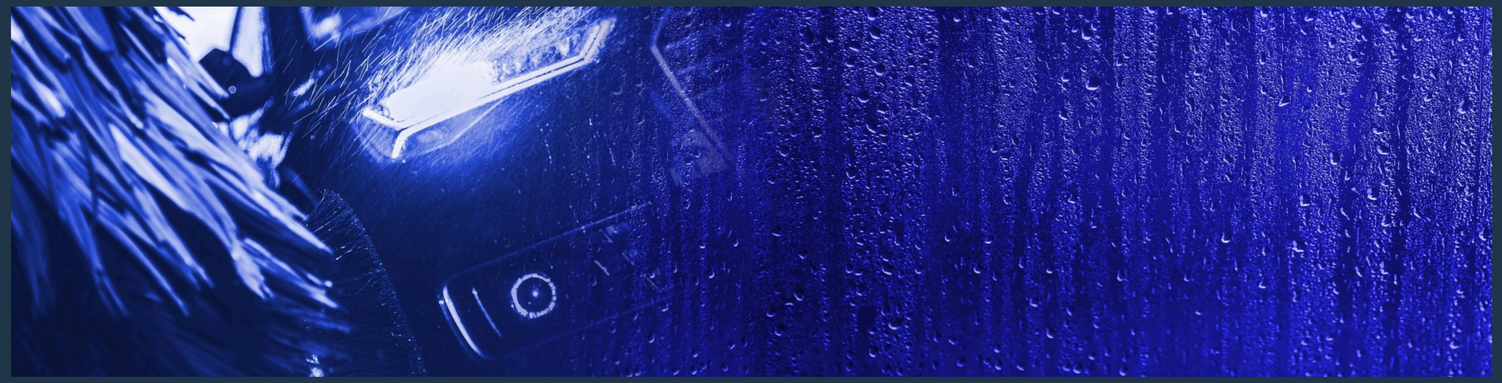




INSIDE THE TUNNEL.

Hero photography lives where operators live: inside the wash. Tight crops of mirrors, brushes and foam, washed in a single saturated blue, create wide banners with plenty of quiet space for headlines.







FIVE

CONSISTENCY EQUALS RECOGNITION & AWARENESS

One brand from the product to the playbook to the event stage — so every operator touchpoint feels unmistakably Rinsed.

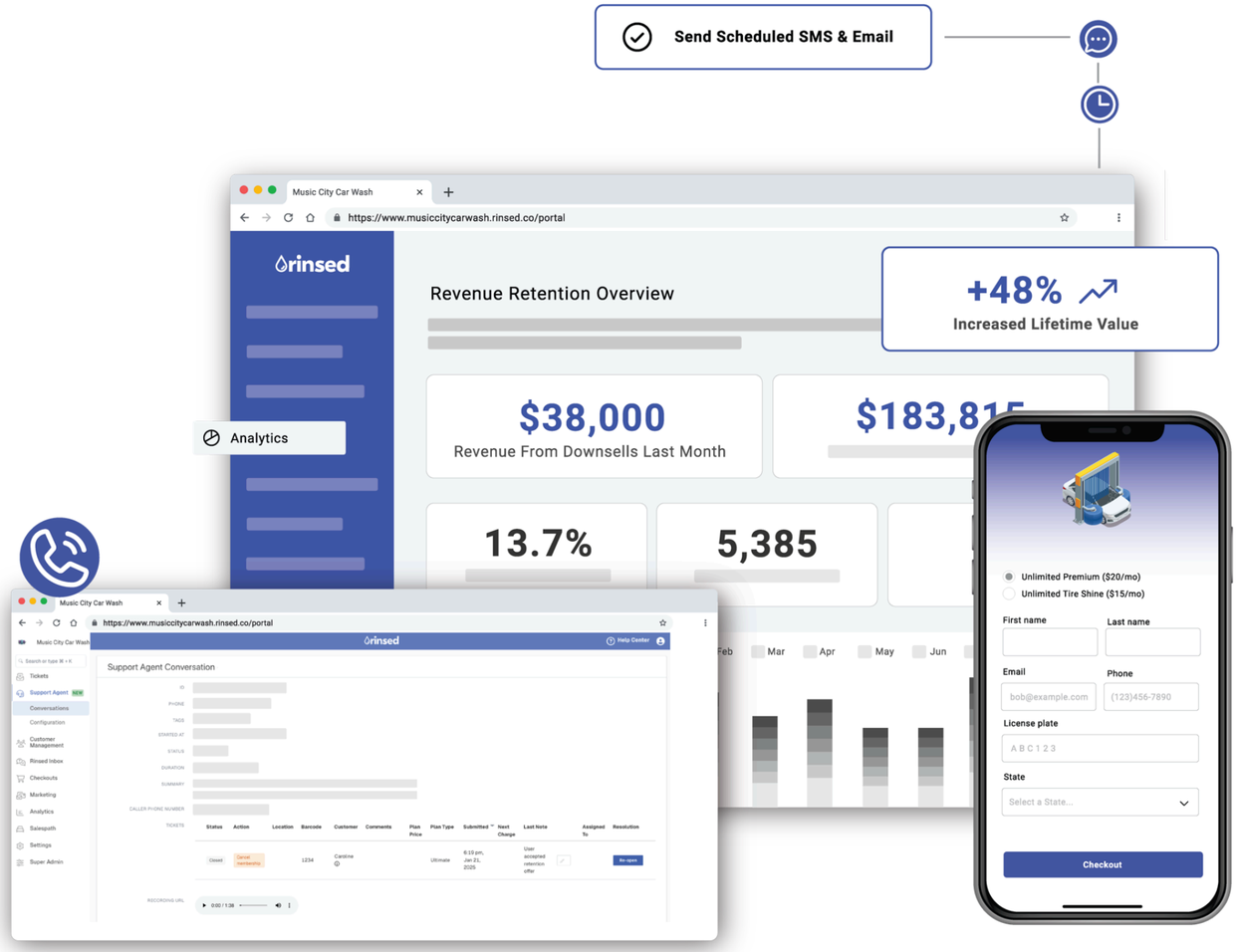


SHOW THE RESULTS.

Product visuals pair real interfaces with the outcomes that matter to operators — revenue retained, lifetime value, automated outreach — so a single image tells the platform story: CRM, Support Agent and online membership checkout working together.

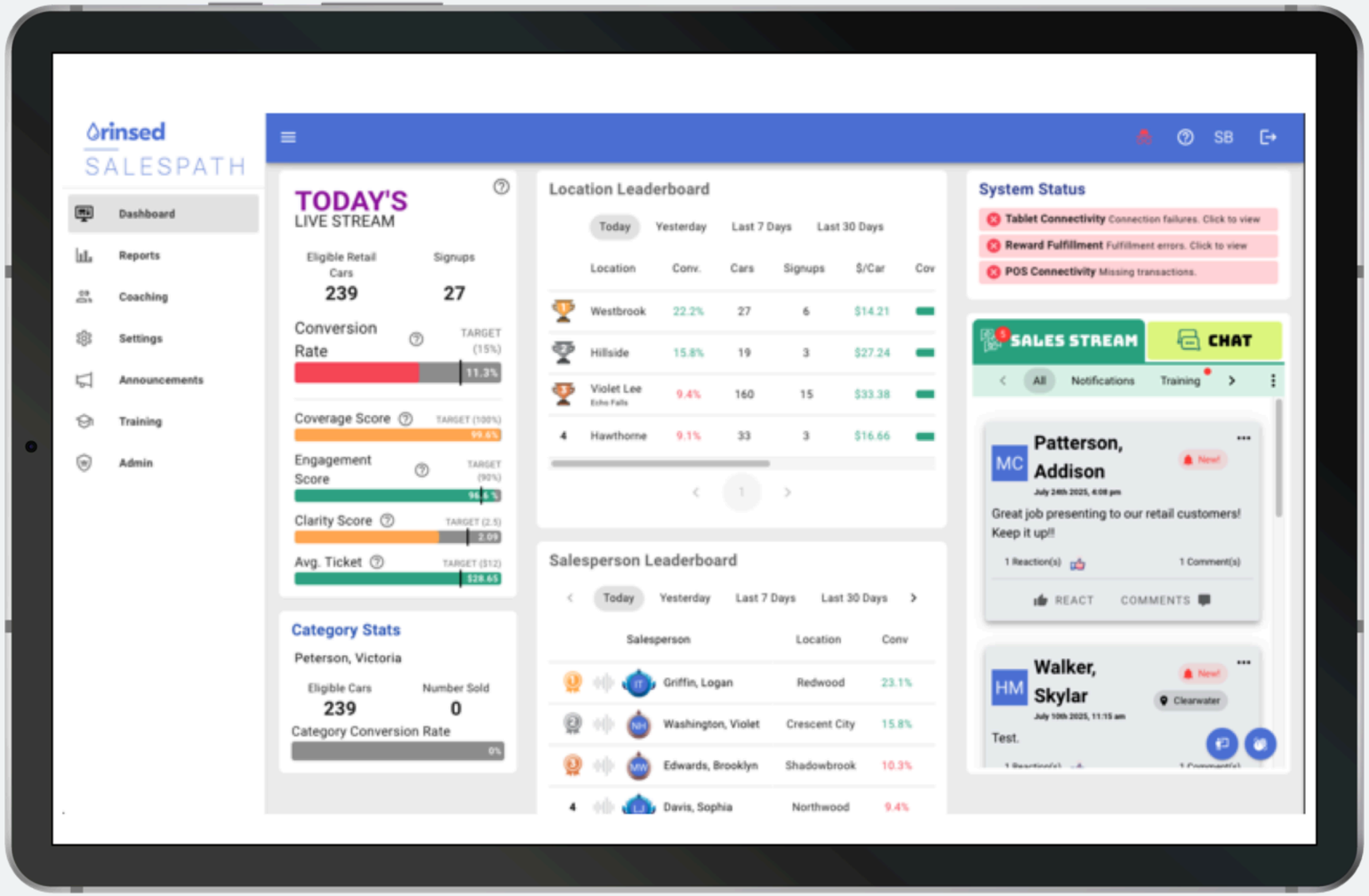
+48%
LIFETIME VALUE CALLOUT

$38K
DOWNSELL REVENUE CALLOUT



SALESPATH, ON THE DRIVEWAY.

Device mockups bring the driveway sales program to life: a live stream of today's conversions, location and salesperson leaderboards, coaching scores and a social "Sales Stream" that celebrates wins — gamification that operators can see at a glance.



PLAYBOOKS OPERATORS USE.

A branded series of CRM playbooks turns Rinsed's expertise into ready-to-launch campaigns — strategy, audience logic and pre-written SMS and email — in one consistent editorial template.

The Retention Campaign — build wash habits, prevent churn

90-Day Offer — long-term loyalty from a short-term offer

Holiday Marketing Guide — 12 seasonal moments



STRATEGY, BACKED BY DATA.

Each playbook leads with why the campaign matters, then shows exactly how to build it in The Car Wash CRM — with benchmarks so operators know what good looks like.

2–3x

less likely to churn when members wash 2+ times a month

1.9

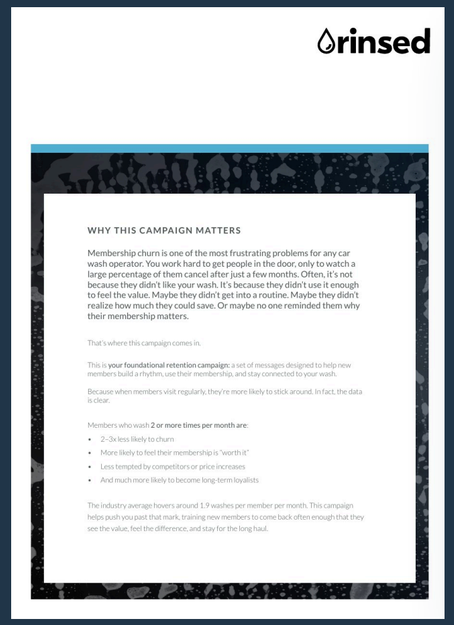
industry-average washes per member per month

12–15%

SMS click rate with good timing and offer

12–20%

high-intent checkout conversion


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WHY THIS CAMPAIGN MATTERS

Membership churn is one of the most frustrating problems for any car wash operator. You work hard to get people in the door, only to watch a large percentage of them cancel after just a few months. Often, it's not because they didn't like your wash. It's because they didn't use it enough to feel the value. Maybe they didn't get into a routine. Maybe they didn't realize how much they could save. Or maybe no one reminded them why their membership matters.

That's where this campaign comes in.

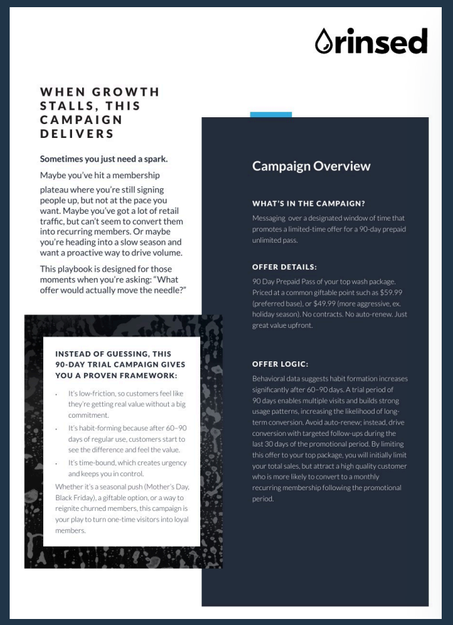
This is **your foundational retention campaign**: a set of messages designed to help new members build a rhythm, use their membership, and stay connected to your wash.

Because when members visit regularly, they're more likely to stick around. In fact, the data is clear.

Members who wash **2 or more times per month are**:

- 2–3x less likely to churn
- More likely to feel their membership is "worth it"
- Less tempted by competitors or price increases
- And much more likely to become long-term loyalists

The industry average hovers around 1.9 washes per member per month. This campaign helps push you past that mark, training new members to come back often enough that they see the value, feel the difference, and stay for the long haul.


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WHEN GROWTH STALLS, THIS CAMPAIGN DELIVERS

Sometimes you just need a spark.

Maybe you've hit a membership plateau where you're still signing people up, but not at the pace you want. Maybe you've got a lot of retail traffic, but can't seem to convert them into recurring members. Or maybe you're heading into a slow season and want a proactive way to drive volume.

This playbook is designed for those moments when you're asking: "What offer would actually move the needle?"

INSTEAD OF GUESSING, THIS 90-DAY TRIAL CAMPAIGN GIVES YOU A PROVEN FRAMEWORK:

- It's low-friction, so customers feel like they're getting real value without a big commitment.
- It's habit-forming because after 60–90 days of regular use, customers start to see the difference and feel the value.
- It's time-bound, which creates urgency and keeps you in control.

Whether it's a seasonal push (Mother's Day, Black Friday), a giftable option, or a way to reignite churned members, this campaign is your play to turn one-time visitors into loyal members.

Campaign Overview

WHAT'S IN THE CAMPAIGN?

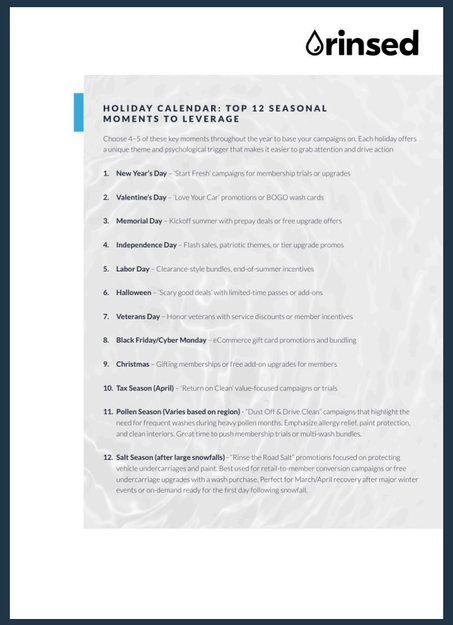
Messaging, over a designated window of time that promotes a limited-time offer for a 90-day prepaid unlimited pass.

OFFER DETAILS:

90 Day Prepaid Pass of your top wash package. Priced at a common giftable point such as $59.99 (preferred base), or $49.99 (more aggressive, ex. holiday season). No contracts. No auto-renew. Just great value upfront.

OFFER LOGIC:

Behavioral data suggests habit formation increases significantly after 60–90 days. A trial period of 90 days enables multiple visits and builds strong usage patterns, increasing the likelihood of long-term conversion. Avoid auto-renew; instead, drive conversion with targeted follow-ups during the last 30 days of the promotional period. By limiting this offer to your top package, you will initially limit your total sales, but attract a high quality customer who is more likely to convert to a monthly recurring membership following the promotional period.


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HOLIDAY CALENDAR: TOP 12 SEASONAL MOMENTS TO LEVERAGE

Choose 4–5 of these key moments throughout the year to base your campaigns on. Each holiday offers a unique theme and psychological trigger that makes it easier to grab attention and drive action

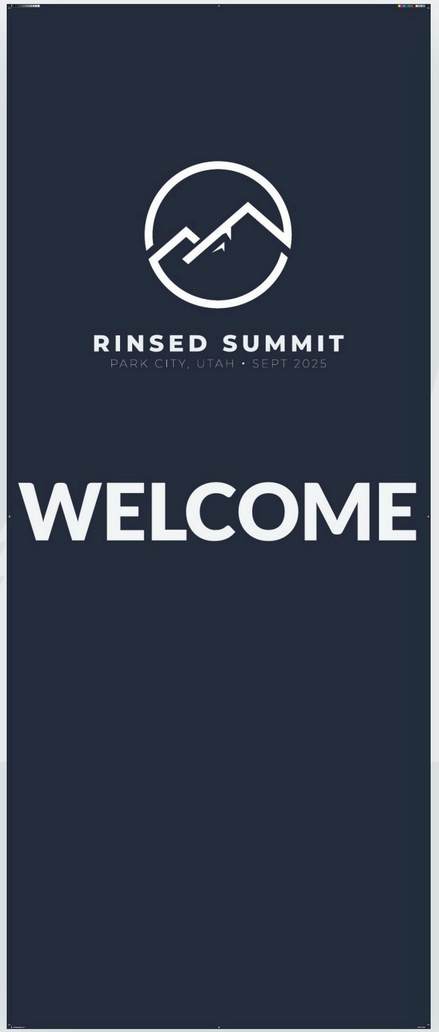
1. **New Year's Day** – 'Start Fresh' campaigns for membership trials or upgrades
2. **Valentine's Day** – 'Love Your Car' promotions or BOGO wash cards
3. **Memorial Day** – Kickoff summer with prepay deals or free upgrade offers
4. **Independence Day** – Flash sales, patriotic themes, or tier upgrade promos
5. **Labor Day** – Clearance-style bundles, end-of-summer incentives
6. **Halloween** – 'Scary good deals' with limited-time passes or add-ons
7. **Veterans Day** – Honor veterans with service discounts or member incentives
8. **Black Friday/Cyber Monday** – eCommerce gift card promotions and bundling
9. **Christmas** – Gifting memberships or free add-on upgrades for members
10. **Tax Season (April)** – 'Return on Clean' value-focused campaigns or trials
11. **Pollen Season (Varies based on region)** – 'Dust Off & Drive Clean' campaigns that highlight the need for frequent washes during heavy pollen months. Emphasize allergy relief, paint protection, and clean interiors. Great time to push membership trials or multi-wash bundles.
12. **Salt Season (after large snowfalls)** – 'Rinse the Road Salt' promotions focused on protecting vehicle undercarriages and paint. Best used for retail-to-member conversion campaigns or free undercarriage upgrades with a wash purchase. Perfect for March/April recovery after major winter events or on-demand ready for the first day following snowfall.

RINSED SUMMIT

An event identity for the Rinsed customer retreat in Park City, Utah — a mountain mark drawn with the same clean geometry and Midnight Wash navy as the core brand, carried onto welcome banners and a line-drawn treeline pattern.

RINSED SUMMIT
PARK CITY, UTAH • SEPT 2025







A BRAND THAT KEEPS OPERATORS MOVING.

With a clear platform built on momentum, an identity that scales from favicon to event banner, and content operators actually use, Rinsed shows up the way its products work — clear, confident and built for car washes.

01 **ONE CLEAR STORY**
Big idea, promise, voice and values for the whole team.

02 **A REFRESHED IDENTITY**
Droplet, wordmark, Lato type and a disciplined palette.

03 **CONTENT THAT WORKS**
Product visuals and CRM playbooks operators put to use.

04 **BRAND MOMENTS**
The Rinsed Summit identity and event signage.



THANK YOU.

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