

THE BRIEF:

Project: Domain Estates Logo Design

Outcome:

We are after a logo for our real estate company **Domain Estates**, that will be used on our website, business cards, letterheads and other forms of content.

We need **two (very similar) versions of this**

- One that is just the words “Domain Estates” which will be used most of the time as the main logo
- And another that is the same (or similar), but has the word “Property” as a subheading/subtext to ensure that readers understand that it is a property business.

Company: Domain Estates

1. Background

At Domain Estates, we sell new properties that have been built (houses, apartments and townhouses), but our main focus is selling house and land packages (houses that haven't been built and are being developed) to investors and first home buyers.

Our clients are mainly Mums & Dads, young married couples, and property investors that can range from young right up to middle age people.

2. Values we want to communicate with the design

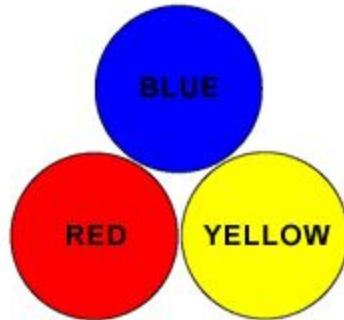
- Trustworthy
- Experience
- Professionalism
- Knowledge
- Excellence

3. Target

- Mums & Dads
- Young Married Couples
- Property Investors (both younger and older)

4. Visuals

- We want to avoid the traditional colour path that the vast majority of real estate agents use which is full primary colours (These are below)



- However variations of these colours are okay, and combinations,
 - For example. Teal instead of blue, or pink instead of red,
 - **We aren't necessarily after teal, or pink either, these are just examples.**
- Think outside the box in terms of colour palette