



# COASTAL

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## LIGHTING STUDIO

### BRAND GUIDELINES



# Brand Strategy

Our brand strategy is to position Coastal Lighting Studio as the preeminent lighting designer in the Bluffton-Hilton Head Island area and the first choice among architects, interior designers, fine homebuilders, and their clients. We are recognized for our on-trend and often cutting edge approach to using lighting in innovative ways that are both functional and esthetic, but ultimately create a superior experience and environment for the homeowner.

We prove our position and pedigree through Ron's certification as a Certified Lighting Consultant and if possible, also leverage Play's HTA Certified Luxury. We also showcase completed projects that reflect our expertise, sophistication and ability to reflect the beauty of the highly sought after Coastal South lifestyle.

Our brand strategy is to be highly tuned into the desires and aspirations of the ultimate client, the homeowner. These are wealthy individuals, many of whom have worked hard to get where they are. In purchasing/building a home in Coastal South Carolina, they have achieved a dream and want to treat themselves to the rewards of their life's work. They are proud of their achievements and wealth and their home should reflect that.

In the age of COVID, homeowners have become hyper aware of the importance of home and additional comforts. Coastal Lighting Studio will play into this new realization by offering the ability to elevate the "retreat" feel of one's home and its position as a place of pleasure, escape and promoting/protecting one's health.

Our strategy extends to professionals in the design and build of fine homes, who operate in a highly competitive market. Coastal Lighting Studio can add cachet and added value to their designs and projects. Our strategy is to be the expert, but also collaborative and approachable.

Lastly, we were born and raised in Coastal South Carolina more than two decades ago. We love and live the lifestyle and are eager to share it with our clients. **We are friendly and welcoming!**

# Brand Persona

## The Expert

Knowledgeable

Confident

Creative

Inclusive

Visionary

Respectful

On-Trend

Friendly

# Voice & Messaging

Our voice and messaging tells others a lot about Coastal Lighting Studio. It's not only the words we use to describe our business, but also how we tell the story. As an integral part of our brand, the voice should capture how we feel and what we believe about the company and convey it to readers. Our brand should promote our personality as the competent, knowledgeable, and skilled team that we are, a team with whom you want to do business. So our voice should be:



## Knowledgeable

People in the higher end home market are willing to pay for talent and, in fact, want to hire the best as this adds to the cachet of their project or home. Coastal Lighting Studio is the lighting expert; our certification as a lighting consultant and 20 years in the Bluffton/Hilton Head market bears that out. We know our stuff and are eager to share our knowledge freely with the intent of helping people see the possibilities and make informed decisions. Our messaging supports our pedigree and instills trust in clients.



## Creative

We are not a lighting store, but a design studio dedicated to the creative use of light to create the environments our customers crave. Although we do sell fixtures, it's more about ambiance; the color, temperature and placement of certain types of light that creates homes like no other. Our clients do not want the ordinary and we are eager to color outside the lines with them. With creativity; however, comes a measure of practicality. We know how to make our designs work.



## Collaborative

Though direct and confident, the tone should never be self-important or arrogant. Our business is built on our relationships with people. That is to say, how well we play with others. Professionals like architects and interior designers prize collaborators who make them look good. Fine home builders want to look good, too, but are more pragmatic and want to get the job down as simply and drama free as possible. Homeowners want their input valued.

**We want people to know that we're here to help. We listen. We share ideas and offer options. Our voice is inviting. We want people to feel valued.**

# Voice to Client



## To Homeowner

Our lighting designs define the coastal lifestyle you want.

We know how important your home is to you.

We appreciate the image you want to project.

We understand what it took for you to get to this point in life and this beautiful area.

We will bring your home to life in ways you didn't know were possible.

Your home/project is unique.

You are the most important person to us.

We are happy to explain everything we do to you.

We will listen, share ideas and offer exciting new options.

Your satisfaction is paramount.



## To Architect + Interior Designer

As a Certified Lighting Consultant, we operate on your level.

Our expertise complements yours.

We are entirely focused on lighting design.

We are experts in the technical and esthetic nuances of lighting design.

We have 20 years of experience in high-end coastal South Carolina real estate and appreciate the esthetic.

We create environments that reflect client's aspirations.

We are collaborators.

We value your expertise and seek to reflect your vision.

We make you shine in the eyes of your clients.



## To Fine Homebuilder

As a Certified Lighting Consultant, we operate on your level.

Our expertise complements yours.

We are entirely focused on lighting design.

We have worked with fine homebuilders in the Bluffton/HHI area for 20+ years.

We add value to your brand by helping you go beyond client's expectations.

We work with you on budgets and timelines.

We know how to work with your subs and employees as a team.

We make you shine in the eyes of your clients.

# Client Personas



Meet the Pettigrews  
Building Their  
Dream Home

- Late 50s to mid 60s
- Retired or nearing retirement
- Building second home/future primary resident
- Have dreamed of owning a beach or coastal home
- Highly successful careers
- Likely from out of state
- Ready to indulge themselves
- Want their home to reflect their status
- Appreciate the finer finishes and features
- Want to be on trend
- Due to COVID are know they'll be spending more time at home and want this home outfitted to the max
- Care about their health and will be interested in features, including lighting, that support good health
- Will be curious about the tech behind Coastal Lighting Studio's solutions
- Will be engaged in the design process



Meet Amelia Charles Smith  
Interior Designer

- Very focused on wealthy clients and seeing to their every need
- Understands the egos involved in decorating a home
- Wants to deliver beyond expectations as happy clients are referring clients
- Prides herself for being on trend with all things design
- May or may not understand all of the latest trends in lighting, may "bluff" her way through
- Will appreciate understanding what she can do with lighting design and how it elevates her designs
- Will appreciate a collaborative, supportive relationship
- Does not want to be looked down upon
- Wants to be project leader
- Wants to be the star with her clients
- Will want to engage Coastal Lighting Studio in future projects if clients are thrilled

# Client Personas



Meet Alexander Gray  
Architect

- Very focused on his projects and clients are a necessary evil
- More ego driven than Amelia, he believes his clients should love what he puts in front of them
- Believes he knows everything about lighting, even if he doesn't
- Prides himself for being on trend with all things architecture
- Needs to know what he can do with lighting design and how it supports his vision
- Will want to drive relationship
- Will be surprised at what he learns from Coastal Lighting Studio
- Wants to be revered
- Wants to be the star with her clients
- Will engage Coastal Lighting Studio in future projects if clients are thrilled



Meet Robert "Buck" LeGrand  
Fine Homebuilder

- Very aware Bluffton/Hilton Head is a competitive market and he needs to be on top of his game
- Also aware the boom markets come and go; he needs to make hay now
- Customer-focused, but it's more about keeping clients happy and finishing the job
- Likely doesn't understand the nuances of lighting design, but if it is an add-on that provides margin, he's open to it
- Budget and timeline focused
- Wants to avoid mistakes, design changes, cost overruns
- Must understand cost of design service, products and installation – has to be easy to inject into his projects
- Will collaborate but also delegate
- Will appreciate Coastal Lighting Studio's 20 years in the business and ability to work with subs and electricians
- Wants clients to love the home at the end of the project
- Will engage Coastal Lighting Studio in future projects if clients are thrilled

# Messaging Platform

## Value Proposition

Coastal Lighting Studio is the region's premier source of architectural interior lighting designs that combine sophisticated ambiance, functionality and the latest technology to elevate the ordinary to exceptional.

### Key Message 1

Coastal Lighting Studio has been part of the Bluffton/Hilton Head Island community since 1999 through our parent company Play Home Technology.

### Supporting Messages

- We are a family-owned business and we live, work, enjoy, and share this wonderful community with our neighbors.
- We have a deep appreciation for our unique coastal lifestyle and enjoy a reputation of bringing customer's dreams come to life through the latest technology and consulting services.
- We appreciate those who move to our community and are committed to helping you achieve the beautiful home environment you have worked hard to achieve and wish to enjoy for years to come.

### Key Message 2

Coastal Lighting Studio is an expert in architectural lighting, creating custom interior lighting designs for discerning customers.

- We are HTA Certified Luxury, the first and only national standard of excellence for home technology companies.
- Our lead designer is a Certified Lighting Specialist through the American Light Association, working toward the Certified Lighting Consultant designation.

- Our specialty is creating unique lighting solutions for the entire home encompassing recessed lighting, task and undercabinet lighting, directional and art lighting.
- Our designs go beyond the ordinary, relying on technology like tunable lighting and home automation to create ambiance, replicate daylight, add color, or bring consistency of light throughout a home.

### Key Message 3

Coastal Lighting Studio welcomes collaborations with architects, interior designers, fine homebuilders, and homeowners.

- The first consultation is designed to explore the client's goals and desires and how the Coastal Lighting Studio helps you get the aesthetic and functional environment you seek. We are excellent listeners.
- There is no fee for this initial consultant.
- We charge for only two things: our lighting designs and the lighting fixtures and technology. While purchasing fixtures through us is not mandatory, it is recommended to ensure the installed lighting accurately reflects the approved lighting design.
- We provide the client with an overall schematic of the lighting plan, details on fixtures, light output, dimming features, and a fixture schedule.
- Our lighting plans are intended to be installed by the client's electrician.

## Logo

### Color



### With Tagline



### Black & White



## Clear Space

Maintain clear space around logo equivalent to height of capital letters in COASTAL





# Fonts

## Logo Fonts

Portland LDO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

## Text + Web Fonts

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

Helvetica Neue Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**12345678910**

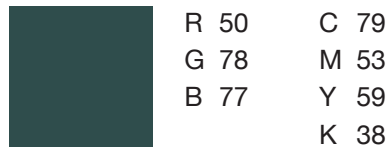
Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**12345678910**

# Color Palette

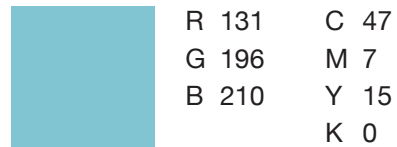
## Primary Colors

### Coastal Marsh



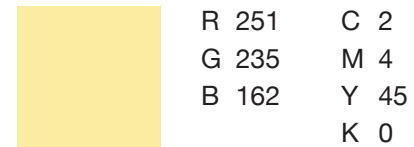
PMS 5477 C

### Coastal Seafoam



PMS 7458 C

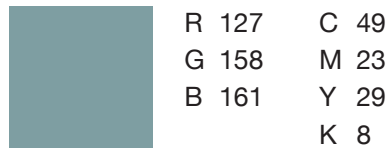
### Coastal Gold



PMS 609 C

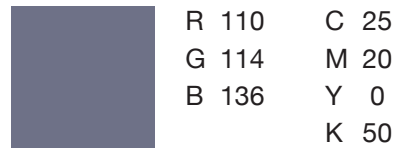
## Secondary Colors

### Light Coastal Marsh



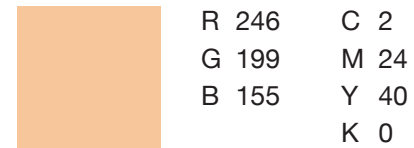
PMS 444 C

### Coastal Gray



PMS 431 C

### Coastal Coral



PMS 156 C