



design includes:

identity design

color palette

type recommendation

style guide

business cards and letterhead

CASE STUDY: DWELL HOME STAGING

With the real estate market hitting a slow, home owners are looking to set themselves apart even more. One way to do this is to hire a home staging professional. Staging focuses on improving a property to make it appeal to the largest number of buyers by transforming it into a welcoming, appealing, and attractive product for sale. Dwell Home Staging is a new business venture from Rebekah Nugent, realtor and professional stager in Phoenix Arizona. She was looking for a new identity that would set herself apart from the others. Staging can raise the value of a property by way of reducing the home’s flaws, depersonalizing, decluttering, cleaning, improving condition items, and landscaping. She needed an identity that would reflect her companies goals.

How did we do this?

After our initial meeting, it was clear that Rebekah wanted a mark that had components that we can use on other marketing materials. She leaned towards contemporary colors, and wasn’t afraid to try something different. The end result was a mix of neutral colors with the dark gray, and pops of stronger colors in the orange and green. Two icons were created, a house within the “O” as well as the orange chandelier. Type used was a san-serif, to balance out the ornateness of the chandelier and to appeal to a wide variety of potential clients.

What was created.

The finished result was not only the identity, but business cards, letterhead and a style guide. This was extremely useful in the next phase which was web development. It allowed for consistency in her brand by supplying a guideline on color palette, typography and images.

