

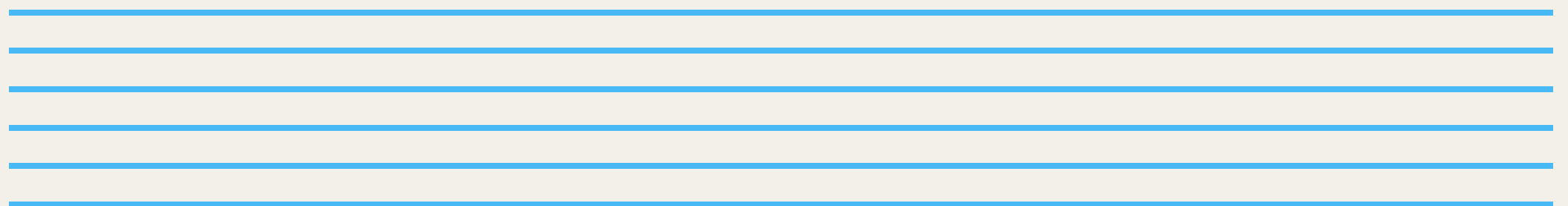


LIGHT

WINDOW COVERINGS

VISUAL DIRECTION / 2026

Light, in layers.



A window within
a familiar name.



Eight complete vector paths from the final 2022 PDF.

The SKY blind-bars, vertical line, circular end and LIGHT
letterforms stay together in their original proportions.

A quieter frame.



Baskerville / Editorial voice

Helvetica Neue / Information and new descriptor

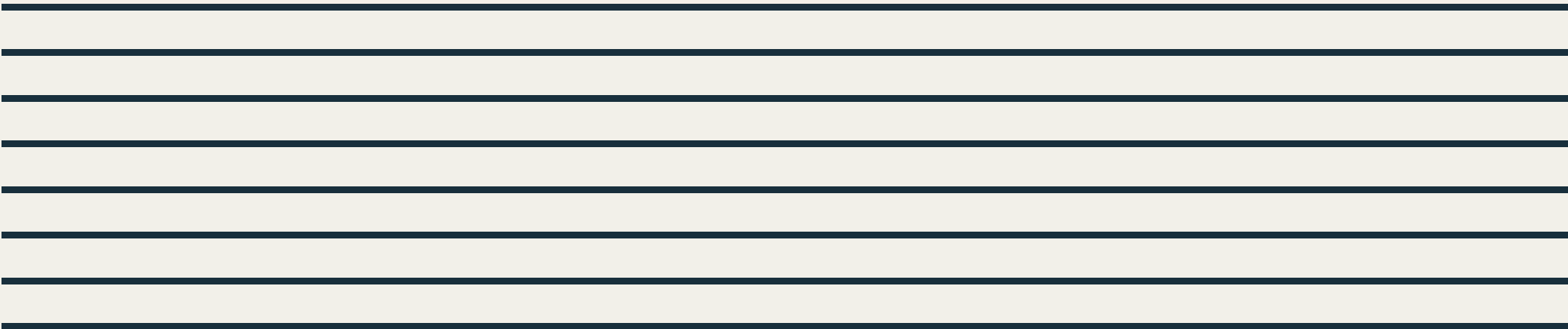
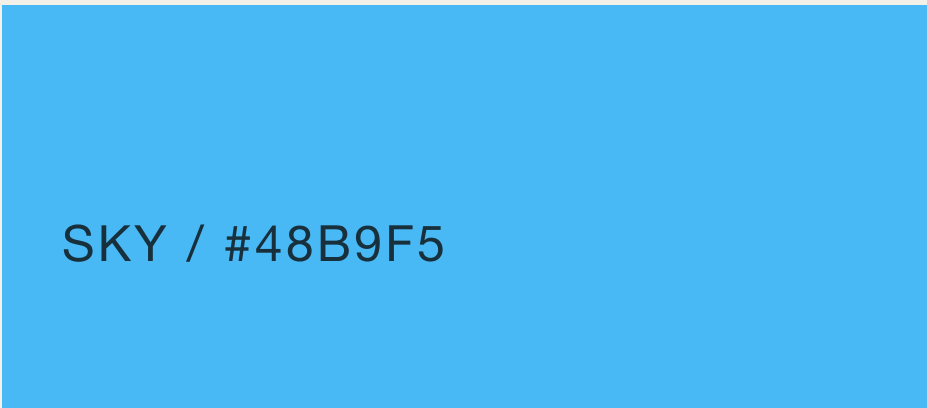
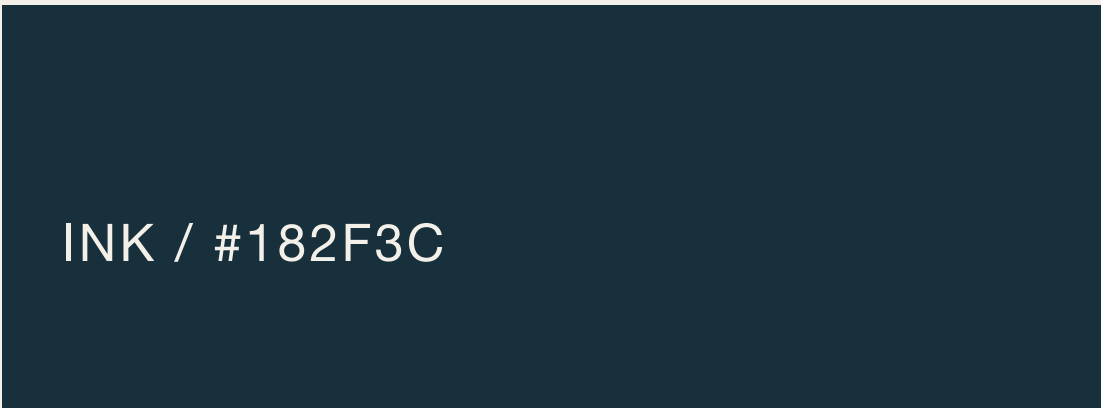
Hiragino Sans GB / Chinese expression

Keep clear space at least one quarter of the mark height.

Suggested complete lockup: 70 mm print or 280 px screen.

Keep the delicate bars and circular end visible.

Space between lines.



The archive sky blue remains a recognisable accent.
Deep ink, warm paper and stone are new supporting tones.
Horizontal bands extend the original blind-bar idea;
their spacing is graphic expression, not a product rating.

Light. Texture. Shade.

One visual family.

01 Light

02 Texture

03 Shade

New printed study cards and a visual-edition cover
organise the brand around light and material. They do
not represent a verified fabric collection or specification.

Rooted in the archive. Open to a new light.

Archive / SKY LIGHT, native and final exports, 2022

Retained / Eight original wordmark paths and sky-blue accent

Renewed / WINDOW COVERINGS descriptor, type and palette

New / Graphic system, copy, print and spatial applications

A 2026 portfolio concept based on original design files.

The old presentation, reference photographs and earlier logo directions are not reused. Material cards are visual studies rather than technical product specifications.

AI-assisted scenes illustrate proposed applications. Client adoption, production and installations are unconfirmed.