***HOMEGA CREATIVE LOGO BRIEF***

*HOMEGA is a luxury brand specializing in home decor, furniture, and real estate services. From high-quality upholstery and elegant furnishings to sophisticated decorative items, HOMEGA transforms living spaces into luxurious environments. The brand is also involved in real estate development, consultancy, and brokerage, offering comprehensive solutions for high-end development’s needs. Known for combining traditional craftsmanship with modern design, HOMEGA represents a holistic approach to luxury living, making sophistication just a click away.*

***Logo Design Brief for HOMEGA***

**HOMEGA**

**Primary Focus: Furniture, Home Decor, and Real Estate Services**

**Key Offerings:**

**• Luxury furniture for various rooms**

**• Decorative items and home accessories**

**• Real estate development and consultancy services**

**• Real estate brokerage for buying, selling, and leasing properties**

**Objective**

* Create a logo that represents luxury, sophistication, and high-quality. The logo should use the full name "HOMEGA" and convey a sense of exclusivity.

**TAGLINE: Elevating Luxury Living**

**Please provide option, with/ without: )**

* **Tagline**
* **Icon**
* **Tagline + Icon + name**

**Design Style**

* **Tone**: Elegant and luxurious.
* **Style**: Modern and clean with artistic elements.
* **Color Palette**: English-inspired shades, such as greys, browns, bronze, and subtle metallics.
* **Typography**: Elegant, easily readable fonts.
* **Requirements**
* **Format**: Provide vector and raster formats (AI, EPS, PDF for vector; PNG, JPG for raster).
* **Usage**: The logo should work across various platforms and be scalable.
* **Color Variants**: Include options for light and dark backgrounds, as well as black-and-white versions.

**Target Audience -** The target audience for HOMEGA design includes individuals seeking luxury home decor and furniture, interior designers, homeowners, real estate developers, property investors, and those interested in high-end real estate services. This audience values sophistication, elegance, and premium quality in their living spaces and seeks comprehensive solutions for their home decor and real estate needs.

**Additional Notes**

* Keep the design clean and not overly complex.
* The logo should feel unique and not resemble existing logos in the industry.