

BroGhar

YEAR 2023 CLIENT SEIGN GROUP SERVICES BRANDING / VISUAL IDENTITY

01

Visual identity

A PIECE OF LUXURY

The visual identity of Broghar is made to represent Ultimate luxury in the space of real Estate. Drawing inspiration from it's parent brand- Seign group itself, the identity has a classic touch but with a tinge of luxury and elegance that is meant to attract the most elite investors lucratively.



LOGO SYMBOL

The logo symbol is a monogram that encapsulates the feeling that Broghar wants to give to its Clients- Elite. They are winners in their respective fields and getting associated with Broghar is reaping the rewards. The brand is meant to make them feel the same. It should feel just like getting a piece of any other luxurious brand from around the world.



BROGHAR

TEXTUAL LOGO

The textual Logo tries to bring the balance in the overall identity with classic high contrast serif fonts that exude elegance and in every curve and line. Also bold enough to stand out in any situation.

COLORS

The overall color palette is dark that would take in materials and finishes on warmer tones just like Seign but Black and Gold would be a major driving factor in all Marketing materials for Broghar.



LOGO STAGING

The Logo Staging is kept very classic and simple just like all luxury brands but with a good contrast in size between the Symbolic and Textual Logo.



TYPOGRAPHY

ANISETE STD - ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

MONTERRAT - ABCDEFGHIJKLMNOPQRSTUVWXYZ
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