

Light Management Group

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 tell their story to potential investors. Electra contributes design expertise, marketing experience, and the ability to explain complex technology in everyday terms.

The branding Electra develops reflects Light's promise and potential for investors.



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Branding

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

Sales Aids – Investor Kits

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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.

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