

LED LIGHT EFFICIENT DESIGN



ELEVATING SOLAR LIGHTING INNOVATION TO SHINE THROUGH

Light Efficient Design came to Blu Sky for help launching its new line of commercial solar lighting that is revolutionizing solar in the industry - Solera Solar Lighting. Blu Sky worked with the Solera marketing team to develop the new brand's positioning and key messaging. After refreshing the logo, the Blu Sky team brainstormed to find the right brand tagline, Free to Shine. We designing the line's launch vehicles included the Solera Solar Lighting website, digital ads, selling materials and sales promotion piece. Light Efficient Design reports that the products have been very well received, and they expect to exceed launch expectations.













