**Design Brief - Tryko Partners  
August 7, 2025**

1. **CLIENT INFORMATION**

**About Tryko Partners:**

Tryko Partners is a real estate investment company that has been successfully buying, improving, and managing properties for over 40 years. We focus on making smart investments in different types of real estate to deliver strong, reliable returns while carefully managing risk.

**URL:** <https://tryko.com/>  
**LinkedIn:** <https://www.linkedin.com/company/trykopartners/>

1. **PROJECT GOALS**

**Primary Objective:**Create a bold, modern website that reflects Tryko’s success, professionalism, and credibility.  
The design must stand out while maintaining a polished, corporate tone. (bold, but understated)

**Visual Goals:**

* Eye-catching
* Memorable
* Cutting-edge
* Bold
* Professional
* Unique

**Audience:**Business-facing: banks, brokers, institutional partners, vendors, and property sellers.

**Benchmark Sites for Reference:**<https://harborgroupint.com> – Clean and professional.  
Tryko’s site should be bolder and more visually distinctive.

1. **WEBSITE STRUCTURE**

**Navigation:**

1. Home
2. Our Story
3. Investment Strategy
4. What Sets Us Apart
5. Our Portfolio
6. Contact
7. **HOMEPAGE CONTENT**

**Header Image:** The client wants the homepage to feature a video of a nice skyline, city, or whatever you think would look best for the site.

**Header Message:** Experience – Strategy – Vision

**Hero Statement:** Tryko Partners is a vertically integrated real estate investment firm with a proven four-decade track record. We acquire, reposition, and operate high-performing assets across multiple sectors — always with a focus on exceptional, risk-adjusted returns.

**Vital Stats (include visually):**

* Founded: 1989
* 23,000+ multifamily & healthcare units
* $300+ million invested in renovations

**Persistent Footer Contact (static across all pages):**

* 📍 Brick, NJ
* ✉️ info@tryko.com (forward to appropriate team member)
* Contact Form: Name / Email / Message / Submit
* Career Inquiries: Email button (links to [info@tryko.com](mailto:info@tryko.com))

1. **INNER PAGE DESIGN**

* Each inner page should feature a **static banner** with the **Tryko logo or some element of it integrated** into the design.
* Please provide **one sample inner page banner in PSD format** as part of the design process.

1. **COMPANY LOGO**

A close up of a logo

AI-generated content may be incorrect.

**The client’s logo design is simple and bold so it would be recognizable and memorable.**

The Logo is meant to convey “**bold**” yet at the same time “**understated**”.

**Colors:** grey #525353 | red #dd1f29

The red twist in the name is meant to hint to the real estate industry in an abstract way.

**Font:** DIN Pro Black. Bold.

The font is meant to convey approachable but established, not too serious.

**Shape:** Triangle  
A triangle conveys sturdiness, security, safety in the real estate industry. Triangles are known for their exceptional stability, which is why they are commonly used in architecture and engineering.

**Ideas for Incorporation of Logo Design into Website Design:**- The T can be used as a stand-alone icon   
- The logo can be used in a watermark background