

# NOVAYA

REAL ESTATE VENTURES



## CASE STUDY



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WEBSITE DEVELOPMENT  
AND BRAND IDENTITY



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REAL ESTATE VENTURES

## CASE STUDY

## VISION, PERSEVERANCE, EXPERIENCE AND DEDICATION TO TRANSPARENCY.

These principles align to make Novaya Real Estate Ventures a truly one of a kind real estate investment firm. When inSegment was tasked with Novaya's new logo design, we knew we needed to create something as unique, refreshing, and innovative as their business initiatives.

BRAND IDENTITY

1

COLLATERAL

2

WEBSITE

3

Novaya needed a logo that was elegant, yet modern. They wanted something that looked rich and expensive with deep jewel and sparkling precious metal tones. The logo needed to feel fluid and exciting— it had to reflect Novaya's forward-thinking and groundbreaking mindset.



# 1. BRAND IDENTITY

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“ The Novaya Zemlya effect is a polar mirage caused by high refraction of sunlight between atmospheric thermoclines. ”

A flash of a brilliant, golden sunlight against a deep ocean. The curve of an undiscovered horizon against a clear sky. The feeling of searching for the next opportunity hidden behind the bend of the land— each new endeavor bordered by sharp, steady, stoic characters.

Inspired by the spirit of adventure and the majesty of nature, Novaya's new logo perfectly echoed the firm's core values and adhered to the luxurious, modern feel the client was looking for.



## SWATCHES

#d8ba78

#112146

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Novaya's old logo contained some meaningful elements, however, it didn't capture the sophistication the client was looking for. The new logo brought the firm's image to a whole new level. Now, Novaya Real Estate Ventures has a corporate identity that speaks to their vision, experience, and success, and will represent them for years to come.



## 2. COLLATERAL

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Once the new logo was agreed upon, it was time to redefine the face of Novaya Real Estate Ventures. We started by creating a comprehensive suite of collateral in order to support Novaya's revised brand image across multiple mediums. Business cards, inserts, pocket folders, notepads, and envelopes were carefully crafted and refined. The result was a cohesive set of materials wherein each individual asset also served as a powerful standalone piece.

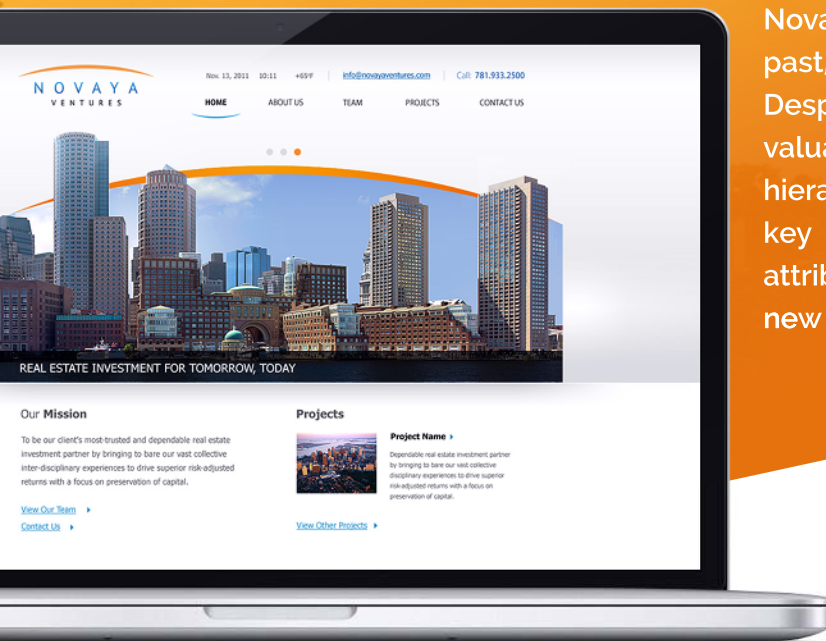


### 3. WEBSITE DESIGN

Our goal was to create a new website that would serve, not only as a source of information for prospective clients, but also as a digital CV and portfolio for Novaya and its principals. The new site needed to be visually striking and flexible, with streamlined navigation and an intuitive user interface. Novaya wanted their new site to reflect their unique vision and refreshing corporate outlook.

## OLD WEBSITE

Novaya's old website had served them well in the past, but it failed to express their new brand image. Despite its design, the old website did contain some valuable elements. For instance, the menu hierarchy and homepage blocks still spoke to the key points Novaya wanted to emphasize. These attributes were updated and incorporated into the new design.



## NEW WEBSITE

Novaya's new website conveys modernity, transparency and a bold approach. The site draws visitors in with colorful, engaging Boston imagery. A translucent sidebar menu captures attention without detracting from the panoramic images spanning the background of each page.

VISIT THE WEBSITE





As users browse the site they are greeted by clear, concise content that instills respect and confidence. Parallax scrolling elements lend each a page a fluid, elegant aspect. Conversion points are seamlessly integrated in pivotal locations across the site to ease the lead generation process. Built on the powerful WordPress platform, Novaya can effortlessly edit all content and site elements. The new NovayaVentures.com is flexible enough to adapt to the client's wishes, yet, robust and sophisticated enough to stand the test of time.

