

Before

While looking somewhat decent, the previous brand was lacking its distinctiveness and excitement that its listings and customer experience brings.

Our goal was to make the brand resonate with its target audience and be memorable with its unique visual cues.



Täisteenust pakkuv kinnisvarabüroo – usaldusväärne, sihikindel, järeleandmatu ja südamega asja juures.

Kinnisvara

Leia kodu, mida oled alati otsinud – modernsete joontega maja mere ääres, ajatute detailidega arhitektuuripärl vanalinnas või kõige eksklusiivsem katusekorter kaasaegses uusarenduses.

Müük >

Üür >

Uusarendused >

Üürihaldus

Kurg ja Korsten kinnisvarabüroo pakub korteri omanikule mugavat ja terviklikku haldusteenust, kus võtame kõik korteriga seonduvad kohustused enda peale ja Sinule jääb rõõm igakuiselt laekuva passiivse tulu üle.

Läbipaistev – tasuks on 10% üürihinnast.

Mugav – tegeleme nii arvete kui ka probleemide lahendamisega.

Muretu – kinnisvara on usaldusväärsetes ja kogemustega kätes.

Küsi pakumist

Nimi

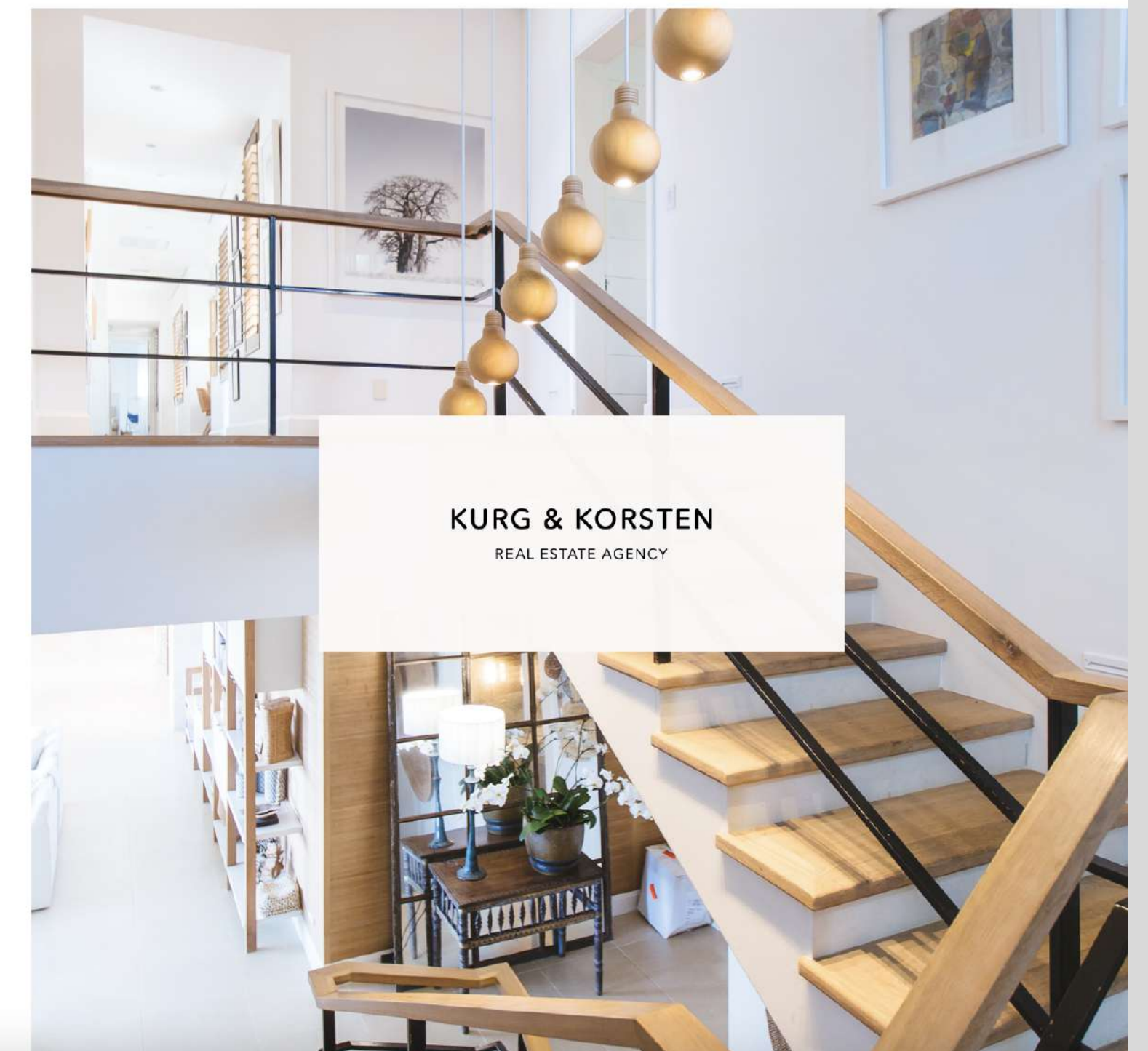
E-posti aadress

Telefoninumber

Aadress

Lisainformatsioon

Saada päring



Concept

Kurg & Korsten is a fun wordplay meaning Stork & Chimney. Storks typically build their nest on top of chimneys and so they've found their homes.

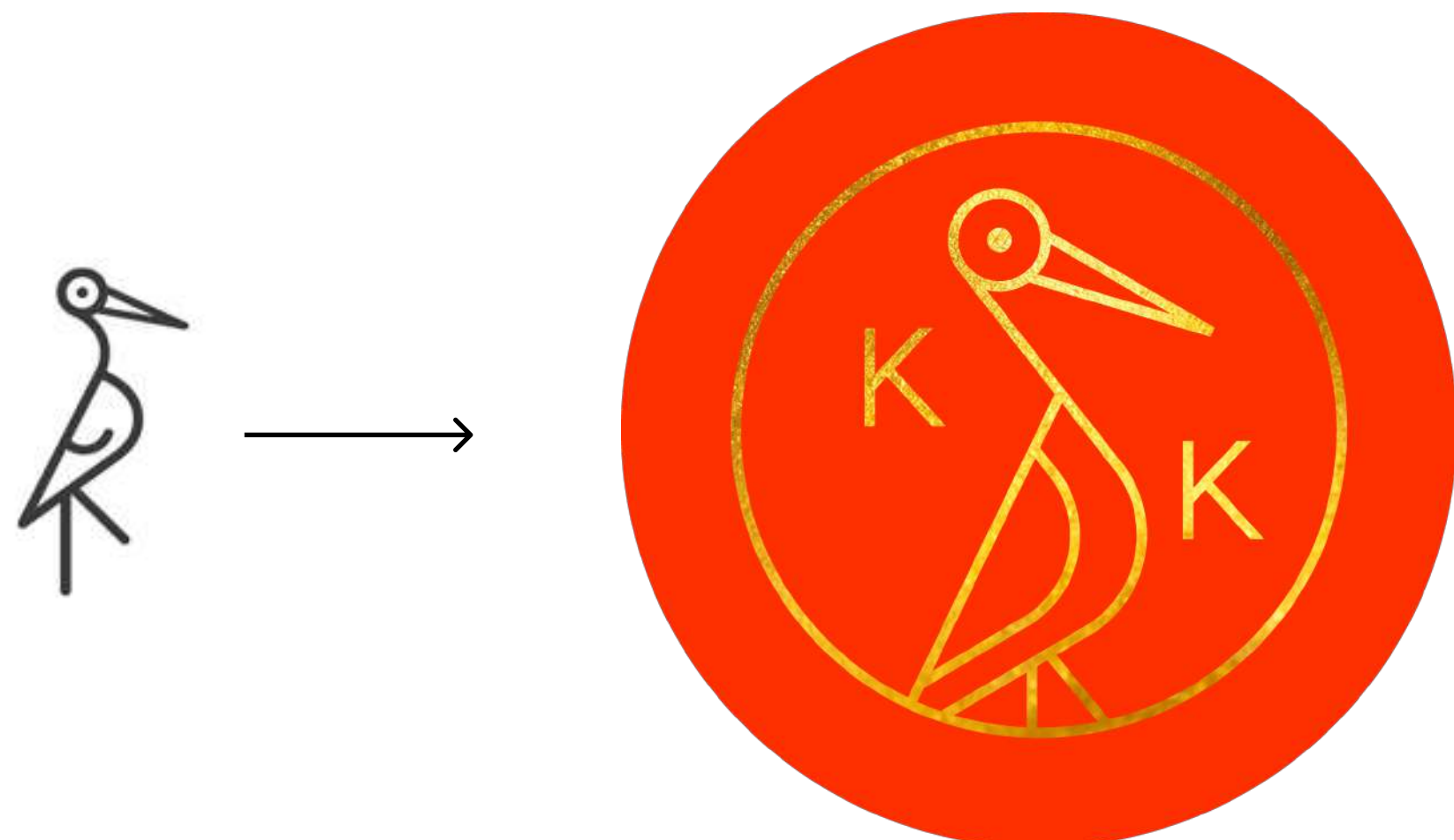
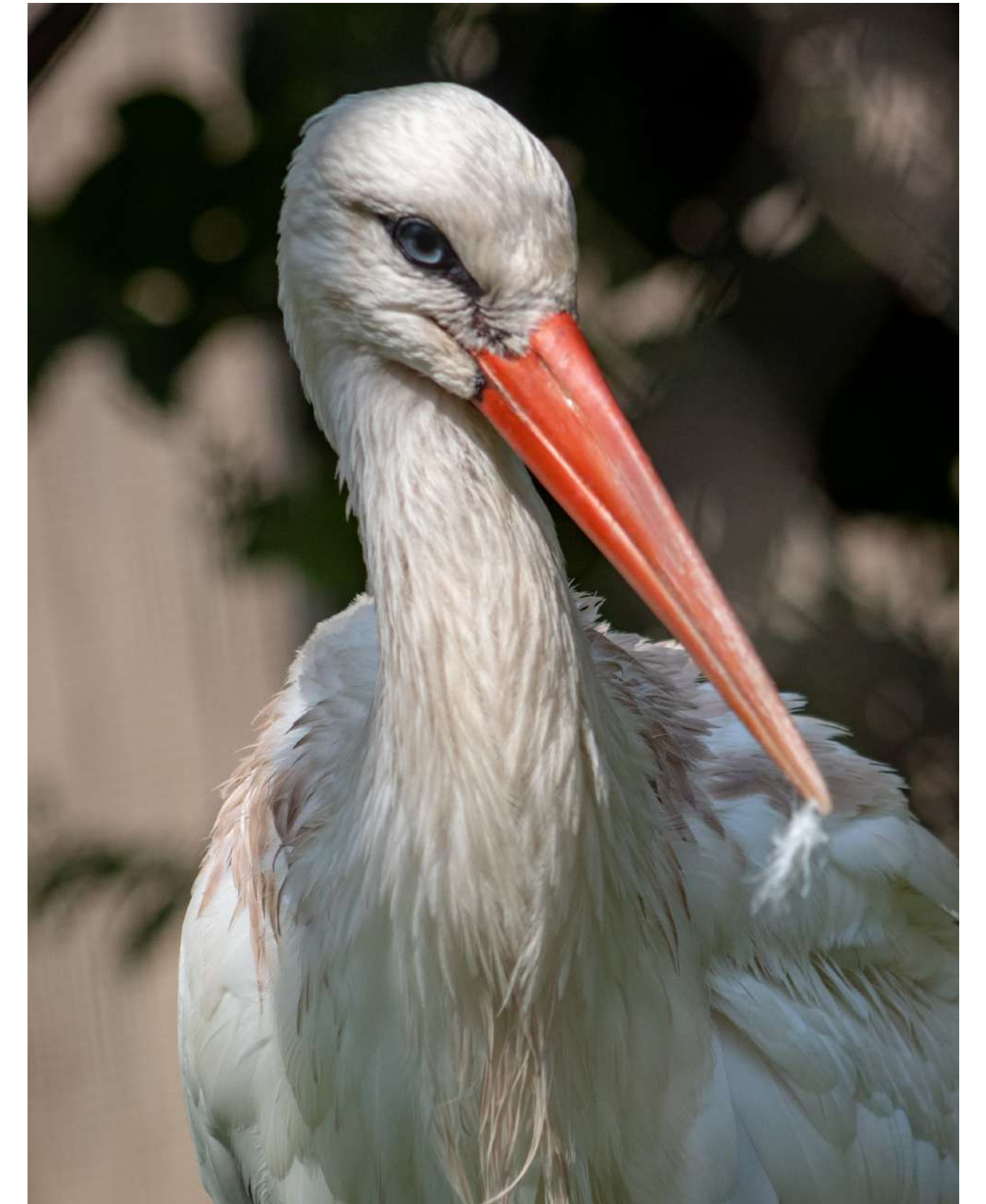
Kurg & Korsten is also considered as a premium real estate boutique so our goal was to find elements that convey that premium / luxurious feel without using the aged/cliche techniques. We looked towards luxury fashion/jewelry brands for inspiration since their target audience is well familiar with these kinds of design aesthetics.

One of the key elements is the stork feather pattern which lives on different designs as fragments to give some contrast and make the designs more visually exciting.

We felt the need to choose a unique colour that could be associated with Kurg & Korsten. This fire-orange tone is powerful, dynamic and out of the ordinary and creates a beautiful contrast with greytone. Just like the stork's peak.

We also refined the icon to be more modern, compact and elegant and now it should only be used with "K & K" letters.

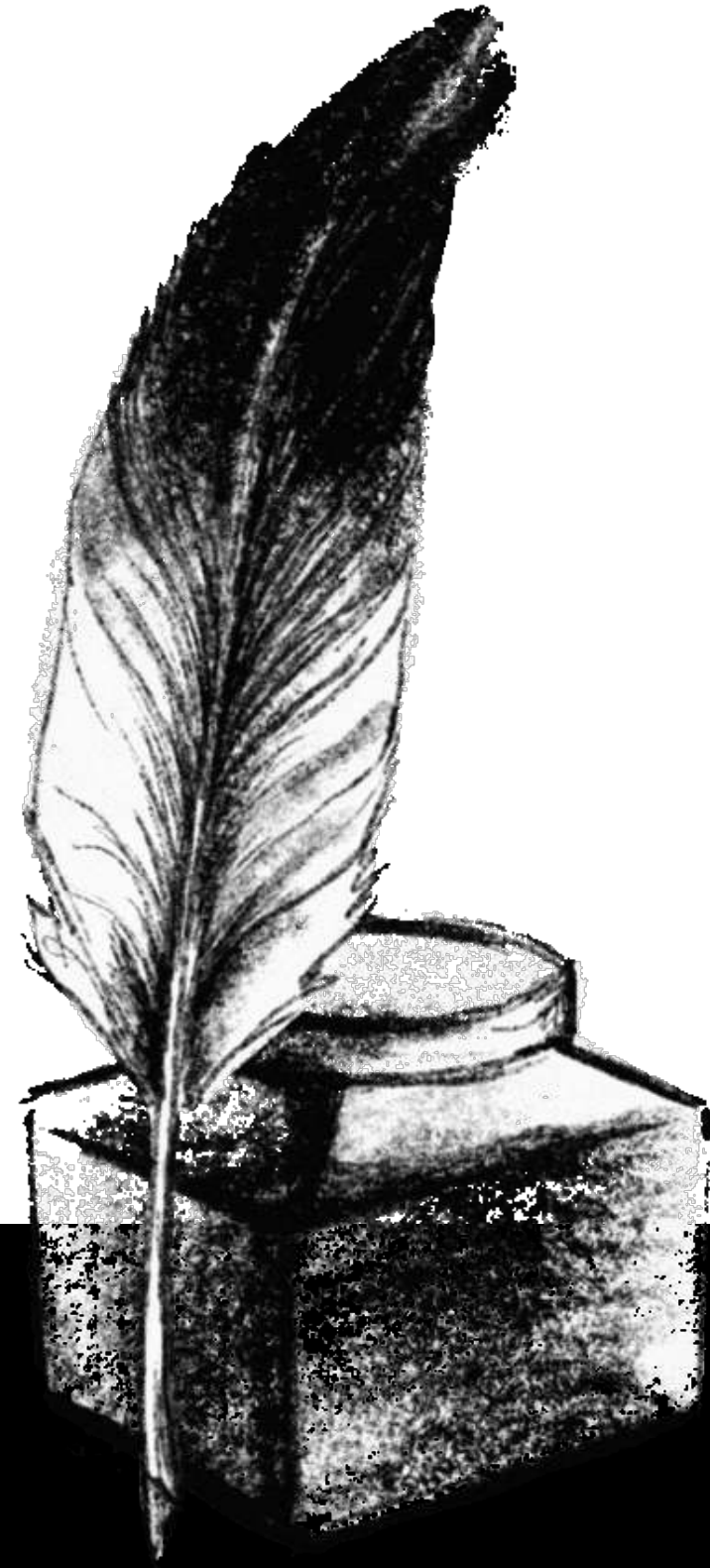
Typograhpy got a big boost with font pairings that give the brand more character while remaining exciting and modern.



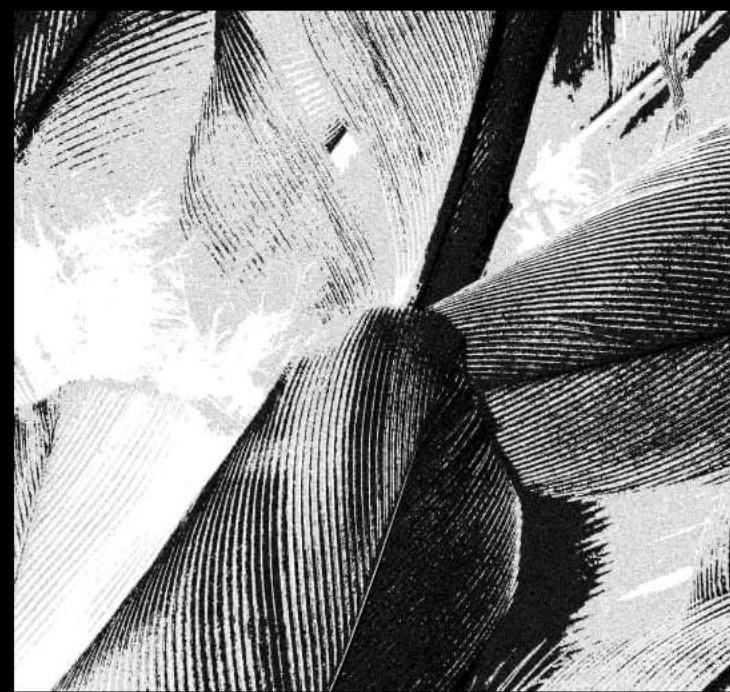
Illustrations

Since the world of real estate is quite hectic and colourful, we felt like adding another colourful image to the designs would be too overpowering. We feel like the brand should act like a branded museum, where every listing serves as artwork.

Considering the idea above, we teamed up with an illustrator to create black and white illustrations/animations that would enhance the visual appearance while remaining neutral and pleasant for the eye.



Liitu uudiskirjaga



Oled investor või kinnisvarahuviline? Hoi kinnisvaras toimival kätt pulsil, liitu meie uudiskirjaga ja saad põnevad pakkumised otse oma postkasti.

MEILIAADRESS



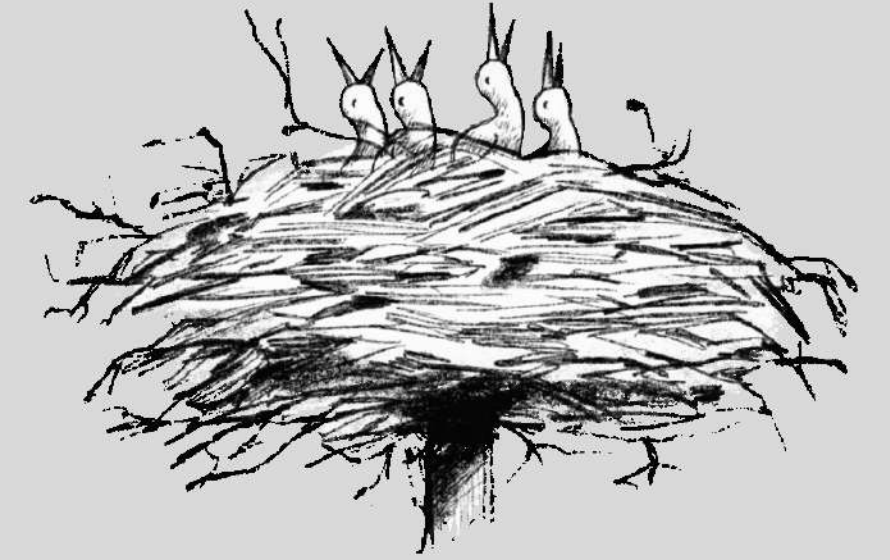
KURG & KORSTEN

EST / ENG

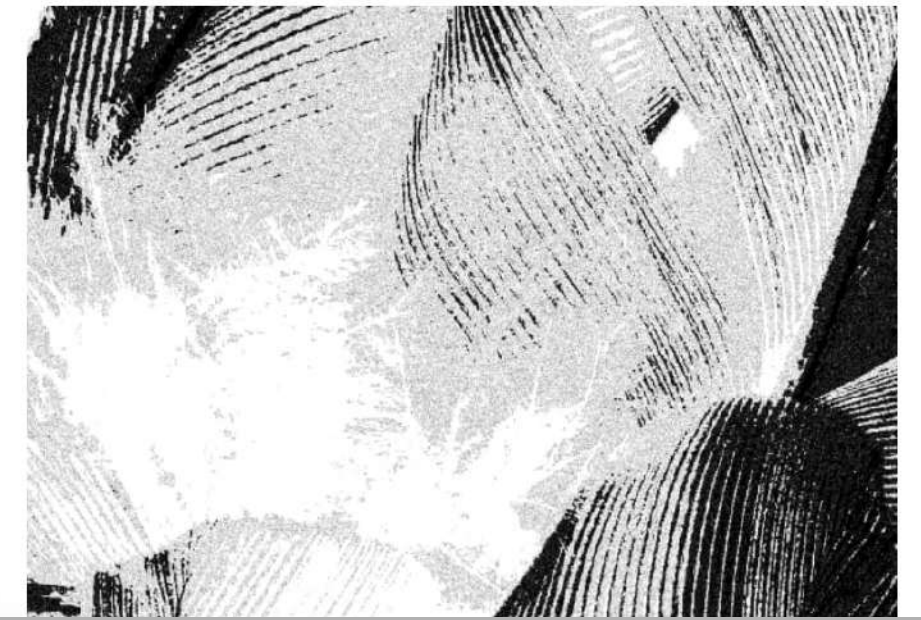
STEN

Tallinn on meie kodu. Meie töökoht. Tunneme seda läbi ja lõhki ning soovime iga uue kodu kaudu anda osa selle linna unustamatust emotsioonist edasi ka uutele elanikele.

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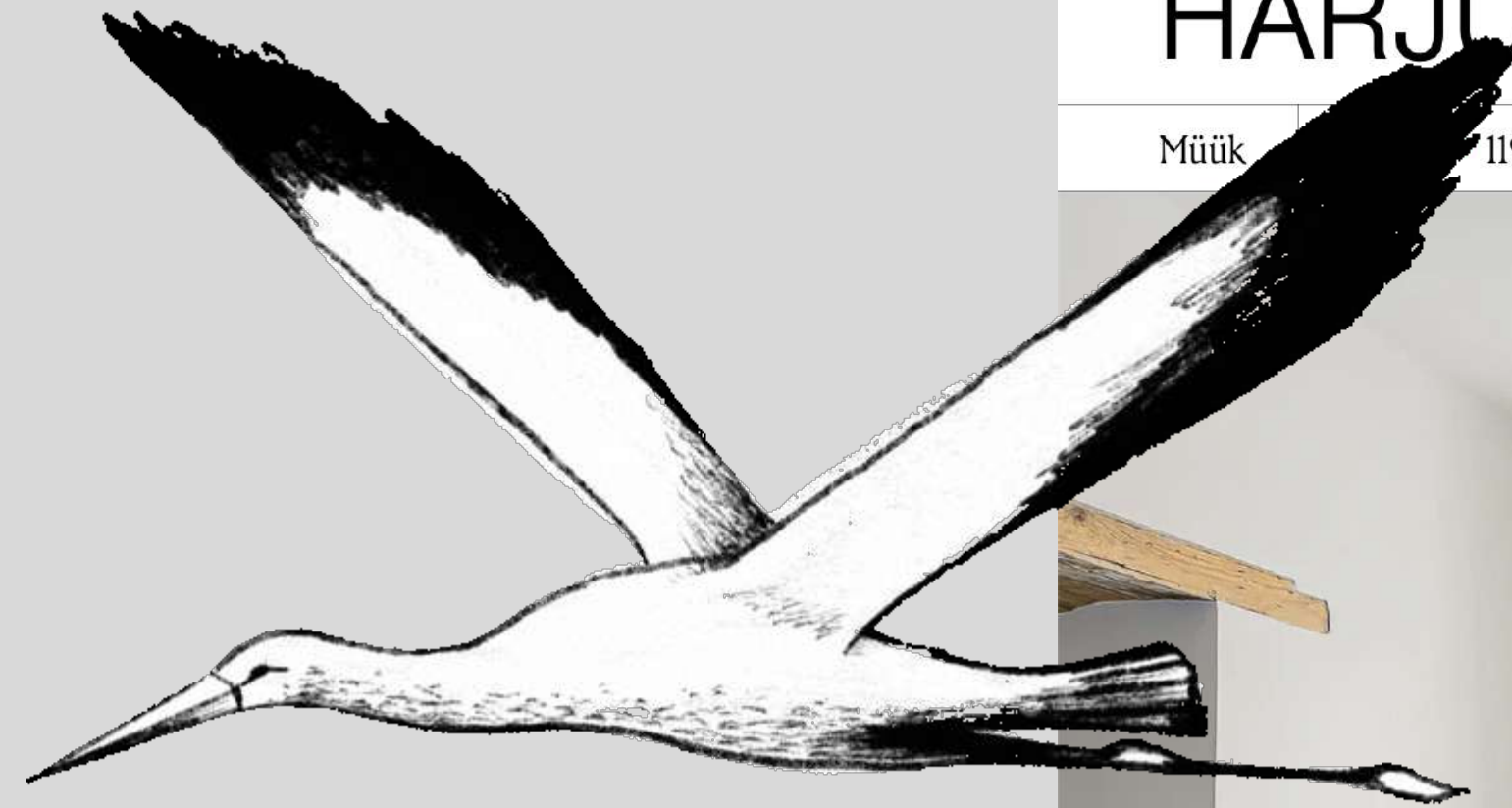


KOLM SAMMU



After

The rebrand carries strength, elegance and modern twists. We let their high-quality images do the talking and feather patterns and colour pop's here and there add Kurg & Korsten's unique personality to the mix.



MENÜÜ KURG & KORSTEN EST / ENG

LAI 9, KESKLINN, TALLINN, HARJUMAA

Müük 119 m² · 2. korrus · 2016 ASUKOHT KAARDIL

Elegantne loft ajaloolises Tallinna Vanalinnas
725 000 €



MENÜÜ KURG & KORSTEN EST / ENG

MÜÜK (42) ÜÜR (64) UUSARENDEUSED (5)



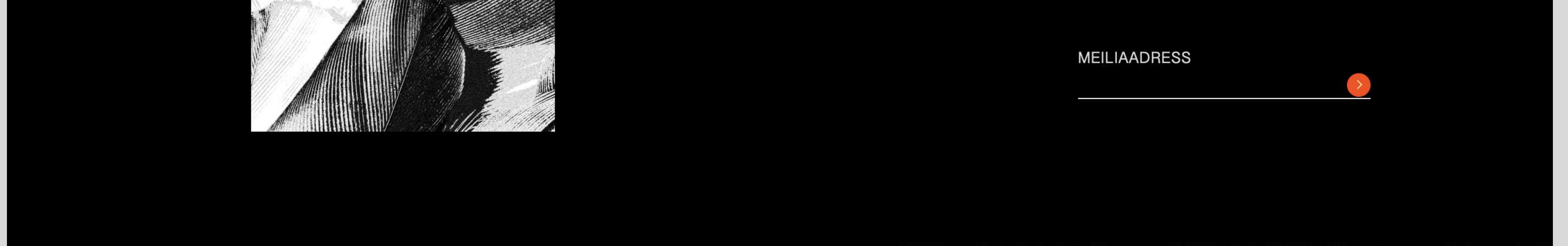
Park Tondi

Park Tondi võimaldab eelkõige unikaalse ümbruskonnaga, kus on juba olemas kiire ja mugav otseühendus kesklinna ja teiste lähedalasuvate linnaosadega.

LOE LISAKS >



After



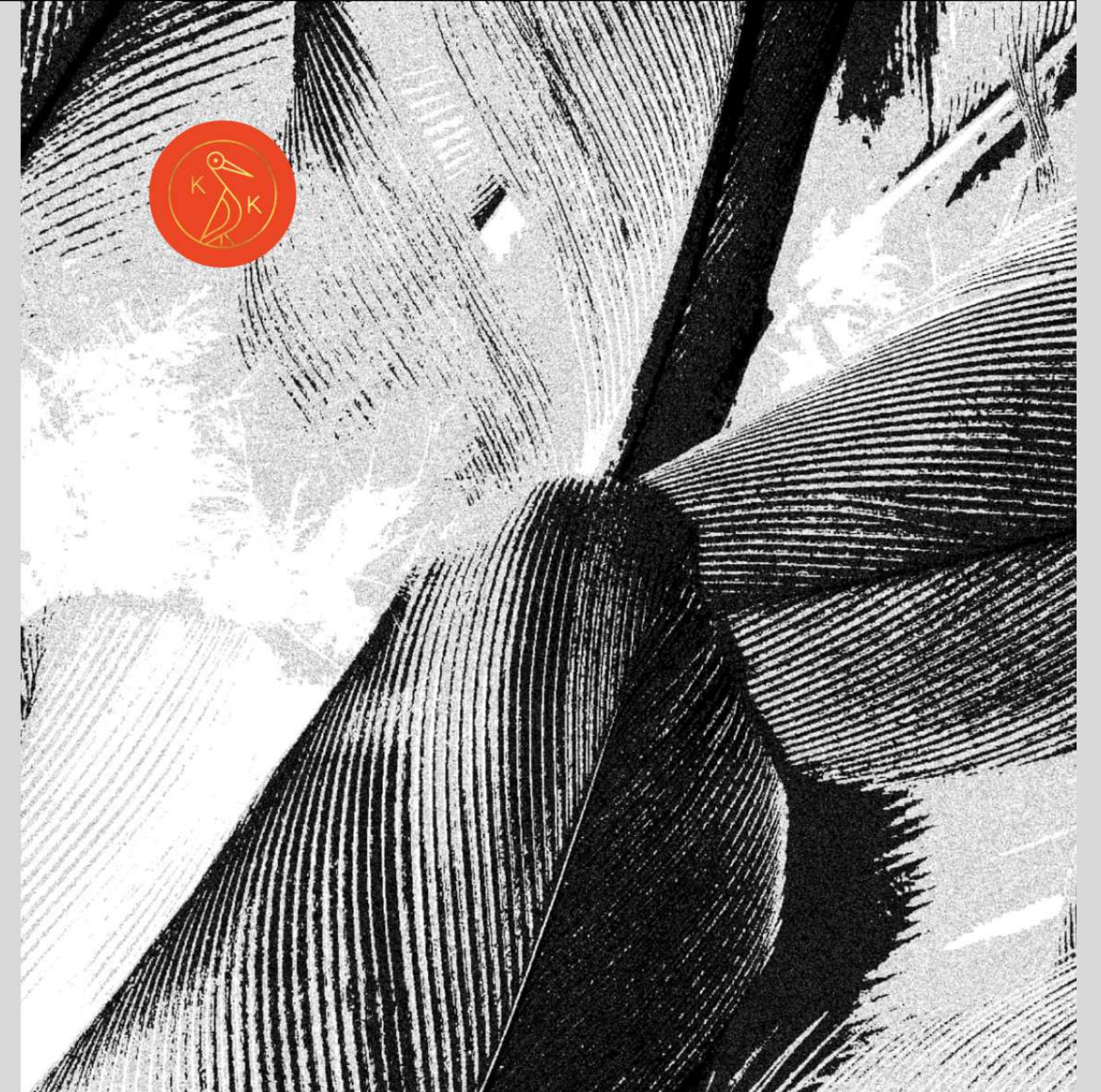
Võta ühendust

NIMI

MEILIAADDRESS

TELEFON

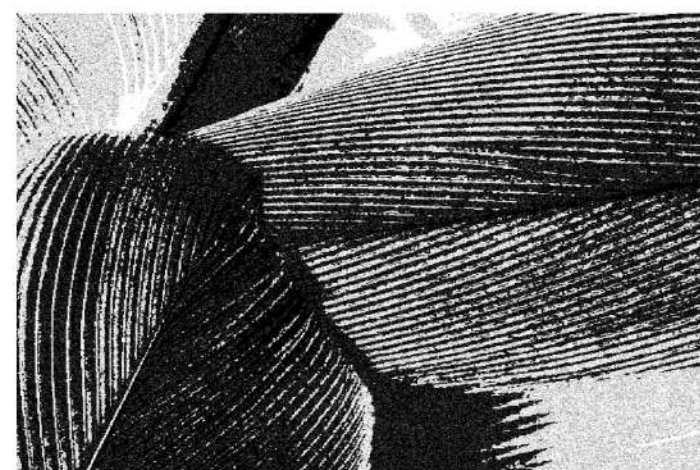
LISAINFO



MENÜÜ

KURG & KORSTEN

EST



¹ Müük

² Üür

³ Uusarendused

Üürihaldus ⁴

Blogi ⁵

Meist ⁶

Kontakt ⁷

HELISTA ☎

SAADA KIRI ✉

Kontakt

Instagram

Facebook

FACEBOOK

@ 2023 REVAL HOME OÜ

INSTAGRAM