



ASHBURN'S PREMIUM MOBILE DOG SPA

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## Brand & Services Guide

Everything your business needs to look premium, get found, and get booked.

## WELCOME

# Your business, finally looking as good as your work

Vega's Pets Grooming was built on a simple belief: every dog deserves to feel calm, cared for, and loved. You bring that every single day. This guide is about making sure the outside world sees it the moment they find you, so the right customers choose you, trust you, and keep coming back.

What follows is a complete, custom brand and services system: your look, your website, your cards, your services, and the simple tools that turn a great groomer into a thriving local business. This is not a template. It is built only for you.

## WHAT WE OFFER

# Services, presented the premium way

Honest, published pricing. Clients choose the salon or let the van come to them. The same family care either way.

Service	What it includes	Starting price
Full Groom	Bath, haircut, nail trim, ear cleaning, gland expression, breed-specific styling, coat conditioning	\$35 salon / \$45 mobile
Mobile At Your Door	Fully equipped van, one dog at a time, no cages, no stress. Ideal for seniors and anxious dogs	\$65
Salon Grooming	Quiet, climate-controlled space at Junction Plaza for \$65, focused grooming	\$65
Add-On Services	Specialty shampoos, nail grinding, teeth brushing, de-shedding treatments	\$10 to \$20 each

## THE DIFFERENCE

# Why clients choose Vega's

- **Flexibility no one else offers.** Mobile van at the door, or the new salon at Junction Plaza. Same family, same care, your choice.
- **Transparent pricing.** No phone tag, no hidden fees. Rates are published and the difference between mobile and salon is explained up front.
- **The Vega family difference.** Every dog is treated like part of the family. One-on-one, low-stress, tailored to each dog.
- **Stress-free environment.** Climate-controlled van, no cages in the salon, undivided attention.
- **Local and bilingual.** Proudly Ashburn, family-owned, Latino-owned, and fully bilingual (English and Spanish), an edge almost no competitor offers.

THE EXPERIENCE

# Your brand, in the real world

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*Premium, on-brand imagery that sells the experience before a word is read.*



*The mobile van, your signature.*



*The family behind the care.*

# Everything a successful local business needs

A great groomer needs more than skill. To win and keep customers, you need every one of these working together. Here is what we build and hand you:

What you need	Why it matters	Included
A real brand (logo, colors, voice)	People remember brands, not templates	Yes
A premium, mobile, bilingual website	Where people decide to trust and book	Yes
Business cards + print collateral	The handshake that stays in a pocket	Yes
This services brochure	So clients see exactly what you offer	Yes (this)
Google Business Profile + local SEO	80% of local customers start on Google	Yes
A client Business Manager app	Your dashboard + one-tap requests to us	Yes
Social launch kit	Show up where customers scroll	Yes
Ongoing care plan	Hosting, edits, and content, handled	Monthly

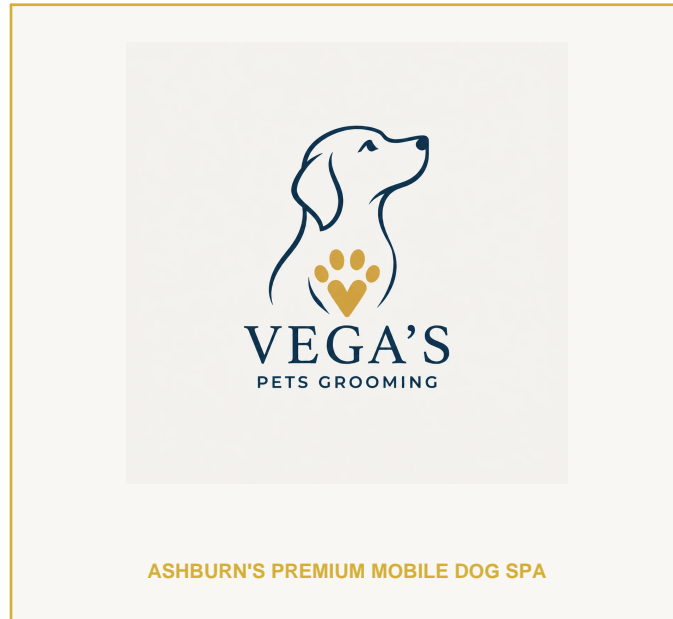
BUSINESS CARDS

# Redesigned around your new logo

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Front and back, premium stock, your real brand. Print-ready.

Front







Back



# The pieces that keep you consistent

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## Colors

			
Midnight Blue #1A3A52	Warm Gold #D4AF37	Cream Ivory #F9F7F4	Charcoal #3A3A3A

**Typography:** Playfair Display for headlines (elegant serif), Lato for body text (clean and readable). Use gold for accents, never as body text. House writing rule: warm and honest, no hype, and no em-dashes.

**Logo use:** keep clear space around it, never stretch it, and use the full-color version on light backgrounds. The dog-and-paw heart mark is the heart of the brand. Protect it.

## Simple, and it keeps what you already use

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Your Vagaro booking stays exactly as it is. Your new website simply sends every 'Book Now' straight into it, so nothing moves and nothing breaks. Clients get a beautiful front door; you keep the system you trust.

Detail	Info
Phone	(571) 519-1331
Website	vegasgrooming.com
Address	43330 Junction Plaza, Suite 178, Ashburn, VA 20147
Hours	Monday to Saturday, 7:00 AM to 3:00 PM
Languages	English and Spanish

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***This is what it takes to run a premium local business, and it is all built and ready for you.***

