

Building Brand That **Attracts High-Budget Customers**

Real Estate | Interior

The Mission

Building a brand that is **Authentic**, **Trustworthy** and **Professional** so that it attracts big investors in real estate.

Our Mission was to create a brand that reflects company's core values to its target audience.

The Outcome

We created companies brand message and identity in a way that it reflects companies ambition and caring nature in their new Brand Name and Logo. and We develop their brand slogan that communicates to their core audience.

The Impact

The New Branding and brand messaging have
1 launched this brand into a new level of success

Services

- Brand Strategy
- Brand Naming
- Brand Messaging
 - Brand Slogan
 - Brand Positioning
- Identity Design
 - Logo Design
 - Business Card
 - Letterhead Design
 - Envelope Design



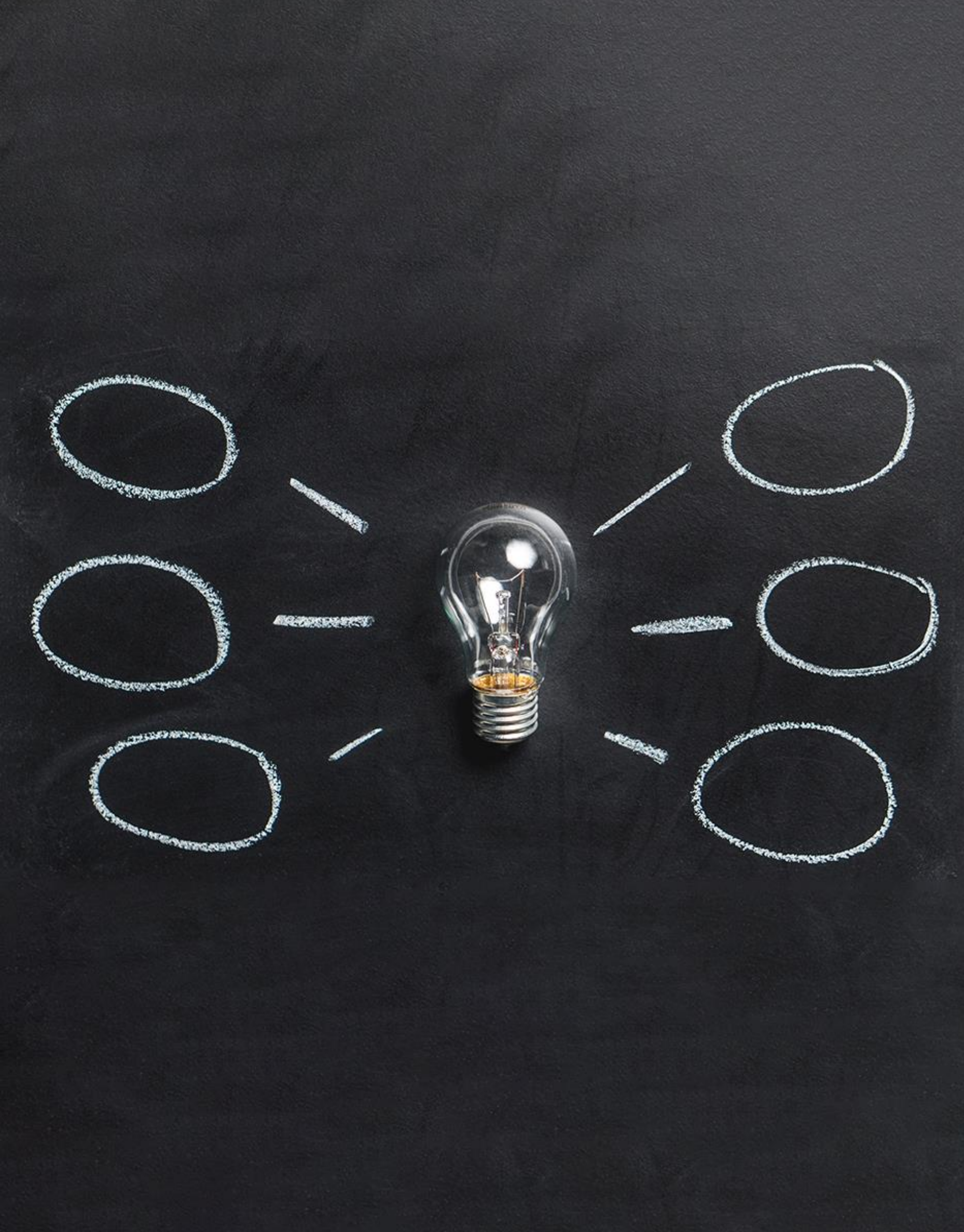


The Problem

Why look for solution?

Hiren is a successful real estate dealer who has built his reputation in Gujarat in properties and plots dealings with mid-range investors and customers, he also connects sellers with potential customers.

His entire business was done under His own Name and did not had a separate identity as a brand at the time, this limited him to reach high-end clients since not having a separate brand creates trust issues and made him look like a small business.



The Solution

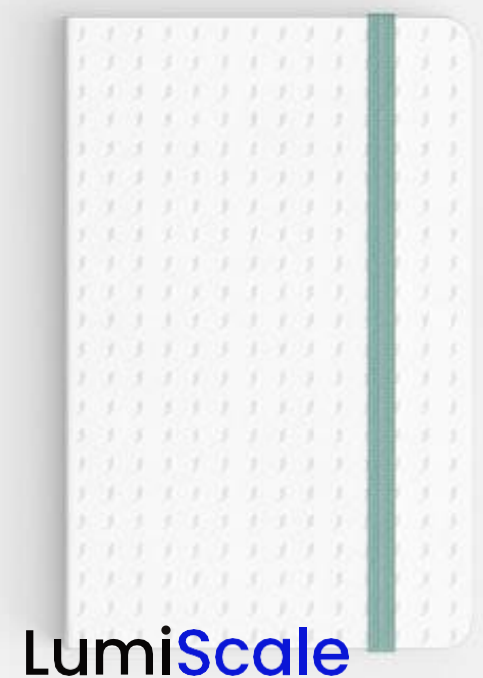
1. Brand Strategy
2. Brand Name & Slogan
3. Brand Identity

1. Brand Strategy

Overview

In the brand strategy session, we realize that he can no longer keep doing business under his name, and needed a separate brand identity that is not attached to him, this will allow him to scale his company and reach the type of customer that he want to do business with.

In this strategy, we first look at which customers he wants to attract and then created brand positioning according to the vision he had for this brand.



Everything you create in business should be according to your clients, if we do not define who is the target client we won't know what type of branding we need to attract them, so the first step is to define your client.

Hiren's current clients consist of

- Mid-Range Investor: Client who liked to invest in real estate properties like flats and plots.
- Real Estate Traders: These are clients who trade houses, flats and plots.
- Builders and Developers: Clients who are in need of a plot of land for development.

The future Clientele he is looking to target in the next 3 to 4 years are very high-budget investors like City-level developers, so we keep in mind his current customer base as well as making this brand for those high-budget clients in the future.

Client Profiling



Tone/Voice/Attitude

Pick top 5

Pick top 3

Approachable

Polite

Meaningful

Essential

Important

Sensitive

Caring

Actionable attentiveness

Supportive

Follow-up

Hand-Holding

Satisfaction

Friendly

Responsive

Approachable

Essential

Responsive

Hand-Holding

Friendly

Hand-Holding

Essential (Necessary, Needed, Must)

Approachable

To the Point

Direct

Precise

Upfront

19

LumiScale

Lumiscare, Gangapur Road
Nashik, 422013

LumiScale.com

Undifferentiated brands compete on price while differentiated, or charismatic brands, are ones which the customer feels there is no replacement for.

Juxtapose Tone/Voice word pairings until you find a space which is unique and authentic to your brand.

Crazy

Responsive

Neutral/Positive Attribute

Neutral/Negative Attribute

Brand Vision

CASE STUDIES

Creating a win-win for buyers and sellers while saving time on both sides.

When it came to connecting sellers with buyers the problem with most real estate companies was, if the seller get a good deal the buyer feel cheated, and when a buyer gets a good deal the seller feels cheated, that's why he wanted to create his brand on the backbone of creating a **win-win** situation for both sellers and buyers.

Another problem was the time it took to carry out the entire deal was very lengthy so by helping customers every step of the way they could reduce the time.

TrueVertical is a real estate company that focuses on helping its customers get the best deals for both buyers and sellers in a **polite** and **clear** manner while helping them in **each and every step of the way**.

Simplified Positioning

2. Brand Naming & Slogan

We start by extracting the main keywords from our strategy session and then doing further research, then we start creating names while keeping the company vision and customers in mind.

The name he end up finalizing was TrueVertical, he went back and forth between TrueVertical and Devonic (Iconic Devotion), But since the pronunciation of TrueVertical was much more appealing to him, he end up finalizing TrueVertical.

TrueVertical came from the idea of True Vertical Progress

Brand Name

Hiren Thakkar (Real Estate & Intirior design)

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4	Trustworthy	splendid	superb	Noble	LoftUP	UP	Infra calt					
5	English	marvelous	imperial	NobleStone	DwellDream	Dream	Megakar					
6	Easy to read	majestic	regal	Shine	KeyandCastle	Castle						
7	Look like a brand	divine	reigning	Magnifico	Dwell Beyond	Beyond						
8		top	throne	Megament	Crown Worth	Crown,						
9		majesty	royalty	Valuvent	BrickPeak	Peak	TrueVertical	Sophisticated	Bold	Robust		
10		royal	sovereign		Zovier	Z	VerticalReach	Sophisticated	Clear	Approchable		
11		sovereign	palatial		newHome	New	TopPillar	Approchable	Clear	Hand Holding		
12		crown	glorious		RareAcre	Rare	devonic	Sophisticated	Bold	Robust		
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TrueVertical

This name came from the idea of **positive progress** that is very **vertical** in nature, **True** word **emphasises** on **solid real world results** rather than just a vague vision.

For Your Dream Space

This tagline directly hits the main desire of the target customer to have a home that they always dreamed of.

This Tagline also reflects that this is the space where your dreams come true.

Brand Tagline

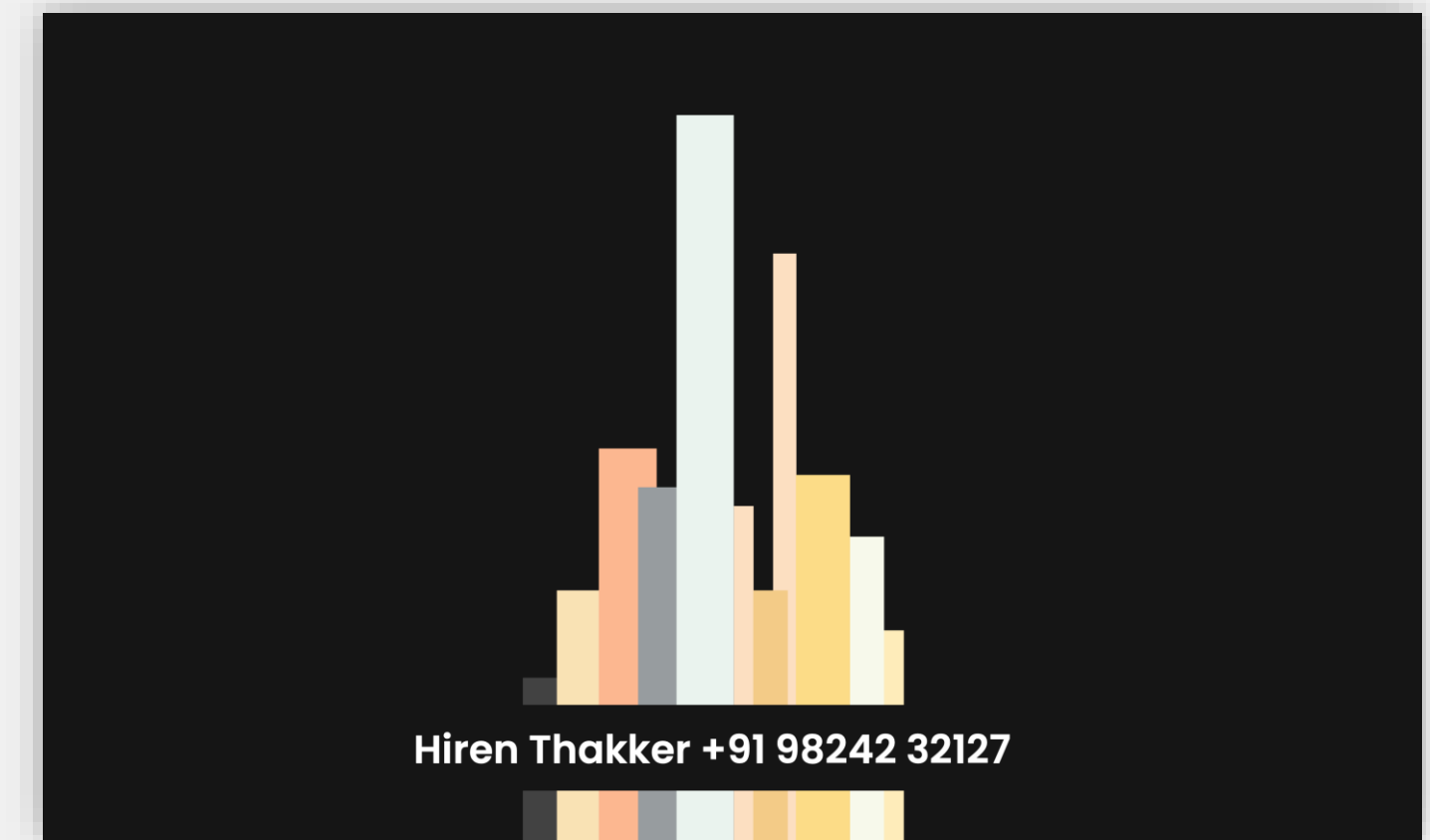
LumiScale

3. Brand Identity

Problem with Old Logo

Hiren's old logo was basically abstract buildings with his name and phone number in the middle of it, this did not look professional, his main complaint with this logo was, it looked like a graph going up at first and then falling down at the right side, which made him feel like after progress he will start losing progress, and besides from business card he could not use this logo anywhere else.

Our challenge was to reflect the ambition of the brand through its look and feel while keeping in mind who are we creating this logo for ([Client Base](#)), the [positioning](#) and the [vision](#) of the brand.



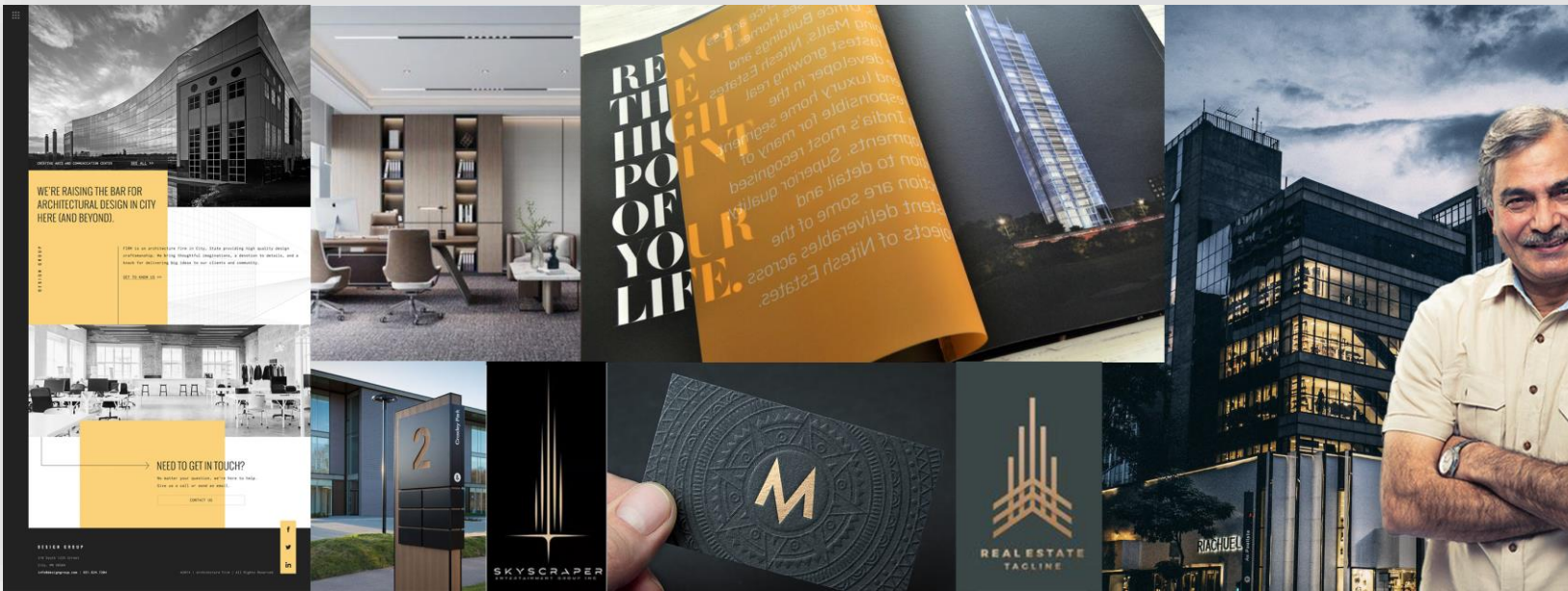
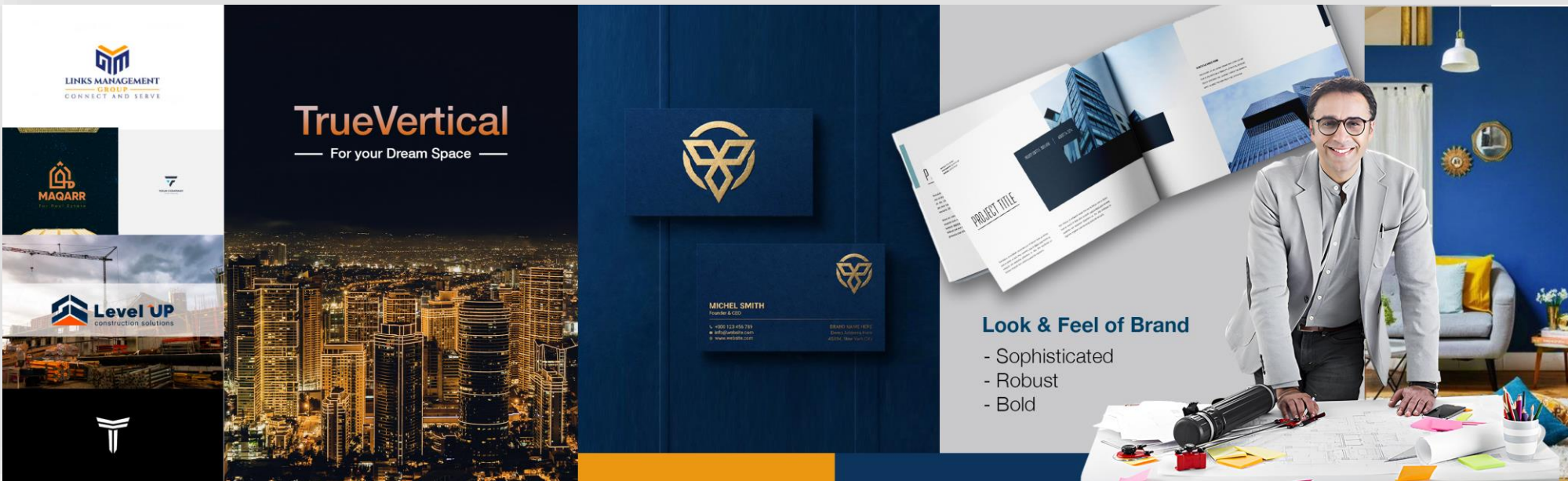
Old Logo

we put together a Stylescape according to the brand strategy and the look and feel of the brand, Stylescapes are basically visual representations of the brand's look, its potential customer, logo references and brand identity applications.

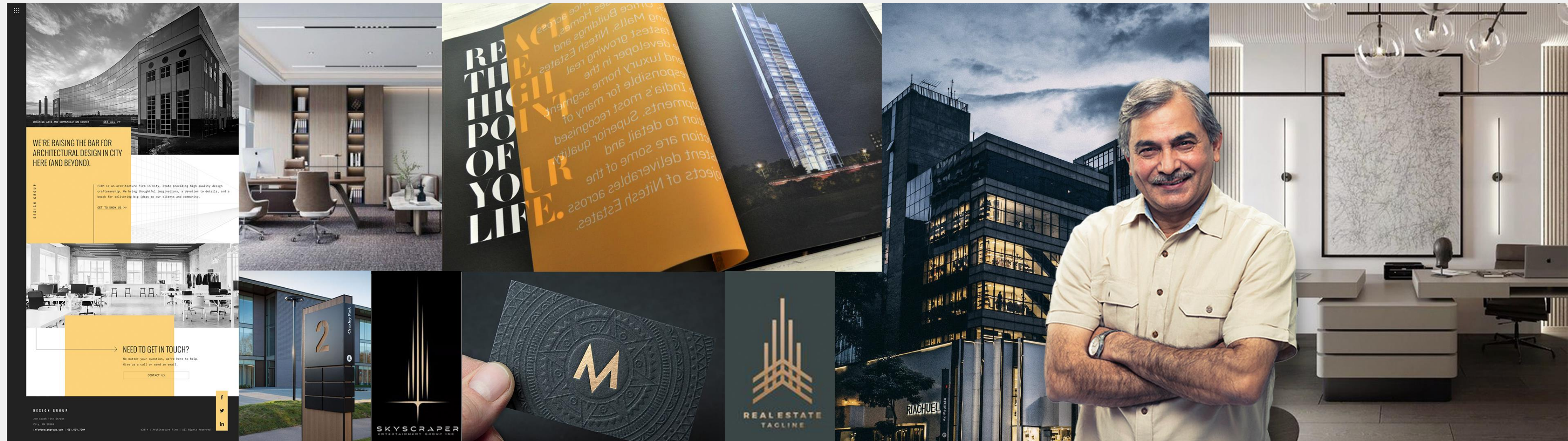
When clients say they want minimalistic, modern or clean design those descriptions are very vague, we might be imagining something else while the client might mean something else, so we use Stylescapes which are an easy way to align our vision with our client's vision, and since it is a rough representation, we can revise the Stylescape very quickly, which is much better than revising the entire logo.

Once we both agreed on the Stylescape, we use it to create a logo design and branding.

Stylescape



Stylescapes



Stylescape - Lavish Living



Stylescape – Ambiance Dream

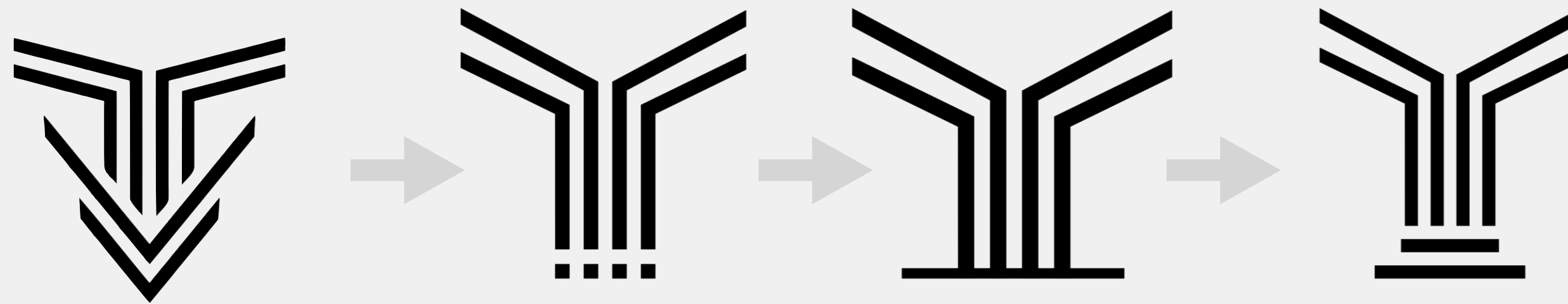
Client Selected This one

In the initial design, we provided them with six options in which they liked this one, but there were certain problems with the design, it looked like the design had a downward pointing arrow and Hiren did not want any negative sign in his logo.

Logo Design



Initial Finalised logo from First Draft



Simplified Logo Revisions

After multiple revisions, we decided to remove the bottom part of the logo and make V shape from the top part of the logo, and height represents the vertical progress.



Final Logo

We finalized this design, for color combination Hiren had some ideas for colours in mind which were blue and orange, representing fire and water, so we tried multiple variations of them and found the most balance colors for the brand.



*Final
Colors*



