

LOGO DESIGN FOR “HYGGENDAHL”

JOB: CREATE A NEW LOGO FOR EXISTING REAL ESTATE BRAND

INTRODUCTION HYGGENDAHL

Hyggendahl company was founded in late 2019. Our mission is to upgrade old and unrenovated apartments to premium living space by restructuring, renovating and modernizing properties. We're specifically passionate about those hidden gems like apartments from the 1960's to 70's or commercial buildings in the South Germany region. Seeing those old properties rise from zero to hero with our help is the very drive of our business. Our USP is the high-level design upgrade for each apartment - including furniture, lighting and smart home accessories which we incorporate into our real estate projects.

TARGET GROUP

HYGGENDAHL target customer to BUY apartments for own use:

- Standard and upper middleclass families, 1-2 children, based in South Germany
- with a average yearly family income of 50-200 T€
- middle-class to upper-class social status
- alternatively: elderly citizens > 60 years of age, buy property for retirement time

Target customer to BUY AND LET properties (= capital investor)

- capital investor, interested in high-quality real estate with high-priced rental contracts
- typical customer example: want to invest their money in a safe real estate haven and get some significant value increase over time.
- Normally senior employees in tech companies, physicians or engineers older than 35 years who have some 50-100.000 € to invest in property

DESIGN LANGUAGE

The design language idea for HYGGENDAHL was inspired by the impressively designed luxury hotels of Asian 5-star hotels like Starwood, Hilton, Four Seasons, Westin, The Opposite House Beijing or Tokyo Marunouchi Hotel. Please check out this examples for premium contemporary interior design:

<http://www.theoppositehouse.com/en/default>

<http://www.travelplusstyle.com/hotels/east-beijing>

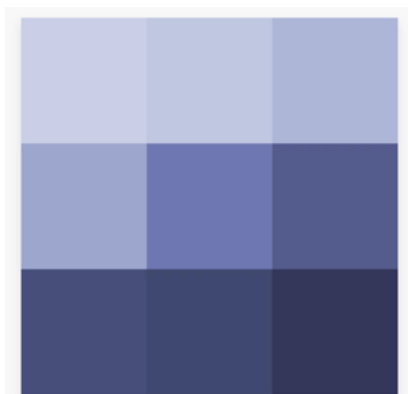
HYGGENDAHL takes this exotic, yet premium design ideas and transfers them into affordable real estate properties for German customers. The idea is to create a mental link between the “normal” apartments we build and furnish and a greater, luxurious idea behind it. A bit like buying a Ferrari matchbox car

because it reminds you of the real car. As the real interior design of those design icons can't be directly matched to our apartments, marketing as well as webpage and logo have to do this job. Customers buy HYGGENDAHL real estate because living in those properties reminds them of this amazing holiday / business trip to Tokyo, Beijing or New York.



For more interior bathroom references, please refer to attached picture collection.

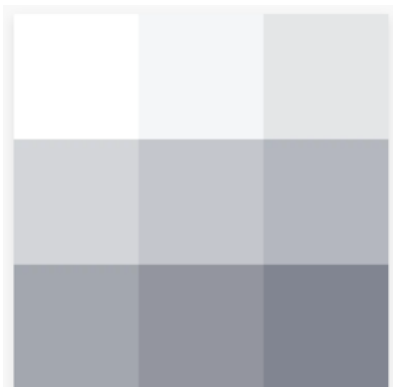
Derived from those references are possible color combinations:



Purples



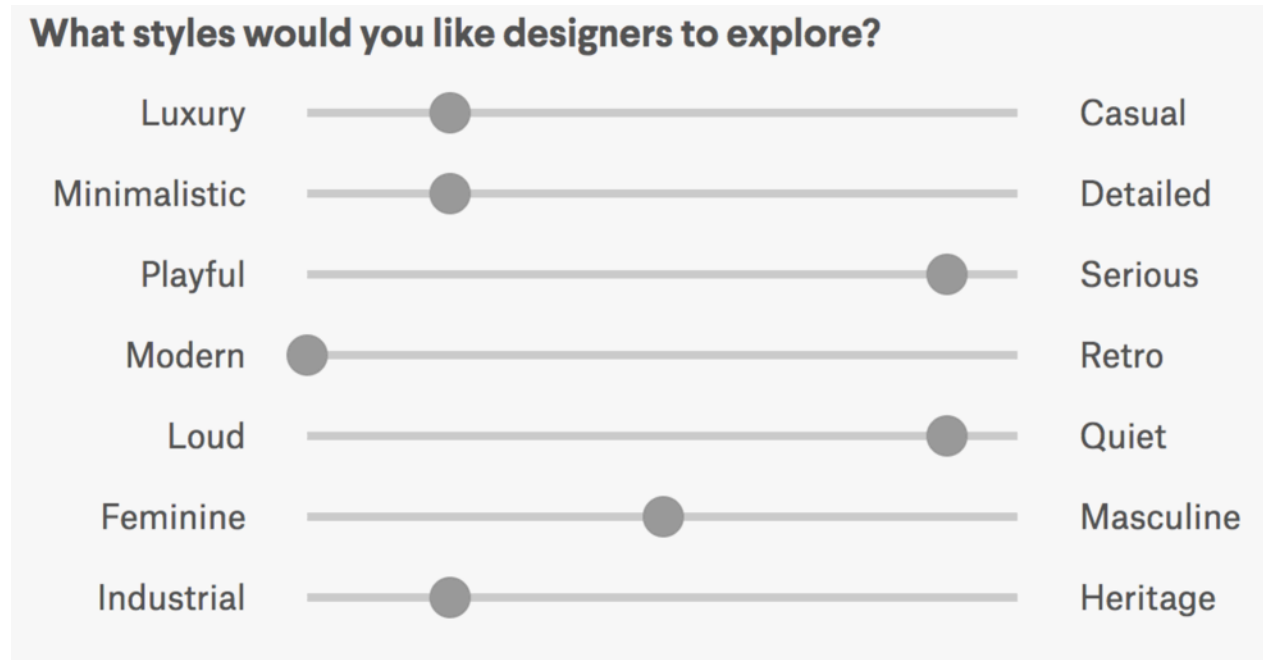
Dark neutrals



Helle Töne

This color language is not mandatory, just an example. Other possibly warmer color combinations (like orange on dark grey / black) are welcome if they suit the purpose. The colors will also be used to create CI and webpage, thus they have to be generic enough to fit not just one product, but a whole product range.

Please refer to this spectrum of creative vision to describe HYGGENDAHL's style:



For the logo, please refer to below referred design language and consider the following:

- The logo has to incorporate a graphical element OR use the letters “HD” to form some shape
 - This graphical element should follow a simplistic Bauhaus approach
 - Please **DON'T USE typical American real estate graphics** with single-family house shapes like this here:



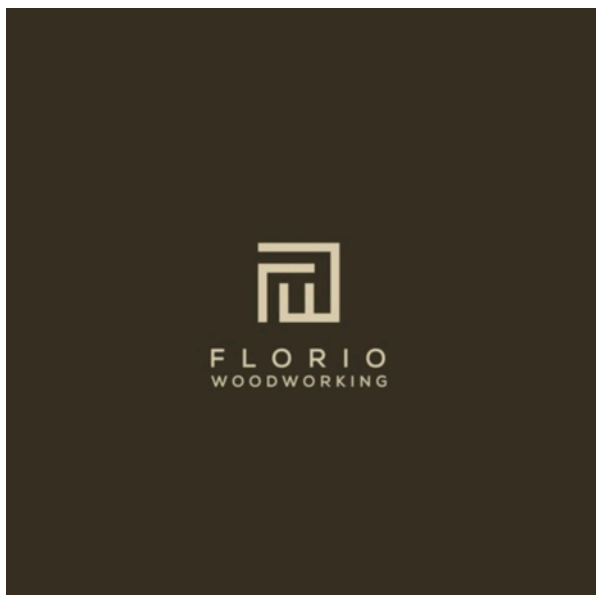
- If it's a building, use an abstract shape or some kind of “design” building
- If you have a good idea how to use the full word “Hyggendahl” in the logo – go ahead
- besides, there must be an option to place different sub-brand categories below the word (eg. “Interior Design”)
- Upper or lower case letter depend on your design style, can be changed

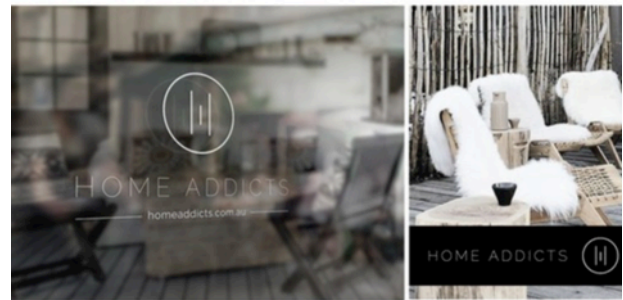
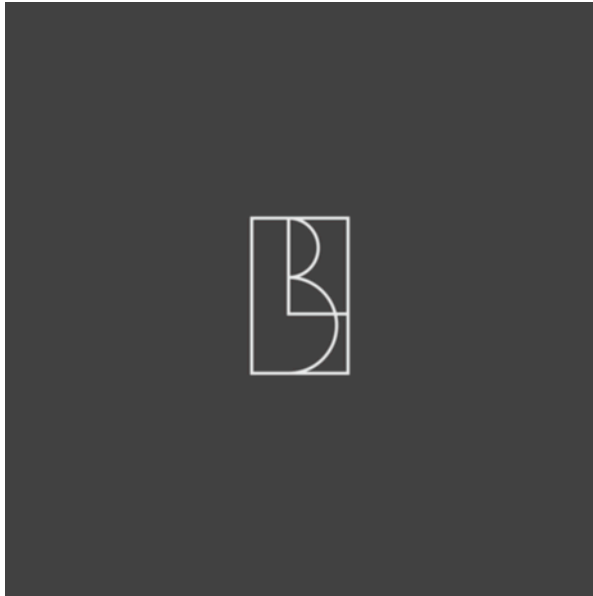
REFERENCES FOR REAL ESTATE LOGOS

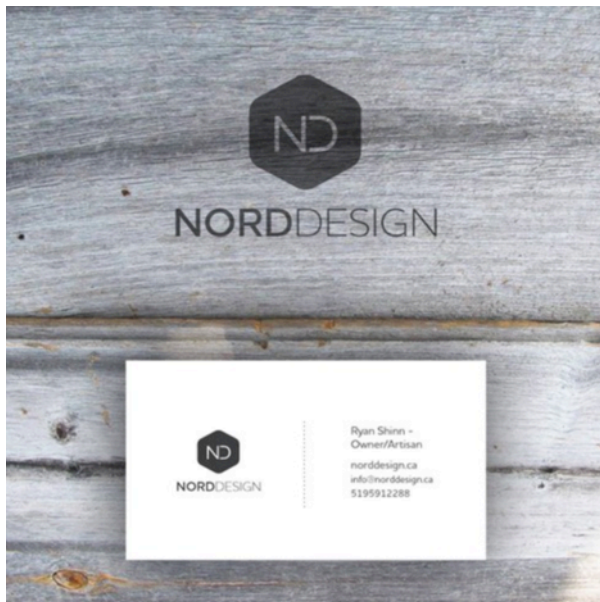


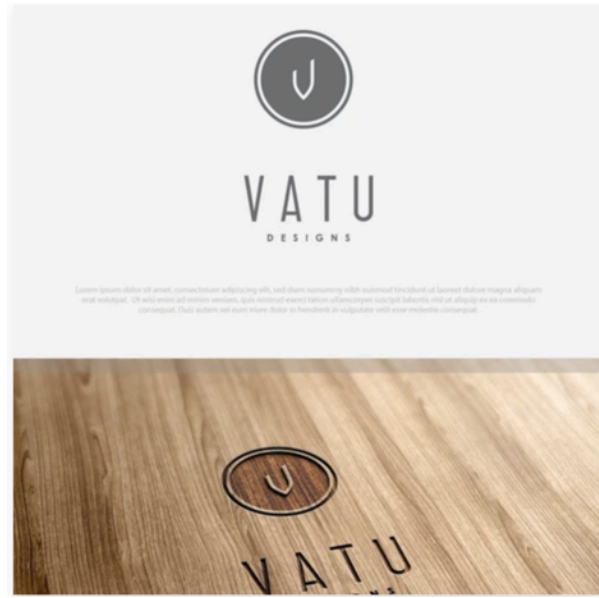


OTHER LOGOS (INTERIOR DESIGN) FOR REFERENCE












BRAZZALE DESIGN
- HANDMADE FURNITURE FROM AOSTA ITALY -




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- HANDMADE FURNITURE FROM AOSTA ITALY -