

# Lux Landscape Lighting

## Logo Design Brief

As we launch our new company, Lux Landscape Lighting seeks a logo that complements our business strategies and creates the right first impression for our customers. Although this is a new company, our lighting professionals have experience and expertise, along with many happy customers.

### Portfolio Strategy

Lux Landscape Lighting focuses on the growing field of low-voltage outdoor LED landscape lighting for homes and businesses. **We provide the following services:**

- Outdoor Landscape Lighting **Design** Portraits
- Outdoor Landscape Lighting System **Installation**
- Outdoor Landscape Lighting System **Service and Repair**

To create the lighting effects our customers desire, our design portraits utilize all **popular lighting products, including:**

- LED Path Lights
- LED Accent Lights
- LED Hardscape Lights

### Customer Strategy

Lux Landscape Lighting is a **luxury brand for affluent clients**. Our residential clients invest in elegant, custom homes they want to showcase. Typically, they are busy professionals, over 40 and entertain regularly. They value saving time over saving money. Beauty, efficiency and accuracy are important to them.

Our commercial clients also cater to high-net-worth individuals and include country clubs, luxury retail, etc.

We provide **top-quality service and high craftsmanship** in our work. Our pricing is high-end, and we don't offer discounts.

### Brand and Logo Strategy

The Lux Landscape Lighting brand and logo need to convey these benefits:

- Highlight the architecture of homes/buildings
- Showcase a home's personality
- Create inviting, safe outdoor spaces
- Create a sense of beauty and inspiration

### Logo Requirements

- **Easily read from a distance.** When our service vans are on a property, the neighbors should easily read who we are.

- **Wordmark should be prominent** and in a distinctive font that appeals to our clients.
- **Graphic element should be simple and effective.** We should be able to use it on its own as an identifying mark.
- **Provide 1-color and full-color alternates**
- **Provide vector art**
- **NOT be square in shape.** That is too rigid and does not imply the style and creativity of the service we offer.