



Cline, Bettridge, Bernstein Lighting Design, Inc.

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Services

**Design
Approach**

Sustainability

Integrity

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CBB Design Approach

SD: Services, Approach and Integrity Statement – brief on text is best for all of these – avoid the temptation to become brochure-like. Just a few punchy paragraphs with lots of white space, or perhaps with one high-impact image per page?

- Design - include link to Design Process
- Customer focus
- Custom solutions; custom fixtures
- Collaboration and team work
- Quality control, quality assurance
- Innovation, leading edge technology
- Walk-thru of a design process
- Technology forefront/programs we are using/lighting technology

Image ideas - Renderings, drawings, mockups, consultation meetings, site visit

