

# Integrated Visual Identity Design

in Architecture and  
Construction Industry

## Big Questions and Our Core Services



## Live it.

Integrated Brand Execution

Hot, Perhaps.

### Beyond a Brand Book for Architects and Architecture Offices

Authentic Brand Discovery,  
Creation and Communications  
(DCC approach)

### Place Branding for Real Estate Developers and Construction Companies

creating branded buildings

### Branded Space Creation for Businesses

Experience Design

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## How It Works?

You have business dream and  
believe in yourself.

You send request here (or on  
the desired service's page)

We send you an email giving  
more information/scheduling a  
free online meeting.

We get to know each other more

Your need(s) are discovered  
and evaluated during and  
after the meeting

You receive a tailored proposal

You have business dream and  
believe in yourself.

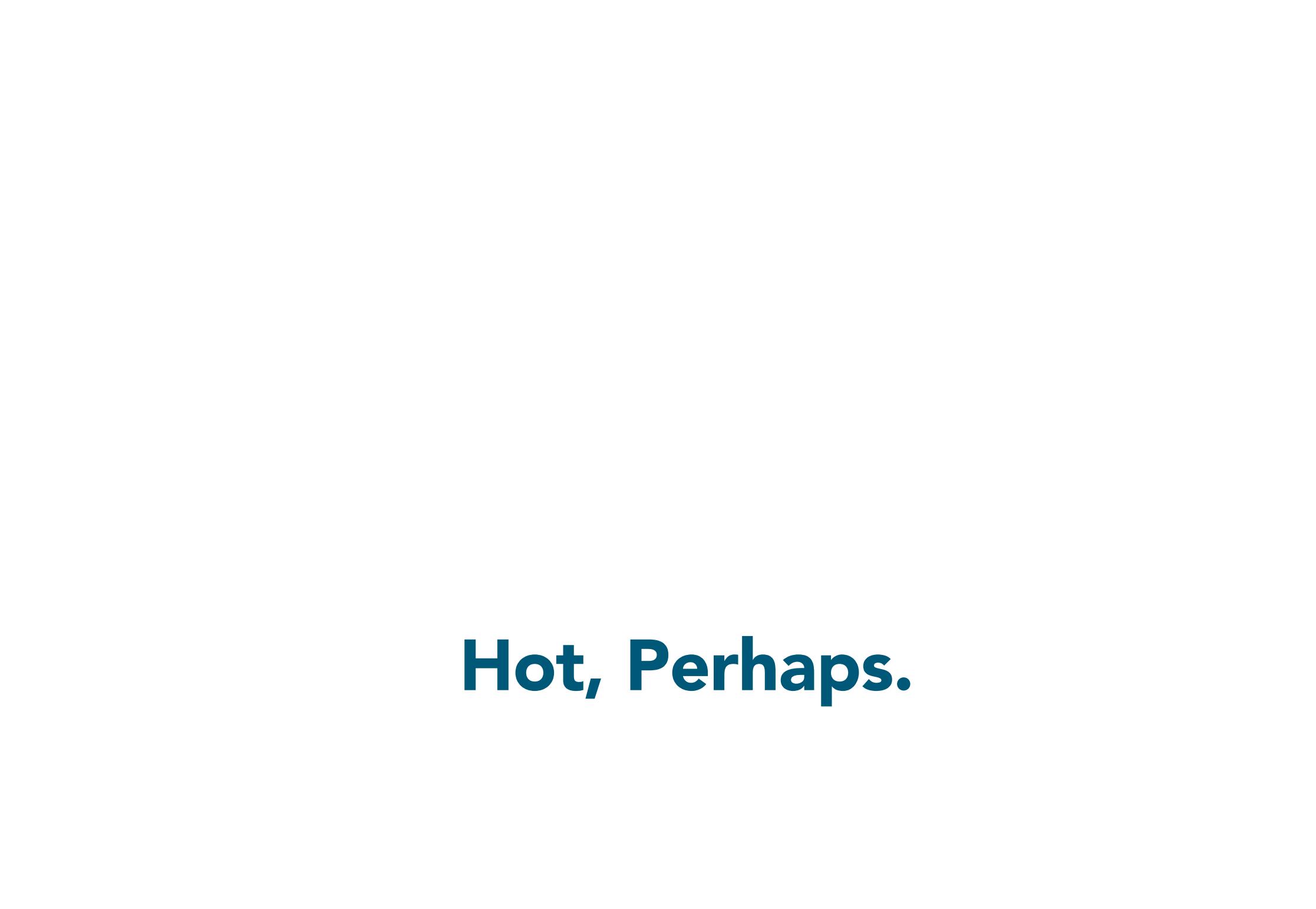
We may work in many forms and  
turn to friends in many forms

We both step into becoming  
the best version of ourselves in  
business and the life as well

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Branding for

Space Branding

Creative Solutions

Consultancy

Philosophy

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Architects

Construction Companies  
& real estate developers

Material Suppliers

Buildings and Places



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## Brand Discovery



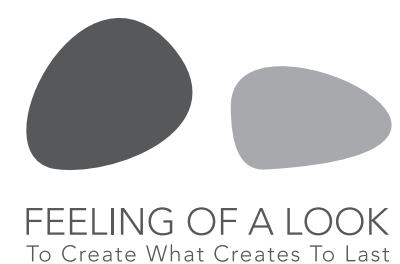
It's about **HUMAN** discovery  
and discovering **HUMAN!**

Your brand is a part of you; The part that you might not be fully aware of!

We care about your thoughts, dreams, talents and beliefs while considering market realities. We try to know you and your businesses deeply and discover what the market will wow when facing that part of you!  
We do it in a challenging yet well-structured manner for passionate business owners or individuals working (or willing to work) in architecture and construction industry and for authentic places:

**Our tailor made questionnaire**  
**Brand personality tests**  
**Our challenging meeting(s)**  
**Our market research/insight**

Brand discovery figures out the authentic reasons why YOU (and no one else) are(!) and discover your smartest type of person or business for specific purposes and specific market, for now and the future. We discover your brand before creating it!



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# Brand Strategy + Brand Identity



The smartest and lovable type of you (or your business) is created using brand fundamentals. Your brand is born (even after years of professional existence in the market!). Brand strategy and brand identity is the soul and body of your brand.

## Brand Strategy Design:

- Brand position
- Mission and vision
- Brand architecture
- Brand story
- Brand values
- Brand personality
- Brand commitment
- Brand gender
- Brand essence
- And brand exclusive elements

## Integrated brand Identity Design:

- Brand naming
- Brand tagline and slogan
- Brand tone and verbal identity
- Brand conceptual identity
- And a comprehensive Brand Visual Identity



## Branding and Marketing Strategies



It's about

# HOW to become; the GROWTH PATH.

Whether your brand has just born or it ages decades, an exclusive path with details and practical instruction is needed for becoming what it deserves; the authentic brand!

**General branding strategies**

**Business road map**

**Exclusive branding and marketing solutions**

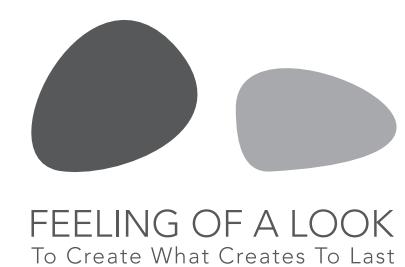
**Creative advertising campaigns**

**Brand's musts and must nots**

**Social media and content strategy**

**Sales and marketing structure**

**Brand presentation scenario**



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Integrated  
Brand  
Execution

It's about

living it.

We execute A-Z of branding; Integrated and aligned to your exclusive brand strategy.

**Website design and maintenance**  
**Content creation**  
**Social media management**  
**Event organizing**  
**Human resource training**  
**Custom marketing material**  
**Environmental graphics**



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## Branding for Architects



# Architects

Here's our view about your brand as an architect; brand primarily is your authentic philosophy in life, business, architecture and yourself. We discover, create and communicate it to catch your ideal audience's minds and hearts. We know architecture, we know branding and we have insights for the past, now and the future market! We do authentic branding for authentic architects and architecture offices in 4 phases, where each covers several services:

**Brand discovery for architects; discovery phase**  
**Brand strategy & Brand Identity for architects; brand creation phase**  
**Branding and marketing strategies for architects; brand growth path**  
**Brand integrated execution for architects; brand's life!**



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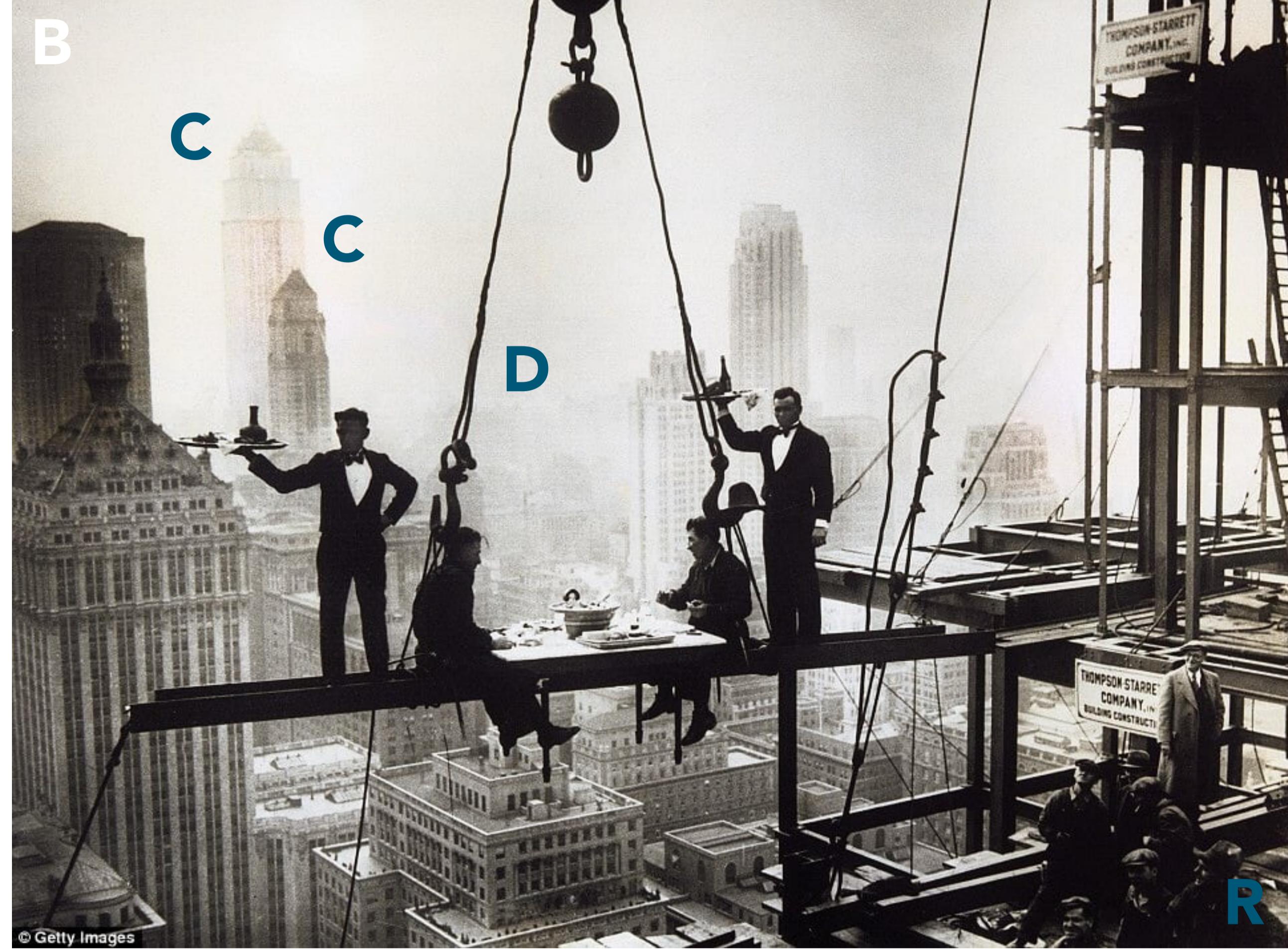
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# Branding for Construction Companies and Real Estate Developers



It is more than constructing a luxury building and sell it. It's about who you are and why you are creating such buildings. People don't merely buy buildings from you. They buy your attitude, values, culture, your personality, identity and feelings create for them; they buy your brand!

We know about construction, buildings, branding, marketing and we know about the past, presence and future market. We do authentic branding for authentic construction company and real estate developers. We do it for your business and your buildings as well.

## Brand discovery

**Brand strategy and Brand Identity for builders and real estate developers; brand creation phase**

**Branding and marketing strategies for builders and real estate developers; brand growth path**

**Brand integrated execution for builders and real estate developers; brand's life!**



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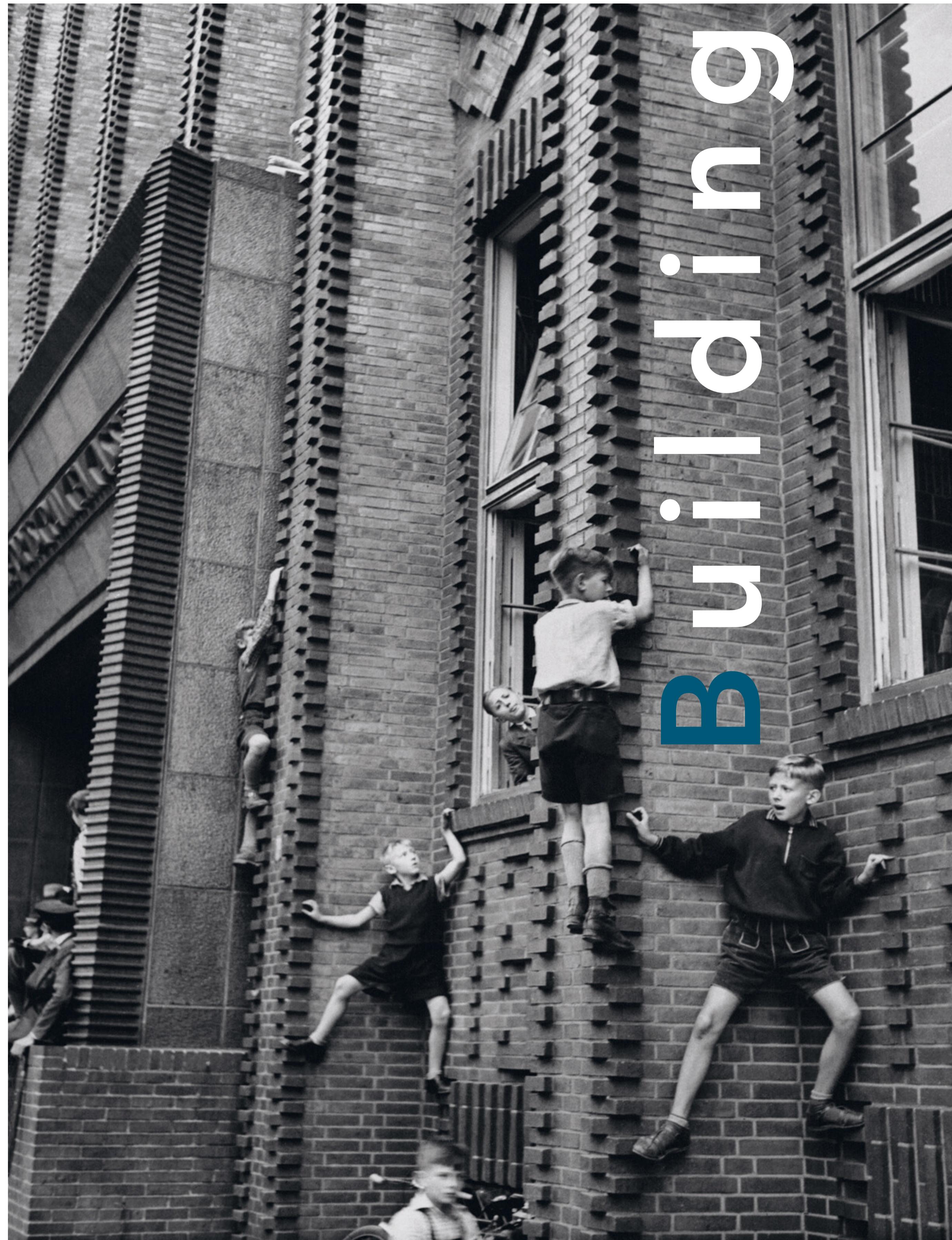
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# Building

Creating  
Branded  
Buildings  
and Places



What does make a residential, commercial, hotel or recreational building to become memorable, distinctive, valuable, lovable place ahead of the crowd? A branded developer? A branded architect? Branded materials and high-end technologies? All?!

It's beyond. we have been discovering it since we started elaborating on the crossline of branding, architecture and psychology and now we have the know-how of creating buildings as authentic brands! For that, we provide high-end integrated services:

**Brand strategy design for places**

**Brand Identity design for places**

**Integrated architectural design based on brand strategy and brand identity**

**Experience design**

**Creative branding/marketing solutions**

**360-degree branding execution for places and buildings**

To receive detailed services regarding authentic branding for buildings and places, please fill out the box bellow:

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## Space Branding

# Space



## Branding

Human beings live with mind and heart. They decide based on a combination of logics and feelings, even though they are not consciously aware of this experience. Space is where experiences are made! Regardless of what products and services you provide (which is important), your business space is where your unique brand is experienced and the story inside the space is what makes that authentic experience happens.

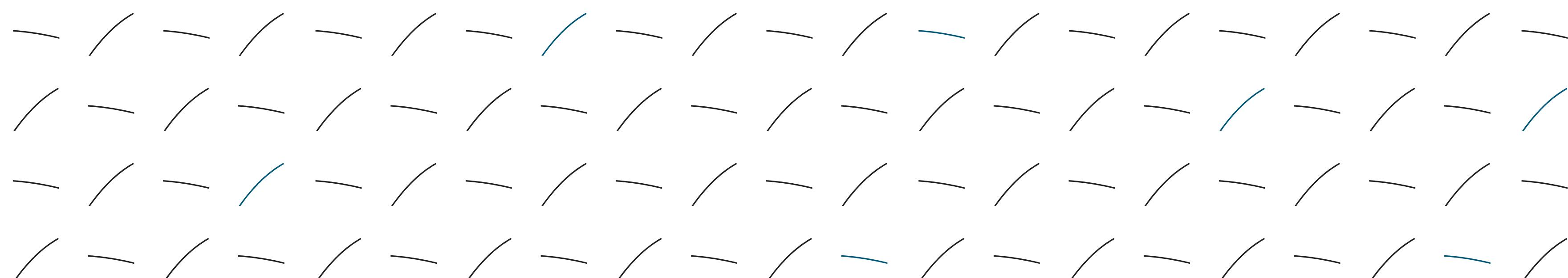
### Whom are we talking to?

- Café and restaurants**
- Galleries and showrooms**
- Commercial and recreational centers**
- Special stores**
- Co-working spaces**
- Urban spaces**
- Special places**

With a team of highly expert and great partners, we create authentic spaces for your brand and provide branding services for businesses in which space play vital role.

### Whom are we talking to?

**Exclusive content creation Website, Social media and digital marketing**  
**Creative space branding solutions**



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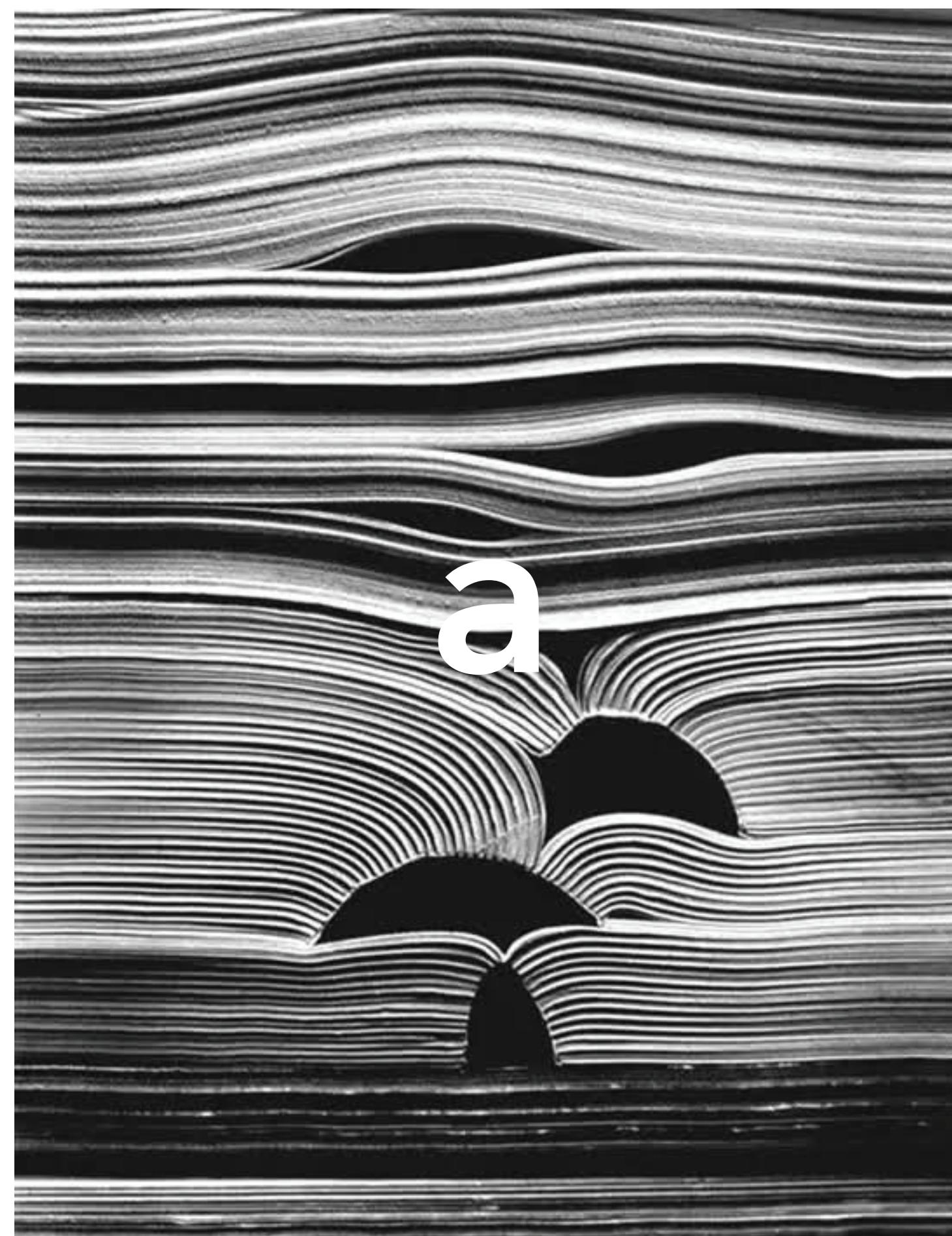
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Beyond  
a  
Brand  
Book

BRAND



BEYOND  
BOOK

After years of R&D at the crossline of branding and architecture, we achieve the know-how of authenticity for architects or architectural offices. The approach that creates or develops an authentic brand for architects. We do not present you exciting shapes, logos, websites, Instagram accounts of our clients with nK followers, images or designs for the beginning! Indeed, we try to discover you and create your unique strategies. This encompasses insights in branding, architecture, business, psychology, marketing and creativity. You may have heard of brand book by branding agencies but this is beyond! Beyond a brand book for authentic (or to be) architecture offices designed exclusively for them and their life-time business.

**Architect's style of design thinking**

**Brand strategy**

**Brand naming, tagline and slogan**

**A comprehensive visual brand identity**

(we make it fully practical and custom for architects and architectural firms)

**Brand road map**

**Branding and marketing strategies**

**Content strategy**

**Integrated Marketing Communications**

**And more...**

Beyond the brand book is a one-time reference book for architects' brand including every single branding details they need in the path toward becoming an authentic brand.

Need more detailed information or a free online session?

**Tell us about yourself or your brand**

your email

**Send your request**



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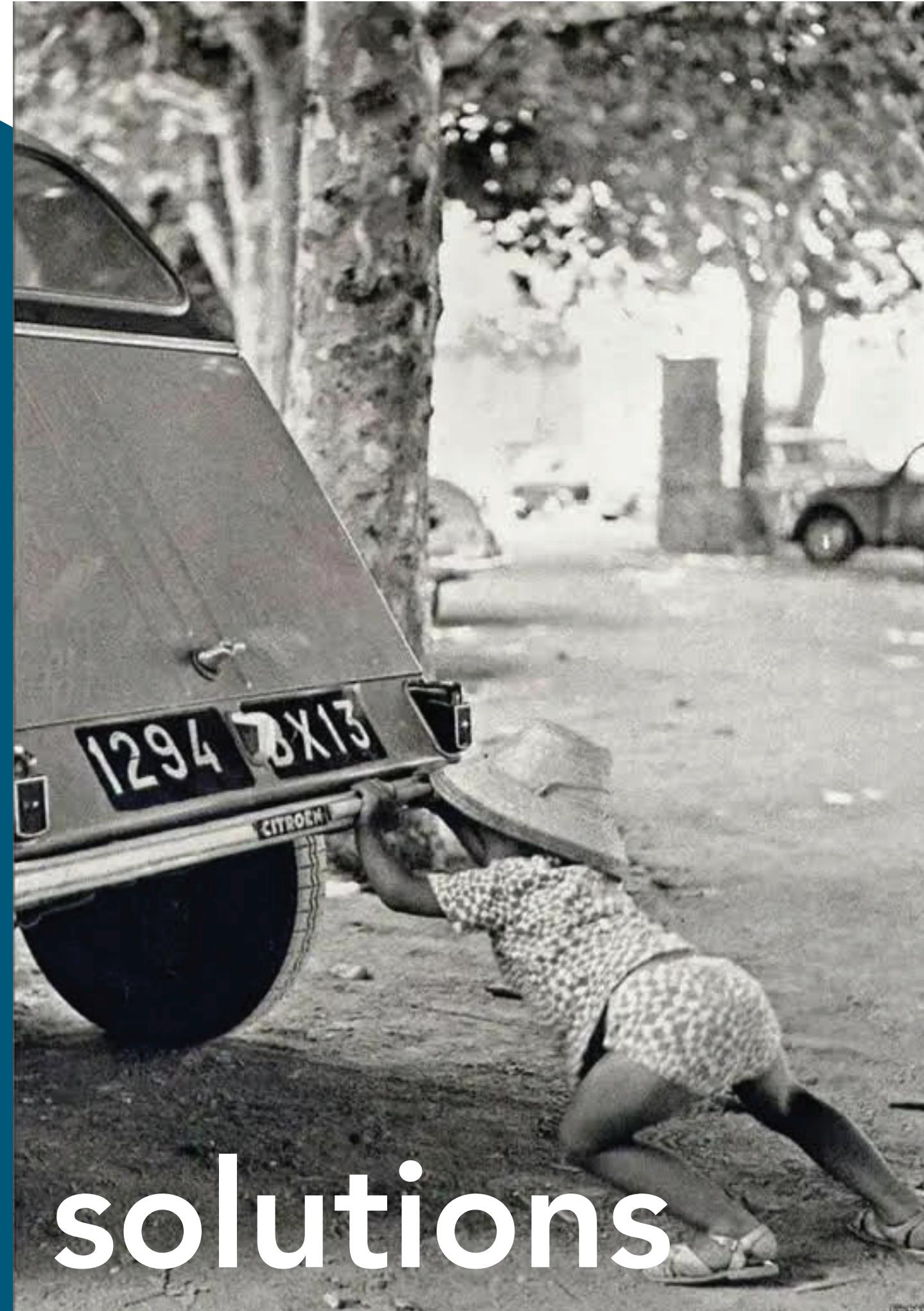
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## Creative Solutions

It is what it is, the creative solutions! How do you describe an idea that has never been presented until your case? Probably not possible. Well, we design creative solutions in any form and for any purpose for brands active in architecture and construction industry and for businesses in which space plays role like never before!



solutions

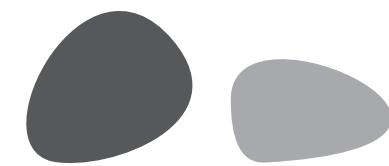
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Want to know more about  
feeling of a look creative solutions?

**Tell us about the challenge**

your email

**Send your request**



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## Consulting

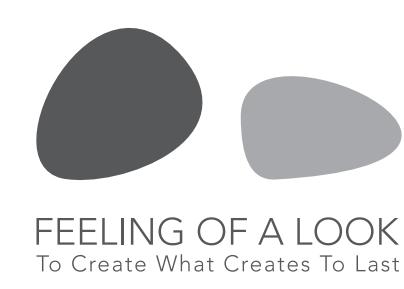
"Feeling of a look" has been a branding consulting agency in urban, architecture and construction industry and benefits from team of interdisciplinary advisors worldwide. We provide professional branding and marketing consulting service to:



**Architects and architectural firms**  
**Construction companies**  
**Real estate developers**  
**Material supplier and manufacturer**  
**Investors of buildings and built environment**  
**Business owners of any scale who considers branded spaces as the focal point for their brands and their customers**

Fill out the form below to book your 30-minutes free online meeting.

your email



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**Brand,**  
*is not a part of your business,  
brand is your business.*

Create a powerful and authentic one in architecture and construction industry

Primarily it's about  
Human & Architecture;



here to create  
**Branded Spaces**

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# Integrated



Visual Identity Design  
in Architecture  
& Construction Industry

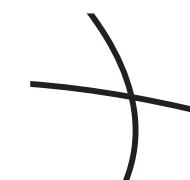




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## Integrated Website, Social Media & Digital Marketing





## Our Philosophy

**Why are you?! What is the purpose of your being? Why not anyone else?**

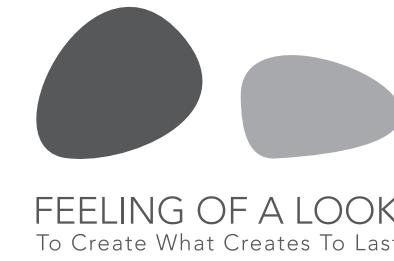
**Who are you?**

**Who and How should you become?**

These are the fundamental questions that formed our journey of "authentic branding". We believe branding is about discovering and creating something authentic that lasts forever. We consider the word "Brand" equal to Business and "Branding" as Building and Taking Care of Business.

As a long-term partner of choice for investors and businesses who seek authenticity in their business and life, we are committed to bring honesty, creativity, humanity, strategic thinking, insightfulness and authenticity to every partnership and project.

With focus on architecture, construction industry and spaces, **FEELING OF A LOOK** cares about human being and the world around and involve in creating what creates to last.



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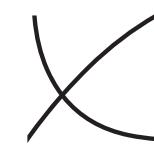


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## About Us

FEELING OF A LOOK keeps deepening at the intersection of branding and architecture. We are a full service branding and Integrated Marketing Communication agency providing authentic services to:

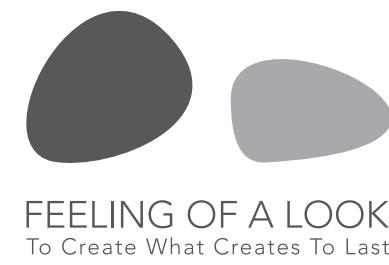
**Architects and architectural firms**

**Construction companies and real estate developers**

**Material suppliers and manufacturers**

**Buildings, places and special spaces**

Our way of applying 4-step process of authentic branding (discovery, creation, communication and execution), encompasses challenging combination of art, psychology, marketing, branding, philosophy in addition to deep insight of architecture and construction industry.



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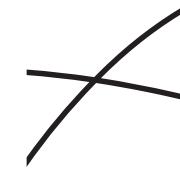


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## About Us

**Branding for architects**

**Branding for construction developers**

**Branding for material manufacturers**

**branding for buildings and places**

**space branding**

**brand strategy design in architecture and construction industry**

**branding and marketing strategies architecture and construction industry**

**beyond brand book for architects**

**brand integrated identity design**

**creative solution**

**brand integrated execution**

**branding consultancy**



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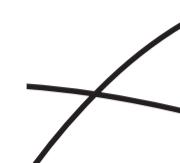


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## Important FAQ

Do we design website for businesses of architecture and construction industry?

You only give branding and marketing services ▾  
to architects, builders and material suppliers?

Do you provide photo and video shooting services for buildings and architectural spaces?

what is the steps of building and authentic ▾  
brand in architecture, construction industry?

Where are you locating?

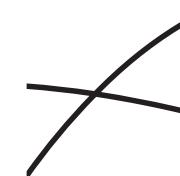
▼ We do not believe in branding for art and architecture. Why should we work with you?

How does it begin?

▼ I need more information and have questions. ▾

Can I have a catalogue or more detailed documents?





## Important FAQ

Do we design website for businesses of architecture and construction industry?

Yes, we do. but website is not your first decision to make. We build brands in architecture, construction industry and for spaces not websites! Website is an important touch point and part of your brand which we take care of it professionally as part of Integrated Brand Execution service.

Do you provide photo and video shooting services for buildings and architectural spaces?

Where are you locating?

How does it begin?

Can I have a catalogue or more detailed documents?



You only give branding and marketing services to architects, builders and material suppliers?



what is the steps of building and authentic brand in architecture, construction industry?



We have 4 general steps:

- Brand discovery: we try to know you very deep in a structured manner
- Brand strategy design: this creates your most exclusive and fundamentals of your brand
- Branding and marketing strategies design: this shows your exclusive road map to becoming an authentic brand. You can use it for every single activity of your business now and in the future.
- Integrated brand execution: website, social media, advertising campaign, contents, photos, videos, etc. all inte-

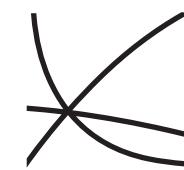


We do not believe in branding for art and architecture. Why should we work with you?



I need more information and have questions.





## Contact us

Just let us know you're into discovering more; We care, a lot.

Your name

Your Email

Your phone number

Your general occupation

Architect

Architecture Office

Construction Company

Real Estate Developer

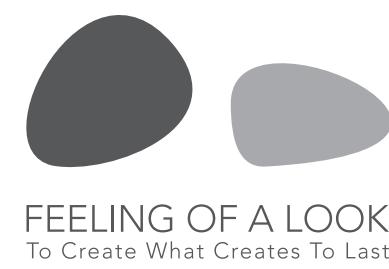
Real Estate Agency

Construction or Architectural Material Service Provider

Investor of Special Places

Other

A brief description of your business  
How do you ideally expect us to help?



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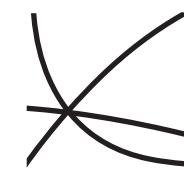


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Your name **Bita Shakerin**

Your Email

Your phone number

Your general occupation

Architect **Architecture Office**

Construction Company Real Estate Developer

Real Estate Agency

Construction or Architectural Material Service Provider

Investor of Special Places

Other

A brief description of your business  
How do you ideally expect us to help?

X - \ / X - \ / X - \ / X - \ / X - \



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