



PROJECT BRIEF:

REQUEST:

Create a brand logo for, CovritLT, a new ground screening product leveraging components of the existing Covrit® product line. (View our [website](#) for descriptions and imagery of our full product line.)

WHAT IS IT?

A fully customizable screening system for use in residential and light commercial settings. Leveraging nearly two decades of design experience, CityScapes is preparing to launch CovritLT, a screening product constructed of professional grade extruded aluminum posts and rails featuring a unique connection system. CovritLT, is an ideal solution for smaller scale screening projects that allows you to maintain quality and style while adding durability to an object or area.

WHO IS OUR TARGET?

Primary

- Residential and mixed use architects
- Residential and mixed use designers
- Residential, mixed use and light industrial general contractors
- Big Box custom order desk

Secondary

- Apartment, condo and multi-use property owners
- Residential owners
- Restaurant, cafe, bar owners
- Small business owners
- Local fence and landscape company
- City, town and municipalities

WHERE/HOW IS IT USED?

- "L" shape wall system (designed to match existing building appearance) to hide/screen
 - trash receptacles
 - outdoor storage (patio furniture, mower, plow)
 - Ground HVAC equipment
- Patio or property divide
- Alternative to decorative fence
- Surround for pool equipment or other utility equipment

PROJECT PARAMETERS:

COLORS:

Logo should incorporate a minimum of two to a combination of the following colors:

PMS 7562c Black
PMS 7586c White
PMS 131c

LOOK/FEEL:

Upscale/high end/premium

Clean lines

Mindful orientation of graphics to allow for use in various dimensions of media space

OUTPUT:

Final file should be formatted as a vector image for use in all marketing channels (print, digital).

TIMING:

Submission due by **Tuesday, March 31, 2015**.

ABOUT US

Since 1987, we have been providing affordable, elegant and code-compliant architectural screening solutions to enhance the appearance of rooftop and ground project areas.

Applications include rooftop HVAC units, chillers and condensers, as well as unattractive ground-mounted objects such as transformers, dumpsters, and generators. From concept to completion, we proudly design and manufacture 100% of our products in the U.S.A.

MARKETS WE SERVE

Primary

- Architects
- Commercial Designers
- Commercial General Contractors

Secondary

- Landscape Architects
- Building Owners
- Municipalities
- Fence and Landscape Installation Companies

CURRENT PRODUCT OFFERING

- **Envisor®** - Market leading rooftop screening product
- **Covrit®** - Modular ground screen system for dumpsters, generators, transformers, maintenance areas
- **PlankWall™** - Unique, maintenance free wall system
- **ToughGate™** - Versatile, elegant, long lasting gates
- **NatureScreen®** - Commercial-grade trellis/plant wall system

Questions:

You may contact Brian O'Riordan with any questions regarding this project brief.

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