

LDC Ltd

**Landscape architects and
contractors**

Identity design and photography

Brief

An open brief is not always the easiest to fulfill. LDC had allowed us generous leeway, so chacha devised a more rigorous brief following a meeting where we looked at images of completed landscaping projects and discussed the nature of their work.

Solution

A current project, this identity is based around the materials and elements that are used by LDC in their work.

A strong and simple logotype was developed with the express purpose of projecting it on to various surfaces and then photographing the results. Form, colour and texture all play a part in the outcome, just as they do in the work of our client.

Results

A very happy client! This is always the best result, and we are really looking forward to working with LDC on the next scheduled projects, including marketing literature and signage.

