

## Light Management Group

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### Branding

- visual identity with reference to light
- convey the idea of released energy

### Reports – Investor Kits

- twenty-eight pages of detailed information profile the company, the technology and key risks
- summarizes financial reports
- introduces five key areas for application development



Light Management Group, a developer of fibre optic switches, needs to introduce their company to potential investors. LMG needs a visual identity that reflects an established, well-managed, high-tech company.

The branding Electra develops reflects LMG's promise and potential for investors. Electra contributes design, marketing experience, and the ability to explain complex technology in everyday terms to develop investor kits.



