



THE HURLEY GROUP

**BRAND**co.

## MESSAGE AND CHARACTER

In order to establish a core message and character for your brand we took notes from our call as well as researched the different reasons that clients love working with you. This allows us to establish a voice for your brand and highlight your strengths.

TALENTED PROFESSIONALS

MADE US FEEL WELCOME

RESPONSIVE AND FLEXIBLE

HAD OUR BEST INTEREST AT HEART

KNOWLEDGEABLE

PATIENT AND HELPFUL

NEVER RUSHED US

MADE SURE WE WERE HAPPY

NEGOTIATED ON OUR BEHALF

HELPFUL

UNDERSTOOD OUR NEEDS

CONSIDERATE

PROMPT

HONEST AND RESPECTFUL

CARING AND CONSIDERATE

COMMITTED TO US

MADE US COMFORTABLE

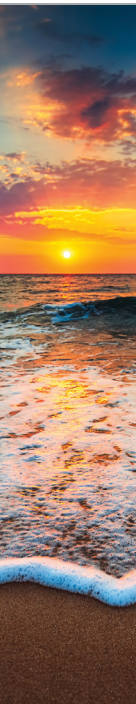
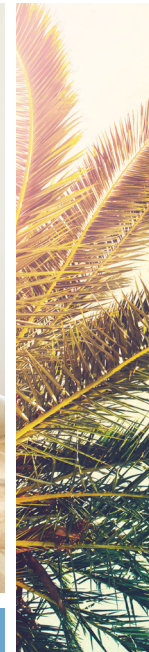
**DEPENDABLE**  
**KNOWLEDGABLE**  
**CARING**

**MOODBOARD**

The inspiration for The Hurley Group is based on the core values of **dependability**, **understanding** and making sure that **clients come first**.

It is **clean**, **professional**, and exudes a **personable** and welcoming presence to demonstrate the level of care they have for all of their clients, no matter the budget.

The audience composed of first time buyers and sellers, as well as a wide array of out-of-state relocations seeking a home in the Clermont/Metro-Orlando area will be able to identify with the brand and its message.



## BRAND COLORS

The goal when creating the color palette was to establish a connection to the brand message. Each shade chosen has unique characteristics and associations that make them a good fit for The Hurley Group. Our primary colors is a Royal Purple, it is a very approachable colors and it is also bold and confident. But most importantly it projects empathy and caring which relates back to your client relationship focus. The teal color pairs very well with the royal purple and conveys communication and compassion. This ties back into your helpful nature as well as how you are always there to answer client questions and keep them informed. The Deep blue is a color that represents professionalism and trust, this is very important to people buying a home and speaks to your industry knowledge and ability to negotiate on their behalf. Lastly the light blue is the most sparingly used color in the brand, but it expresses a sense of calm and kindness which is present in all of your interactions with clients and is one of the many reasons they love working with you.

EMPATHY / CARING

COMMUNICATION / COMPASSION

PROFESSIONALISM / TRUST

CALM / KINDNESS



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**LOGO ICON**

The icon was created using the concept of a stylized “H” to represent Hurley, and to have it extending out of a rounded hexagon. We did this to portray a sense of friendliness as well as confidence. The organic curves are inviting and draw your eye around the icon, and the geometric lines of the hexagon ground it in place. The resulting mark conveys approachability and understanding, while balancing it with trust and confidence.

**TYPOGRAPHY**

The type used is a smooth, legible, sans-serif font. This is used to imply professionalism, organization and a certain level of casualness and approachability. It compliments the icon well and relates back to your core values.

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## LUXURY CARDS

The business card takes a modern and clean approach in design to establish the feeling of ease and confidence. This clean simplistic style is organized and to the point which expresses the idea that you are easy to work with and the confidence that you know what you are doing.

Luxury cards have a silk smooth finish, and the option to add spot gloss in certain areas. A subtle gloss can be applied on the logo mark to add visual interest and dimension to the business card.



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## YARD SIGN

Consistency is important at all touch points of your brand, when a client sees a promotional pieces of yours, it should all fit together. Here we have used concepts from your business card design to translate onto a larger yard sign space. Your business name and contact info are the most important parts of the yard sign, and we have put an emphasis on them by making them larger. Also contrast is the one of the most important features of a yard sign for visibility, and the blue on white has excellent contrast.



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## CUSTOM SIGNATURE

The interactive email signature allows for the continuation of the brand to extend and reach across digital mediums. The design follows suit with the business card, remaining consistent with your brand.

The signature allows for the recipient to be engaged by utilizing buttons to direct them to the website or call (on a smart-phone). The signature also connects your clients to your social media platforms.



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New Message

To

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Subject


---

Dear Client,


This is just dummy text to show what your actual signature will look like in an email with plenty of words, sentences, and paragraphs. Do not worry about this text. It will not appear on your signature. It is just here to fill in space and further illustrate how awesome your signature will look once finished.

**TERESA L. HURLEY PLLC.**  
**REALTOR®**

CELL: 407-607-9245  
 Teresa@TheHurleyGroup.org  
 TheHurleyGroup.org








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ABOUT



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the way a service is delivered... You Tube and Facebook... the US public... engineering... leave eyes that are... infrastructure and... specific regions.

**Cost dynamics**  
Lastly, it is also important to consider that costs play an important role in expansion. The cost of infrastructure, management and customer support are all Web services and customer support are all different countries, such as India and the US.

Therefore, any expansion strategy must take into account the cost of infrastructure and customer support in the target market. Cost advantages should be sought out and copied as a competitive strategy.

So in the Web 2.0 era, it is important to create a local presence in each market. Successful web services would be those that every service provider do not believe there is any competition that cannot succeed if they enter the market. The key is to leverage one's unique differentiating regional business earlier. For instance, a web service that focuses on Indian-generated content and advertising itself from Google, Orkut and other Indian-based content and advertising networks to attract a specific audience. Additionally, making content more relevant to a local audience is a key strategy. Arguing a global audience is a mistake that everything that can be done has already been invented. Every market has its own landscape. The purely American nature of the Web causes many organizations to target an international audience.

**CELEBRATING OUR HOMETOWN HEROS**

**THE HURLEY GROUP**

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OF  
**FLORIDA REALTY INVESTMENTS**

**TheHurleyGroup.org**  
407-607-9245  
TheHurleyGroup.org@gmail.com




WE CAN'T SPLIT BUSINESS CARD ORDERS - ORDERED IN SETS OF 1000

ADDITIONAL USER BUSINESS CARDS - \$150

TRIFOLD BROCHURES

(500 - 2500) \$755-\$858

PRESENTATION FOLDERS

DELUXE (500 - 1000) \$1050-\$1250

LUXURY (500 - 1000) \$1700 - \$2100

PRESENTATION FOLDERS

3 PAGE SHELL (COVER AND 2 INTERIOR) \$349

8-16 PAGE PACKET - DEPENDS ON PAGES - SEE ACCOUNT MANAGER





QUESTIONS AND FEEDBACK