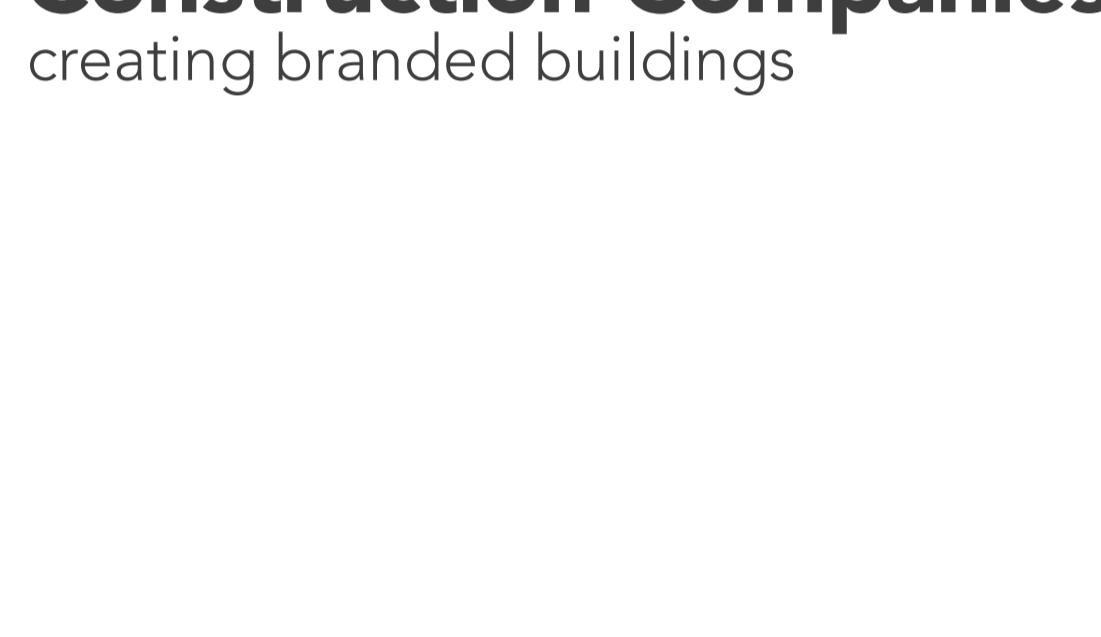


live it



The image contains several abstract black line drawings on a white background. In the upper left, there is a large, symmetrical cross-like shape. To its right is a simple horizontal line. Further to the right is a curved line that bows upwards. In the lower left, there is a U-shaped line. To its right is a V-shaped line. Above the V-shaped line is another U-shaped line. In the lower right corner, there is a small, thin curved line.

A collection of black line drawings on a white background. The drawings include a large circle on the left, a curved line in the center, an X on the right, a plus sign at the bottom left, a horizontal line in the bottom center, and a vertical line on the far right.

A collection of black line drawings on a white background. The drawings include a large cross-like shape in the lower-left quadrant, a horizontal line extending from the center-left towards the bottom-right, a curved bracket shape on the right side, and several small, scattered lines including a vertical line at the bottom left, a diagonal line at the bottom right, and a short vertical line near the bottom center.

The diagram consists of three black, continuous curved lines. The leftmost line starts at the top-left corner and curves downwards towards the bottom-left. The rightmost line starts at the top-right corner and curves downwards towards the bottom-right. The middle line starts at the bottom center and curves upwards towards the top center, intersecting the other two lines. The intersection points form a triangle in the center.

The diagram consists of two black curves on a light gray background. The left curve is concave up, starting from the bottom left and curving upwards towards the right. The right curve is concave down, starting from the top right and curving downwards towards the left. The two curves intersect at a single point in the center.

How It Works?

(The Process)

You have business dream and
I have a solution

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

the best version of ourselves
business and the life as well





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To Create What Creates To Last



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invoit

Construction Companies

creating branded buildings

A solid orange rectangle with white curved lines forming a stylized 'X' shape in the center.

An abstract background featuring a vibrant orange color. Overlaid on this are several thin, white, curved lines that intersect to create a grid-like pattern. The curves are smooth and vary in length and orientation, some being horizontal or vertical while others are diagonal or curved. The overall effect is reminiscent of a stylized architectural drawing or a mathematical diagram.

To Create What

How It Works?

(The Process)

A stylized blue 'X' mark, composed of two intersecting curved lines, positioned to the right of the title.

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

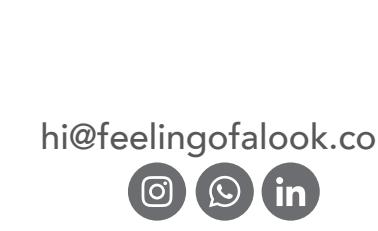
Your need(s) are discovered and evaluated during and after the meeting

You receive a tailored proposal

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

The figure consists of six identical, dark teal-colored horizontal bars arranged vertically. Each bar has a slight, smooth curve that bows upwards in the center. They are positioned against a plain white background.



Brand Discovery



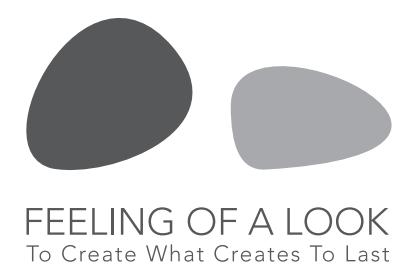
It's about **HUMAN** discovery
and discovering **HUMAN!**

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



It's about
CREATION.

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



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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

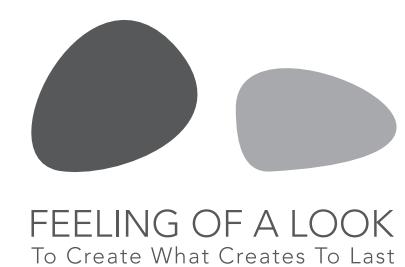
Creative advertising campaigns

Brand's musts and must nots

Social media and content strategy

Sales and marketing structure

Brand presentation scenario



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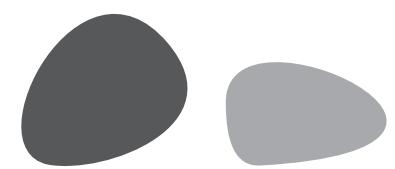
Integrated
Brand
Execution

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



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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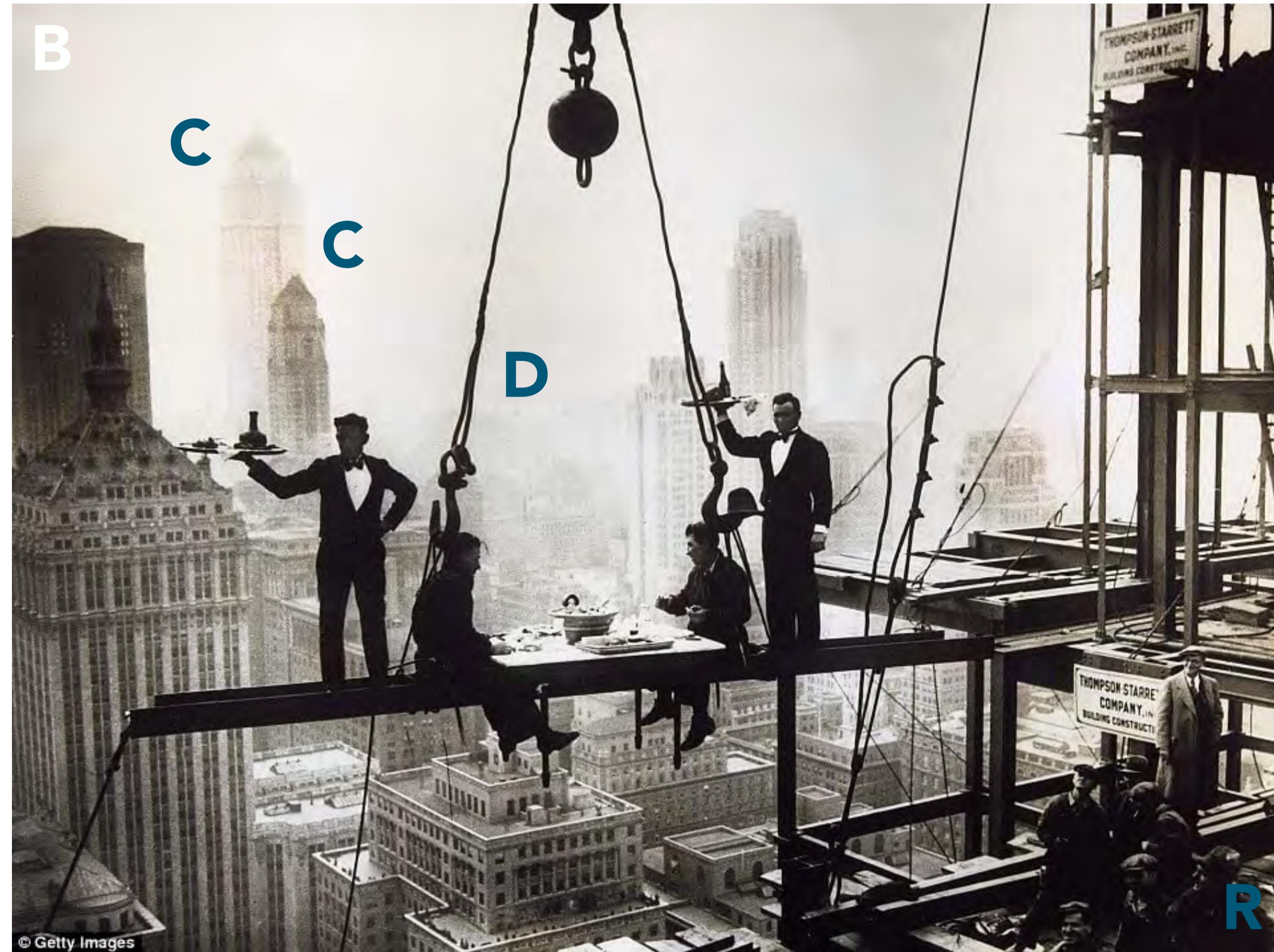
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Branding for Construction Companies and Real Estate Developers



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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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.

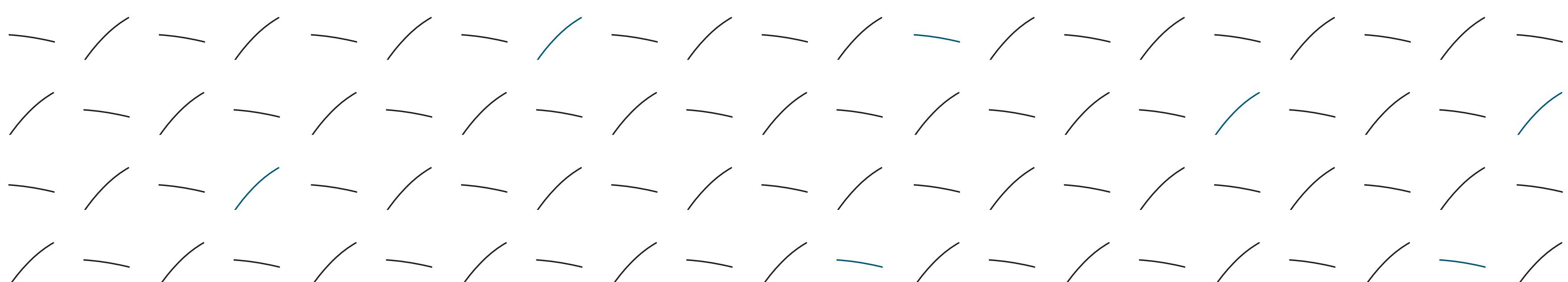
Whom are we talking to?

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?

Space branding strategy design
Experience design
Integrated Identity design
Space architectural design
Environmental graphics
Tools, gift, packaging, etc.
Exclusive content creation Website, Social media and digital marketing
Creative space branding solutions



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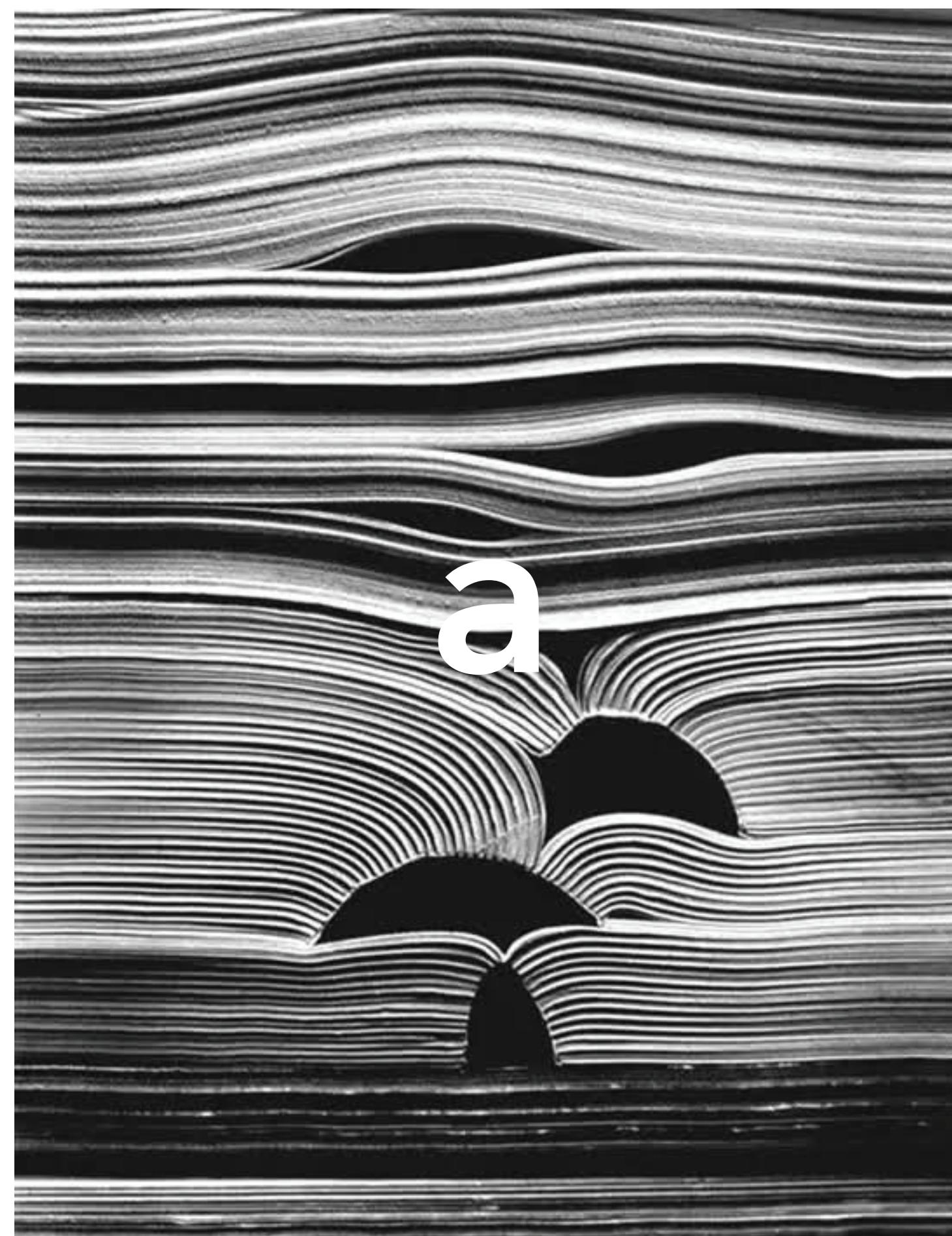
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Beyond
a
Brand
Book

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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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!



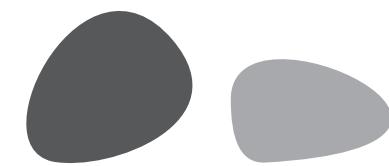
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v
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Want to know more about
feeling of a look creative solutions?

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Consulting

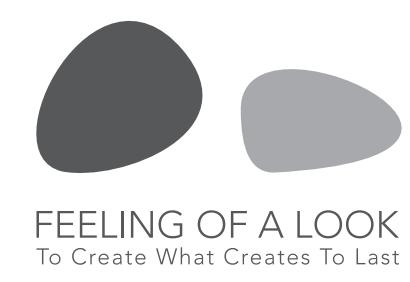
"Feeling of a look" has been a branding consulting agency in urban, architecture and construction industry and benefits from team of interdisciplinary advisors worldwide. We provide professional branding and marketing consulting service to:



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

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