

The image features three water bottles, each mounted on a tall, thin stand. The bottles are arranged in a row, with one in the center and two on either side. The background is a smooth gradient transitioning from a dark purple at the top to a bright pink at the bottom. The bottles and stands are rendered in a semi-transparent, light purple color, making them blend into the background while still being clearly visible.

LIGHTCORP



LIGHTCORP REBRAND CASE STUDY





LIGHTCORP / OVERVIEW

LightCorp is a leader in the design, engineering and manufacturing of personal and work-related lighting. As part of a corporate revitalization, they concluded that updating their brand strategy and message to the marketplace was of critical importance.

LightCorp reached out to Full Circle Marketing & Design to assist them in this journey. They wanted to supplement their engineering and technical prowess with a more compelling, differentiated, and contemporary brand.



LIGHTCORP / BRAND DISCOVERY, RESEARCH, AND STRATEGIC PLANNING

Full Circle partnered with LightCorp to uncover their current market positioning, brand strengths and competitive context.

Key discovery activities included:

- Discovery workshop in Grand Rapids, MI
- Conducted analysis of existing strategic plan, marketing plan, and sales tools
- Competitive brand positioning analysis to identify opportunities to differentiate
- Phone interviews with leading independent reps and dealers

FC APPROACH

BRAND ASSESSMENT

VISUAL BRAND REVIEW

COMPETITIVE REVIEW

MESSAGING PLATFORM

MARKETING STRATEGY

REDESIGN MARKETING ELEMENTS



LIGHTCORP / BRAND DEVELOPMENT

Based upon our discovery, we concluded that LightCorp had many strengths to leverage, including their design prowess, their intense focus on lighting alone, and their Michigan-based research, design, engineering and manufacturing.

ATTRIBUTES

VIBRANT

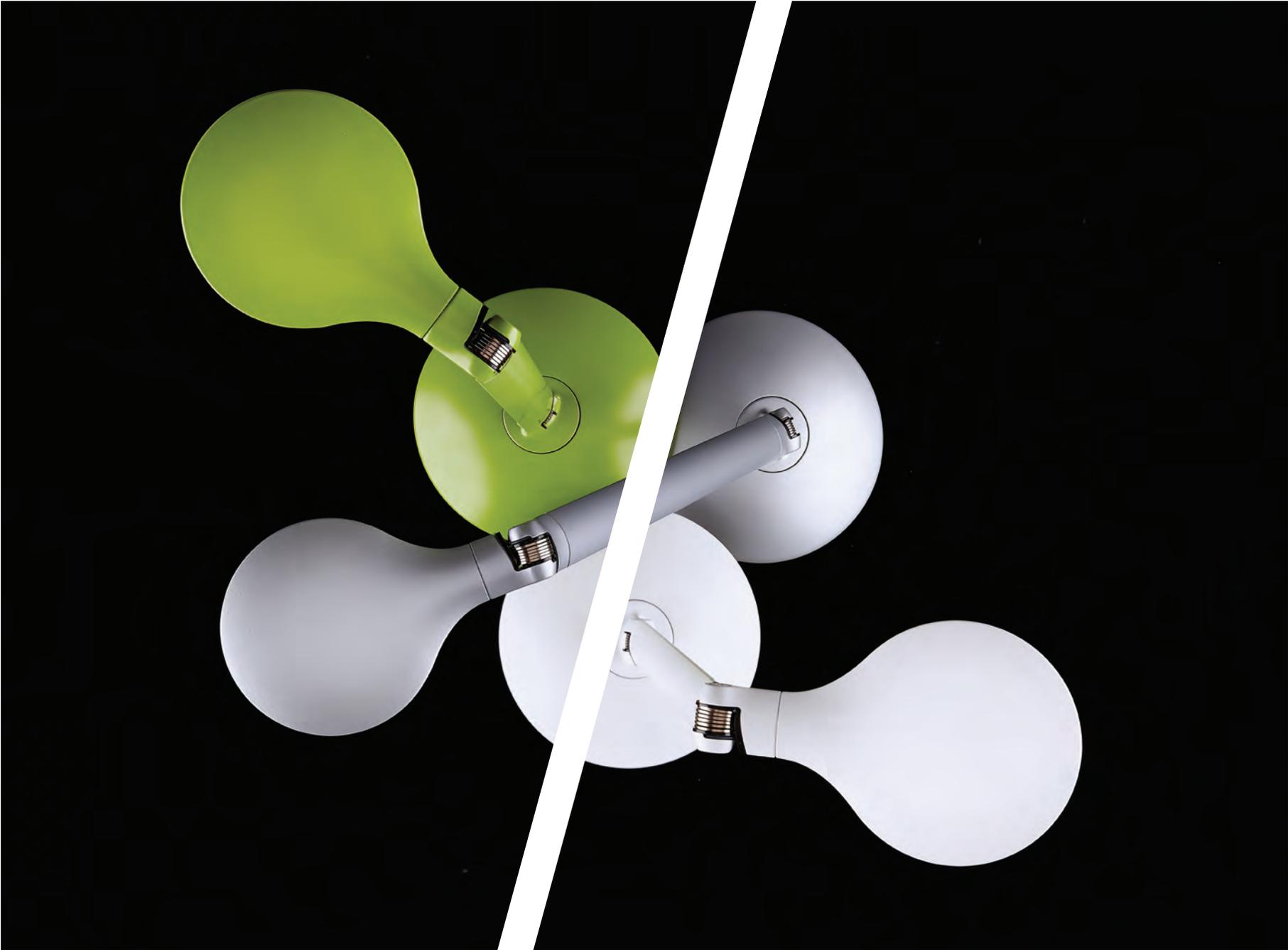
COLORFUL

BOLD

INTRIGUING

STYLISH

APPROACHABLE

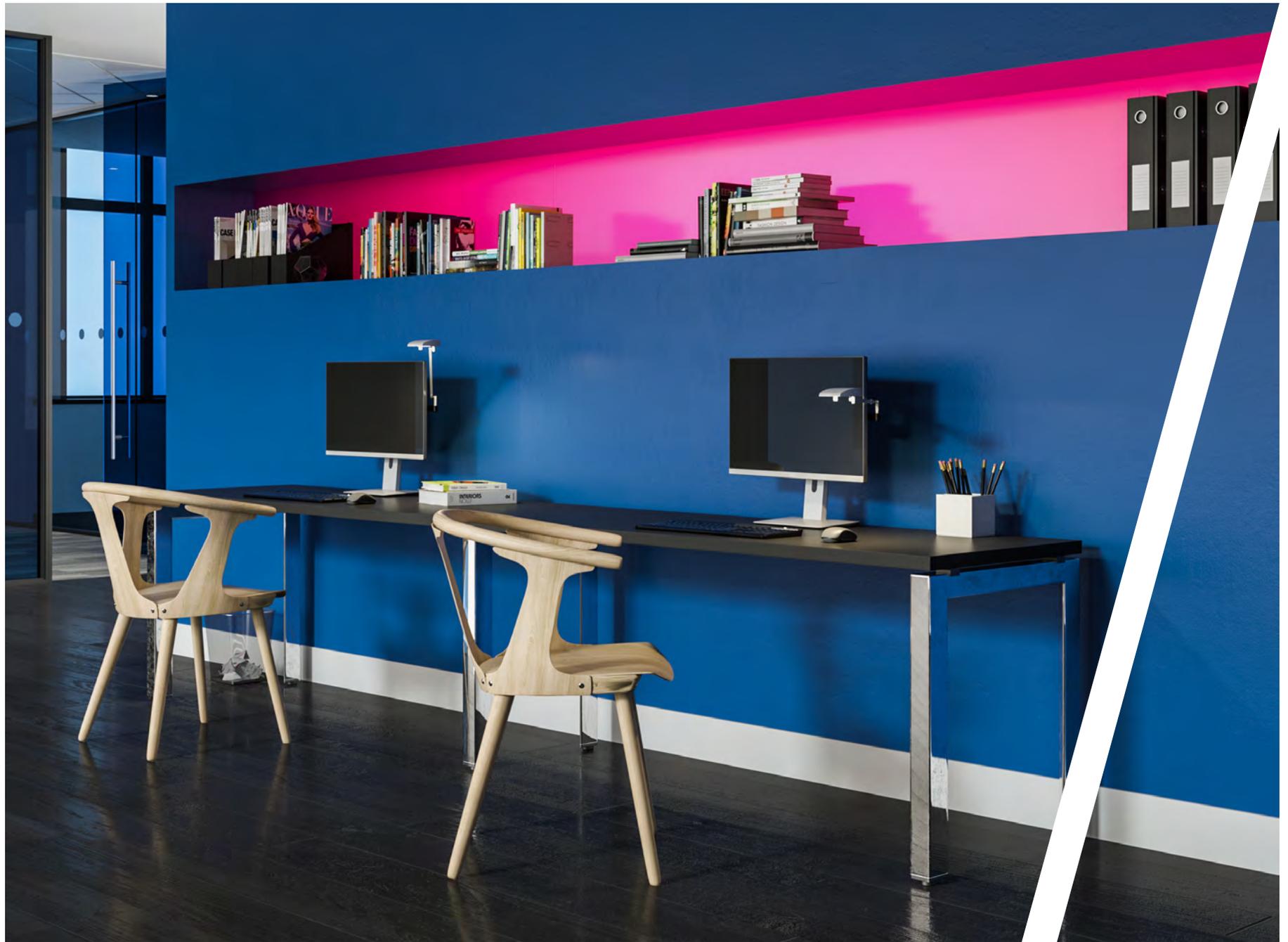


LIGHTCORP / MESSAGING

In order to take LightCorp to the next level we needed to design a presentation to the market that would appeal to the discerning needs of architects and interior designers; a presentation that's bold, focused and inspired. Core messaging centered around:

- Inspired Design
- Brilliantly Focused
- Where We're From Matters





LIGHTCORP / GRAPHIC IDENTITY

LightCorp's existing logo was generic and the overall aesthetic was dating the brand and their products. We proposed a new logo design that would speak to the consumer goods market and architectural & design community.

We recommended and executed a bold and vibrant brand strategy to reflect a contemporary, design-driven brand.

PREVIOUS LOGO



REFRESHED LOGO

L / G H T C O R P

VARIATIONS

L / G H T C O R P L / G H T C O R P

L / G H T C O R P L / G H T C O R P

L / G H T C O R P L / G H T C O R P

TAGLINE

BOLD. FOCUSED. INSPIRED.



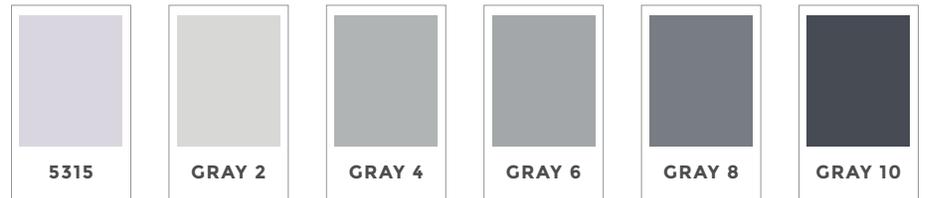
LIGHTCORP COLOR PALETTE

LightCorp's existing color palette of cobalt blue was limiting and flat. We recommended to modify and expand the palette adding fresh, complementary colors to enhance the brand's appeal to the design community.

PRIMARY



NEUTRAL



GRADIENTS



LIGHTCORP TYPOGRAPHY

The previous brand typography felt technology-focused and had legibility issues from the extended headline typeface. We recommended and executed a classic, more readable typeface in upper/lowercase, mixed with all caps for headlines.

PREVIOUS TYPOGRAPHY

TINO

ASYMMETRICAL PERSONAL L

[TINO]



HEADLINES

WALKWAY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WALKWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BODY COPY

TRADE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TRADE GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TRADE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



LIGHTCORP / IMAGERY

Compelling imagery is a core component of a revitalized LightCorp. The importance of this is amplified by their product design strengths and the highly visual nature of their target audience: interior designers.

Full Circle developed an imagery strategy that combined the power of product studio photography with affordable and beautiful computer-generated environmental renderings.

In order to bring to life the power of the organization, we also conducted LightCorp on-site location photography. The result is a library of high quality images that feed all of their sales, marketing and service needs.



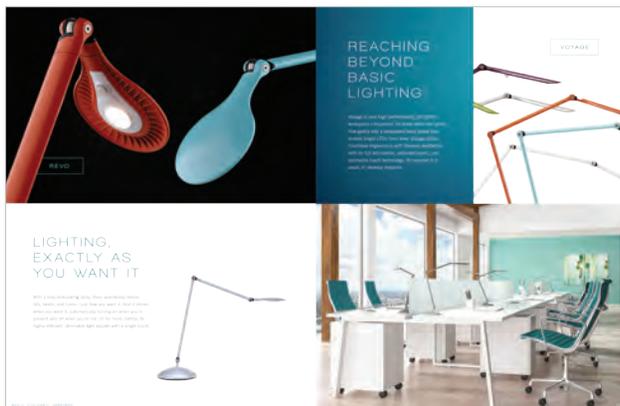




LIGHTCORP / PRINT AND TRADITIONAL TOOLS

Although the web is increasingly important to LightCorp, their sales channel still requires certain tools remain available printed. Their previous brochures served as technical spec sheets. The new strategy was to split those into two new tools, each with a more focused purpose. The first was to create more emotive and visual brochures that sell. The second was to create detailed price/spec guides to guide the specification and ordering process. Housed in a new binder presentation format, the tools are on point and on brand.

BUSINESS CARD



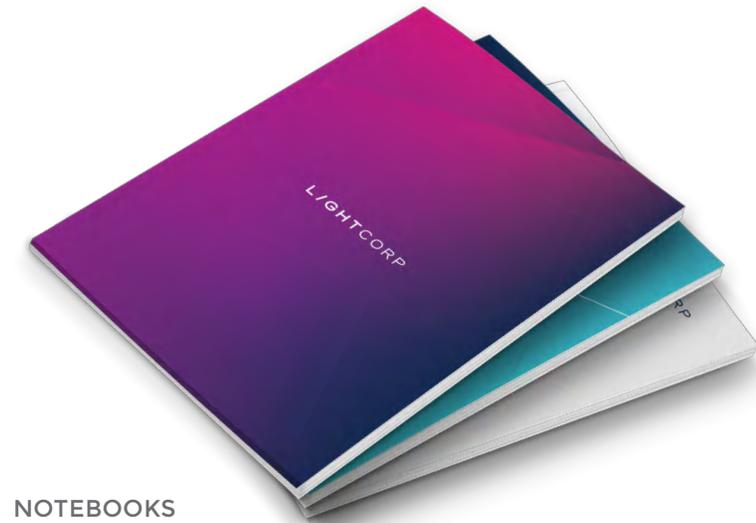
BROCHURES



NAMETAGS

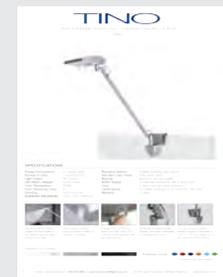


BINDER



NOTEBOOKS

PREVIOUS MATERIALS



LIGHTCORP / TRADESHOW BOOTH

For the brand unveiling, the NeoCon trade show was the most tangible experience possible. Thousands of visitors engaged with the new LightCorp in a 20x20 space that was bold, focused and inspired. Full Circle designed an experience that showcased LightCorp's current and new products as objects of art, which deeply engaged new customers that were drawn in. The assets from this powerful display will be leveraged in other shows over the next several years.





PRODUCTS
LIGHTCORP

GSA
GENERAL SERVICES ADMINISTRATION



PREVIOUS WEBSITE



LIGHTCORP / WEBSITE

At the heart of the new LightCorp is a fresh, custom-designed website. Our objectives for the site were to create a strong first impression, driven by a create simple and intuitive navigation, bring the brand messaging to life, and enhance the speed to access the critically important product information.

We designed and constructed this site to be unique in its parallax scrolling design, responsive to mobile and tablets and, easy to update through a content management system.







The new LightCorp was debuted at their industry's largest tradeshow, NeoCon. Included in this reveal was the strategic brand positioning, new website, tradeshow booth and sales collateral. The market and employee reaction to the rebranding was overwhelmingly positive. When combined with a steady stream of new products and a revitalized sales force and distribution channel, LightCorp market share and profitability will quickly grow.

L / G H T C O R P

