

realty star



| About

Realty Star is a real estate marketing firm dedicated to assisting customers in finding top-rated homes. They sought a distinctive identity that would set them apart from generic construction icons.





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| Problem

The goal was to create a unique and recognizable brand identity that reflects the company's focus on quality ratings and the concept of "home."

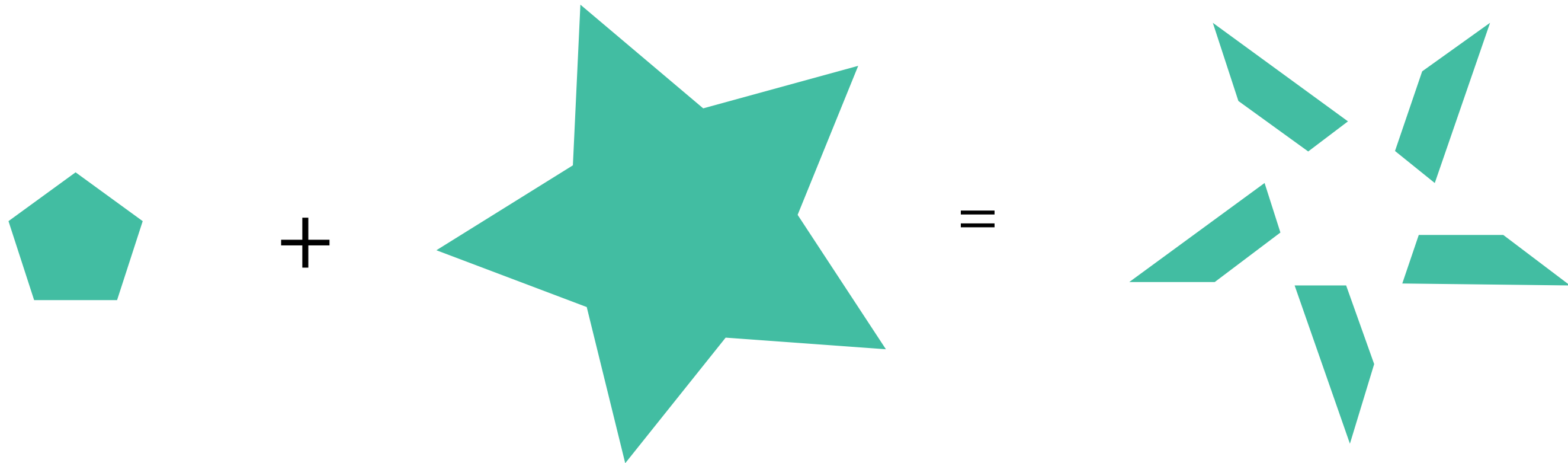


Creative Solution

Our team designed a symbol that incorporated a star element, representing the best ratings, and strategically utilized negative space to subtly depict a "home." The resulting identity was distinct and memorable, ensuring strong brand recall. Additionally, the scalability of the elements brought the brand to life across various touchpoints.

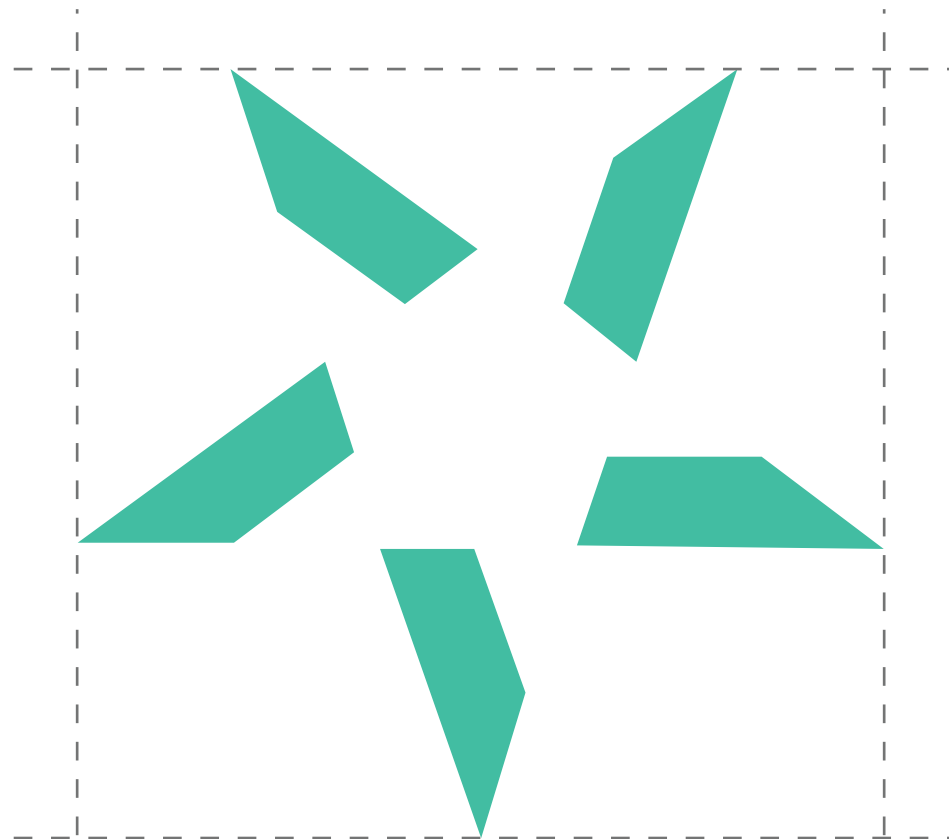


Logo Breakdown



Our solution involved creating an abstract star by merging pentagon shape, symbolizing loyalty and trust. This unique star design served as the focal point of the new brand identity.

Logo Construction



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Typography

Aa

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#%&\$

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#%&\$

Brand Colors

Hex Code: #40BCA1

R: 64 C: 68%

G: 188 M: 0%

B: 161 Y: 47%

K: 0%

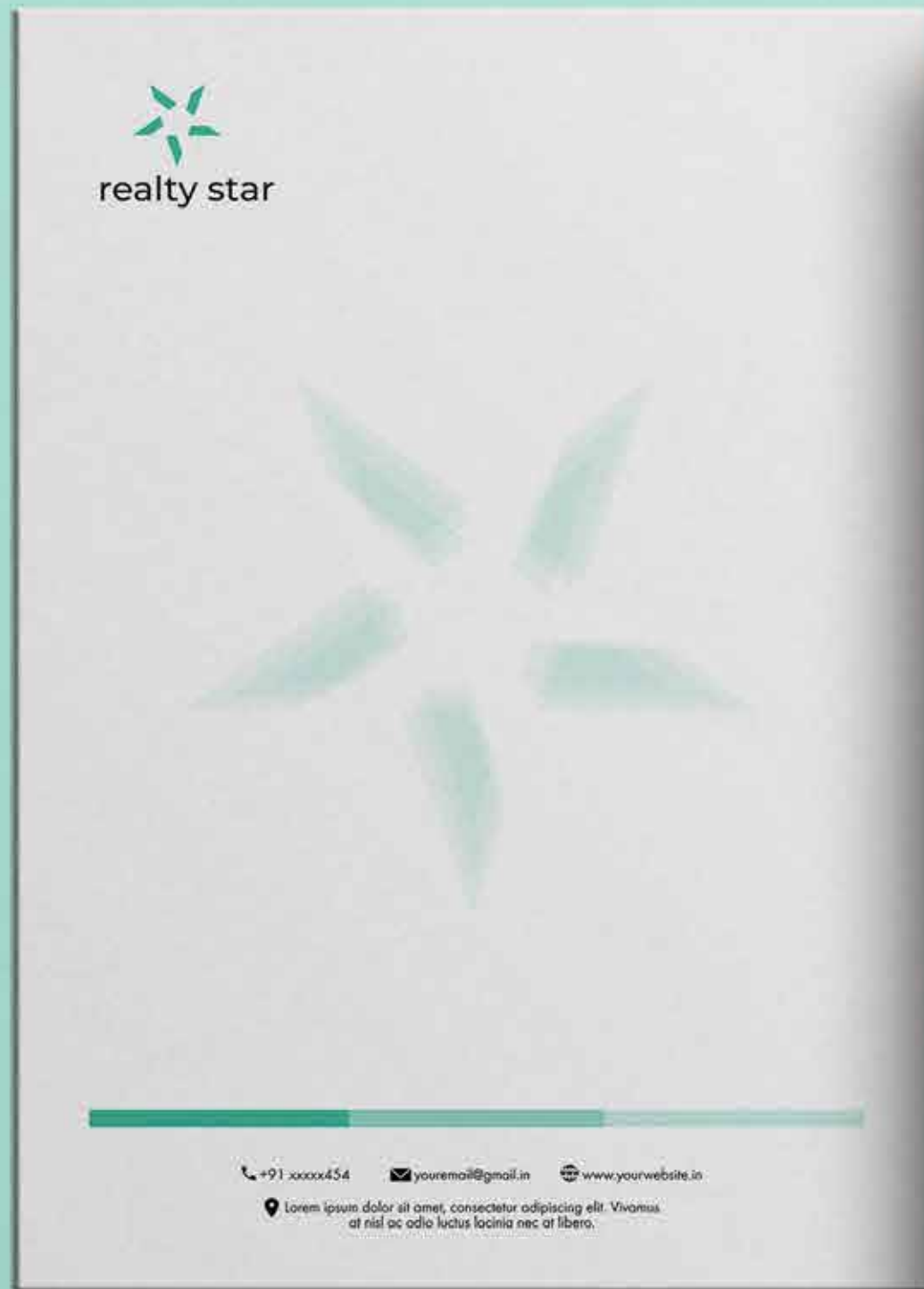
Hex Code: #212121

R: 33 C: 72%

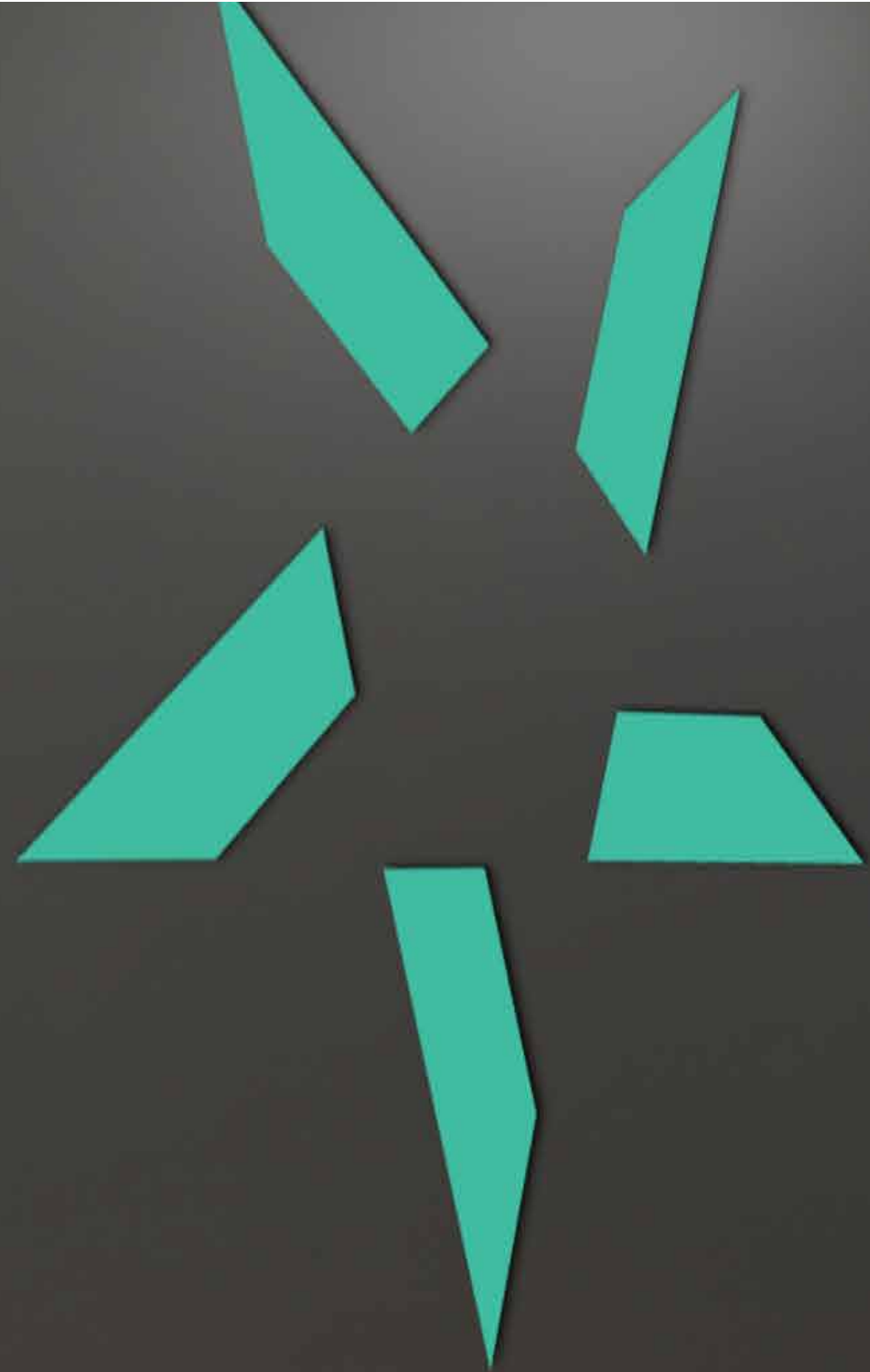
G: 33 M: 6%

B: 33 Y: 65%

K: 73%







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Impact

The brand identity exemplifies a technology-driven and forward-thinking approach, going beyond the traditional accounting firm model.

