

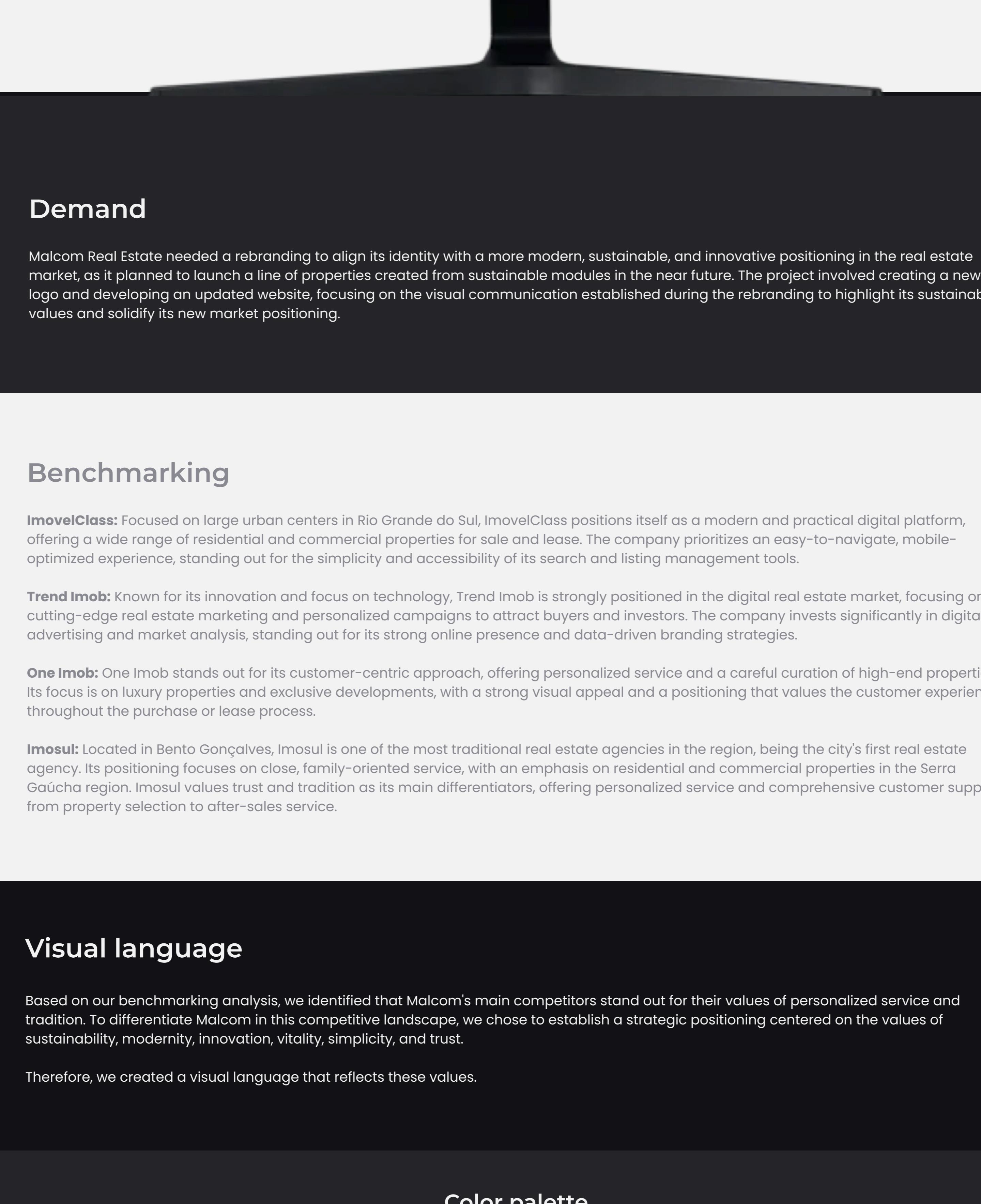
Malcom Real Estate

Context

Company: Freelancer
Employer: Malcom Real Estate
Role: UI Designer
Workplace: Remote

Overview

Malcom Real Estate was undergoing a strategic repositioning, seeking to align its operations with more sustainable practices in the real estate market. To support this transition, the need arose to develop a new visual identity and language that reflected its commitment to sustainability and differentiated its position in the market.



Demand

Malcom Real Estate needed a rebranding to align its identity with a more modern, sustainable, and innovative positioning in the real estate market, as it planned to launch a line of properties created from sustainable modules in the near future. The project involved creating a new logo and developing an updated website, focusing on the visual communication established during the rebranding to highlight its sustainability values and solidify its new market positioning.

Benchmarking

ImovelClass: Focused on large urban centers in Rio Grande do Sul, ImovelClass positions itself as a modern and practical digital platform, offering a wide range of residential and commercial properties for sale and lease. The company prioritizes an easy-to-navigate, mobile-optimized experience, standing out for the simplicity and accessibility of its search and listing management tools.

Trend Imob: Known for its innovation and focus on technology, Trend Imob is strongly positioned in the digital real estate market, focusing on cutting-edge real estate marketing and personalized campaigns to attract buyers and investors. The company invests significantly in digital advertising and market analysis, standing out for its strong online presence and data-driven branding strategies.

One Imob: One Imob stands out for its customer-centric approach, offering personalized service and a careful curation of high-end properties. Its focus is on luxury properties and exclusive developments, with a strong visual appeal and a positioning that values the customer experience throughout the purchase or lease process.

Imosul: Located in Bento Gonçalves, Imosul is one of the most traditional real estate agencies in the region, being the city's first real estate agency. Its positioning focuses on close, customer-oriented service, with an emphasis on residential and commercial properties in the Serra Gaucho region. Imosul values trust and tradition as its main differentiators, offering personalized service and comprehensive customer support, from property selection to after-sales service.

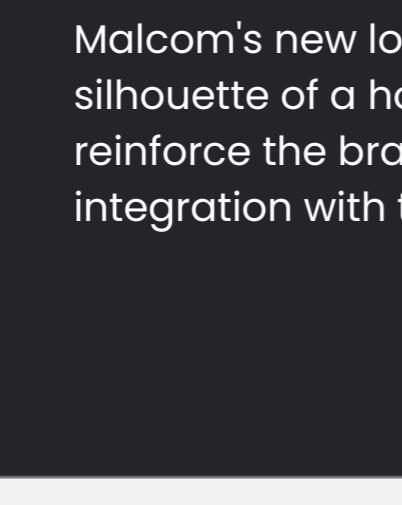
Visual language

Based on our benchmarking analysis, we identified that Malcom's main competitors stand out for their values of personalized service and tradition. To differentiate Malcom in this competitive landscape, we chose to establish a strategic positioning centered on the values of sustainability, modernity, innovation, vitality, simplicity, and trust.

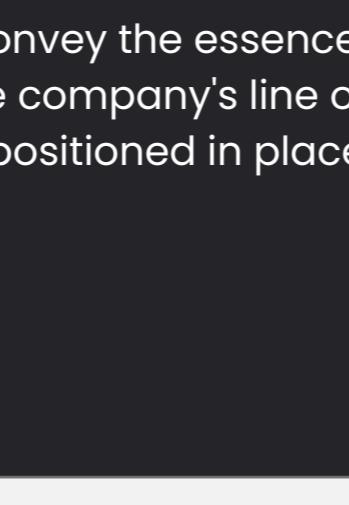
Therefore, we created a visual language that reflects these values.

Color palette

Main colors

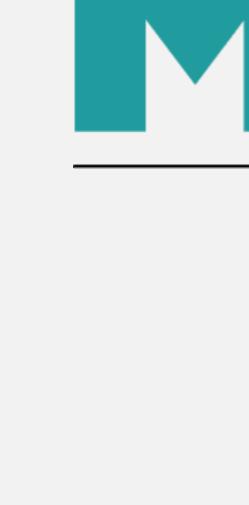


Bluish Green
#3EBCBE

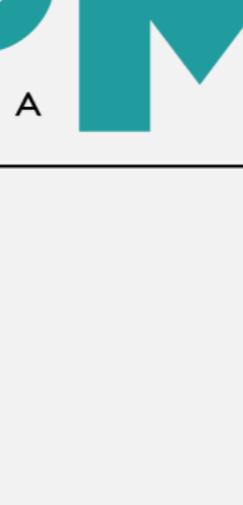


Dark Bluish Green
#277ASC

Support colors



Light Orange
#EC974E



Dark Orange
#B26B2D

Typography

The fonts were chosen to reflect aspects of clarity, confidence, attractive pricing, sustainability, innovation, and modernity.

Short Text

Sample: **T**

Medium Gray
#666666 (60% block)

Font Family: Arial

Font Size: 14px

Font Weight: Regular

Font Style: Regular

Long text

Sample: **T**

Medium Gray
#666666 (60% block)

Font Family: Arial

Font Size: 14px

Font Weight: Regular

Font Style: Regular

Property file text

Sample: **T**

Medium Gray
#666666 (60% block)

Font Family: Bahnemann

Font Size: 14px

Font Weight: Regular

Font Style: Regular

Price text

Sample: **RS**

Medium Gray
#3EBCBE

Font Family: Bahnemann

Font Size: 24px

Font Weight: Bold

Font Style: Regular

Title - H2

Sample: **T**

White
#FFFFFF

Font Family: EngraversGothic BT

Font Size: 24px

Font Weight: Regular

Font Style: Regular

Title - H2 (footer)

Sample: **T**

White
#FFFFFF

Font Family: EngraversGothic BT

Font Size: 24px

Font Weight: Regular

Font Style: Regular

Title - H3

Sample: **T**

White
#FFFFFF

Font Family: EngraversGothic BT

Font Size: 21px

Font Weight: Regular

Font Style: Regular

Title text - H3

Sample: **T**

Medium Gray
#666666 (60% block)

Font Family: Square721 Cn BT

Font Size: 14px

Font Weight: Bold

Font Style: Regular

Form label

Sample: **T**

White
#FFFFFF

Font Family: EngraversGothic BT

Font Size: 14px

Font Weight: Regular

Font Style: Regular

Form input

Sample: **T**

White
#FFFFFF

Font Family: EngraversGothic BT

Font Size: 14px

Font Weight: Regular

Font Style: Regular

Menu link

Sample: **T**

White
#FFFFFF

Font Family: EngraversGothic BT

Font Size: 14px

Font Weight: Regular

Font Style: Regular

Website body link

Sample: **AQUI**

Medium Gray
#666666 (60% block)

Font Family: EngraversGothic BT

Font Size: 14px

Font Weight: Bold

Font Style: Regular

Graphic style

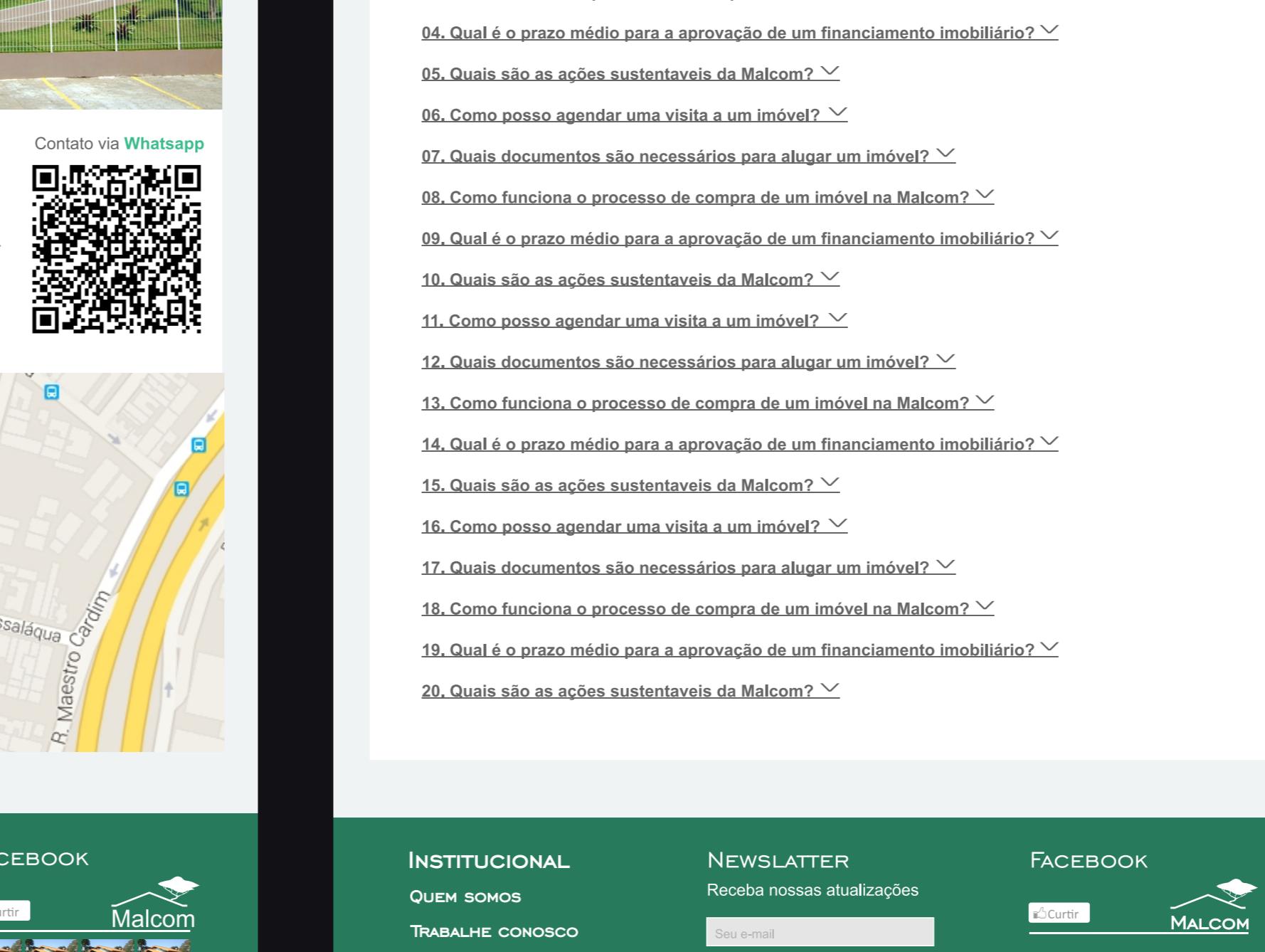
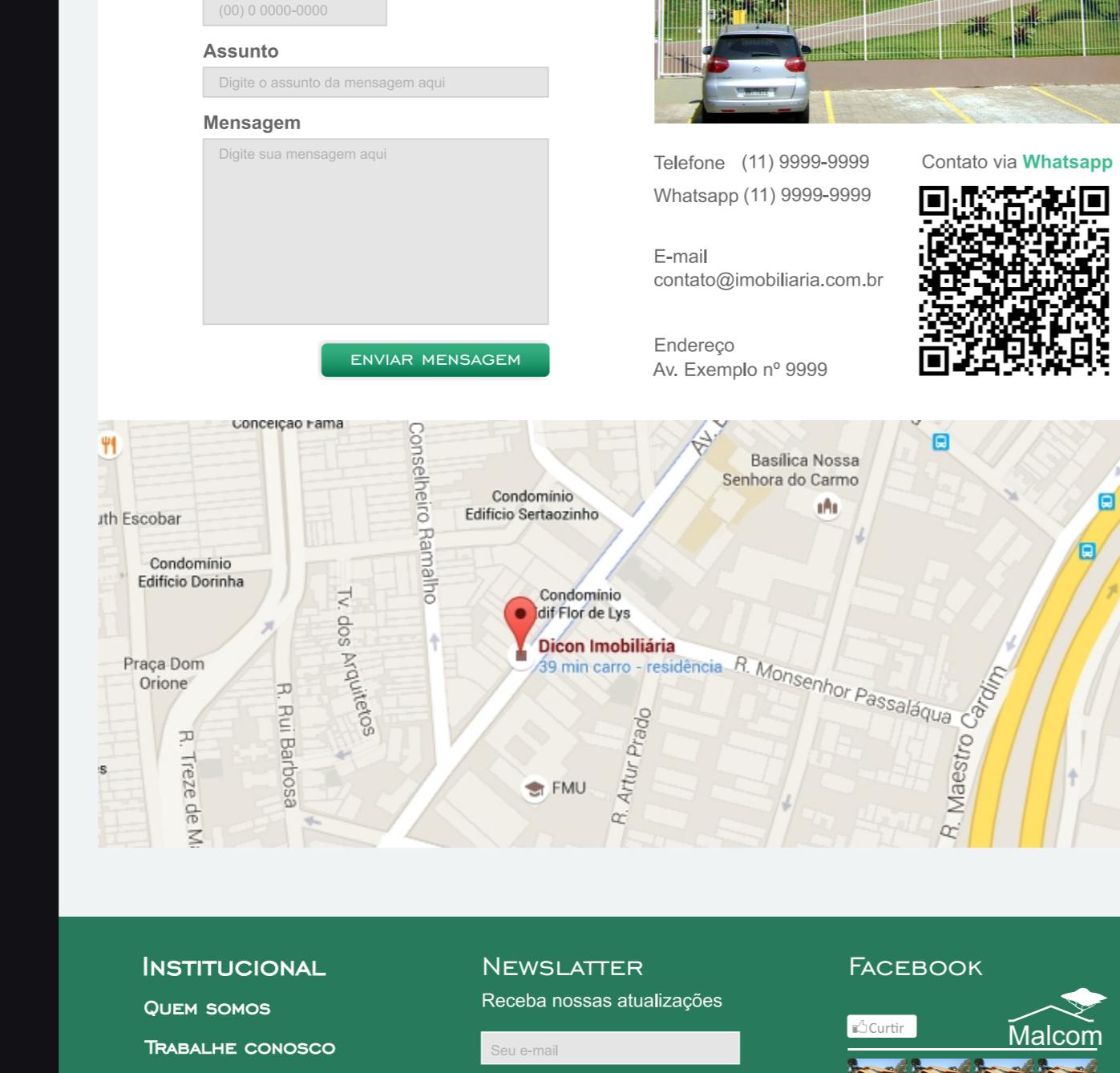
The graphic elements were designed with a clean, modern approach, emphasizing sustainability. Buttons and links were designed in shades of green and orange, reinforcing the brand's positioning. The menu is fixed at the top of the page, providing fluid and intuitive navigation. Banners highlight properties with a predominance of orange to draw attention and bring vitality to their appearance. The simplicity and clarity of the visual elements create a simple, modern interface, aligned with Malcom's values and strategic focus.

Solution

Logo

Malcom's new logo was created to convey the essence of a sustainable and welcoming real estate agency. The design incorporates the silhouette of a house, symbolizing the company's line of business and security, with the name "Malcom" positioned inside the structure to reinforce the brand's identity. A tree, positioned in place of the chimney, suggests a commitment to sustainable practices and harmonious integration with the environment.

The prototype



Institutional page



Contact

