

# **WINSTEAD REALTY, INC.**

BRANDING RENOVATION

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# Executive Summary

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## The Company

Winstead Realty is a full service real estate brokerage located in Meridian, Mississippi.

## The Market

Winstead Realty serves buyers, sellers, landlords, tenants, and developers for commercial and residential properties.

## The Brand

Logo: The letter 'W' with an icon of a home.

Colors: Red and Blue

Slogan: Homes for Living

Imagery: Commercial and Residential Listings

Ethics: Trust, Honesty, and Fairness

## The Situation

Winstead Realty is renovating their brand to celebrate 70 years of service.

## The Goal

Winstead Realty would like to affirm their position for online communications as the market leader for all real estate services in Meridian, Mississippi.

## The Objective

Winstead Realty would like to increase online awareness and interest for their brand and real estate services.

## The Strategy

Winstead Realty will use graphic design, commercial photography, and branded messages increase reach, frequency, and value with their online audience.

## The Tactics

First, a branding guide will be established for the renovated logo, colors, and slogan. Second, new imagery will be created for website and social media messaging. Finally, new photography will be created for their current product listings.

# LOGO RENOVATION

## Current Logo Overview

The current logo for Winstead Realty has two primary variations, landscape and portrait. Each version consists of a logomark and a logotype. In the landscape version, the logomark is on the left and the logotype is on the right. In the portrait variation, the logomark is on the top and the logotype is on the bottom. The landscape version is primarily used for specific print and web applications where vertical space is limited and the portrait version is used for outdoor signage and advertising where horizontal space is limited.



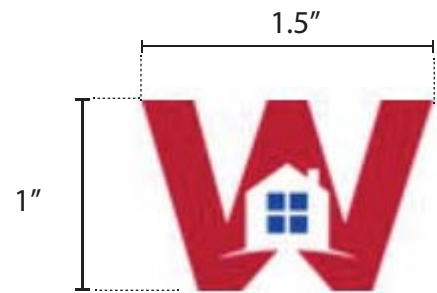
*Landscape version*



*Portrait version*

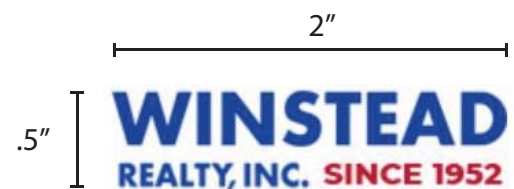
## Current Logo Review

When examining the logomark, the background is the letter 'W' set in Futura Bold. In the foreground, a clipart icon of a home is set at the center apex of the 'W'. The home icon is a square building with an angled roof, small chimney, and blue windows in the center. Below the home, the white space between the left and right diagonals of the 'W' make represent a driveway leading up to the home. The colors for the Logo Mark are Pantone Upsdell Red hex#A92130 and Pantone Oblivion Blue hex#2B4394. When measuring dimensions, the logomark is set in a 2:3 ratio landscape format.



LOGO MARK

When examining the logotype, the primary line says "Winstead" and is set in Futura Bold. The secondary line says "Realty, Inc. Since 1952" and is set in Futura Bold Small Caps. The "Realty, INC" is set in Pantone Blue Oblivion and "Since 1952" is set in Pantone Upsdell Red. When measuring dimensions, the logotype is set in 1:4 ratio landscape format.



LOGO TYPE

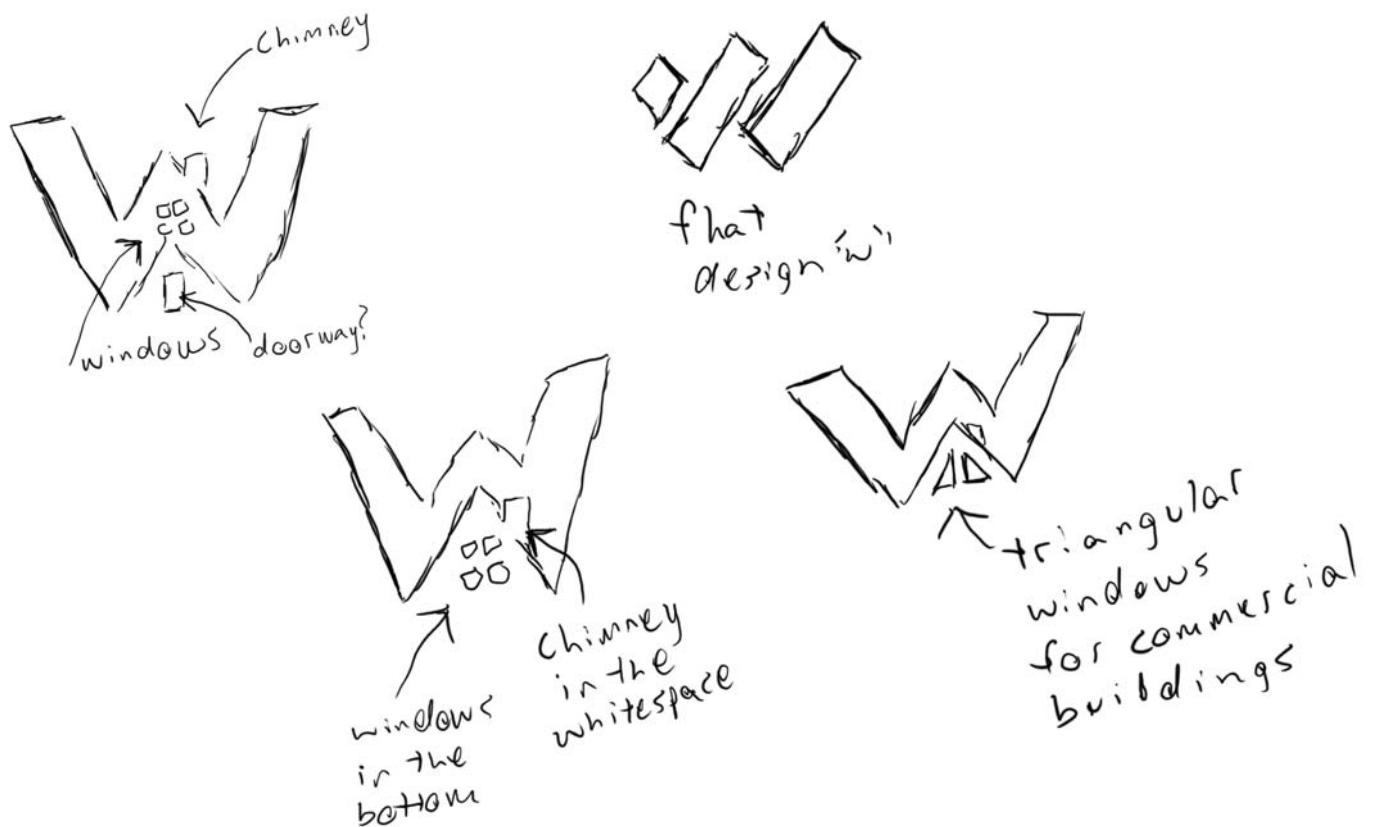
# NEW LOGO PROPOSAL

Since Winstead Realty is a long established brand with over 70 years of experience, their visual identity has become a familiar brand that the community recognizes at a glance. This means that any changes to the logo must be made over time to avoid upsetting or confusing the market. With that said, every brand must undergo renovations to stay competitive with the ever changing state of market.

For the logomark, Winstead Realty will maintain the large 'W' with an icon of a home. However we will update it to have a modern flat design and integrate the home into the diagonals of the 'W'. For the colors, we will maintain the Red and Blue. However, slight adjustments to the tones will be made so they are brighter and safe to use for the web. Once a new logomark is selected from sketches, we will update the logotype from Futura Linotype to Myriad Pro. This will give the text a slightly wider stance and solid appearance. The colors for the new logotype will also match the colors for the new logomark.

With an established new logomark and logotype, we will then integrate a new slogan to better reflect the market and service offering. The current slogan, "Homes for Living," is targeted to residential customers and this will be slightly adjusted to better reflect commercial services and customers. Consideration for adding a separate tagline in addition to the current slogan is also an option.

## NEW LOGO SKETCHES



# NEW LOGO ILLUSTRATIONS

	Version 1:	Version 2:	Version 3:	Version 4:
A:				
B:				
C:				
D:				
E:				

# NEW LOGO SLOGAN VARIATIONS

*YOUR FUTURE NOW*

*THE REAL DEAL*

*LIVE HERE*

*FIND YOUR FUTURE*

*REAL BUSINESS REAL LIFE*

*LIVE YOUR DREAMS*

*REAL LIFE*

*REALTY DREAM REALITY*

*YOUR BEST MOVE*

*WE ARE REAL*

*DREAM BUILD LIVE*

*YOUR BEST LIFE*

*REALTY MADE SIMPLE*

*RESIDENTIAL COMMERCIAL*

*A 'W' FOR MERIDIAN*

# NEW BRANDING GUIDE



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<h2>WINSTEAD BRAND GUIDE</h2>		
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*RESIDENTIAL COMMERCIAL*

# WINSTEAD

**REALTY, INC.** SINCE 1952

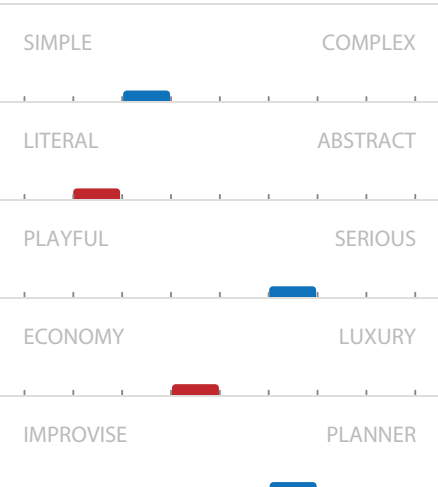
4905-A Poplar Springs Drive Meridian, MS 39305

“ Since 1952, Winstead Realty, INC has served Meridian, Mississippi for all their real estate needs. Winstead offers residential and commercial services for buyers, sellers, landlords, tenants, and developers. With a focus on community trust and building relationships, Winstead has earned the reputation as a fair, honest, and reliable source for all real estate services.

	PRIMARY	HEX: C1282D
	CMYK: 16 97 92 6	RGB: 193 40 45
	SECONDARY	HEX: 1172BA
	CMYK: 87 52 0 0	RGB: 17 114 186
	ACCENT	HEX: D4D3D1
	CMYK: 16 12 14	RGB: 212 211 209
	COPY BODY	HEX: 3B3B3B
	CMYK: 0 0 0 77	RGB: 59 59 59
	BACKGROUND	HEX: FFFFFFFF
	CMYK: 0 0 0 0	RGB: 255 255 255

LOGOTYPE	MYRIAD PRO BOLD
<b>Aa Bb Cc Dd Ee Ff</b>	
TAGLINE	MYRIAD PRO LIGHT ITALIC
<i>Aa Bb Cc Dd Ee Ff</i>	
HEADLINE	MYRIAD PRO BLACK
<b>Aa Bb Cc Dd Ee Ff</b>	
BODY COPY	MYRIAD PRO NORMAL
Aa Bb Cc Dd Ee Ff	
SIGNATURE	MYRIAD PRO LIGHT
Aa Bb Cc Dd Ee Ff	

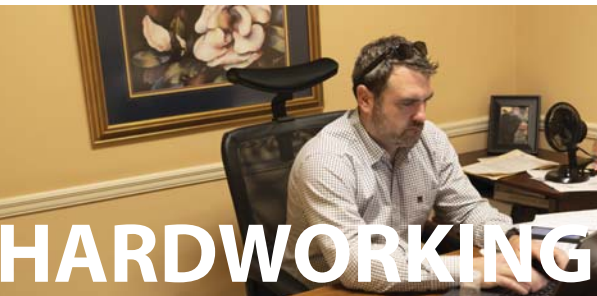
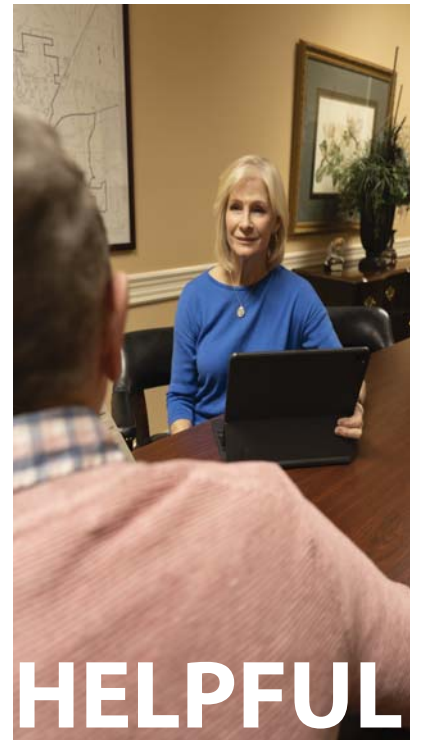
COMMUNITY TRUST EXPERIENCE  
 RELATIONSHIPS FAIRNESS HONESTY  
 REPUTATION DEVELOPMENT SUPPORT





# BRAND IMAGE RENOVATION

Brand imagery refers to all of the visual content that captures the essence of Winstead Realty, INC. This includes nonphysical ethereal traits that represent the characteristic identity and personality of the brand. For Winstead Realty, branding imagery will include images that capture experience, trust, courtesy, and multiple traits they are known for within the Meridian community. These images will be applied with all brand messaging across their website media and social media channels.





# WEBSITE RENOVATION

## HOME PAGE



The homepage will feature an updated high quality image of the Winstead Realty office. This image will be a direct front view with enough space at bottom for a welcome message or logo.

## ABOUT PAGE



The about page will feature an updated image of the Winstead Realty office. This image will be a direct front view with enough space at the top for the renovated brand slogan or logo.

## INFORMATION PAGE



The information page will feature an updated image of the Winstead Realty office. This image will be an oblique view of the office with enough space in the center left or right for an information popup overlay.

## CONTACT PAGE



The contact page will feature an updated image of the Denzel Carousel Horse in front of the Winstead Realty office. The background will be blurred with a text overlay that includes contact info and hours.

## RESIDENTIAL LISTINGS PAGE



The Residential Listings page will include a featured exterior shot of a nice home. This image will be updated seasonally with homes decorated for primary holidays such as Halloween, Thanksgiving, Christmas, and Easter.

## COMMERCIAL LISTINGS PAGE



The Commercial Listings Page will include several portraits taken in the business district of downtown Meridian, Mississippi. These shots will include landmarks such as Threefoot, Kress, and Temple Theatre building.



# SOCIAL MEDIA RENOVATION

A social media strategy and calendar will be instituted to supply a consistent stream of branded content across each major social media platform. This strategy will follow the branding imagery guidelines that create, build, and reinforce the intangible credence values, ethics, and beliefs of Winstead Realty, INC.

## SOCIAL MEDIA CALENDAR

### MONDAY

#### Market Mondays



### TUESDAY

#### Take a Tour Tuesdays



### WEDNESDAY

#### Winstead Wednesdays



### THURSDAY

#### Theme Thursdays



### FRIDAY

#### For Sale Fridays



Each Monday, Winstead Realty will post an aerial drone image taken in their market area on Twitter. Along with the image, current news about Meridian Market conditions will be posted as it relates to our area, region, and national market.

Each Tuesday, Winstead Realty will post a virtual tour on their Facebook page. Each virtual tour will include a high quality exterior shot of the exterior along with an interactive virtual tour of the interior.

Each Wednesday, Winstead Realty will share a recent testimonial or success story from one of their clients on Instagram. Each post will include images of the agent, client, and property, along with a short post explaining the images.

Each Thursday, Winstead Realty will share a themed image relevant to current trends, events, memes, and seasonal Holidays. These images will be cross promoted on Twitter, Facebook, and Instagram.

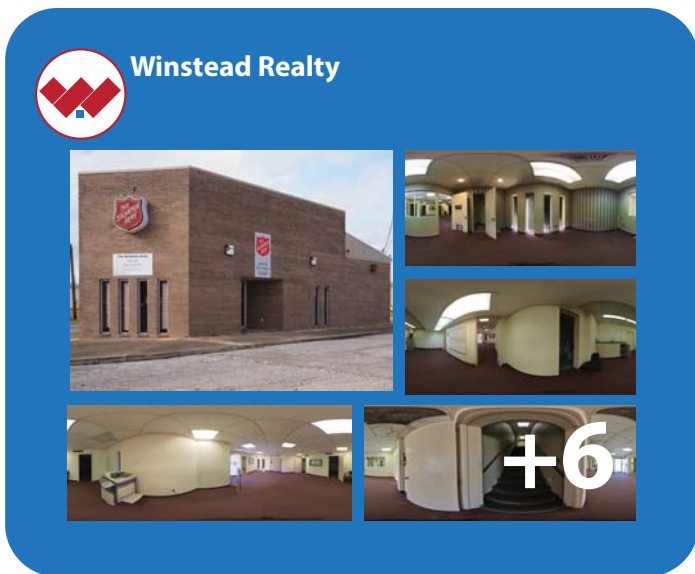
Each Friday, Winstead Realty will post images and webcopy for Featured commercial and residential listings. These listings will be posted on Facebook and will direct users to browse their online inventory posted on their website.

Each day will have a themed post to establish a consistent schedule, voice, and tone with their online audience. The time of day for each daily themed post will be dynamic for each platform and primarily depend on audience engagement rates obtained through analytics. Once a consistent message and engagement rate is established for each platform, Winstead Realty will post various content as needed throughout the day, week, month, and year to build and maintain a stronger presence with the online community and virtual marketplace.

# RENOVATION EXAMPLES

## Meridian Market Mondays Buyer Seller Market Report

Here is an example of a local Market Report posted every Monday on Twitter. This report will include general stats that show if how many listings are on the market and if they are up or down compared to regional and national averages.



## TAKE-A-TOUR TUESDAYS VIRTUAL TOUR STORY

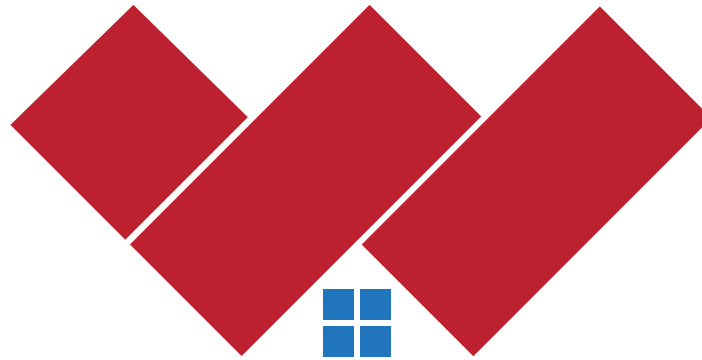
Here is an example of a Facebook post for Take-A-Tour Tuesdays. Users of Facebook will be able to use their desktop mouse, mobile device gyro, or virtual headset to take a tour of a featured Winstead property every Tuesday.

## WINSTEAD WEDNESDAYS POPULAR TOPIC BLOG

Here is an example of Winstead Wednesdays where Jerome Kittrell blogs about a popular topic on Twitter. Followers that click this tweet will be redirected to the full weblog hosted on WinsteadRealty.com.



# WINSTEAD RENOVATION SUMMARY



## Winstead Realty

"A **W** for Meridian"

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**Since 1952, Winstead Realty has dedicated all of their time to providing Meridian with the best realty services in the area. Through the ups, downs, booms, and recessions, Winstead Realty has endeavored with the community. With this branding renovation and commercial photography, Winstead Realty will affirm their brand as the market leader for all commercial and residential realty services, both offline and online.**



*Special thanks to Professor Brandon Walker for Commercial Photography Direction and Broker Jerome Kittrell for helping with this project.*

# REFERENCES

Mason, M. C. (2022, November 30). Commercial Photography - Client Brief. Retrieved from Google Drive:

[https://drive.google.com/file/d/1r4KKAY92GbRaqBJEfl9F-7jj2ED6jQU/view?usp=share\\_link](https://drive.google.com/file/d/1r4KKAY92GbRaqBJEfl9F-7jj2ED6jQU/view?usp=share_link)

Mason, M. C. (2022, December 6). Commercial Photography - Winstead Realty Project. Retrieved from Google

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Mason, M. C. (2022, December 6). IMC 340 - Commercial Photography Virtual Tour. Retrieved from Kuula.co:

<https://kuula.co/post/n1/collection/79dn6>