

BRIXWORK

real estate marketing

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Why is a brand important?

A brand influences how you are perceived by your clients, and potential clients. Memorable brands promote recognition and make you stand out amongst your competition. Branding is more than just typefaces and colours, A brand is a representation of who you are and what you can offer your clients.

TYPE ART BRANDING

A type art branding scheme utilizes typography to create a brand that is memorable and recognizable.

TYPE ART BRANDING INCLUDES

1. An elegant and simple text based logo
2. An emblem constructed of letters from your logo (Optional)
3. Custom colour palette for printing
4. A selection of typefaces to accompany your brand across all print and digital media.
5. CMYK and RGB files for print and web use
6. A full brand guideline document to ensure your brand is always represented in a consistently.

CASE STUDY:

Tiffany Wilson

W T tw TLW

R Tiffany TW

W tw TLW TLW

W TW W W

Tiffany Wilson

Real estate consultant

TIFFANY WILSON

Real Estate Consultant

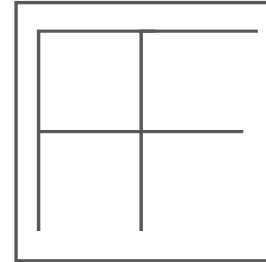
TIFFANY WILSON

The first stage of type art branding is the initial sketches. Layouts for the logo are sketched out on paper before they are made digital and presented to the client as potential logos.

Tiffany Wilson

TIFFANY WILSON

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Several drafts with vastly different styles are sent to the client to provide them with potential directions they could go in with their logo.

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Real Estate Consultant



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Based on the design direction chosen by the client, another selection of logos with more subtle differences will be presented to help narrow down their decision.



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Real Estate Consultant

At this stage the final logo has been selected, and minor adjustments may need to be done based on the clients specifications.

This is a Title

Bonorum gloriatur expetendis nam eu, ullum dicant percipitur eu vix.
Per et malis facilisis liberavisse. Primis expetenda no usu, ancillae
molestie ei vim. Illum efficiantur vis ne, usu commodo deleniti an.
Nam idque facilis et, augue everti facilisis ea eam. Vidit omittam
eloquentiam eum at, elit euismod mediocrem mea no.

Century Gothic

Linden Hill Regular

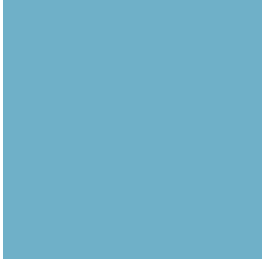
The next step in the branding process will be to create a font scheme to accompany the brand on all print and digital media.



PRINT CMYK
C 52 M 3 Y 6 K 7



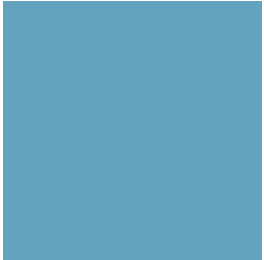
PRINT CMYK
C 0 M 0 Y 0 K 50



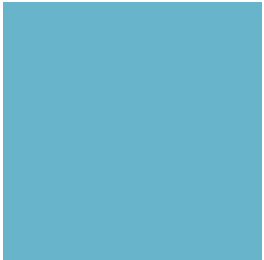
PANTONE SOLID COATED
7458 C



WEB RGB
R 128 G 128 B 128



PANTONE SOLID UNCOATED
7458 U



WEB RGB
72 B5 CC

Colours will be chosen by the client to accompany the brand.



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