



DELIGHT
— REAL ESTATE —



LOGO PORTFOLIO



Company Overview



Who We Are:

Delight Real Estate is a premier real estate agency, recognized as a leader in the UAE market. Based in Dubai, the company has established itself as one of the best real estate firms in the region, specializing in luxury residential, commercial, and industrial properties.

Achievements:

Delight Real Estate is an accredited broker for all licensed developers across Dubai, Abu Dhabi, and Sharjah. The company has earned multiple prestigious awards for outstanding sales performance from some of the biggest UAE real estate developers, including:

- EMAAR Properties
- Dubai Properties
- MERAAS
- DAMAC
- ALDAR Properties

Logo Concept



D + R + UAE Building Icon forming E:

D : Represents "Delight," symbolizing customer satisfaction and excellence.

R : Represents "Real Estate," symbolizing professionalism and trustworthiness.

E : Created with a simple yet striking UAE building icon, reflecting the company's roots in the UAE and its association with iconic architecture.



Logo Meaning



D (Delight):

Symbolizes joy and excellence, reinforcing the brand's focus on delivering exceptional service.

R (Real Estate):

Represents reliability, aligning with the company's role as a trusted partner in property transactions.

E (UAE Building Icon):

Inspired by Dubai's modern skyline, the building-shaped "E" conveys:

Excellence: Commitment to premium service.

Ambition: Growth and leadership in the real estate market.

UAE Identity: Paying homage to the architectural brilliance of the region.

Logo Structure & Colour Palette



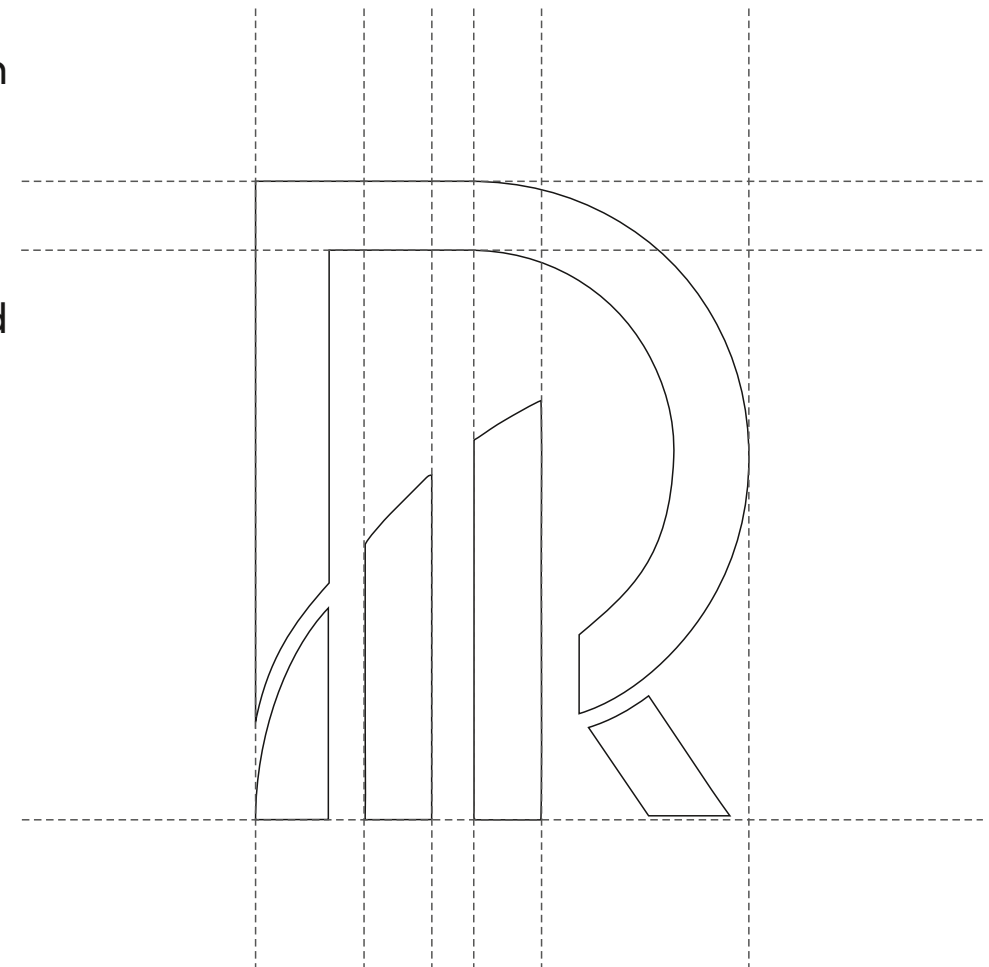
Primary Logo:

Combines the elements of D+R+E with a modern architectural design.

Color Palette

Black: Represents power, sophistication, and professionalism.

Gray: Symbolizes balance and modernity.



CMYK - 0,0,0,80

#5B5B5B

CMYK - 0,0,0,100

#2B2A29

Typography

HEY, I'M FONT "LUFGA"



Font Characteristics:

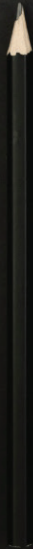
- **Modern and Clean:** Lufga has a contemporary look with geometric proportions, making it ideal for industries like real estate.
- **Rounded Edges:** Adds a subtle softness to the bold design, symbolizing trust and approachability.
- **Balanced Structure:** Ensures readability and professionalism, especially in larger applications like signage or banners.

How It Works in the Logo:

- The uppercase letters (DELIGHT REAL ESTATE) exude confidence and strength, qualities necessary for a market leader.
- The consistent line weights pair well with the geometric shapes in the logo, ensuring harmony between the text and the icon.
- Its minimalist style aligns with the sleek design of the logo, reinforcing the brand's modern and professional image.

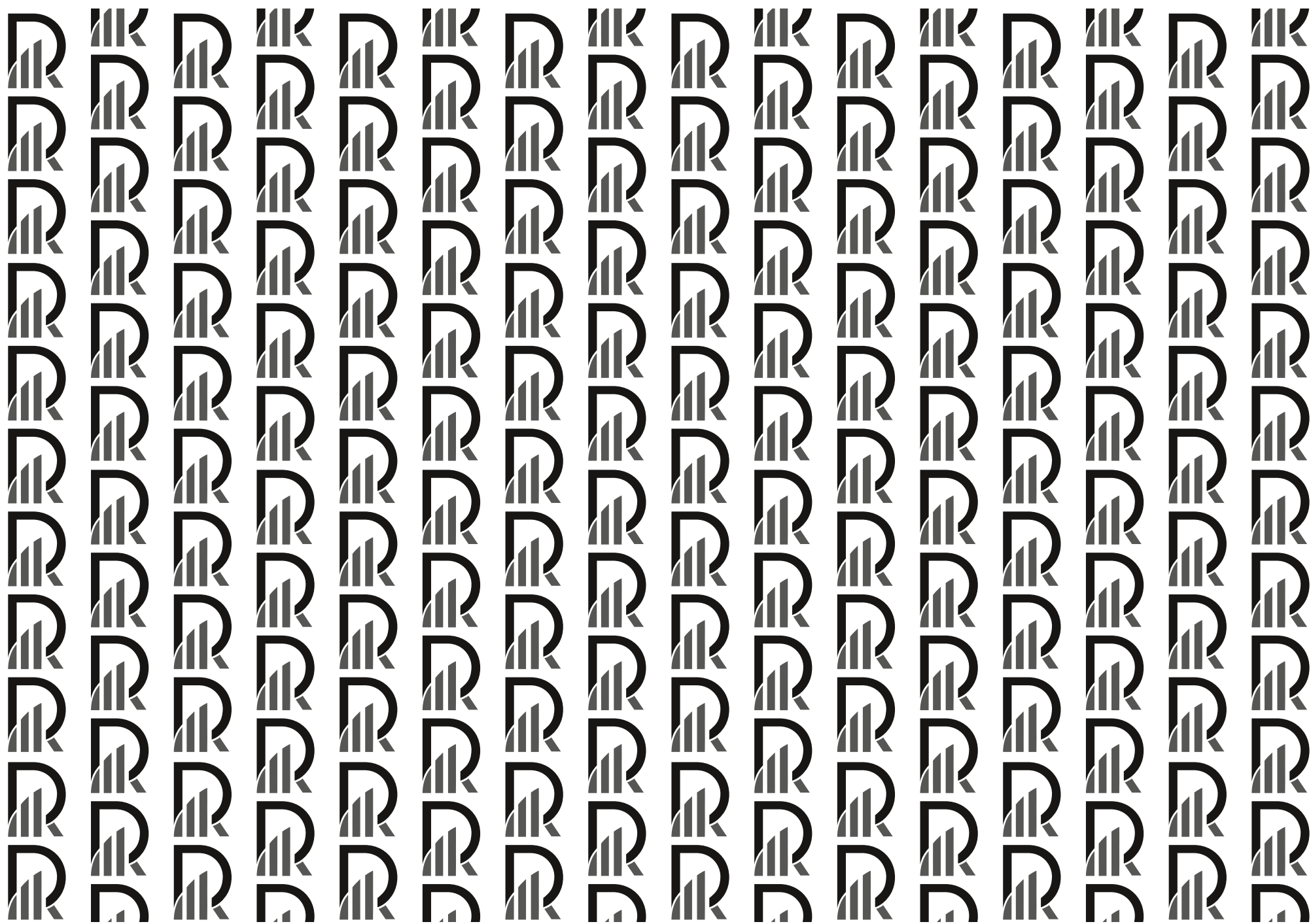
APP ICON





The image shows a sophisticated office reception area. The focal point is a large, light-colored marble wall with a prominent veining pattern. Mounted on this wall is a large, dark, stylized letter 'R' logo. Below the 'R', the word 'DELIGHT' is written in a bold, black, sans-serif font, followed by '— REAL ESTATE —' in a smaller, similar font. In front of the wall is a large, modern desk with a dark wood top and a black base. The desk has a computer monitor, a pen holder, and some papers on it. To the left of the desk are two black and white office chairs on casters. To the right is a black leather office chair. A tall, thin black vase with white flowers stands next to the leather chair. The floor is a light gray, and the ceiling has recessed lighting. The overall aesthetic is clean, modern, and professional.

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