



JR Real Estate
Group LLC

Case Study

Brand Development
Services

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detourb.com

Stepping Up The Game With **Rebranding** Services

Before
Z A R A

After
ZARA

Before
Pa~~y~~oneer

After
Payoneer

Before
KIA

After
KIA



About

JR Real Estate Group LLC

Founded in 2016, JR Real Estate Group LLC is a leading USA-based real estate business that specializes in accelerating development throughout the Northern Virginia region through reinventing land acquisition and entitlement.

Utilizing the experience of a team of land planners and civil engineers, JR Real Estate Group excels at designing communities that align with counties' long-range plans for the communities.



Revitalization

JR Real Estate Group LLC's Brand

To stand out from the crowd and to meet the Group's aspiration to digitally dominate the industry with an accurate and modern representation of the brand, JR Real Estate Group LLC's journey to reshape their brand has started by the talented hands of Detour's creative team of designers and web-developers.

What the Business Needed

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graph TD; A([Rebranding of the visual identity]) --> B(What the Business Needed); C([Developing a new trendy website]) --> B;
```

Rebranding of
the visual identity

Developing a
new trendy website

The Challenge

JR Real Estate Group **LLC sought a modern and fresh visual brand identity** that could:



Increase brand
recognition



Instill a consistent
brand image



Reach new segments
of customers

And in order to maximize the effect of the freshly designed brand identity, redesigning a trendy website became an essential finishing touch of the brand's transformation journey.

However, an eye-catching **website design** is never complete without:



A responsive layout.



Positive UX/UI.



Accurate representation of the brand.



Attracting more traffic.



Increasing social shares.



Higher sessions.



A lower bouncing rate.

The Solution

JR Real Estate Group LLC sought Detour's help and array of in-depth expertise for their brand's digital transformation to turn into success.

Starting from discovering the brand's story and exploring the best approaches to maximize its digital potential, Detour's creative team of brand identity designers, web-designers and programmers initiated the transformation process.

The Outputs

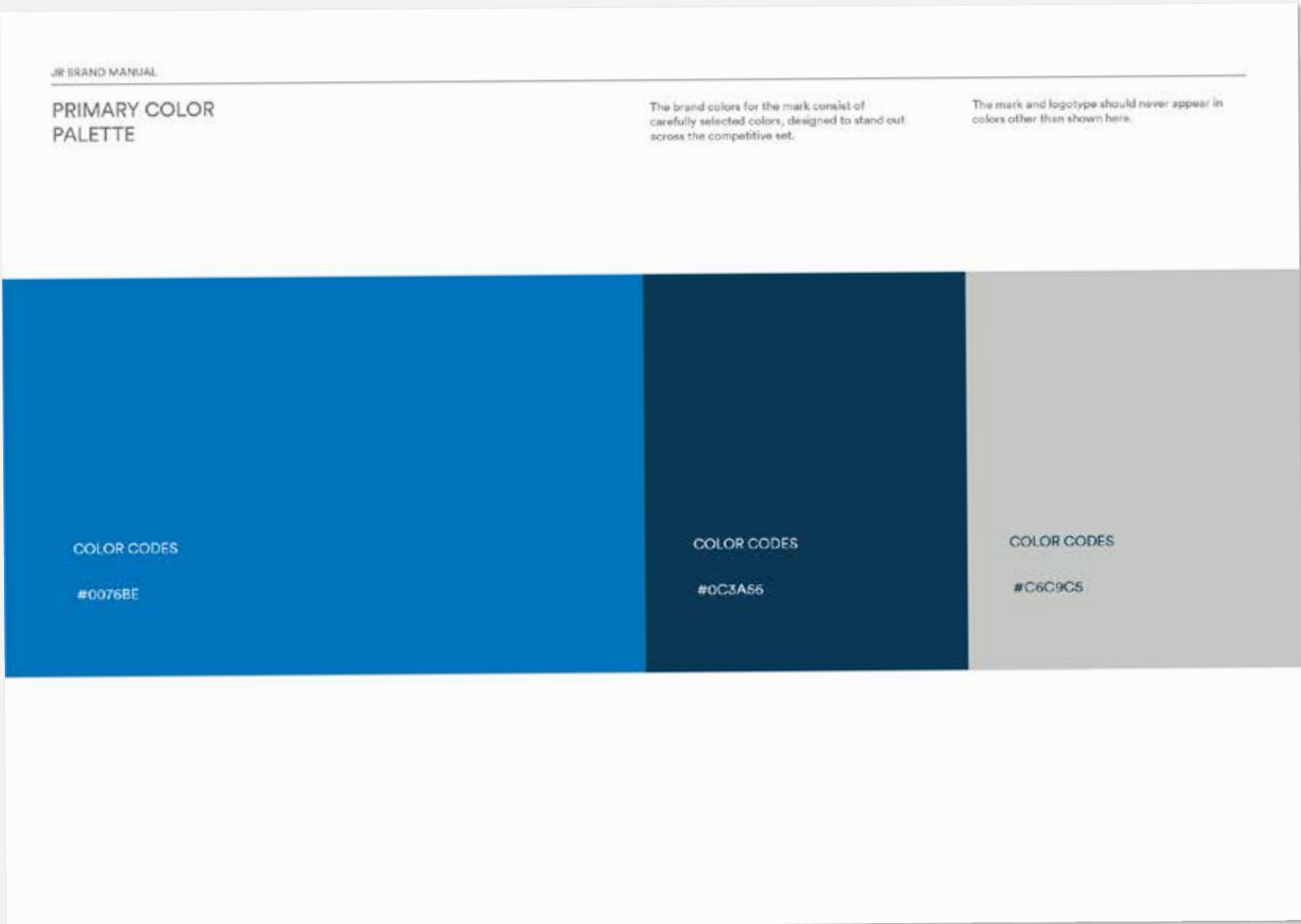
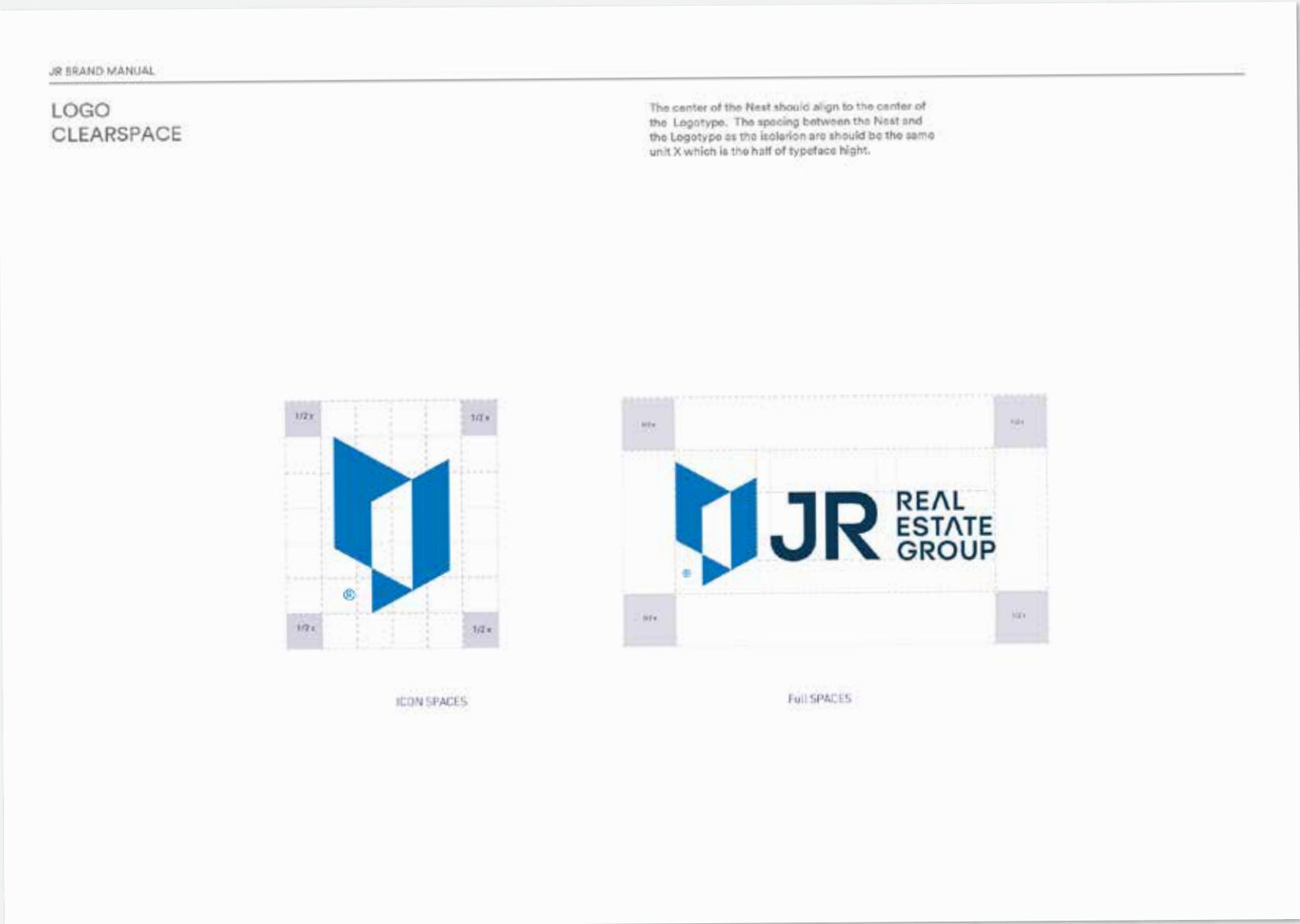
Elevating the brand through a complete
rebranding of visual identity

Before



After







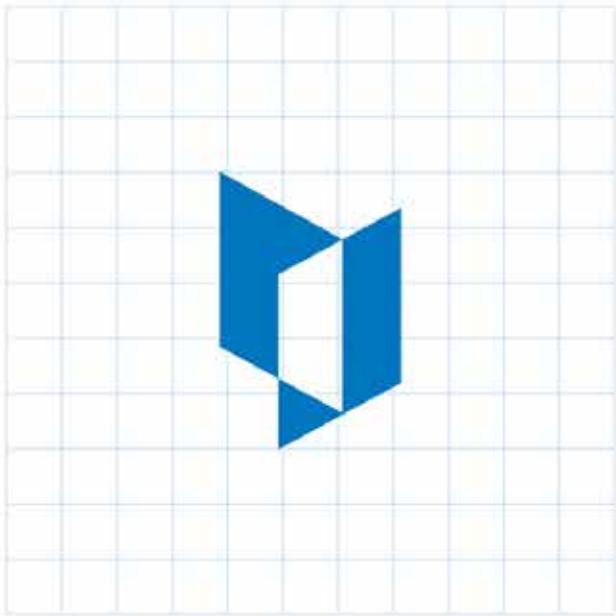
Logo Redesign

A fresh, modern and balanced new logo that accurately represents the message and concept of the brand. In addition to featuring an easy-to-read font type, the color pallet was carefully designed to maintain coherence and to stand out across the competitive set.

Brand Guidelines

Consistency is key. Hence, the main goals achieved through this brand guidelines manual were:

Shaping imagery guidelines.



Identifying the proper typography.

primary typeface

Aa

primary style and weight

Circular Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

primary typeface

Aa

primary style and weight

Circular Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

primary typeface

Aa

primary style and weight

Circular Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

primary typeface

Aa

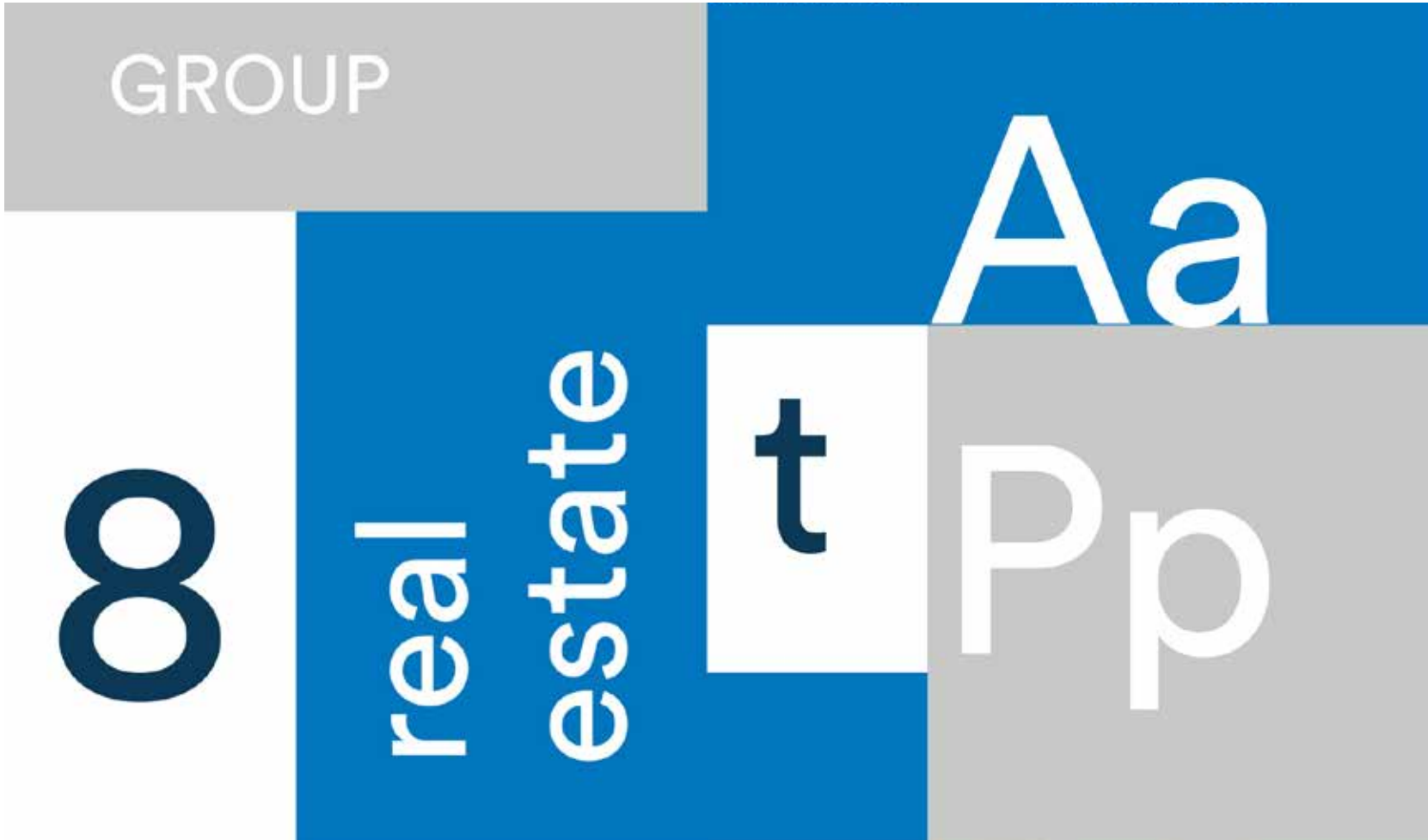
primary style and weight

Circular Bold

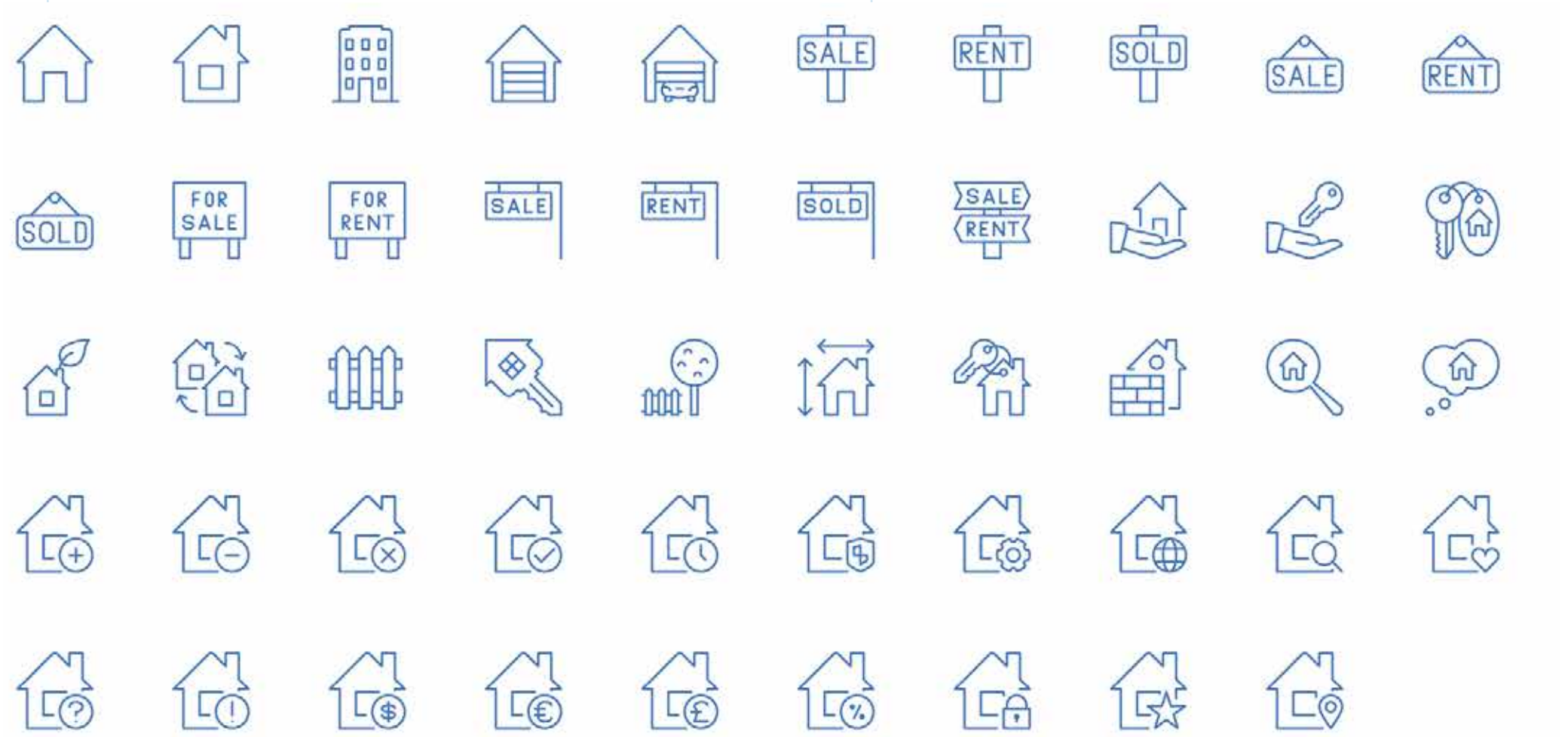
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Guidelines

Maintaining the consistency of brand image.

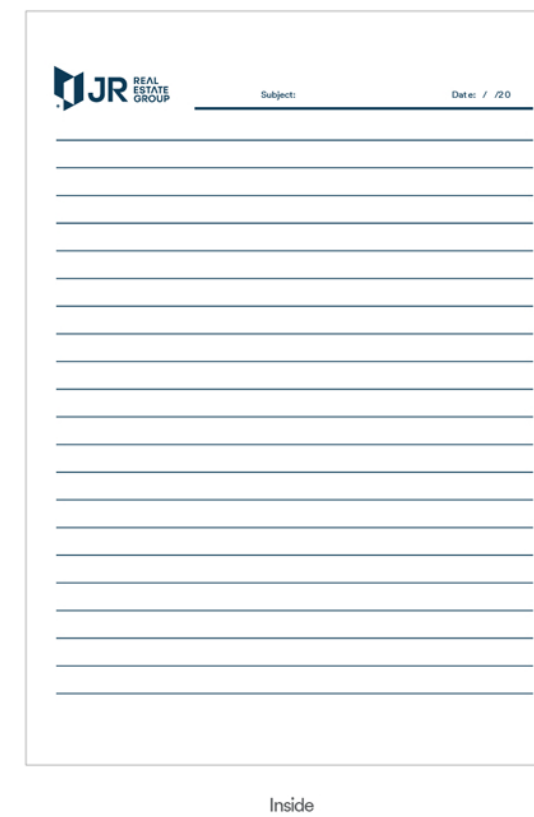
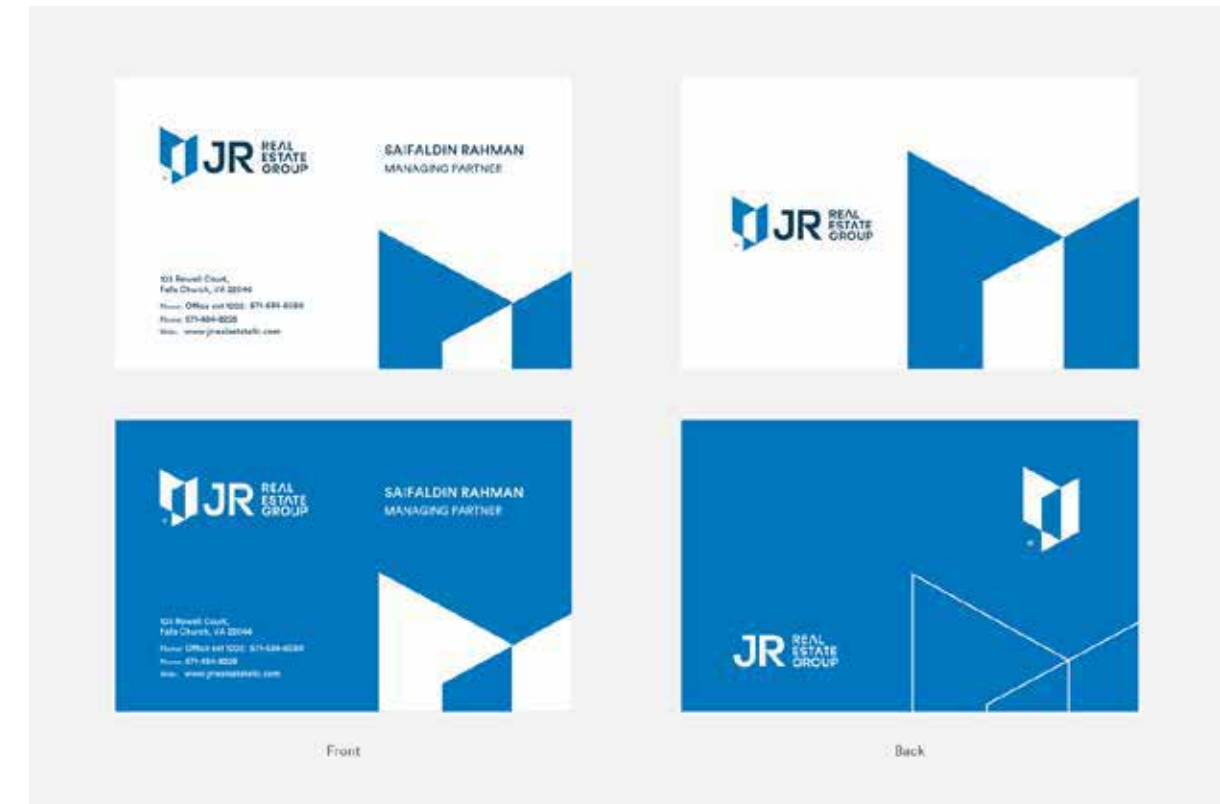
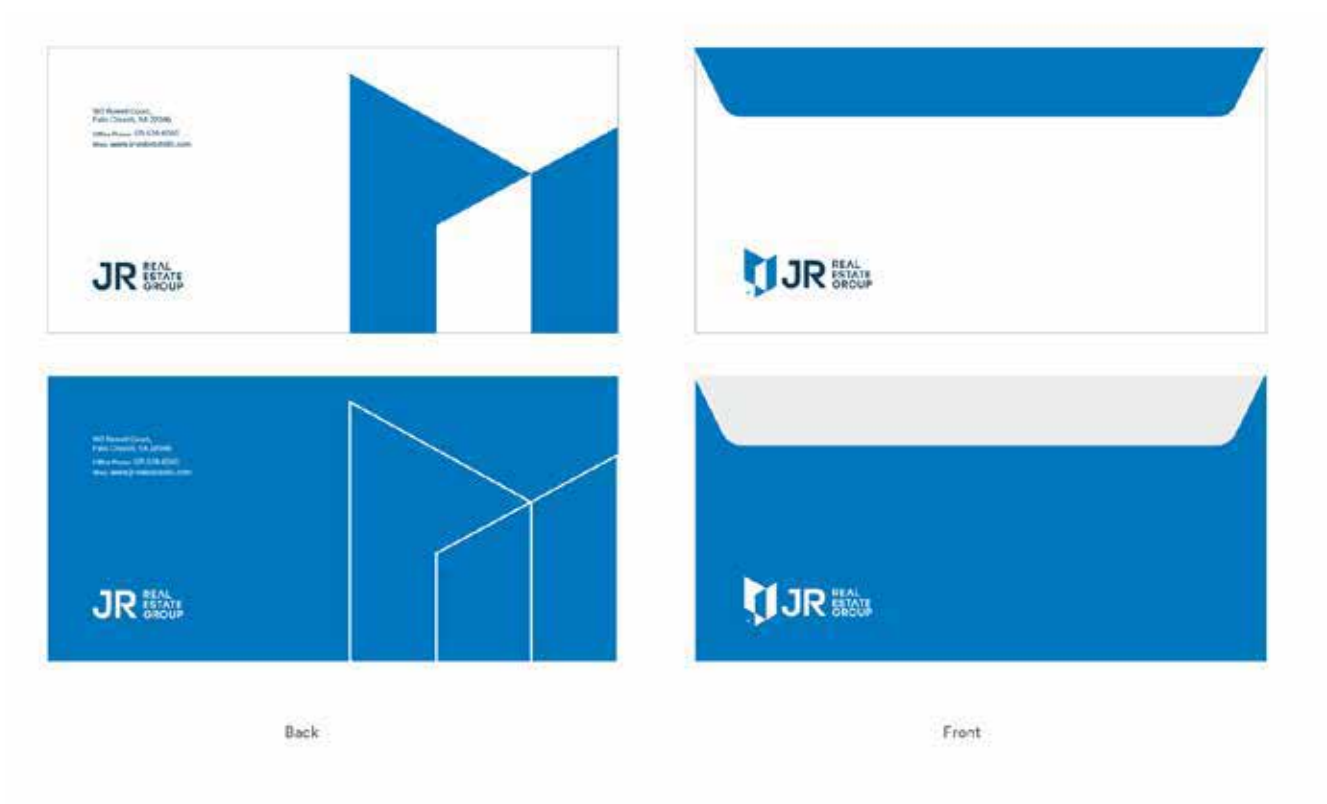


Selecting the most suitable icon style.



Creative Design Samples

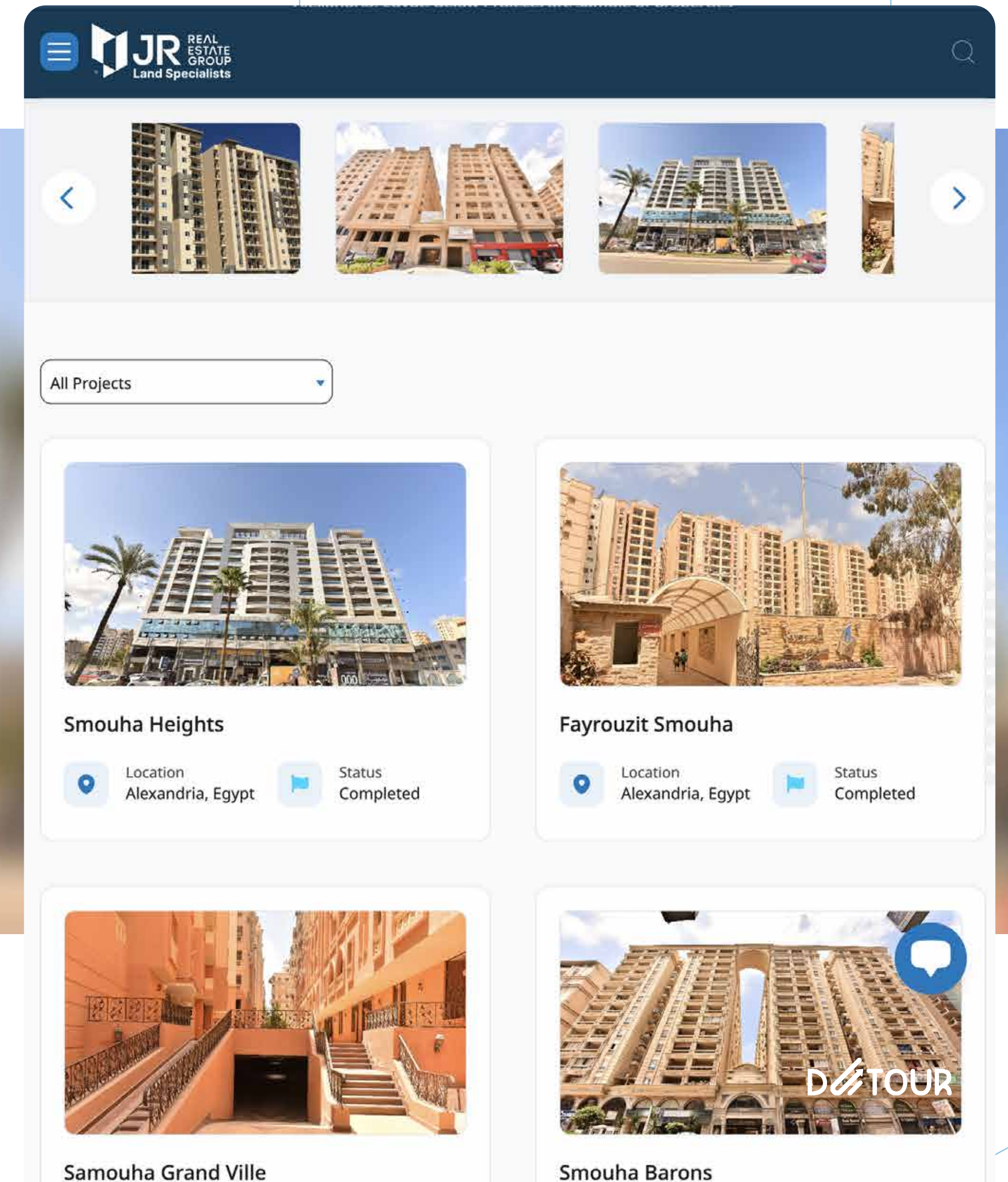
Throughout presenting the following creative samples, the roadmap for future creative artworks was set. The following assets were created to fall in line with the newly crafted brand identity and guidelines



A fresh new design for the website

Going from good to great!

Aiming at reviving the brand's digital presence into a concept that could convey the message, image and history in a contemporary style that is in line with the set marketing objectives, Detour's team of web designers and programmers came up with a fresh representation and design of the website that is trendy and professional.



Up-to-date design.

JR REAL ESTATE GROUP
Land Specialists

About us

Why JR

Our Projects

International Projects

Land Owners

Home Builders

Careers

News

Contact Us

LAND Acquisition Entitlement Development

streetsense.

EAGLEBANK

MainStreetBank

Pinnacle

WILLIAM A. HAZEL

WALSH COLUCCI LUBLEY & WALSH

\$100M+

Active Developments Value

\$500M+

Developed Assets

\$150M+

In pipeline for acquisition

Latest News

March 13, 2024

Prince William County Board of Supervisors Unanimously Approves Rezoning for Bristow Crossing and Bristow Corner Projects

February 8, 2024

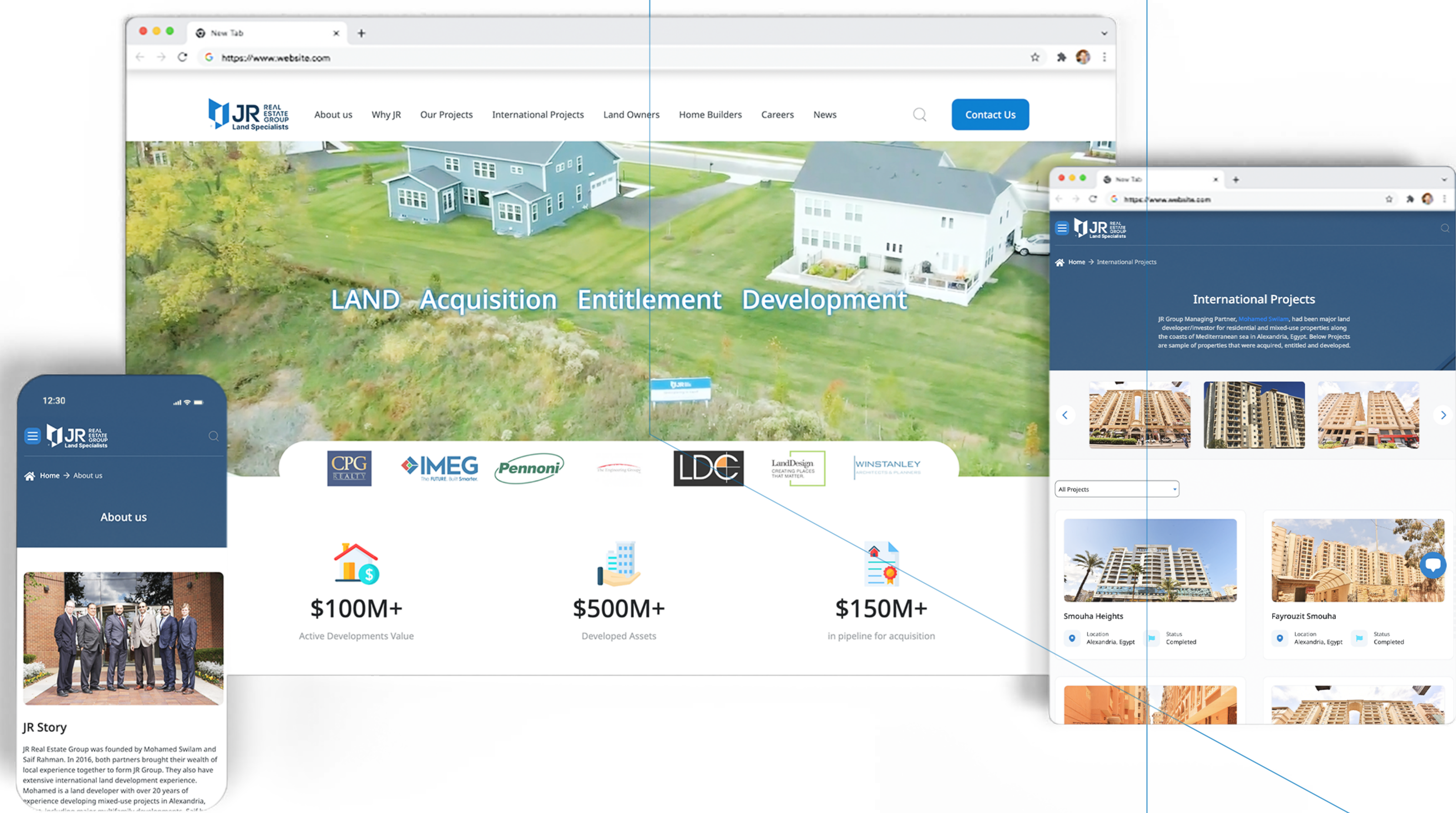
Unanimous Approval: Prince William County Planning Commission Approves Bristow Crossing and Bristow Corner Rezoning Projects

View All News

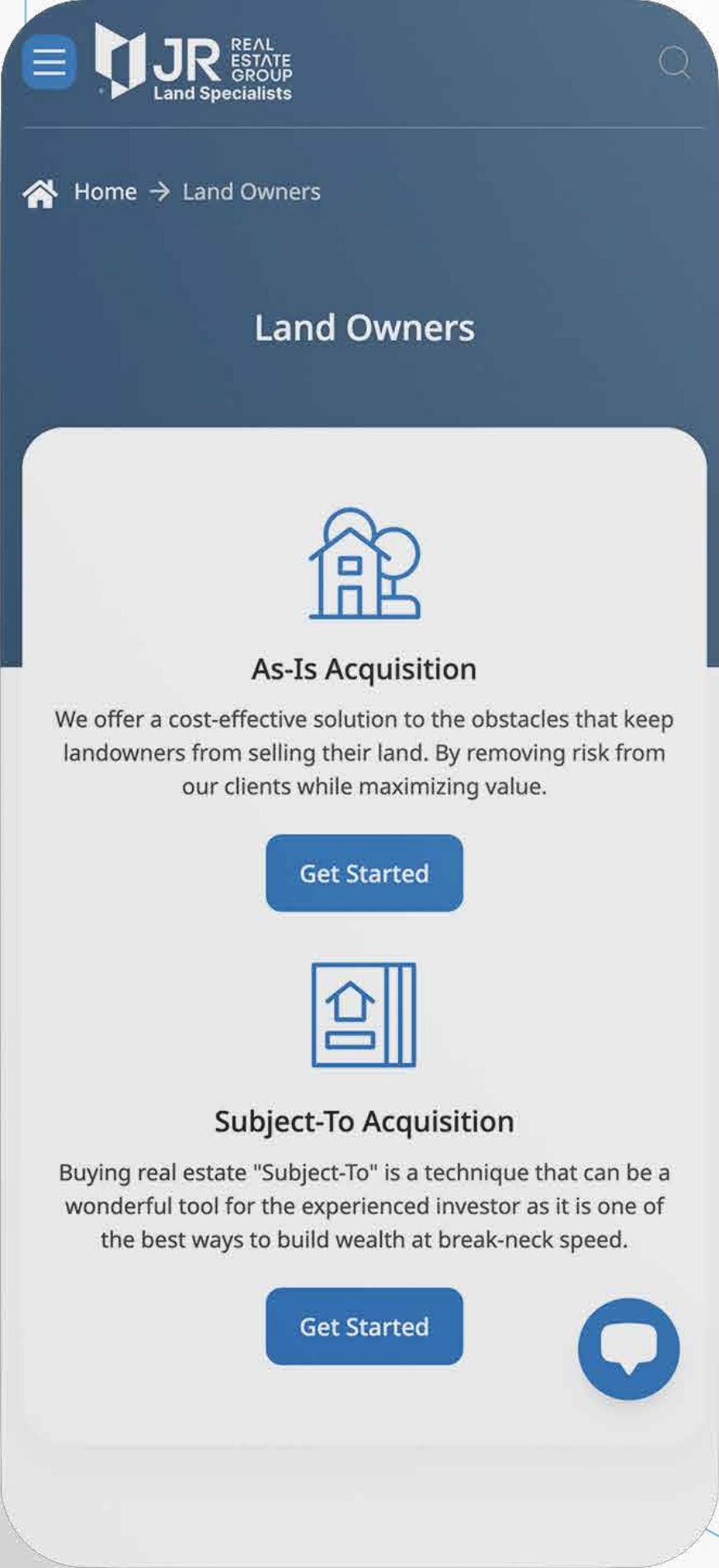
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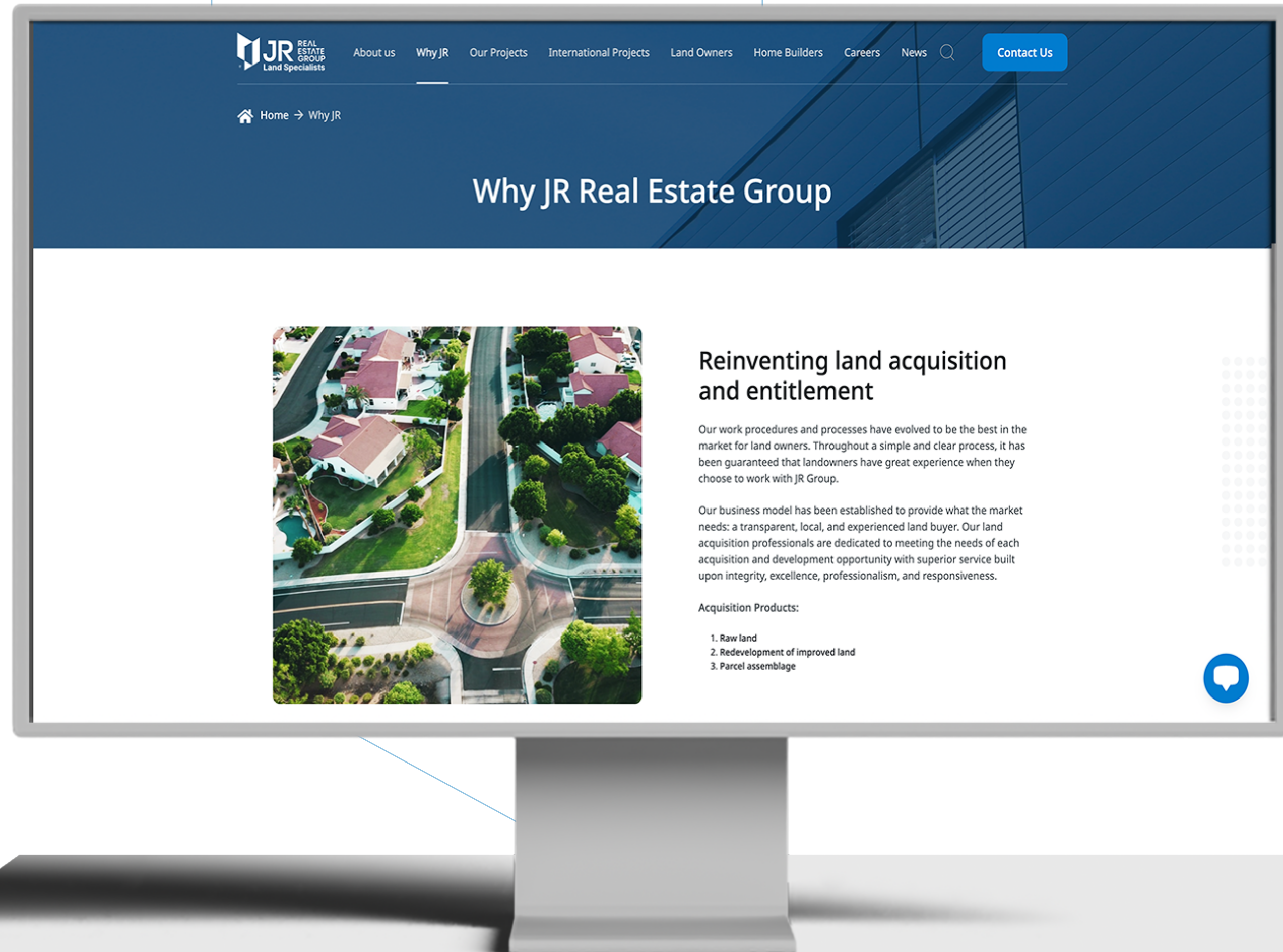
Seamless experience across all devices.



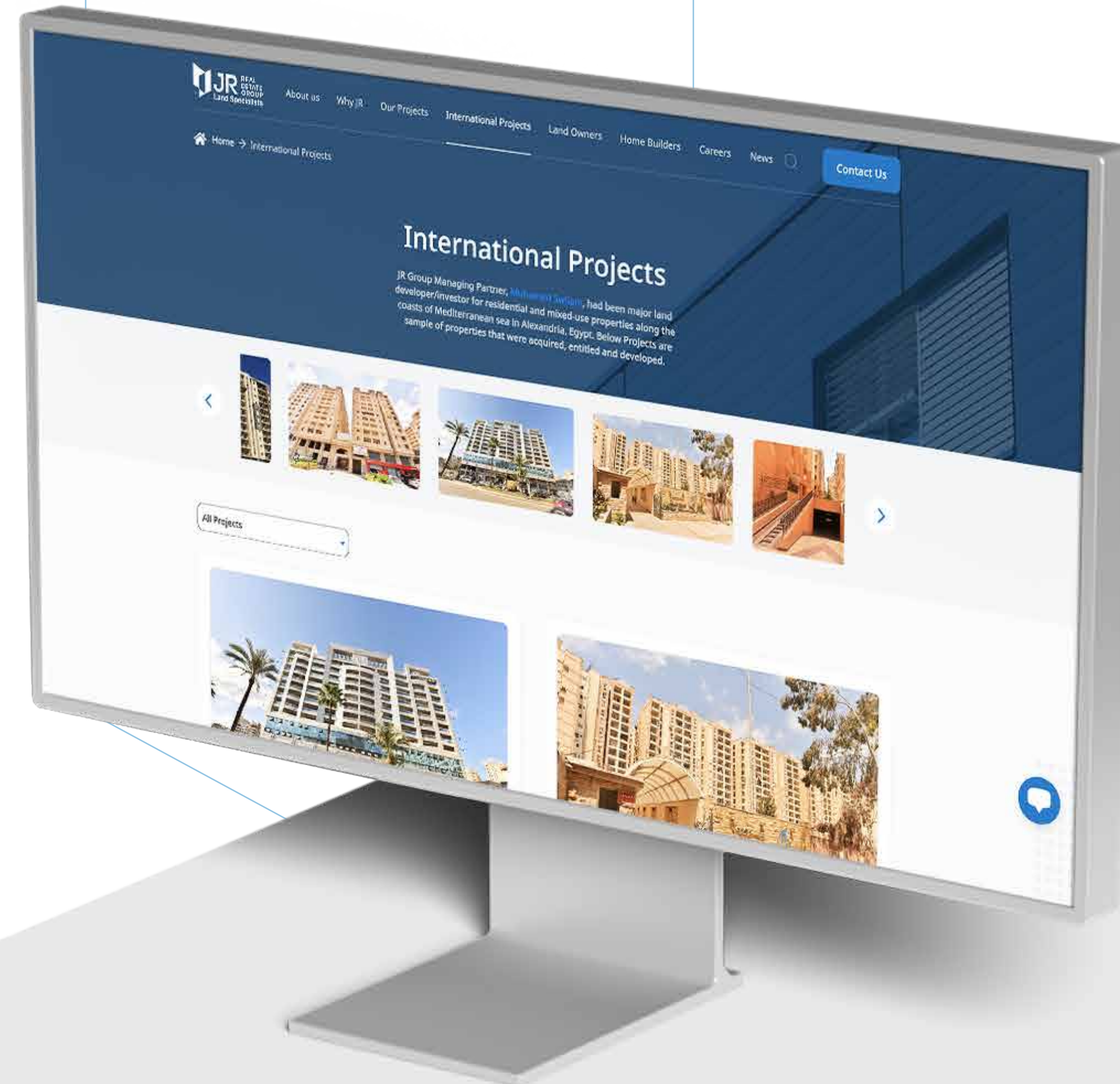
Easy-to-use
and navigate-
through website.



Enhanced UX/UI



Reflection of the growing capabilities of the brand.



Interested in learning more about our work?

Check out our success stories with our valuable clients **jrrealestatellc.com**

click here



Let us ignite your own success story!
Get in touch with us in order to kick off your journey towards a significant digital transformation and a successful digital presence.

Contact US
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