



**NEW LOGO/ID ON EVERYTHING:
New Home Realty**

NHR had been operating with one of those 'FREE' logos found on the internet. The same 'FREE' logo every other business in town was also using.

For 2018 it was determined that I would create a new logo and brand, then get it onto all collateral, fast! The colors were true to the previous ID but all else followed my motto of clean, simple, easy to read and remember branding protocol. A win!

< Real Estate sales post sign w-rider
Post sign w-phone number >



newhomerealty.com



**NEW LOGO/SHARED THEME OF DESIGN:
Walpro / Taurus Homes**

These young, combined companies needed branding. I opted to keep the color scheme same for both, at first...



In short time the 'homes entity was updated to a more "stately" logo and theme of design.



NOTE: This project sample sheet is provided for reference only. Artwork, logo, theme of design and layouts are owned by New Home Realty and/or Plummer Design + Illustration | 503-806-4505 | mail@plummerdesign.com