

Creative Brief: Curt Hofer Logo Redesign

Project Overview

Curt Hofer is embarking on a brand evolution and is seeking a new logo that reflects who we are today and where we are going next. This project focuses on refining our visual identity to better align with our design-forward philosophy, premium positioning, and long-standing reputation for craftsmanship and care.

As part of this evolution, the company name will transition from **Curt Hofer & Associates** to **Curt Hofer**, with a family of sub-brands that support our expanding offerings:

- Curt Hofer – Custom Builds & Remodels
- Curt Hofer Communities
- Curt Hofer Home Services

The logo system should work cohesively across the master brand and sub-brands, allowing for clarity, hierarchy, and flexibility as the company grows.

About Curt Hofer

Curt Hofer is the premier custom home builder in Omaha, Nebraska. We are known for high-end residential projects defined by exceptional quality, thoughtful design, craftsmanship, and an elevated client experience.

For discerning Omaha homeowners who value design as much as construction, Curt Hofer delivers custom homes and remodels through a trusted advisory process grounded in decades of experience—and a commitment that continues long after move-in.

At Curt Hofer, we believe the most meaningful spaces begin with listening. Before plans are drawn or materials are chosen, we take time to understand how people want to live in their homes. That understanding guides every decision, resulting in homes that are deeply personal, enduring, and intentional.

For us, this work is more than building. It's about creating places people love.

You can see the current brand at <https://curthofer.com/>

Project Goals

- Create a refined, timeless logo that reflects Curt Hofer's premium positioning
- Elevate the brand to feel more design-forward and sophisticated
- Develop a logo system that can extend naturally across sub-brands
- Balance warmth and emotion with confidence, clarity, and precision
- Ensure longevity—avoiding trends that will feel dated

Target Audience

- Discerning homeowners in the Omaha and surrounding markets
- Clients who value architecture, interior design, and craftsmanship
- Individuals seeking a trusted guide through a complex, high-investment process
- Long-term homeowners who prioritize quality, experience, and relationships

Brand Personality & Attributes

- Design-forward
- Thoughtful and intentional
- Warm yet confident
- Timeless, not trendy
- Trusted, experienced, and calm
- Elevated but approachable

Visual Direction

We are open to creative interpretation, but the logo should feel:

- Modern and sophisticated
- Architectural and intentional
- Rooted in craftsmanship
- Clean, confident, and refined

Color & Typography

We are open to exploring new color palettes and updated typography that support a premium, modern feel. While we have initial palette ideas, designers are encouraged to bring fresh perspectives that align with the brand's values and positioning.

Typography should feel considered and timeless—supporting both digital and print applications, and adaptable across sub-brands.

Practical Considerations

- Logo should work across digital, print, signage, apparel, and site environments
- Should translate well in both full color and single-color applications
- Must scale effectively for sub-brand lockups and future growth

Reference

Current brand and website for context: curthofer.com

Deliverables

- Primary Curt Hofer logo
- Sub-brand logo sample (ie a logo with curt hofer only, a logo with curt hofer custom homes)
- Color palette and typography direction (high-level)

We are open to color palettes, updated fonts that create a modern, sophisticated look.