

LUXOTIC[®]

Mastersuite

Logo Brief

www.LUXOTIC.com.au

The Task

We are an established company based in Australia, designing and producing bed linen and related home furnishing products. Our Master Brand name is LUXOTIC.

We are about to launch a new range of bed linen and cushions and we will be branding this range as "LUXOTIC Master Suite". We need a logo design for this brand extension that is suitable for use in packaging and point of sale as well as on websites and product labelling.

The existing LUXOTIC Logo is required to be incorporated within the new logo as Master Suite is a brand extension of the established LUXOTIC brand. The logo currently exists in four different versions as shown below and versions one or two are the preferred versions with version 1 used on dark backgrounds and version 2 on light backgrounds.

Version 1



Version 2



Version 3



Version 4



Suitable Uses

The new logo will need to be suitable to use on Product Packaging as we currently use our Master Brand

Quilt Cover Packaging



Pillowcase Packaging



Swing Tag Packaging



Woven fabric label



Examples of types of logo we are looking for

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