SKOON CAR WASH

Private preview — not the live site

Five design directions

for the SKOON website redo

Existing SKOON content, designed five ways. Pick one to take into the full redesign.

1

Neighbourhood Craft

Warm and neighbourly — SKOON steel blue as a committed colour field, with menu-board type and photography used like a material.

2

QUIET MACHINE

Calm automotive modernism — cinematic light on form and water, precise type, and packages written like a product specification.

3

Editorial Apothecary

A considered car-care house — paper, ink and still life, a serif voice and literary pacing, almost no decoration.

4

SOCIAL CUT

Built for the feed — bold crops, oversized condensed type and story-ready compositions with a refined, kinetic edge.

5

Retail Light

South African daylight and modular architecture — a warm, landlord-credible partner for modern retail environments.

One poster per direction follows. Each shows the palette, type, a package card and its references.

deon@skooncarwash.co.za · Copyright © Skoon Car Wash & Valet Centre

SKOON CAR WASH

Design direction 1 of 5

Neighbourhood Craft

1

Warm and neighbourly — SKOON steel blue as a committed colour field, with menu-board type and photography used like a material.

• CAR WASH & VALET CENTRE

A premium car wash experience powered by technology, convenience & care



Contact us

What we offer

PACKAGE 02

Wash & Dry

INCLUDES

- Wash & Go
- Rinse & Dry
- Tyre Shine

Contact us

PALETTE

SKOON Steel	#5D7798
Deep Navy	#293D57
Paper	#F5F0E8
Mist	#DCE5EF
Charcoal	#323232

TYPE

Bricolage Grotesque display

Figtree text & UI

Learns from **Platō Coffee** — inspiration only

Motion. Friendly and unhurried — a slowly turning sticker, soft rises on scroll, images that lift on hover.

Private preview · not the live site

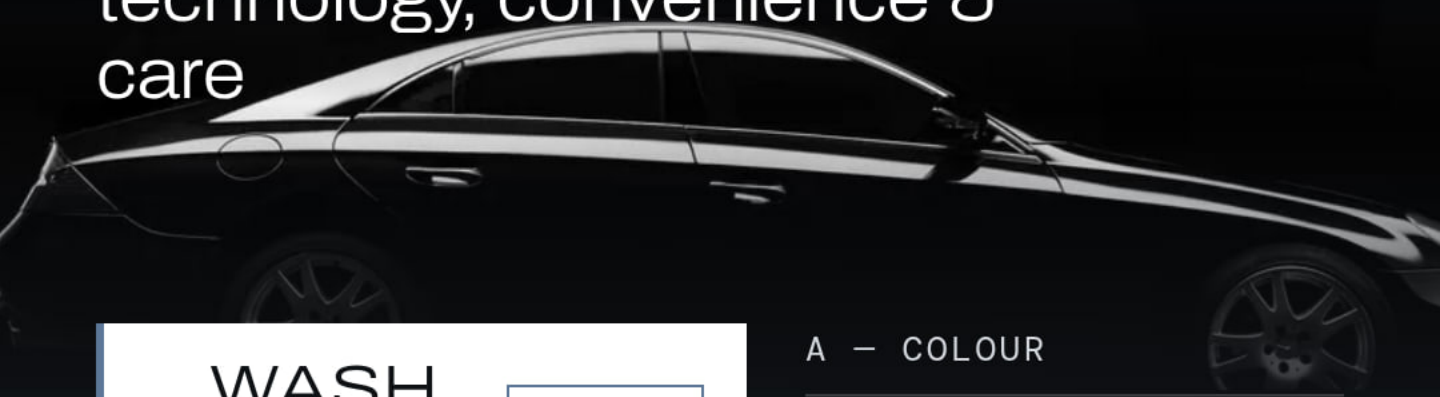
02 — DESIGN DIRECTION

QUIET MACHINE

Calm automotive modernism — cinematic light on form and water, precise type, and packages written like a product specification.

CAR WASH & VALET CENTRE

A premium car wash experience powered by technology, convenience & care



02 WASH & DRY — SELECTED

INCLUDES	Wash & Go
	Rinse & Dry
	Tyre Shine

Contact us →

A — COLOUR

Graphite	#0F1215
Fog	#ECEEF0
Aluminium	#9BA4AE
SKOON Steel	#5D7798
White	#FFFFFF

B — TYPE

DISPLAY	Archivo Expanded
BODY	Archivo
UI	DM Mono

REFERENCES — POLESTAR · RIVIAN

Motion. Slow and exact — a long hero settle, hairlines that draw in, specs revealed row by row.

PRIVATE PREVIEW — NOT THE LIVE SITE

SKOON CAR WASH

DESIGN DIRECTION *No. 3* OF FIVE

Editorial *Apothecary*

A considered car-care house — paper, ink and still life, a serif voice and literary pacing, almost no decoration.



PLATE I *Water, glass, leaf.*

CAR WASH & VALET CENTRE

A premium car wash experience powered by technology, convenience *& care*

CONTACT US

No. 02

Wash & Dry

INCLUDES

Wash & Go · Rinse & Dry · Tyre Shine

CONTACT US

COLOUR

Paper	#F2EEE7
Ink	#1E1D1B
Stone	#6F6A62
Clay	#DDD6CA
SKOON Steel	#5D7798

TYPOGRAPHY

Newsreader + Hanken Grotesk

References — *Aesop & Byredo*

Motion. Barely there — slow fades, and underlines that draw on hover.

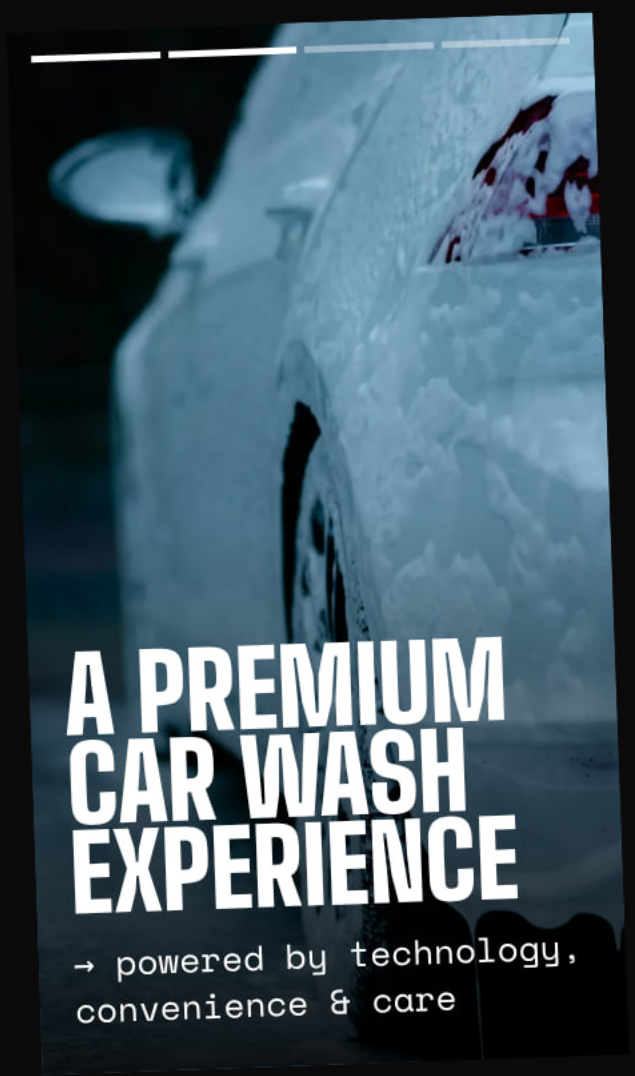
PRIVATE PREVIEW · NOT THE LIVE SITE

SKOON CAR WASH

[DIRECTION 04/05]

SOCIAL CUT 4

Built for the feed — bold crops, oversized condensed type and story-ready compositions with a refined, kinetic edge.



PACKAGE 02

WASH & DRY

+ WASH & GO
+ RINSE & DRY
+ TYRE SHINE

CONTACT US →

#0B0B0C	JET
#FFFFFF	WHITE
#5D7798	SKOON STEEL
#D5E1EE	ICE
#293D57	DEEP NAVY

WASH & GO · WASH & DRY · FULL WASH

TYPE: BIG SHOULDERS DISPLAY + SPACE MONO

REFS: SSENSE · 032C

Motion. Kinetic but refined — a ticker, hard cuts on hover, snap-scrolling story frames.

PRIVATE PREVIEW — NOT THE LIVE SITE

SKOON CAR WASH

DESIGN DIRECTION 05

Retail *Light*

5

South African daylight and modular architecture — a warm, landlord-credible partner for modern retail environments.

CAR WASH & VALET CENTRE

A premium car wash experience powered by technology, convenience *& care*

PARTNER WITH SKOON



PACKAGE 02

Wash & Dry

- Wash & Go
- Rinse & Dry

Limewash	#F7F2EA
Sand	#E6D6BD
Sun	#E4AE5B
SKOON Steel	#5D7798
Deep Navy	#293D57

PROJECT	SHEET	REFERENCES	STATUS
SKOON design directions	05 / 05	Babylonstoren · SAOTA	Preview — not the live site

MOTION

Light that moves — a slow sun-gradient drift and gentle image reveals.