

# Lumiversal logo study

## 1. Current Lumiversal logo analysis

### 1.1 Current logo



### 1.2 Ideas for improvement

- replace slogan ("lighting the way to energy savings") font for something not that common.
- the full logo is rather long and occupies a lot of space, maybe some short version is needed, like U letter with spiral lamp above only.

## 2. Competitors

### 2.1 logo examples

- Philips



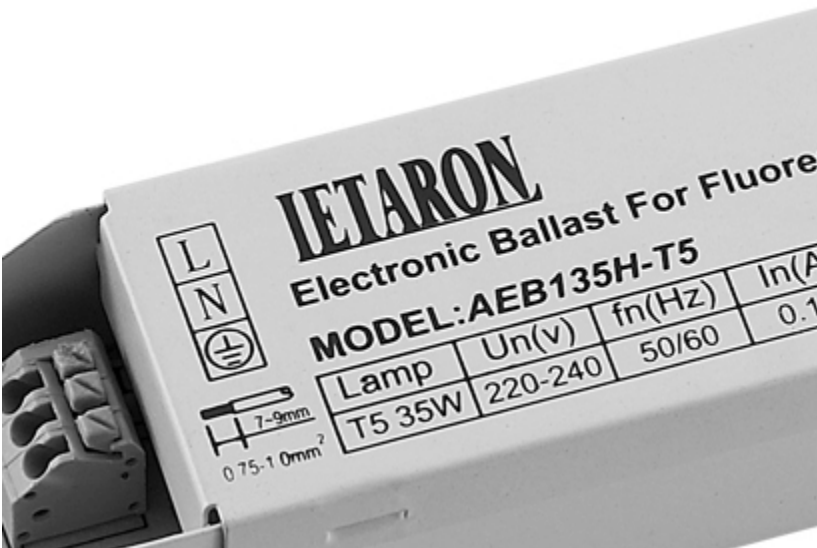
- GE



- Welkin



- Ietaron



- Bajaj



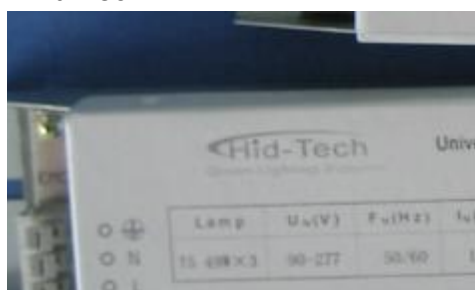
- Aohui



- ShengRongsen



- Hid-Tech



- ?



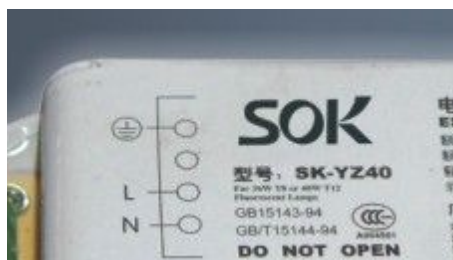
- Longwin



-Self



- Sok





- Robertson



- BMC



-Yokai



- 3AAA





- ?



- Huayin



## 2.2 Analysis

In fact very simple logos, except big manufacturers (GE, Philips), but their logos are generic, no connection to lamps or light. Among all logos only Robertson has rising sun on their logo, which is connected to light. Luna's logo is interesting (letters U and N and infinity sign). Other logos are mostly senseless. Having this I can say that current Lumiversal logo is really not bad.

## 3. Ideas for the new logo

### 3.1 Simple logo, going close to ones given in section 2

- just a title (preferably using not a common font)

check this website <http://myfont.biz>, it is in russian, but it allows setting the test string and see the results in a convenient way.

← → 🔑 ↺ 🌐 Web myfont.biz

В нашем архиве 45731 шрифтов

Ваш email:

# myfont.biz

Все шрифты  
UNSORTED  
Бренды  
Вестерн  
Восточные  
Готические  
Гранж  
Графити  
Декоративные  
Дисплейные  
Каллиграфические  
Кисти  
Комиксы  
Контурные  
Мультфильмы  
Огонь и Лед  
Печатная машинка  
Разрушение  
Ретро  
Росси  
С подтеками  
Символьные  
Старословянские  
Трафаретные  
Фильмы

Фильтр: LAT RUS UKR   Текст примера: LUMIVERSAL

В этой категории вы отобрали шрифтов: 184 купить стол дешево

1 2 3 4 5 6 7 8

Шрифт: AvalonQuest Семейство: AvalonQuest Тип: Regular

LUMIVERSAL

Поддержка: LAT RUS UKR Размер: 43.3кб.

Шрифт: Snickers Normal Семейство: Snickers Тип: Normal

LUMIVERSAL

Поддержка: LAT RUS UKR Размер: 35.6кб.

Шрифт: Hollywood Hills Bold Семейство: Hollywood Hills Тип: Bold

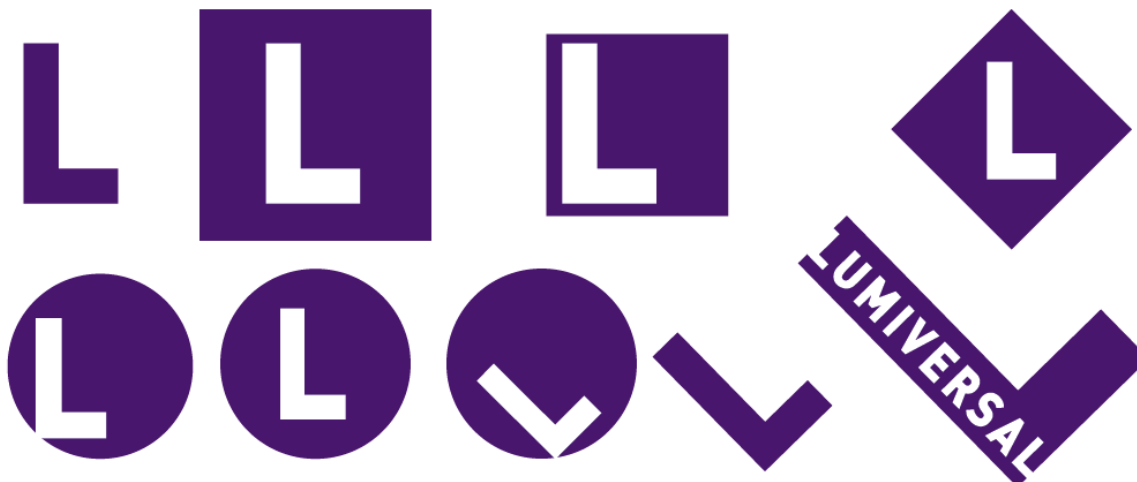
LUMIVERSAL

Поддержка: LAT RUS UKR Размер: 21.7кб.

Шрифт: Hitman Семейство: Hitman Тип: Regular

LUMIVERSAL

- one letter from the title (probably L) stylized in a simple way (circle, square, etc.)

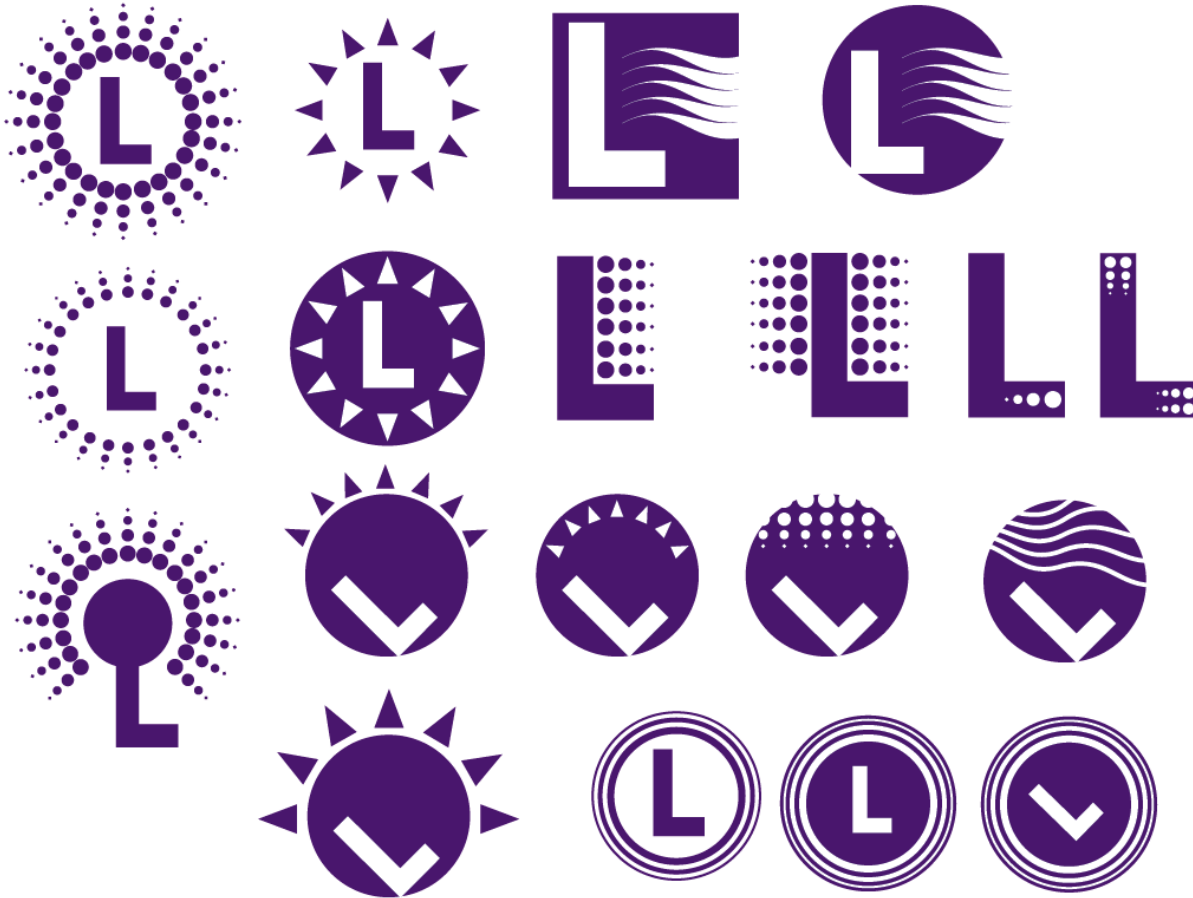


- letters LV

LV L

### 3.2 A little bit more complex graphics

- ideas from section 3.1 decorated with something representing light (triangled or wavy rays, gradient halo)



### 3.3 Associations with word UNIVERSE







UNIVERSE



### 3.4 Associations with word LUMI

LUMI on Italian means lights, not much to associate with:



rays



WAVES



WAVES

Superior Sound Tools

waves



San Diego Convention Center Corporation

sun



camp fire



lighthouse



torch



candle



headlights



moon

second level of association, for example with the SUN:



sunflower



sunflower | BROADBAND

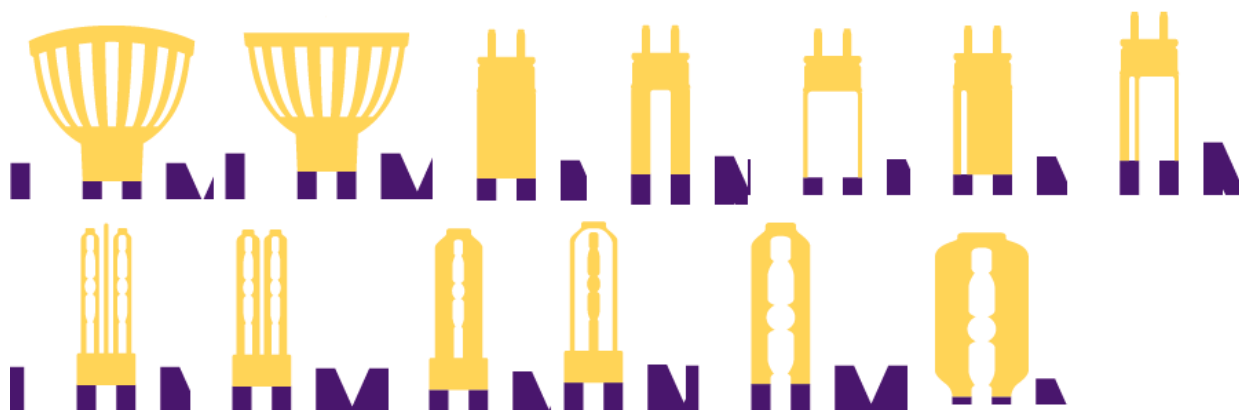


orange fruit



### 3.5 Stylized lighting fixture

- already made



- the word LUMIVERSAL is the body of a tube lamp

**LUMIVERSAL**

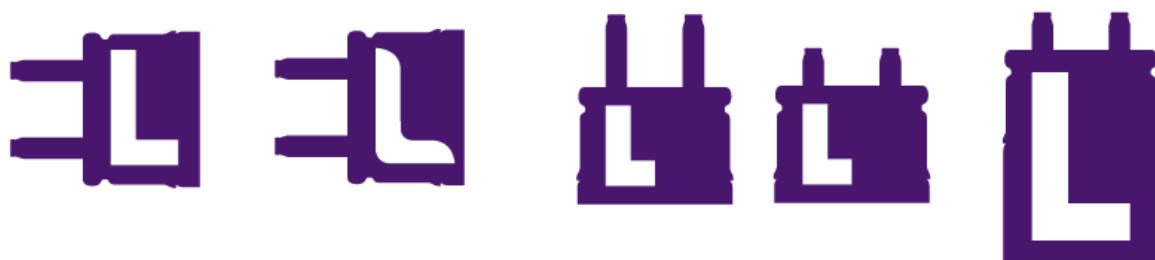
**LUMIVERSAL**

**LUMIVERSAL**

**LUMIVERSAL**

**LUMIVERSAL**

- letter L with a tube lamp plug



- just a fixture with no connection to L or LUMIVERSAL

