



IRIS

MOBILE CAR WASH





IRIS

MOBILE CAR WASH

IRIS is a smart AI-powered car care platform that connects customers and technicians through a seamless digital experience, offering instant and scheduled bookings, real-time tracking, live communication, and intelligent service management for a faster and smarter customer journey.



SK Quadratica

Font Type:

SK Quadratica is a modern geometric sans-serif font that combines clarity, simplicity, and professionalism. Ideal for contemporary branding and digital design.

A a

Roboto Bold

A a B b C c D d E e F f
G g H h I i J j K k
L l M m N n O o P p Q
q R r S s T t U u V
v W w X x Y y Z z



Royal Lavender

HEX: #6A4FB6
RGB: 106, 79, 182
CMYK: 42, 57, 0, 29

Light

HEX: #F1F3F6
RGB: 241, 243, 246
CMYK: 2, 1, 0, 4

White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

light Gray

HEX: #E1E5EA
RGB: 225, 229, 234
CMYK: 4, 2, 0, 8

Gray

HEX: #797D8A
RGB: 121, 125, 138
CMYK: 12, 9, 0, 46

Deep Purple

HEX: #5A3E92
RGB: 90, 62, 146
CMYK: 38, 58, 0, 43

Soft Lavender

HEX: #BCA7E8
RGB: 188, 167, 232
CMYK: 19, 28, 0, 9

Dark

HEX: #111315
RGB: 17, 19, 21
CMYK: 19, 10, 0, 92











The IRIS mascot is a playful, mysterious cat-like character that reflects the brand's smart, fast, and friendly personality. With its minimal design, expressive eyes, and curious pose, it adds a memorable human touch to the visual identity while reinforcing a sense of cleanliness, care, and attention to detail. The mascot is used as a supporting brand element across digital and print applications to create a more engaging and approachable customer experience



Iris Moods



FOCUSED



ON THE WAY



DETAILS



CLEAN



FINISHED



RELAX

