LCMO
Landscaping Services

Brand Identity

LCMO
Landscaping Services

LCMO
Landscaping Services

LCMO
Landscaping Services

Logo Variations

Typography

Font Family – Raleway
Weights Used:

Regular – For body text

SemiBold – For subheadings

SemiBold Italic – For annotations or emphasis

Bold – For headings and key statements

Why Raleway?

A clean, modern sans-serif that enhances readability and supports a structured, professional brand image.

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
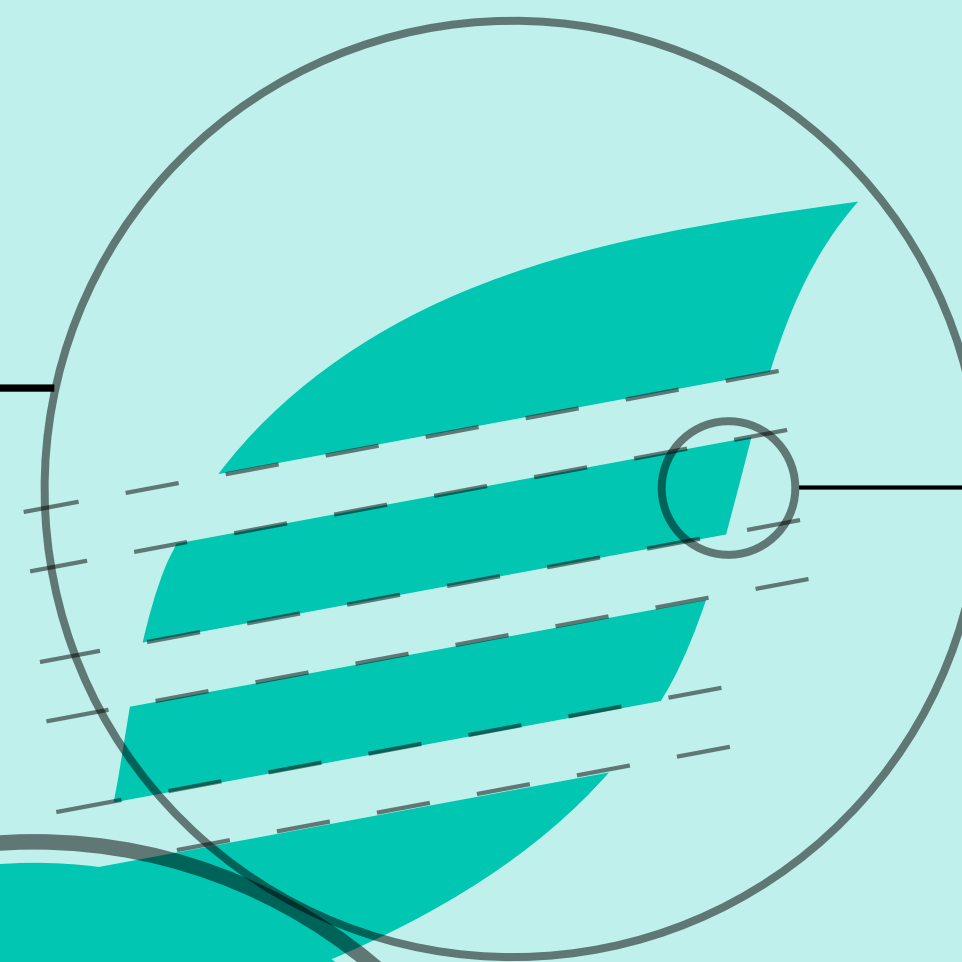a b c d e f g h i j k l m n o p q
r s t u v w x y z*

LCM
Landscaping Services

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

📞 Call Lee on 07812 345 678
🌐 lcm-landscaping.co.uk
📍 Serving Kingston upon Hull & surrounding areas

LCM
Landscaping Services

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

LCM
Landscaping Services

Mock-ups

LCM
Landscaping Services

Full Garden Renovation | Fence Installation & Repair

Decking Design & Build | Patio & Stonework

Shed Bases & Removals

Contact us for more information!

LCM
Landscaping Services

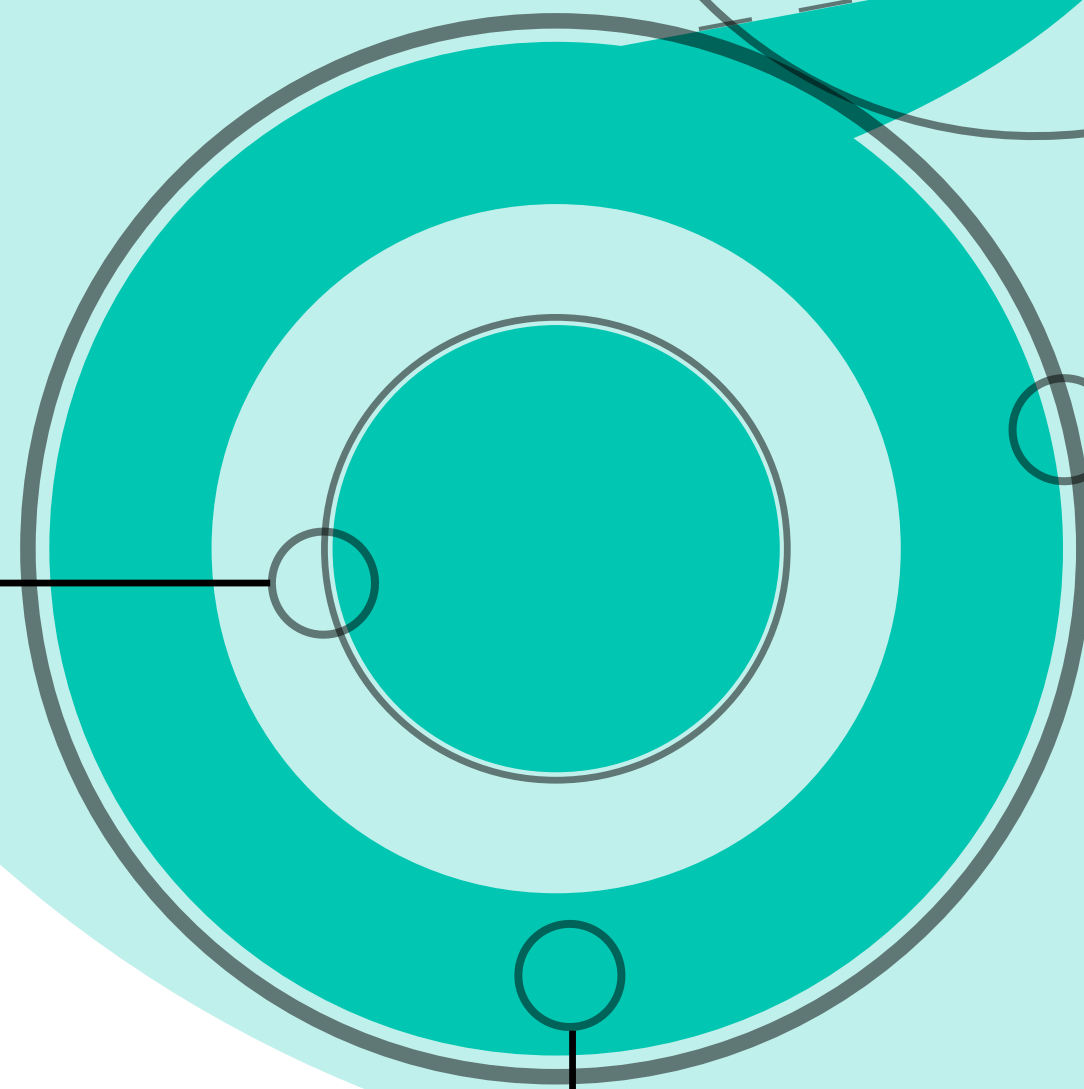# Concept Rationale

Leaf Shape
Symbolises nature and garden care.

Decking Lines
Represents decking and landscaping structures.

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 = #fffff

RGB = 255, 255, 255, 1

CMYK = 0, 0, 0, 0

LAB = 100, 0, 0

LCM

Landscaping Services

Logotype

Icon Set

LCM
Landscaping Services

LCM
Landscaping Services

Contact Info & Usage Notes

Designer Contact
Curtis Mohammed
Curtis@thicketandbirch.co.uk
07754359746
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.