

# a brand refresh

THE BRAND

## light street care

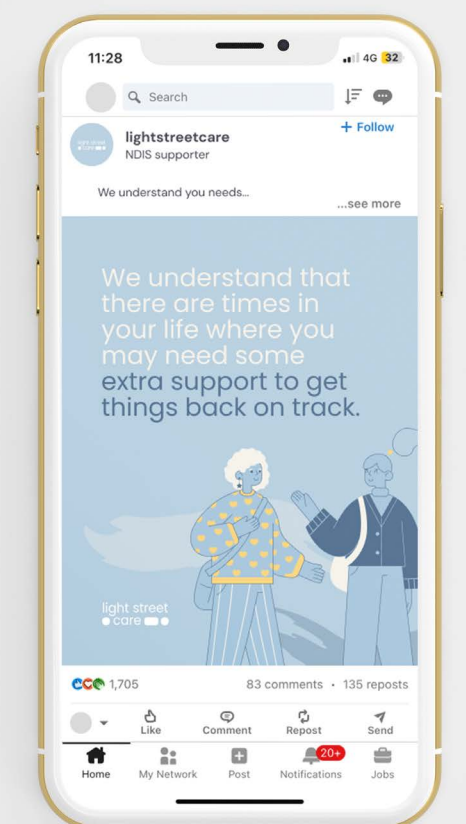
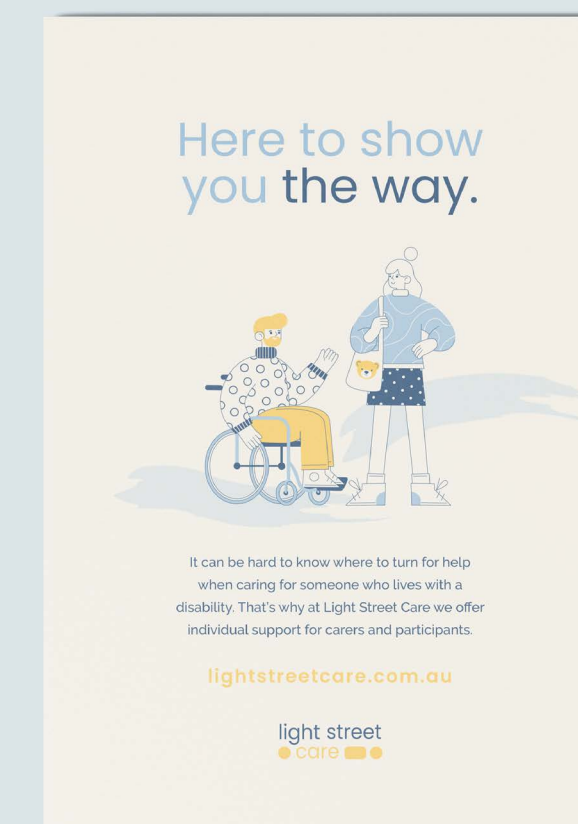
Light Street Care specialises in support coordination and plan management for NDIS participants throughout Australia. With ambitions to diversify, Light Street Care had some unique branding challenges they needed assistance with in order to keep scaling.

THE BRIEF

When MD Michelle Turner approached us, she had a clear vision. She wanted a facelift for Light Street Care to help them stand out in an extremely saturated market. So we got to work creating a new brand identity with a more modern colour palette that embodies warmth and care.

### services we provided

Branding • Design • Website • Copywriting • Corporate Stationery



DON'T JUST TAKE OUR WORD FOR IT

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From the start, businessDEPOT demonstrated a very good understanding of our brand and vision and we are thrilled with the final result. Since the launch of our new website and implementation of our new branding, we've seen an increase in traffic and our online presence now feels cohesive and professional. The team were great to work with because their communication was always clear and they truly listened to our feedback, making the entire process smooth and enjoyable.

”

Michelle Turner

Managing Director - Light Street Care