

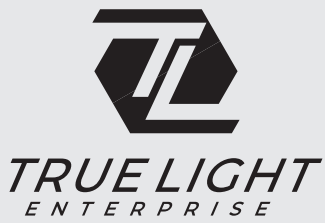
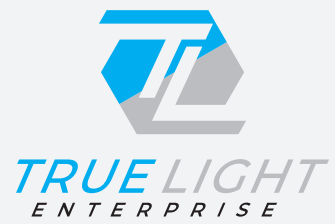


LOGO DESIGN CONCEPTS
TRUE LIGHT ENTERPRISE



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OPTION 1





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OPTION 2





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OPTION 3



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OPTION 4



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Behind The Design



In **Option 1**, we aimed to retain the essence of your original logo while infusing it with the TL concept. We incorporated this concept into a hexagonal gear-shaped icon to create a modern and cohesive look. Given your business focus on commercial lighting, we also wanted to convey a sense of security and peace of mind by incorporating a shield motif. This is further enhanced by the use of a sophisticated cyan blue and light grey color palette that elevates the overall look and feel of the logo.



Option 2 also incorporates the TL concept, but with a different approach. We positioned the TL icon within a shield shape and added an energy bolt element to create a sleek and solid design. The use of a striking cyan and royal blue color contrast adds to the overall impact of the logo. The central element, resembling an energy bolt, represents the power of light that your company brings to the commercial lighting space. This creates a strong and modern appearance with a touch of heroism that embodies the essence of your brand.



For **Option 3**, we aimed to create a unique and distinct look that stands out from the other options. Our approach was to adopt a minimalistic design that conveys energy, levels, and a subtle representation of LED light bulbs used in commercial lighting. To further emphasize the environmental aspect of your brand, we added a bright green color to the palette, which also represents energy-saving. The three rounded rectangles in the design can be used within the name as well, making it more recognizable. This modern and minimalistic approach is both prominent and memorable. The colors we used also symbolize growth, which aligns with the benefits that your services bring to the businesses you serve.



Option 4 brings together some of the strongest elements from the previous concepts and blends them into a simplified, solid design. We incorporated the shield motif, symmetrical structure, aggressive appeal, and energy-saving branded colors, and combined them with a half-and-half color scheme that creates the illusion of a shine passing over the logo. This design achieves a balance between simplicity and sophistication, with a cohesive and memorable look that showcases the best of your brand's characteristics.