

Living Homes. Branding and Logo - Brief

Company Background

Living Homes is an Applied Research & Development Lab with a mission to create the future of truly intelligent homes – by fusing the latest advancements in AI, IoT, Robotics, VR and nature-friendly design.

Living Homes redefines the understanding of traditional smart homes. Via AI tools and other cutting-edge technologies, LH builds a platform that brings the concept of smart home automation to the next level. Devices, sensors, and appliances are not just connected, but are building a system that self-adapts according to the residents' preferences and needs.

The vision focuses on human-centric and context-aware intelligent homes that understand the needs and preferences of their residents and proactively take care of them. The platform learns from previous choices and makes decisions on how to enrich the homeowner's experience.

Mission. *To create the genuinely thinking Home of the Future*

Vision. *To become the worldwide leading platform for intelligent sustainable living by fusing nature and technology*

Values. *We think future. We care for the human. We go beyond boundaries.*

Slogan: Home of the Future

Task: To design the logo of the company – Living Homes

Pay attention that the name of the product will be determined at a later stage and will be different from "Living Homes." At this point we are building the corporate identity of the R&D lab itself, not that of the product.

Brand identity & design pointers:

- Focus should be IT lab/company, not a real estate agency
- Underline the fact we are a tech company and use AI
- Design has to be simplistic, modern, sleek, luxurious
- Elements to avoid in the logo: houses, roofs, animals, cables, cliché elements associated with the tech industry
- Desired color palette: natural colors, graphite, white, cream, gray, blue (?)
- Brand is smart, intelligent, intuitive, supportive of the person and their family, heavy focus on artificial intelligence
- Font should be formal and sharp - not soft; it should look high end, very premium, expensive
- Must be internationally usable and adaptable to other cultures: avoid any colours that

would be a no-go for certain markets or countries (i.e. red for Middle East region) (most important cultural implications are for GCC & APAC)

- We want the name of the brand to exist in full, alongside an independent logo symbol
- We want to have a version with "Living Homes", as well as a version with "LH" to be used interchangeably

If we wanted the Living Homes logo to convey 1 thing, it would be AI.

Target audience:

Audience is b2b. Main goal is to work with building developers and business partners (such as investment funds, established tech companies, suppliers). Our target persona is very interested in technology, AI and all latest digital breakthroughs. At the same time they also appreciate and love luxury and luxury items.