

The Seymour Group

Brand Identity & Collateral

Building a structured communication system for a Beverly Hills real estate group with diverse audiences.



About The Seymour Group

The Seymour Group is a highly experienced group of real estate professionals who specialize in the sale of fiduciary-owned real estate assets. Since each of the team's services served a different real estate market, we conceived of a conceptually-integrated logo that focused around all five field areas and highlighted parts of the logo to explain their business. And then we assembled the identity system into a modular communication kit that delivered the the company's marketing, press and sales presentations in print and online for all markets.

