

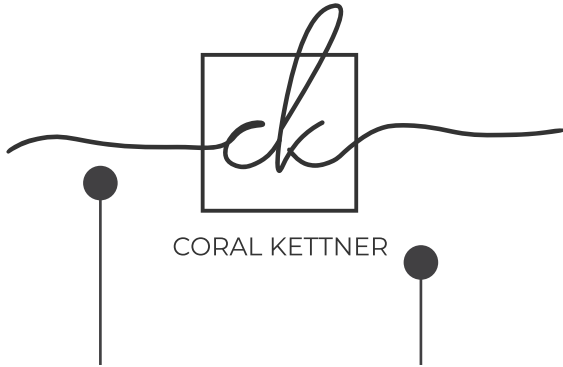


# Your Branding



**BRIXWORK**  
real estate marketing

# HAND-LETTERED BRANDING



A custom hand-lettered logo to represent your brand.

An elegant and simple text based typemark to accompany it.

Custom colour palette for printing and digital media.



A selection of typefaces to accompany your brand across all print and digital media.

## MONTSERRAT REGULAR

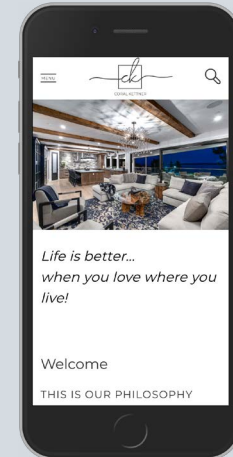
### MONTSERRAT LIGHT

Montserrat Light. Sed ex es ipsae simposita ius repudis mosa simpeligen asperci andamenis asitios ulpa que erit minvele ndandel ibustib usaerec taspis aut omnimil eatectes eiusam quatium explitatus qui.

## BRANDING IS MORE THAN JUST A LOGO.

*In addition to the logo design, your branding package includes everything necessary to present your brand consistently across all media.*

- CMYK and RGB files for use in print, web and other digital media such as videos, social media, and web advertisements
- A full brand guideline to ensure your brand is always presented consistently

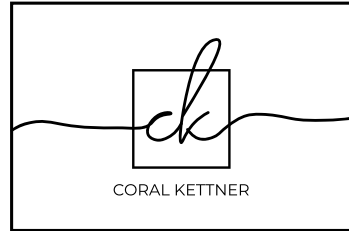


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*Vertical Layout, Dark Background*



*Full Logo with Frame*



*Decal Logo*



*Icon*



## WHY CHOOSE AGENCY GRADE BRANDING?

*We consider final applications:*

- Digital (Websites, Web ads, Videos, etc.)
- Print (Brochures, Business Cards, Signs, Folders, etc.)
- Social Media (Instagram, Facebook, etc.)
- Branded gifts (Water bottles, Keychains, Hats, Pens, etc.)

*We prepare for all layout scenarios:*

- Horizontal
- Vertical
- Square
- Black & White
- Light & Dark Backgrounds

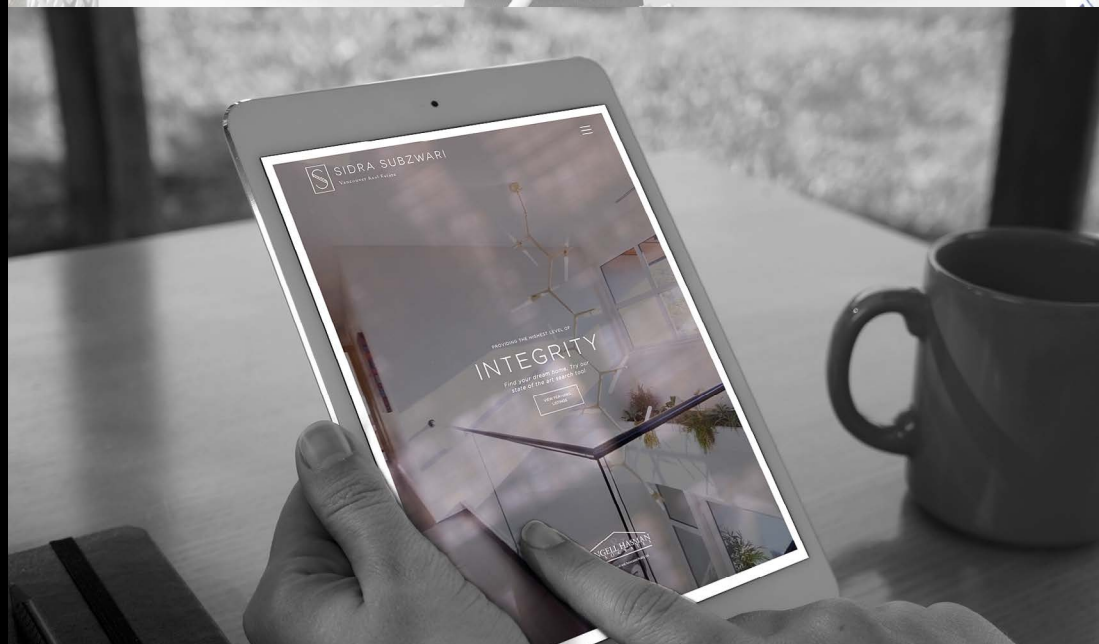


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SIDRA SUBZWARI

Real Estate Professional



## STEPHANIE RENKEMA

ABOUT SERVICES LISTINGS RESOURCES CONTACT

### FEATURED DEVELOPMENT

## Tanglewood

I've had the opportunity to work on several developments in both Alberta and the Comox Valley. The most recent development is Tanglewood. This 32-unit patio home project is located in a great location: minutes from Courtenay, yet far enough to enjoy a quiet neighborhood. The homes are designed for spacious main floor living with some units featuring an separate bedroom upstairs. The high performance and energy efficient homes come standard with luxury finishes. Make Tanglewood your home.

TANGLEWOOD



### NEW LISTING



2317 CROWN ISLE DRIVE  
CROWN ISLE, COMOX VALLEY  
\$809,000 • House • 2 Beds • 2 Baths • 1,649 sqft



103 - 4098 BUCKSTONE ROAD  
COURTENAY CITY, COMOX VALLEY  
\$660,000 • Condo • 2 Beds • 3 Baths • 1,542 sqft



### STEPHANIE RENKEMA

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Equal Housing Opportunity National Equal Housing Lender

Dave Jenkins  
PERSONAL REAL ESTATE CORPORATION



# CASE STUDY:

Karri Flatla

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

# Ideas & Concept

The first stage of hand-lettered 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.





## Choose a Direction

Three different styles are chosen from the initial sketches and sent to the client to illustrate potential directions they can go in with their branding. Once a direction is chosen, we begin to refine the design.

kb

kb kb



## Focus & Refine

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.



STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

# Typemark Design

At this stage the final logo has been selected, perfected on the computer, and the client is presented with a variety of options for typefaces to accompany their new logo.





# Complete Design

Once a final logo is chosen, colours are applied, and the logo is finished.

KARRI FLATLA  
— & ASSOCIATES —

STEP 1

STEP 2

STEP 3

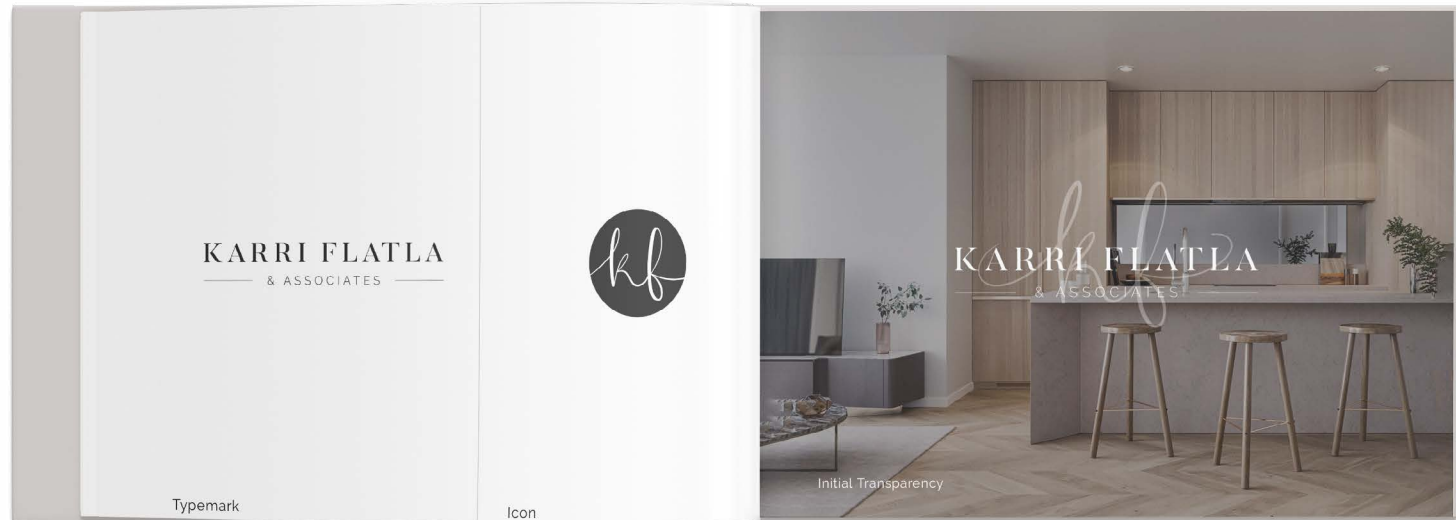
STEP 4

STEP 5

STEP 6

# Final Assembly

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



# Your brand is ready to go *everywhere.*

- ✓ WEB
- ✓ PRINT
- ✓ SOCIAL MEDIA
- ✓ HORIZONTAL
- ✓ VERTICAL
- ✓ SQUARE

