

THE PERFECT GUIDE TO

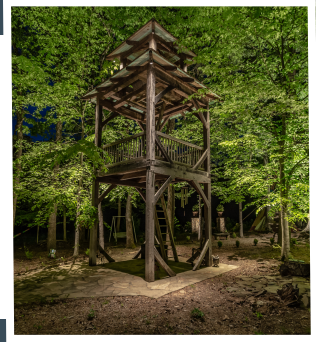
# unleashing creativity

CUSTOM LIGHTING & AUDIO DESIGNS FOR YOUR HOME OR BUSINESS



WARNING: This guide will empower you to think outside the "cookie-cutter" box!

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# Understanding the Importance of Outdoor Lighting

## Enhance Aesthetics & Functionality

Well-designed outdoor lighting transforms an ordinary environment into a visually stunning and inviting experience.

- The strategic placement of lights should highlight the architectural features, landscapes, and focal points, creating a captivating ambiance and space.
- Great lighting design should evoke **Safety, Security, and SERENITY**.
- Properly illuminated pathways, stairs, and entrances not only prevent accidents, but provide functional & purposeful light.

Whether it's a residential garden, a commercial plaza, or a public park, thoughtful outdoor lighting design brings life to the surroundings, accentuating the beauty of the space while serving a practical purpose.





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# Personalizing Outdoor Lighting Design

## Match Your Style & Preferences

Embrace a new era of captivating illumination: From dynamic LED displays to interactive lighting systems, we offer a wide range of options to transform any space into a mesmerizing experience.

### Your lighting design should

- Reflect your personal style and preferences.
  - sleek and modern aesthetics
  - or cozy and rustic charm
- Provide controls to best utilize your space in any situation
- Create a powerful emotion within

### Customization

- We offer a tailored color matching service for clients, ensuring a cohesive and stylish connection between our products and your space.
- Create bold statements w/ pieces that stand out or allow hidden fixtures to accent the space w/out bringing attention to the fixture



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# EXPLORING OUTDOOR LIGHTING TECHNIQUES

## DIAL IN PRECISION LIGHTING

### UPLIGHTING

Projects a gentle, upward glow that accentuates the height and textures of walls, columns, trees and facades.

### GRAZING

Creates dramatic shadows and highlights intricate details of stone, brick, and mortar.

### SILHOUETTING

Casts captivating silhouettes against walls or other surfaces.

### WASH LIGHTING

Spreads a soft, diffused light across large areas, emphasizing the overall shape and form of a structure.

### CROSS LIGHTING

Helps to create balance with 2 or more fixtures on either side of subject mater, aimed to cross each other creating depth & visual interest points.

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## IN THEIR OWN WORDS

Southern Lights is a professional and highly skilled company. When we met with Pete the first-time, he advised us on the best ways to illuminate our home, in making it look special & unique. Wow!! We are so happy with our homes transformation, just beautiful. The entire team is courteous, tidy & professional. Pete continues to answer any question we may have with our new system. Look forward to our next phase of lighting. Highly recommend Southern Lights. - Kris B.



I love what Pete did with his special talent of lighting up the outdoors of my home. It is beautiful. His employees are wonderful and they cleaned up everything- there was not a single piece of trash left behind. Everyone was very professional. - Lisa R.



Pete gave great advice without overselling or pressure. The installation was done professionally and timely. We're very pleased with everything. - Bill B.



Beyond thrilled. That's how I describe my experience with Southern Lights. Their professionalism in every aspect of the project was unmatched. All within our budget! - Mary P.



Our goal was to make our property and facility communicate Life, Excellence, and Healing! With their attention to detail and the precision placement of each fixture, Southern Lights has added a beautiful nighttime presentation to the funeral home that expands our message of Hope! Thanks so much! - Ted H.







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# THE DIFFERENCE YOU CAN SEE

## PRODUCTS MADE TO LIVE IN THE ELEMENTS

### UNMATCHED QUALITY, BUILT TO LAST

By selecting the right fixture for the right application, we can harness the power of light to transform your outdoor space into a natural work of art, leaving a lasting impression on family, friends and neighbors.

### CRAFTED FOR DURABILITY

We utilize solid brass & copper fixtures offering Lifetime Warranties.

### HIGH PERFORMANCE

Employing cutting edge LED technology, our fixtures deliver unparalleled outdoor performance & efficiency.

### INTEGRATED DESIGN

Our lighting design process looks at the entire potential scope and works around creating a cohesive plan that will enhance the space.

### CONNECTIONS THAT LAST

Wiring & connections serve as the backbone of any system. Emphasis on proper technique ensures unparalleled reliability and resilience. That's why we offer a 10 yr warranty on all of our wiring & connections.

Southern Lights Only Uses Products that are Engineered to Perform &  
Designed to Impress. EXPERIENCE THE DIFFERENCE.





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# LIGHTING FOR OUTDOOR SPACES

CELEBRATE BEAUTY & PEACE OF MIND

## ILLUMINATING GARDENS AND LANDSCAPES

By strategically placing lights, you can accentuate focal points such as trees, flower beds, sculptures, or water features, enhancing their beauty and creating a magical atmosphere.

## ENHANCING PATIOS, DECKS, AND OUTDOOR LIVING AREAS

Through the artful use of lighting, you can effortlessly achieve the perfect date night, create a family fun experience, or enjoy nature in its finest hour with a serene backdrop. Lighting elevates the overall atmosphere and makes these spaces inviting after the sun sets.

## LIGHTING PATHWAYS, DRIVEWAYS, AND ENTRANCES

Lighting instantly enhances safety and security, guides navigation in the dark, adds curb appeal to the property, and creates a welcoming atmosphere for residents and guests.



# DIY OUTDOOR LIGHTING PROJECTS

FOR HANDY HOMEOWNERS - WE GOT YOU

## ASSESSMENT AND PLANNING:

- Survey your outdoor space, identify key areas

## CREATE A LIGHTING PLAN:

- Develop a design, specify fixtures, power sources, and LEDs
- Consider focal points, pathways, landscaping features, etc

## GATHER MATERIALS AND TOOLS:

- Purchase fixtures, wiring, tools required for installation, such as a drill, screws, wire strippers, and a voltage tester.

## CHOOSE LIGHTING FIXTURES:

- Select fixtures that match your outdoor decor and serve the intended purpose

## PREPARE POWER SOURCES:

- Identify power source

## INSTALLATION OF FIXTURES:

- Properly space fixtures in landscape and on architecture

## WIRING & CONNECTIONS:

- Connect wiring, test connections, bury cables

## TIMER OR SMART CONTROLS

- Consider timers/smart controls to automate your lighting

## FINAL ADJUSTMENTS

- Make any necessary adjustments to the placement or direction of lights.
- Evaluate the overall effect at night and make additional changes if needed.







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# Showcasing Inspirational Outdoor Lighting Designs

## SEEK FEEDBACK FROM PROFESSIONALS

### AWARD-WINNING LIGHTING

Exceptional outdoor lighting is thoughtfully designed to complement and enhance the overall aesthetic of your outdoor space. Look for a cohesive design that seamlessly integrates lighting fixtures with the surrounding landscape, architecture, and decor.

### REAL WORLD INSPIRATION

Consider the color temperature of the lighting. Warmer color temperatures (around 2700K to 3000K) creates a cozy and inviting atmosphere, while cooler temperatures (4000K and higher) offer more of a modern look and feel.

### INNOVATIVE LIGHTING CONCEPTS

Embrace minimalist design principles, focus on quality products, find & highlight focal features and architecture, and perform night time adjustments to ensure that you achieve proper balance.

We generally want to make the lighting effect the featured focus, not the fixture or source of light.



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*southernlights*  
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