



**LCMO**  
Landscaping Services

*Brand Identity*

# *Logo Variations*



# Typography

## Raleway Regular

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z

## Raleway Bold

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z

## *Raleway Semi-Bold Italic*

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y  
Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z



*Mock-ups*

# LCM

Landscaping Services

Full Garden Renovation | Fence Installation & Repair  
Decking Design & Build | Patio & Stonework  
Shed Bases & Removals

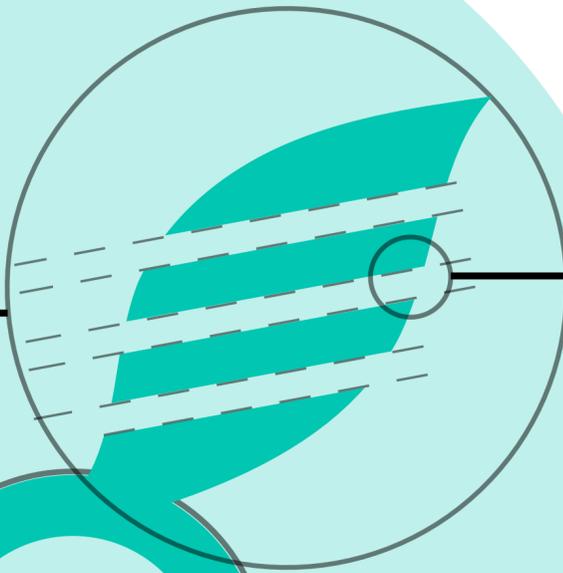
Contact us for more  
information!



# Concept Rationale

**Decking and landscaping structures.**

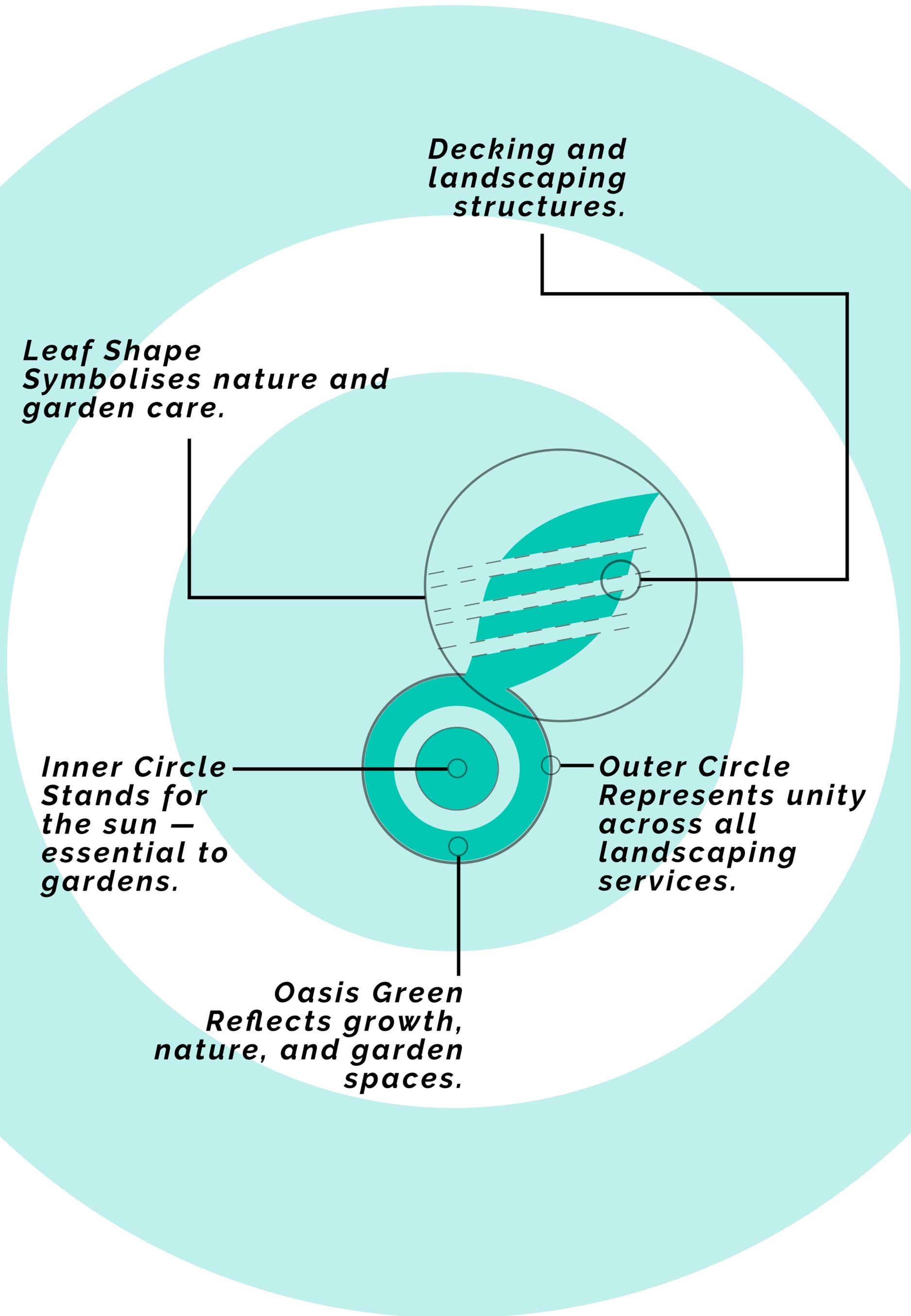
**Leaf Shape**  
**Symbolises nature and garden care.**



**Inner Circle**  
**Stands for the sun — essential to gardens.**

**Outer Circle**  
**Represents unity across all landscaping services.**

**Oasis Green**  
**Reflects growth, nature, and garden spaces.**



# Colour Codes

## *Oasis Green*

Hex = #00c6b2

RGB = 0, 198, 178, 1

CMYK = 100, 0, 10,  
22

LAB = 72, -46, -2

## *Black*

Hex = #000000

RGB = 0, 0, 0, 1

CMYK = 0, 0, 0, 100

LAB = 0, 0, 0

## *Dusk Gray*

Hex = #3f403b

RGB = 63, 64, 59, 1

CMYK = 2, 0, 8, 75

LAB = 27, -2, 3

## *White*

Hex = #ffffff

RGB = 255, 255, 255, 1

CMYK = 0, 0, 0, 0

LAB = 100, 0, 0

# *Main Logo*

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# *Icon Set And Alternatives*

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# Contact Info & Usage Notes

## Designer Contact

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United Kingdom

## Usage Notes

This brand identity was created for LCM Landscaping Services to reflect a clean, modern, and professional image.

The logo and assets should not be modified, stretched, or recoloured outside the approved palette.

Typography is set in Raleway with consistent use of Regular, SemiBold, and Bold weights.

Use "Oasis Green" as the primary brand colour, supported by clean, minimal layouts and natural imagery.

All files are provided in print-ready and digital formats.