



- Lighting Design
- Electrical Contracting
- Systems Design & Integration
- Electrical Service & Maintenance



**BRANDING
STATEMENTS**

Bringing Light to Life Since 1969

Mission tagline

Professional Brilliance

Attributes tags

40 years of Excellence

The Artistic Method

Positioning tags

Visionary Design | Flawless Execution

Artistry, Technology, Quality

- ***Seamless Solutions***
- ***Integrated Technology***
- ***Fastidious Workmanship***

ARTISTIC

Lighting & Electric

i n c o r p o r a t e d

Option 1

Artistic Matrix

character :

clear

simple

strong name recognition

timeless

versatile

FINAL
LOGOS



Option 2

Artistic Solar Dart

character :
distinctive
classic
elegant
mature
precise

FINAL
LOGOS



Option 3

Dawn Matrix

character :
retro modern
clever
tAsteful
craftsmanship
refined

Artistic

Lighting & Electric

Option 4

UniSolar

character :
strong
solid
established
professional
contractor



Option 5

EuroSymbolic

character :
modern
technical
electric
scientific
engineered



Option 7

UniBolt

character :
cool tech
dynamic
sharp

FINAL
LOGOS

ARTISTIC
LIGHTING & ELECTRIC
i n c o r p o r a t e d

Option 8

Solamid

character :
arty
mystic
inventive
powerful

Artistic

LIGHTING & ELECTRIC

i n c o r p o r a t e d

Option 9

Creative Energy

character :
exciting
unconventional
playful

FINAL
LOGOS



Option 10

PostModern Chrome

character :
futuristic
high tech
next generation

FINAL
LOGOS

ARTISTIC LIGHTING & ELECTRIC
A L E
I N C O R P O R A T E D

Option 11

Techno Glo

character :
futuristic
high tech
next generation
computerized

FINAL
LOGOS



A R T I S T I C
L I G H T I N G & E L E C T R I C
I N C O R P O R A T E D

Option 12

Inner Light

character :
illumination
progressive
professional
radiant

FINAL
LOGOS



Option 13

Serifuture

character :
unique
modern classic
bold
tasteful

FINAL
LOGOS



Option 14

Abstraction

character :
genius
evolved
cutting edge

FINAL
LOGOS



Option 15

Pyra Eclipse

character :
sensitive
creative
primal
magic

FINAL
LOGOS



Option 16

Pyra Sparks

character :
exciting
creative
futuristic

FINAL
LOGOS



Option 1

Artistic Matrix
Web Treatment

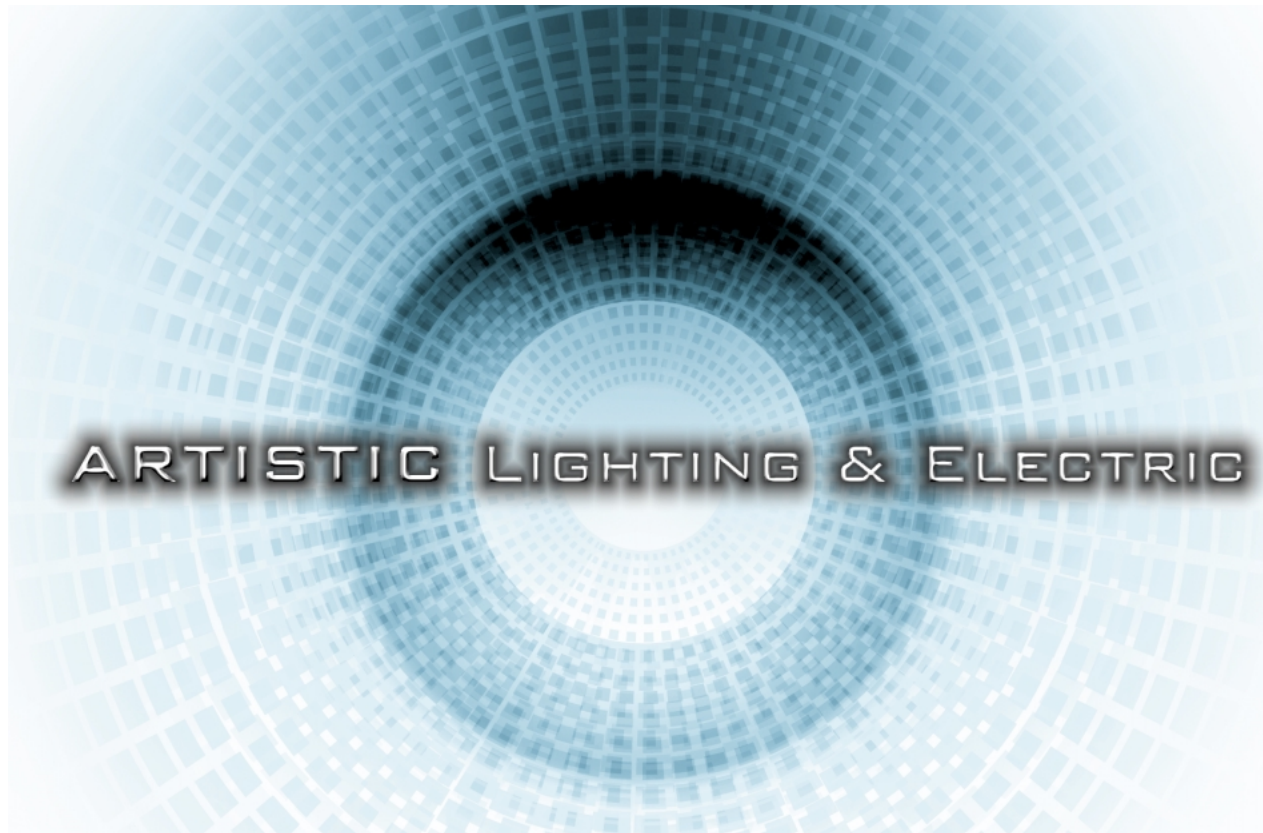
FINAL
LOGOS



Option 2

Artistic Solar Dart
Web Treatment

FINAL
LOGOS



Option 11

Techno Glo
Web Treatment