

# Move\Wise

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ICM502 - Visual Design

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Quinnipiac University

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# Key Concepts

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# Move\Wise

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Packing, Moving, Real Estate & More

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**Founder** Antonio Dunn

**Location** Connecticut

**Year Established** 2021

**Mission Statement** To provide seamless, stress-free packing, moving, and real estate services with a personalized touch.



# THE SECRET OF GETTING AHEAD IS GETTING STARTED

Mark Twain



01

The business currently lacks any branding, making it difficult to establish recognition and trust.

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02

A clear brand identity will enhance visibility, credibility, and customer loyalty.

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03

The new brand will focus on reliability, efficiency, and a friendly, customer-oriented approach.

# Redesign Rationale

Clarity, Credibility, Cohesion, Recognition

Primary Research

# Audience Polls

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A four-question poll was conducted among primary users, including homeowners, renters, and businesses seeking relocation assistance. The results of this poll will be presented in the following slides.

**01** What is the most stressful part of moving?

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**02** What is most important to you when choosing a moving service?

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**03** How do you usually find moving services?

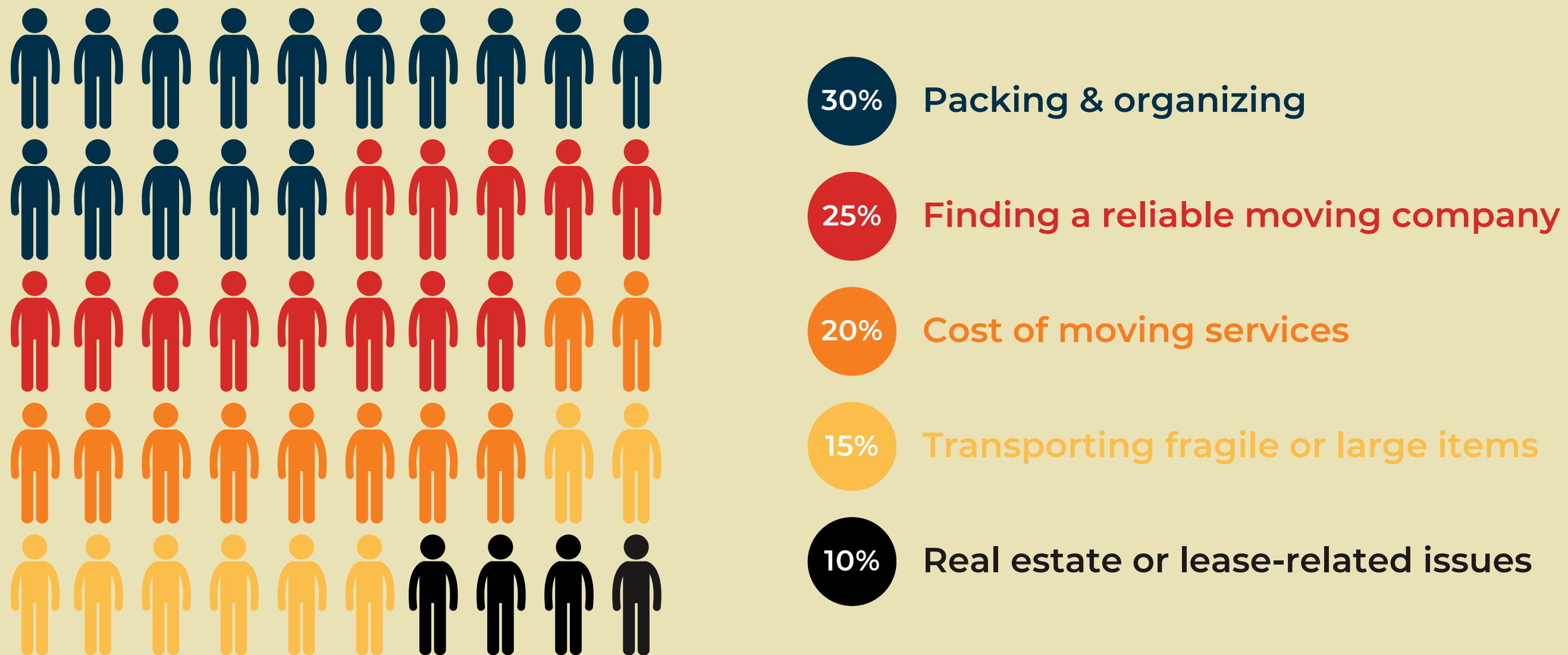
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**04** What kind of branding makes a moving company seem trustworthy to you?

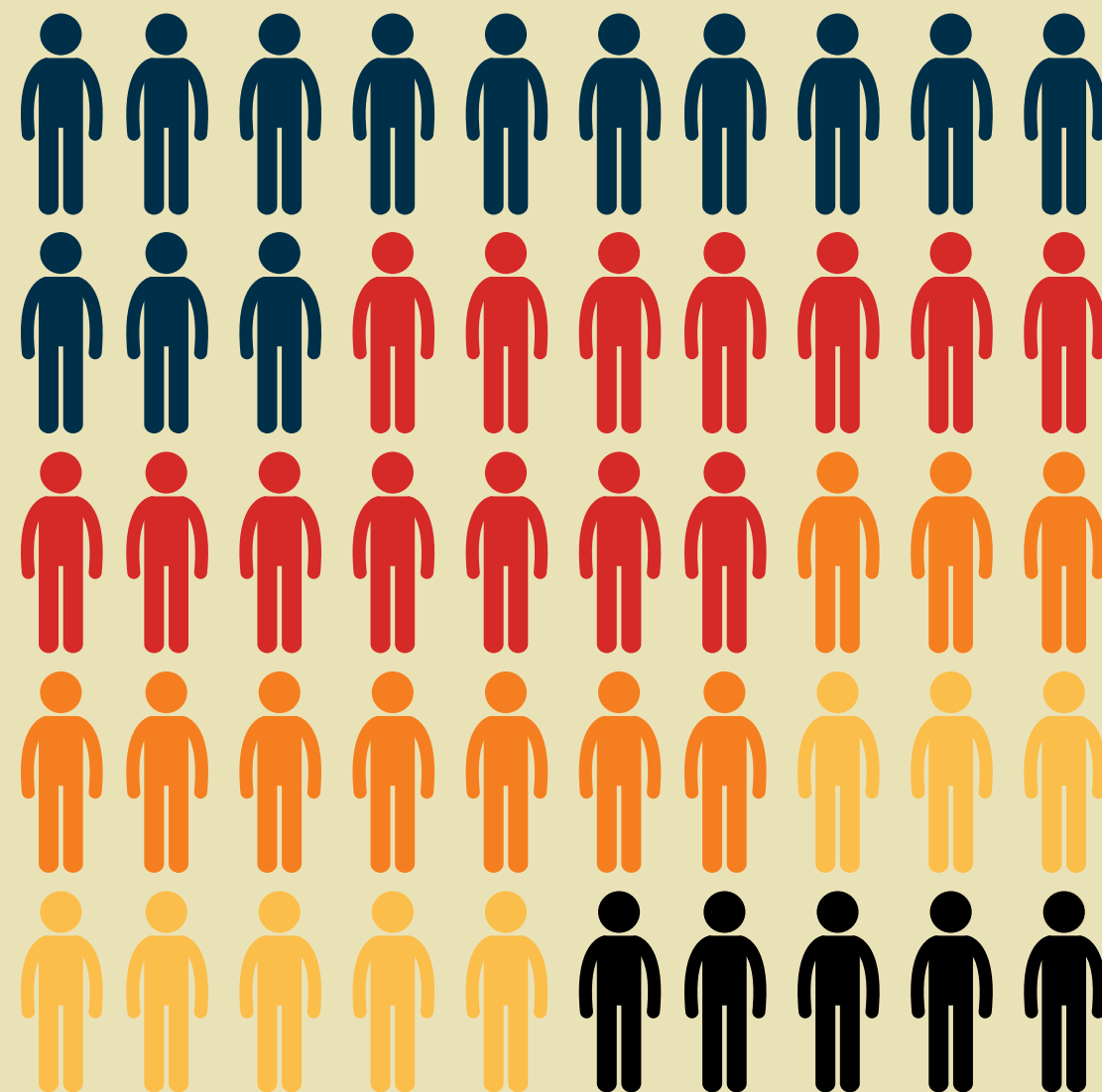
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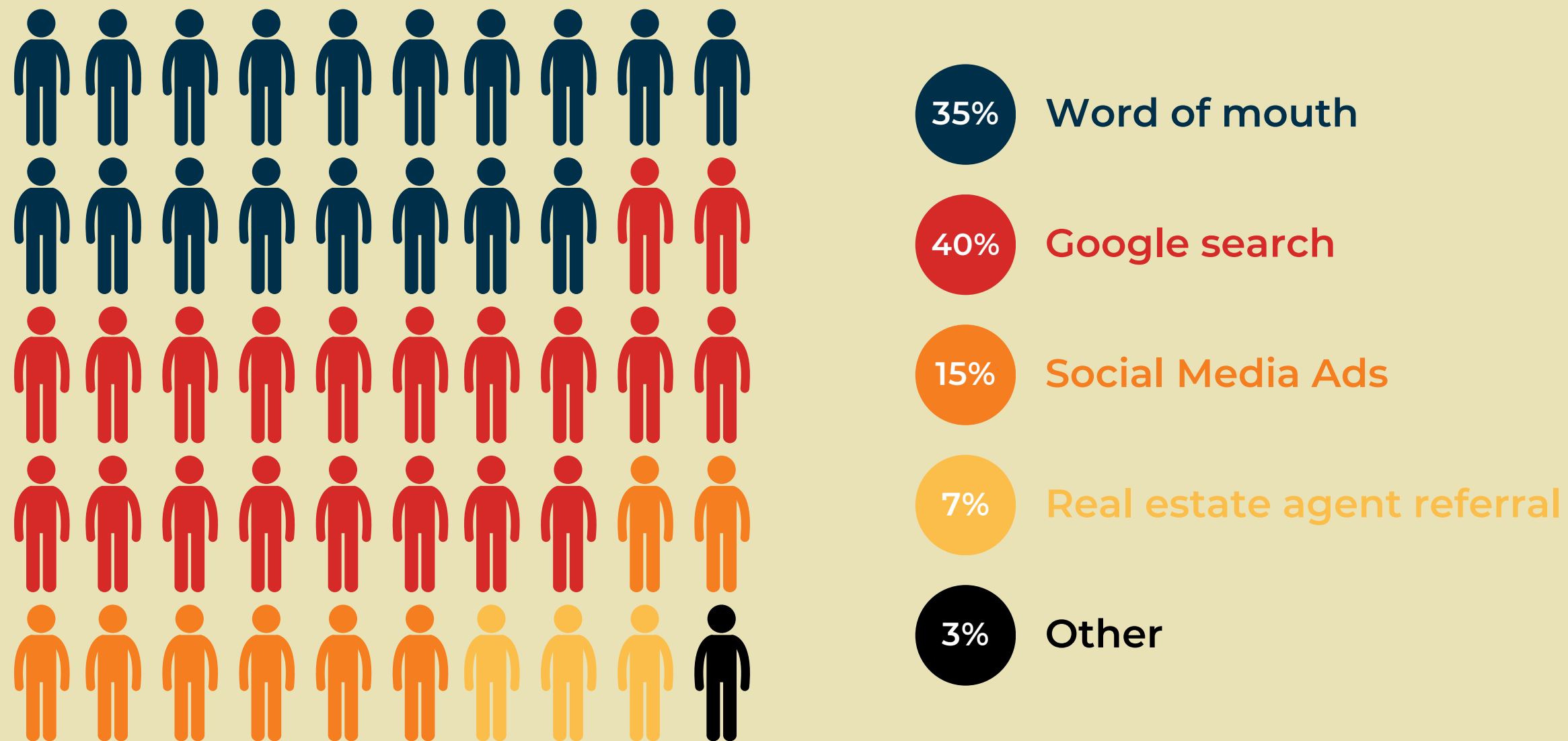
## What is the most stressful part of moving?



## What is most important to you when choosing a moving service?

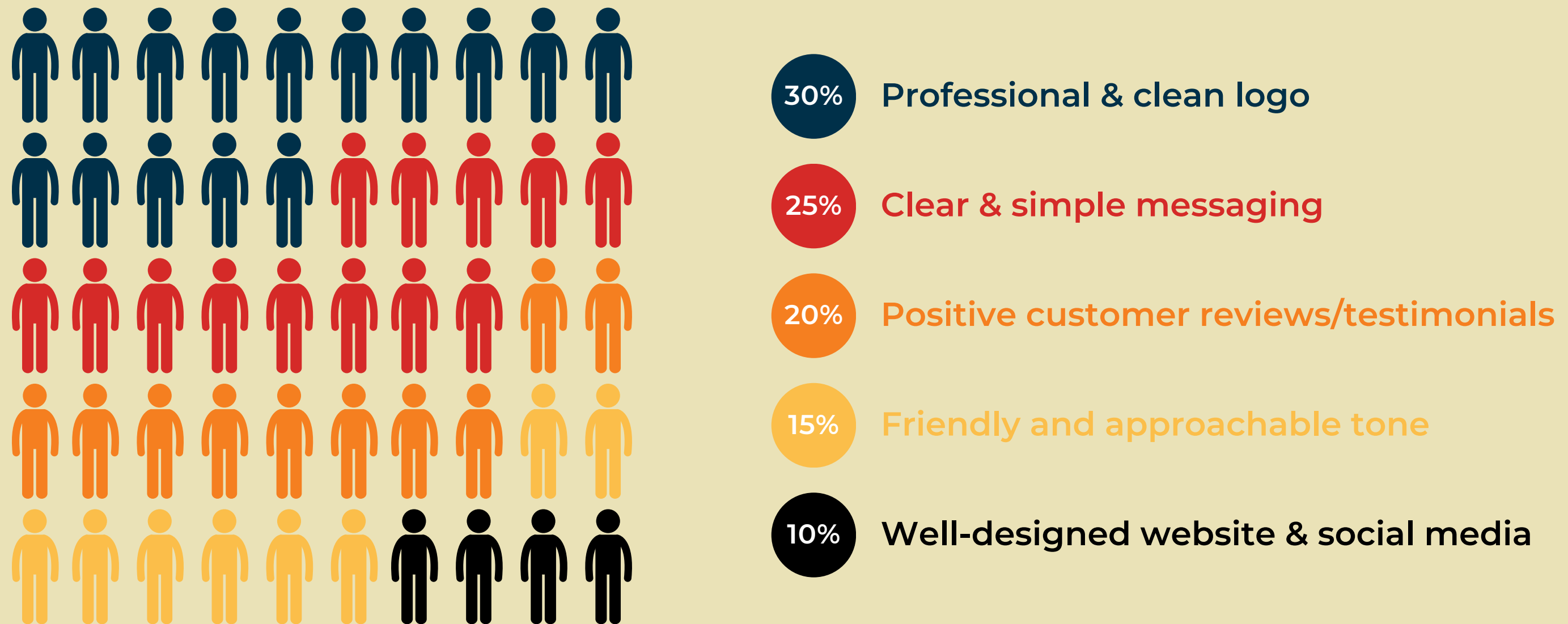


## How do you usually find moving services?





## What kind of branding makes a moving company seem trustworthy to you?



## Secondary Research

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# REAL ESTATE AGENTS PROPERTY MANAGERS STORAGE FACILITIES

Their design preferences tend to lean toward professional, modern, and trustworthy aesthetics. Based on industry standards, here's what they typically prefer:

### Minimalistic & Sleek Branding

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Keep layouts simple and clutter-free with clear messaging. Ensure strong alignment and ample whitespace for a polished, sleek look.

### Trustworthy Color Schemes

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Choose colors like blues and neutrals to convey trust and professionalism, dark green and gold for luxury and reliability, and deep grays and whites for a modern, minimal, and sophisticated aesthetic.

### Straightforward Messaging & Visual Hierarchy

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Keep text minimal and direct with no clutter. Use strong CTAs such as "Get a Quote" or "Book Now" for clear next steps, and design infographics or step-by-step visuals to explain services efficiently.

### Clean & Professional Typography

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Clean, readable typefaces that convey trust and efficiency.

U-Haul



Utilizes bold orange branding to create a recognizable and industrial feel.

01

Bellhop Movers



Uses a sleek and modern aesthetic with a fresh green color scheme.

02

Two Men and a Truck



Emphasizes reliability and friendly service with a simple logo and clear messaging.

03

Coldwell Banker



Blue tones and professional typography to communicate trustworthiness.

04

COMPETITORS



# *MoveWise* Brand Identity

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*“Smart Solutions for Every Step of Your Move”*

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# Brand Story

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*“Smart Solutions for Every Part of Your Move”*

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MoveWise was founded on the idea that moving doesn't have to be a hassle. Whether you're relocating across town or transitioning to a new stage in life, we provide expert packing, moving, and real estate services with care, efficiency, and a personal touch.



# Core Values

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## Reliability

Customers can count on us to show up on time, handle their belongings with care, and follow through on every promise. We make moving stress-free and predictable.

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## Efficiency

We streamline every step of the moving and packing process, ensuring quick, organized, and hassle-free transitions, whether for homes or businesses.

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## Customer-Centric Service

We prioritize our clients' needs, offering personalized solutions and clear communication to make every move smooth and worry-free.

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# Language

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“Experience the Wise Way to Move”

“Safe. Efficient. Reliable.”

“Smart Solutions for Every Move”

“We’re Moving You in the Right Direction”

“We Move You. You Move Forward.”

“Your Move, Made Simple”

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# Tone of Voice

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**Friendly and Approachable:** “We’re here to help, not just do the job. Think of us as your moving buddy.”

**Reassuring and Supportive:** “Moving can be stressful, but we’ve got you covered. We’ll guide you through the whole process.”

**Positive and Encouraging:** “We focus on solutions and make every step feel like a win.”

# MOOD BOARD



# Typography

Primary

Aa

Montserrat Bold

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09



# Typography

Secondary

Aa

Lato Light

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09



# LOGO VARIATIONS

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1



2



3



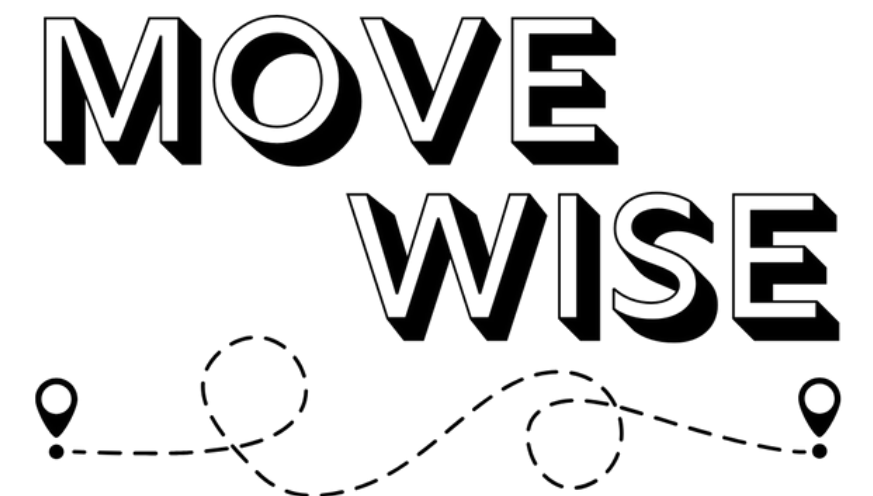
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5



6



# Keep in touch

The **Move**Wise Team

## Blog

[www.kellyprendergast.blog](http://www.kellyprendergast.blog)

## Website

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