

client	bramhacorp
current brand	'lenity facility services'
requirements	brand identity options
highlights	new vertical facility management service motto: 'to provide ease of convenience to society.' offers services such as water tankers, facility management, security service, house-keeping etc. to exisitng/upcoming residential developments
values	trust quality promise modern
sectors	real estate domestic services

demand

rapid globalization, modernization and urbanization have elevated the need for efficient facility management services and the concept of specialised fm services is now popular among commercial as well as residential end-users

growth in real estate, increasing preference towards safe, clean and secure environment and the continuous growth of large scale residential apartments and gated communities will raise demand for quality and efficient facility management services in the country

source: financial express - 'facility management: a boon for real estate sector and home buyers', june 13 2017

audience

real estate developers

real estate developers and property owners seek to increase the occupancy rate of their buildings, and maximize the lifecycle of their assets - they can benefit from the tools and services that organised fm services providers can offer

tenants

fm services are known to offer enhanced end user experiences through clean, hygienic, safe living spaces and ensure 24x7 operations of infrastructure and utilities

home owners associations

fm service providers offer scalable and flexible services to handle tasks of varying complexity and magnitude. periodic maintenance of mechanical, electrical and plumbing systems ensures the health and safety of occupants and address waste management requirements for housing societies

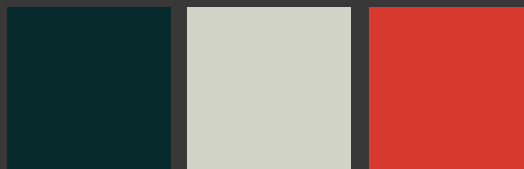
major competitors

hp facility management services private ltd. (<https://hpfms.in/>)

psps pvt. ltd. (<http://www.pspss.in/>)

clr facility services pvt. ltd. (<http://clrservices.com/>)

brand identity



LENITY

FACILITY SERVICES



modern shape
represents electrical,
mechanical and
domestic services



slots in as a support service
represents a perfectly fitted
user experience



LENITY

F A C I L I T Y S E R V I C E S



LENTITY

Facility Services



LENTITY

Facility Services



handyman represents
a domestic service
can become a mascot



watering can represents
facility maintenance
and water-related services



hammer represents
maintenance services



baton represents
security services



broom represents
housekeeping services



LENITY
Facility Services



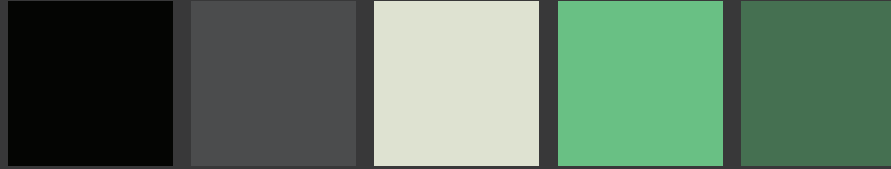
LENITY
Facility Services



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Facility Services



LENITY
Facility Services



umbrella represents protection, maintenance and a singular source for a variety of services



modern shape represents electrical, mechanical and domestic services



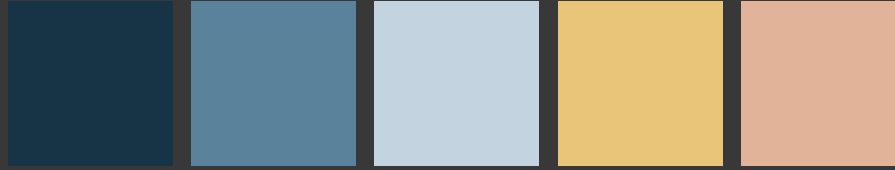
represents a perfectly fitted user experience



badge/shield represents a highly recommended service and security







modern shape
the dome represents
a rounded, wholesome
service



umbrella represents
protection, maintenance,
as singular source for a
variety of services





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