

## 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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