

Nicola

BRAND CONCEPTS

DELIVERED BY:
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2020

BRAND BRIEF / 'IMPERIAL REAL ESTATE'

ABOUT CLIENT: Imperial Real Estate

My name is Brad W.. I'm a 42-year-old real estate agent who specializes in Beverly Hills, a neighborhood in Los Angeles, California that's filled with high-end retail, high-end restaurants, and high-end homes. I love people. I'm the kind of person that thrives on being around others. At the same time, outside of the hustle and bustle of real estate, I enjoy spending time with my family.

BRAND VALUES (beliefs that make your team unique)

Confidence, Peace, Progression, Family, Home, Luxury (not over the top)

BRAND ATTRIBUTES (things that give your brand personality and character)

Current, Approachable, Creative, Innovative, Strong, Relaxed, Humble, Intriguing, Positive

CLIENT GOALS/OBJECTIVES

To hire and develop a team of high performers, who cultivate forward-thinking growth: personally, professionally, financially, emotionally and spiritually.

TYPICAL CLIENT DEMOGRAPHIC

My typical client is usually very wealthy- either from working in Hollywood, or as an entrepreneur/business owner.

IDENTITY SHOULD COMMUNICATE:

Modern, but not techie; Trustworthy; Timeless; Approachable; High-end

LOGO-SPECIFIC INPUT:

Should be simple, not too busy. I like the idea of including hidden symbolism/deeper meaning. Clean lines. Sophisticated yet playful.

WHO ARE SOME OF YOUR COMPETITORS BRANDS?

<http://www.chriscortazzo.com/>

<http://www.drewfenton.com/>

<https://joshflagg.com/>

IMPERIAL REAL ESTATE

confidence
peace
progression
family
home
luxury [not over the top]

modern
not techie
trust
timeless
high-end

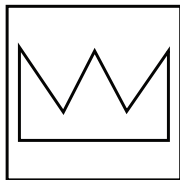
simple
not busy
playful
hidden symbols
clean

use colors that inspire confidence and trust: blue/green

name is imperial--but wants opposite--not regal, but playful and luxury/high-end...

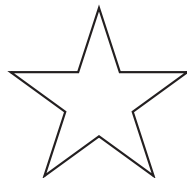
avoid obvious icons like keys and houses...suggestive modern outlines.

be playful with iconography not palette, due to audience and location, LA-Bev Hills.



*imperial:
emperor
sovereign
regal
excellence?*

*play with stars, palms, holly-
wood stars or crowns but not
typical crowns.*



*use modern fonts not too
busy like raleway or more
playful josefin.*

RALEWAY

josefin

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Offer monthly variations for Commemorative Observances? Pride/African American History Month/Women's History, etc.?



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IMPERIAL REAL ESTATE / MOCKUP'S

