

# Las Lluvias · Brand Architecture, Identity & Marketing Process

*Current state. Logos, mockups, brand philosophy, and the patent & trademark process — on four pages.*

**Prepared for:** René Heinz · **Date:** 12 May 2026 · **Version:** Brand Pack v1 · **Classification:** Confidential — Internal Strategy

## THE THREE-TIER ARCHITECTURE

The architecture follows brands that became synonymous with their category: Tesla *is* electric cars; FIJI sold the myth of pristine origin; Patagonia became the moral authority on the environment. Las Lluvias must not sell rainwater systems. Las Lluvias must *be* the way luxury homes relate to water.

### TIER 1 · MASTER BRAND

#### **LAS LLUVIAS** — *"Water, Reimagined"*

The umbrella. Word mark + figurative mark (combined logo) registered together. The name people say when they have the system: "We have Las Lluvias" — exactly as people say "We have a Tesla" or "I drink FIJI." **Trademark:** Combined mark, EUTM via EUIPO. OEPM Spain backstop. **Classes:** 9, 11, 37, 40, 42.

### TIER 2 · ORIGIN SIGNATURE

#### **LAS LLUVIAS DE IBIZA** — *"Born where the rain meets the sun"*

Not a sub-brand — the origin product. The Porsche 911 to Porsche. Carries the founder story, the Can Xarraca pilot, the emotional weight. Every later "Las Lluvias de [location]" inherits credibility from this origin. **Trademark:** Word mark, EUTM. "Las Lluvias de" as series placeholder.

### TIER 3 · PRODUCT LINE SUB-BRAND

#### **COSECHA** — *Harvest. "What is your villa's annual cosecha?"*

Replaces "Agua del Cielo" (compromised by US #97559157, Industrias San Miguel's "Agua Cielo", Coca-Cola's "Ciel" — the cielo / sky / heaven naming space is exhausted). COSECHA is distinctive, registrable, and positions Las Lluvias in lifestyle vocabulary, not plumbing vocabulary. Wine-vocabulary applied to water connects solar+rain to agricultural cycles and Ibiza terroir.

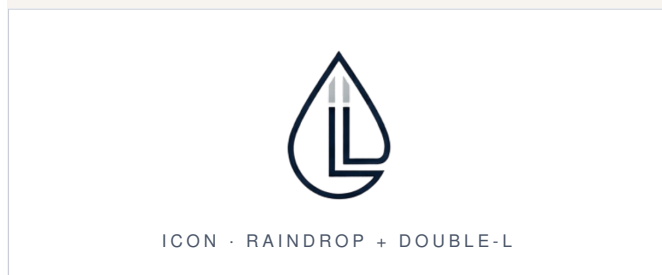
## V1 → V2 — WHY THE ARCHITECTURE WAS REBUILT

ELEMENT	V1 PLAN	PROBLEM FIXED IN V2
<b>Master brand</b>	"Las Lluvias" word mark only	No figurative element, no visual moat → combined mark + raindrop/double-L mark
<b>Sub-brand</b>	"Agua del Cielo"	Compromised by prior registrations → COSECHA
<b>Visual identity</b>	Not addressed	Logo, figurative mark, Registered Community Design now in scope
<b>Classes</b>	37, 40, 42, 32, 35	Added Class 11 (water supply apparatus) and Class 9 (monitoring software)
<b>Brand story</b>	Not addressed	Origin narrative + 5 narrative pillars formalised

# Logos & Mockups

A single continuous line forming both a raindrop and a double-L ligature. Dark navy on linen — never gold, never green-washing, never cartoon clouds.

## PRIMARY MARKS



## APPLICATION MOCKUPS



## DESIGN TOKENS & RULES

### PALETTE & TYPE

- Navy #1A2B4A — primary, body type, master mark
- Silver #C8CDD6 — accent, dividers, foil treatments
- Linen #F7F4EF — ground, all light surfaces
- Clean geometric sans-serif, generous letter-spacing
- "LAS LLUVIAS" set in uppercase with breathing tracking
- Custom double-L ligature as signature element

### WHAT TO AVOID

- No literal rain imagery · no cartoon clouds
- No green-washing leaf motifs
- No "eco" startup aesthetic
- Never gold, never orange
- No photo-real water droplets or sun-ray clip-art
- Reference neighbours: **Aesop**, **Aman**, **Sonos** — not "sustainability startup"

# Why Las Lluvias Exists

*Technology can be copied. Patents expire. But a brand story that people feel creates a moat no competitor can cross. Las Lluvias has a story most technology brands would pay millions to fabricate — and it is real.*

## ORIGIN NARRATIVE

*A father and his daughter walking through dry Ibiza fields. She looks up and asks: "Papa, why don't we have enough water?" He didn't have an answer. Twenty years of understanding this island — its light, its stone, its seasons, its rain. The answer was above their heads all along. The same surfaces that harvest the sun can harvest the rain. Las Lluvias was born from that question — not in a laboratory, not in an investor pitch, in the space between a father's silence and a daughter's curiosity.*

## BRAND NARRATIVE PILLARS

PILLAR	MESSAGE	AUDIENCE
Origin	Born from a child's question on a dry Ibiza field	Press · Social · Everyone
Intelligence	Surfaces that think — harvesting sun and rain with the same skin	Technical · Investors · Engineers
Place	Ibiza: 300 days of sun, acute water stress, the perfect laboratory	Property buyers · Luxury media
Status	"What Las Lluvias does your villa have?" — the new status question	HNW homeowners · Architectural press
Legacy	The homes we build should give back more than they take	Long-term · Next generation

## COMPETITIVE FRAME

Las Lluvias does not compete with plumbing companies or solar installers. It competes with the brands that define how luxury homeowners think about their relationship with their environment.

BRAND	CATEGORY	WHAT THEY OWN	LAS LLUVIAS LESSON
Tesla	EV / energy	Sustainability as aspirational, not sacrificial	"We have Las Lluvias" = status statement
Fiji Water	Premium water	Origin myth (pristine aquifer), iconic bottle	Real founder story beats manufactured myth
Aesop	Luxury skincare	Pharmacy aesthetic, intelligence as design	Clean, intellectual — technology is invisible
Sonos	Home audio	Invisible technology, architecture-friendly	"The system" as premium lifestyle category
Aman Resorts	Hospitality	Place-specific identity, brand-consistent quality	"Las Lluvias de Ibiza/Mallorca/..." = the Aman model

### THE INVESTOR LINE

"Anyone can build a rainwater system. Nobody else can *be* Las Lluvias. We have the origin story, the island credibility, the first-mover technology, and the brand architecture to own this category before anyone else enters it. That's the moat."

# Patent & Trademark Process

*Hybrid stack. Brand as primary moat, two narrow utility patents as legal perimeter, defensive publication as scorched earth, certification stack as operational lock-in.*

## TRADEMARK FILINGS — EUIPO + OEPM BACKSTOP

MARK	TYPE	REGISTRY	CLASSES	PRIORITY	COST
LAS LLUVIAS	Combined (word + figurative)	EUIPO (EUTM)	9, 11, 37, 40, 42	P0 — immediate	€1,850–2,500
LAS LLUVIAS	Word mark	OEPM (Spain)	9, 11, 37, 40, 42	P0 — backstop	€400–600
LAS LLUVIAS DE IBIZA	Word mark	EUIPO	11, 37, 40, 42	P1 — 30 days	€1,500–2,000
COSECHA	Word mark	EUIPO	11, 32, 37, 40	P1 — 30 days	€1,500–2,000
Figurative (logo)	Figurative	EUIPO	11, 37, 42	P2 — post-finalisation	€1,200–1,800
Domain portfolio	.com / .es / .eu / .io	—	—	P0	€100–300
<b>Total Phase 0–1</b>					<b>€7,200–9,900</b>

## PATENT PROCESS — HYBRID STACK, SEQUENCED

Honest answer for sophisticated investors: integration concept itself is not patentable — every component has decades of prior art. **Two narrow utility patents are defensible**; the real moat is operational + brand + certification, which patents do not capture.

#	STEP	TIMING	COST
1	Engage EPO-qualified counsel (Clarke Modet · ABG IP · PONS IP) for focused patentability search on the narrow method claim. Brief with Prior-Art Pre-Search.	≤ 2 weeks of decision-gate	€3–5 k
2	If white space confirmed — draft & file PCT on (a) integrated PV-catchment rail (apparatus), (b) adaptive control system (system claim), optionally (c) hydrophobic dual-use coating regimen (method).	≤ 8 weeks	€25–40 k filing (€60–90 k incl. EU+US national phase)
3	File EUIPO trademark portfolio (master combined + figurative + Ibiza + COSECHA) in parallel. OEPM Spain backstop.	Same window	€7,200–9,900
4	Defensive publication of the full integration architecture (IP.com / arXiv technical-report) — prevents competitors locking up the surrounding territory.	Same week as PCT	€0
5	Registered Community Design at EUIPO once logo is final — €350 first design, €175 each additional. 25-year term.	Phase 2	€525–1,300
6	WIPO Madrid Protocol extension to key markets (Switzerland, UAE, UK) once brand is established via Can Xarraca pilot.	Phase 3 — 6 months	€1,200–1,500

### HARD RULE

**File the PCT before any public disclosure** — including the formal investor pitch with "patent-pending" status. Public disclosure before priority filing destroys patentability in the EU. The US grace period does not apply in Europe.

**Total IP + Brand budget:** €70–110 k against a €400–600 k pre-seed. First trademark filings live within 14 days of decision-gate; first PCT live within 8 weeks. The brand layer is the only layer that compounds — patents expire, certifications renew, but a category-defining brand earns interest forever.

Strategic IP guidance — not a legal opinion. Patent law is jurisdictional and procedurally unforgiving. Retain a registered patent attorney (OEPM-registered agente de propiedad industrial · EPO-registered European patent attorney · USPTO-registered) before any filing or public disclosure.