

DPREALESTATE

www.dprealestate.org

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PERFECT INVESTMENTS

- Brand identity
- Style guide
- Social media and communication strategy

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From Barcelona to Miami, from commercial to residential, we can present you different property investment opportunities that fit to your budget. If you have any special inquiries contact dprealestate and let us present you great real estate investments and projects.

Dpreal Estate contributes to find the appropriate home, creative place, residential area or investment you are looking for.

Real Estates represent a more serious professional field. So, all the members of our team need to understand exactly what we believe.

We refer to everyone.
We are professionals.
We collaborate with professionals.
We want to be classy.



ABOUT US

Bringing together experienced real estate developers, marketing, financial and property law experts, dprealestate offers great investment opportunities which are not easy to find on the regular market. We constantly look for investors for our own or for partners property development projects. Our team is focused on bringing outstanding properties opportunities to international and local investors.

**BASED IN
BARCELONA
BUT TRAVELLING IN
THE WORLD TO FIND
THE BEST
PROPERTIES**

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THE COMPANY

Based in Barcelona, offering solutions to clients. Accepting interns and covering a big variety of different subjects like: advertisement, online marketing, community management, interior design.

Main e-mail: info@dprealestate.org

It's not necessary to speak Spanish as we are a team of internationals.

Location: Poblenou, Carrer de Pere IV, 51,

Why to choose this internship?

The amazing city of Barcelona meets a new potential job. We are flexible and you can work from home. You receive a complete manual of instructions.

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Social media strategy

Nowadays, social media is the field that we all need to be appeared. In order to exist, you are in social media. So, we do too.

And we want to maintain the same serious & formal style.

OUR STRATEGY:

Is based on posting :

- the internship campaign 2 times per week in stories**
- posting all the new properties and creating their flyers, too**
- reposting the flyers in the stories**
- writing the texts for the descriptions and copying the same ones to Facebook posts**



The story

Experienced people are changing careers... This is how DPREAL ESTATE occurred.

As a member of the team, you are making the communication strategy with all the clients or the people who are interested about it.

You arrange the meeting and you act like the representative of the company.

The style guide...

Colors:
grey & **white**

Fonts:

- Motserrat light
- **Motserrat classic**





The style guide...

**From where are we
recruiting our pictures?**

<https://unsplash.com/>

**A lot of times we want to use
some delicate pictures to
the flyers. This website is
trusted.**



**Where in the digital
landscape are we
more active?**

Instagram & Facebook.

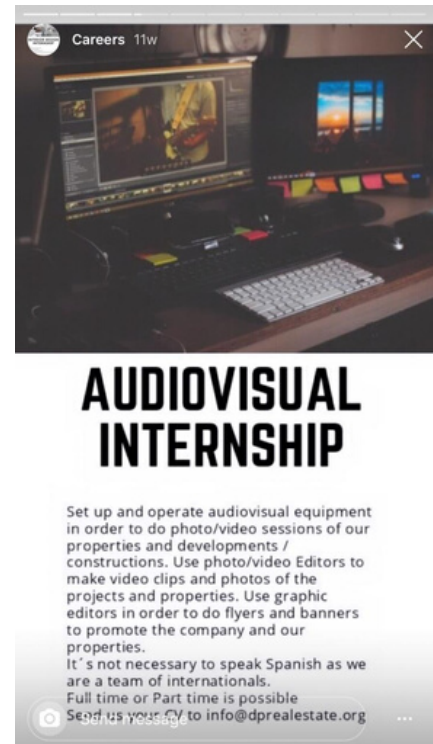
**Basically our mission is to
post the same content both
on instagram & facebook. A
lot of times we copy the link
of the instagram picture and
we repost it to facebook with
also exactly the same
description.**

Example for the description:

NEW • INVESTMENT • Perfect investments. #dp realestate
For more information about the property ☐ info@dp realestate.org.

If you are interested, send us an email and we can arrange a meeting with one member of our team.

Examples for the flyers:



For the graphic design of the flyers, we use camva and you can enter with :

Gmail:Jessica.dp group7@gmail.com

Password: dpointgroup0

HOW WE WORK FOR THE FLYERS



Precio 295.000 Euros

Piso exterior de 70mts2

Tiene tres habitaciones exteriores, sala, balcón, aire acondicionado, carpintería de madera, gas, gres cerámica, horno, nevera, parquet, certificado energético.

A 5 minutos de la playa y del metro línea amarilla estación Barceloneta

contact us for more details at
info@dprealestate.org

Everytime we have a new investment to our list. We are searching for images on unsplash that suits, in the second phase we are copying the information for the home and we use fonts: Montserrat light.

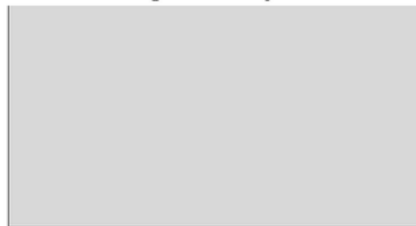
No:13.

Color: Black.

The headline is always in the colours of the Brand (grey + white).

There's given freedom to use the grey palette which is matching better every time. We also use a lot the transparent vision of the letters.

Light Grey 1



Light Grey 2



Dark Grey 1



Dark Grey 2



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THE APPLICATIONS THAT WE PREFER TO USE

In order to have a nice and same result in the social media:

- To edit the pictures for the apartments:

VSCOCAM

edit: A4

- To check the followers: UNFOLLOWERS

- To create stories & posts: CAMVA

*In the stories we use the polls & we always put the location in order to have more clicks.

Example:



This edit is for free and the application too.

Result of the edit:

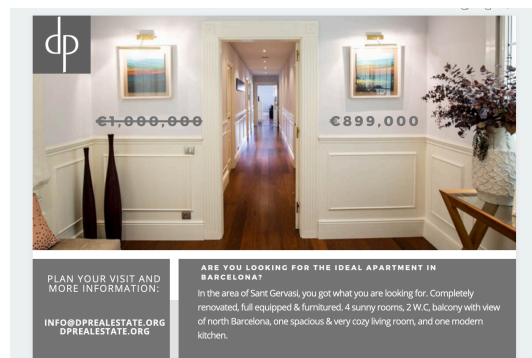


This edit offers a view more clear and classy.

HOW TO DO A FLYER WITH CANVA

- Open Canva and ask to your superior for the account and password.
- Then you will find in the account all the previous flyers and the different pictures and logo we already use (go to the headings → all your design)
- To create a new one go to → templates in the headings.
- After that go in the search bar and search for: real estate brochure or flyer.
- Choose one you think it's cool (even if it's not grey or with a lot of colors, etc..) and open it (→use this template)
- Now, start to customize it and follow the "style guide" you saw above.
- You will see in the headings on the right "uploads", here you have the access to all the previous pictures, logo you will need. If you feel that you want an over picture or something else upload it!
- All you will need to customize the flyers is (in the headings) is UPLOADS, TEXT and ELEMENTS
- Here's a great video about how to use CANVA : https://www.youtube.com/watch?v=7Zm-3r_qwps
- When you finish it, send it to your superior.
- Then you will need to make a post on Instagram or/and Facebook.
- Follow the previous text or make a new one if you feel inspired, then post it!

Here an example of transformation before and after.





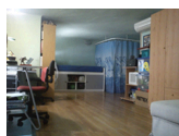
We write real estate Ads for houses or apartments of our company.
We need to take the details list who understand prices but also the size and all the details of each products that we want to sold and cut this list to be clear and fast for the potential customer.

After making a brief description of the apartment, we can start the translation, add pictures you got of the product and try to do a page really clean. Because the other goal of this is to finally do a flyer that we can post on social networks like our Instagram or facebook page. And web developers upload it to official websites.

It is really important because it helps each of us to practise and use different languages because 80% of buyers are foreigners in Barcelona.



Plus de 150 m carré étendu sur 4 niveaux, porte d'entrée en métal.
Prix 280 000 €
Le hall d'entrée a une salle de bain complète et 3 fenêtres donnant sur la rue, avec des poutres en chêne massifs.
L'endroit est très lumineux naturellement et dispose d'une salle de bain ainsi que d'un thermomètre ou qui est relié à un extracteur qui s'allume automatiquement.
Les toilettes ont une fenêtre qui donne sur un patio.
Nous descendons 3 marches à droite et 2 à gauche et nous atteignons le hall de l'apart. maison qui se compose d'une salle à manger, d'un bureau, d'une cuisine avec réfrigérateur, d'une hotte, d'une plaque de cuisson, d'un four électrique et d'un lave-linge. Après la salle à manger, il y a un couloir qui mène à 3 chambres (2 doubles) et une salle de bain, avec douche.
Toutes les fenêtres ont double vitrage, serrures, ouvertures battantes et volets électriques.
En descendant 4 marches, nous atteignons un sous-sol des mêmes mesures des locaux ci-dessus.



Here is an example of a creation and translation of estate ads.
We translate this to french and put some pictures to illustrate our advertising.



FOR MORE INFORMATION &
DETAILS:

INFO@DPREALESTATE.ORG

Barcelona

Thank you, Gracias , Merci.

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