

Cleanology launches new branding – in heartfelt nod to the future

9 months ago



Cleanology, the multi-award winning UK office and commercial cleaning company, has rebranded in a bold and exciting live launch marked by the projection of its vibrant new logo against iconic London landmarks.

The dramatic unveiling – the last stage of a nine-month project conducted in consultation with customers, suppliers, staff and stakeholders – comes at a pivotal moment for the company as it enters its 25th year of trading with a record-breaking £2m of new contracts being mobilised this month.

The rebrand launch – which was livestreamed on global social media platforms LinkedIn and Instagram – saw Cleanology introduce its new logo of a heart icon in eye-catching shades of green and blue. In Wednesday night's livestream, the new logo and short reel were projected on to world-famous London landmarks including the Royal Festival Hall and Tower Bridge.

Dominic Ponniah, CEO and Co-Founder of Cleanology, hosted the livestream launch from the Royal Festival Hall close to the River Thames and then repeated the stunt later that evening at other locations around the capital.

Mr Ponniah enthused: “Our new logo visually represents the care and attention we bring to every aspect of our business. We are a people business at heart and this logo is a better representation of us as a business in this modern age.

When it's done right, cleaning is about more than perfect outcomes. It's about the love and care that get us there, such as the way we champion progress in the industry through

science and innovation and the way we look after our environment by adopting sustainable practices and

technology that put the planet first”.

Echoing the messaging behind the rebrand, Mr Ponniah added: “This is not just about cleaning done well – it’s cleaning done right: for our people, for the planet, for your future”.

Recently Cleanology – previously known for its iconic green and blue flag branding – was awarded the highly coveted Gold Partnership Status by the people-powered charity and social movement, The Hygiene Bank, in recognition of its ongoing efforts to champion the movement to tackle hygiene poverty in the UK. Over the last four years Cleanology has raised over £117,000 for the charity, helping to fund vital initiatives.

Cleanology – headquartered in Vauxhall, south west London, and with regional offices in Manchester, Birmingham, Bristol and Scotland – runs campaigns throughout the year to raise funds and awareness for hygiene poverty, and staff participate in fund-raising opportunities such as marathons.

The family owned and run company has been providing professional commercial and office cleaning services, property maintenance and support services across the UK for almost a quarter of a century. Clients range from blue-chip corporates to royal palaces and some of the world’s most famous brands.

Cleanology’s ESG (Environmental, Social and Governance) leadership has earned it multiple national and international awards, including the Best Small to Medium Business award at the Lloyd’s Bank British Excellence Awards, Scale Up Awards for ESG & Social Impact and Best Overall Scale Up, as well as a finalist spot for the Diversity in the Workplace award at the European Cleaning and Hygiene Awards.

The company holds The Planet Mark certification, has recently been Carbon Neutral certified, and is working towards B-Corp status, EcoVadis medals, and Net Zero by 2035.

Cleanology has also pioneered eco-friendly innovations, including portion-controlled biological cleaning sachets and staff uniforms made from recycled plastic bottles, saving over 143,000 pieces of plastic in the past year alone.

The company also prioritises fair pay, with 99% of employees receiving the Real Living Wage, a significant rise from 18% in 2017. Its fully electric van fleet in London eliminates 13.5 tonnes of CO2 annually, and its head office runs entirely on sustainable energy. Mr Ponniah is a member of the ISSA (International Sanitary Supply Association) Sustainability Committee, ensuring Cleanology’s influence extends beyond the UK.