**About Noosa House Hunters:**

Noosa House Hunters is a home search consultancy in the Noosa region.

**Target Market:**

We target interstate (Sydney, Melbourne particularly) and international home buyers who are seeking to buy a property in the Noosa region but don’t have time or ability (if they are not easily able to travel up here) to actively search for properties themselves. We help them research potential properties which may fit their criteria.

**Goals for Noosa House Hunters Brand Design:**

We are seeking to create a strong, logo and brand identity for Noosa House Hunters.

Key messages:

* Clear and able to stand out
* Easy to use
* Easy to understand
* Appeal to interstate and international sophisticated buyers of $800K+ properties in Noosa

**Logo Design Style and Colours**

* **Words** – Noosa House Hunters
* **Graphic** – a graphic which represents Noosa as well as property (but is distinct from the “House Hunters International” logo. A sophisticated graphic which could represent a “house” but also reflect the Noosa beach location (if this is possible)
* **Colours and fonts** – examples of the colours and fonts I like are overleaf.
* Possibly a round logo (like the ones below) with the “Noosa House Hunters” text and an inside graphic representing a house and noosa location. If that works!



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