

*Move*Wise

Key Concepts

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01

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

02

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

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

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?

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

03 How do you usually find moving services?

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

What is the most stressful part of moving?

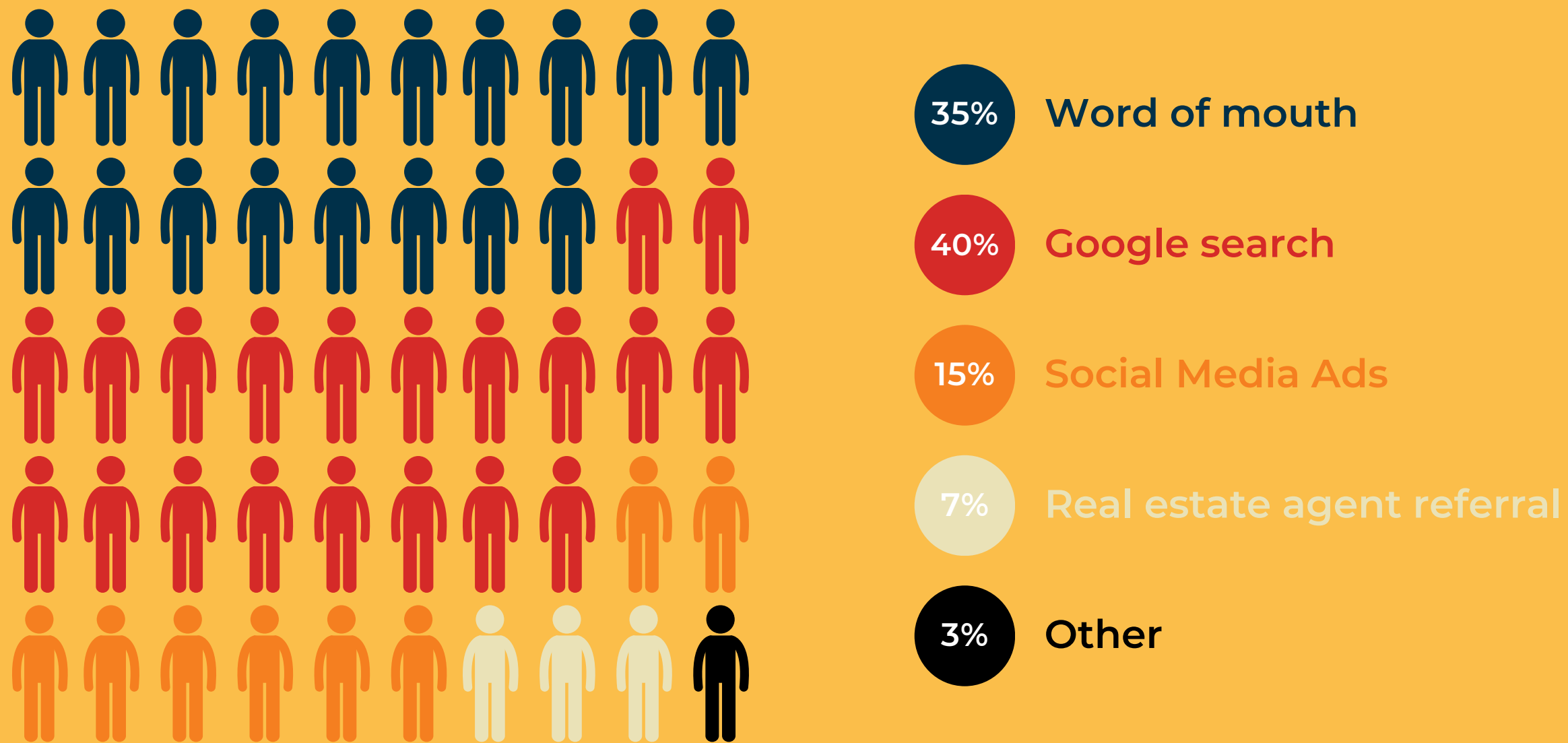


- 30% Packing & organizing
- 25% Finding a reliable moving company
- 20% Cost of moving services
- 15% Transporting fragile or large items
- 10% Real estate or lease-related issues

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?



- 30% Professional & clean logo
- 25% Clear & simple messaging
- 20% Positive customer reviews/testimonials
- 15% Friendly and approachable tone
- 10% Well-designed website & social media

Secondary Research

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

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

Trustworthy Color Schemes

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

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

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

“Smart Solutions for Every Step of Your Move”



Brand Story

“Smart Solutions for Every Part of Your Move”

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

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.

Efficiency

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

Customer-Centric Service

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



Language

“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”

Tone of Voice

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.”

LOGO VARIATIONS

1



2



3



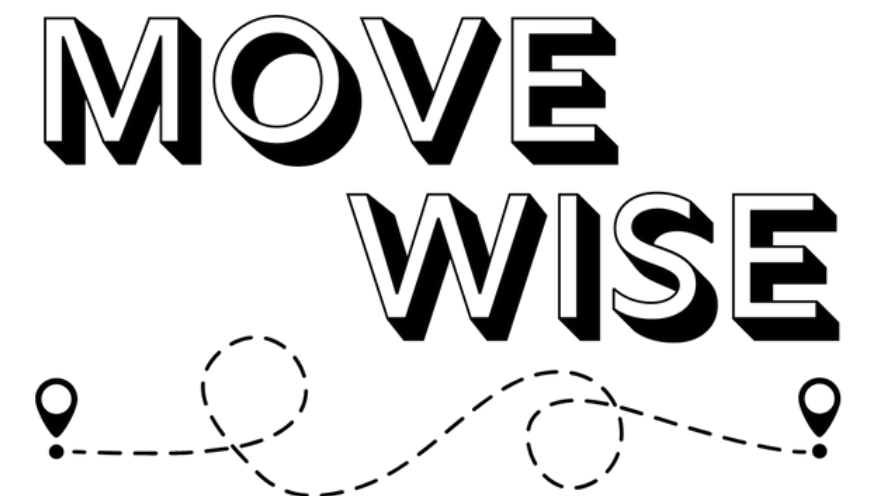
4



5



6



Primary Logo (b&w)

The MoveWise logo was designed with the core brand values in mind: reliability, efficiency, and customer-centric service. The design choices reflect the business's commitment to making moving a seamless and stress-free experience for its customers.

The logo employs clean typography and a structured layout, emphasizing credibility and professionalism. This reassures customers that MoveWise is a reliable and established service provider.

Simplicity & Clarity – A minimalist approach was taken to ensure instant recognition. The logo is free from unnecessary complexity, making it memorable and easy to associate with a high-quality moving service.

Efficiency & Movement – The choice of typography and spacing conveys fluidity and motion, symbolizing the smooth transitions MoveWise facilitates for its clients.

Approachability & Support – While professional, the design also exudes a friendly and welcoming tone, reflecting the company's customer-first philosophy.





Primary Palette

#003049

Deep Blue (Primary Color) represents trust, stability, and professionalism. Blue is a dominant color in industries where credibility is paramount. This version enhances emotional connection, making MoveWise feel like a dependable yet approachable service.



Secondary Palette

#eae2b7

Soft Neutral (Accent Color) adds warmth and friendliness, preventing the brand from feeling too corporate or distant. It includes modern, sophisticated hues that embrace brand recognition while maintaining a sleek, contemporary feel.

MOOD BOARD



Brand Color Palette



**Primary
Color**



**Accent
Color**



**Neutral
Color**

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 Regular

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

Hierarchy

Title

Subtitle

Subheading

Body Text.

How to use fonts

Here's an example of how to structure font usage for website or print designs. It features **Montserrat Bold (48pt)** for the main heading, **Montserrat Semi-Bold (32pt)** for the secondary heading, **Lato Bold (24pt)** for the subheading, and **Lato Regular (16pt)** for the body text. This combination creates a clear hierarchy and ensures each section stands out while maintaining readability throughout the design.

Business Identity System



Special Event Poster

This event poster promotes a community donation drive hosted by MoveWise, encouraging individuals to declutter their homes and donate unwanted items to benefit The Salvation Army. The event is scheduled for April 5th in West Haven, CT, and offers a bonus moving box kit to the first 50 participants. To enhance visual impact and appeal, the poster was designed in four color variations: a grayscale base version, a version using the MoveWise brand colors, a warm earthy palette blended with cool muted tones for a fun yet sophisticated feel, and a pastel-themed version inspired by Easter, aligning with the event's April timing.

05
APRIL

9AM - 5PM
SATURDAY

123 Main St.
West Haven, CT

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SATURDAY

123 Main St.
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DONATION

DECLUTTER

EVENT

BONUS: first 50 participants get a FREE moving box kit!

DONATE YOUR UNWANTED ITEMS & MAKE LIVING AND MOVING LIGHTER!

CLOTHING
FURNITURE
DRY GOODS
BOOKS
ELECTRONICS
TOYS / GAMES

www.movewise.com

DONATIONS BENEFIT THE SALVATION ARMY

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DONATIONS BENEFIT THE SALVATION ARMY

◀ Back

25/30

Next ▶

Brochure Mockup

Front Cover: Clean, traditional layout. Stuck to brand colors of yellow and blue that keeps it looking trustworthy.

Back: Clear contact info and call-to-action. The address, phone number, email, website, QR code, and social icons are easy to find. The “Let’s get started!” is warm, but actionable.

Inside Panel: Brand pillars to display the company’s core values.

Panel 1: An “About Us” section for who we are and why we matter to help create trust with the client.

A short, punchy 5-star review is another way to help strangers establish trust with the company.

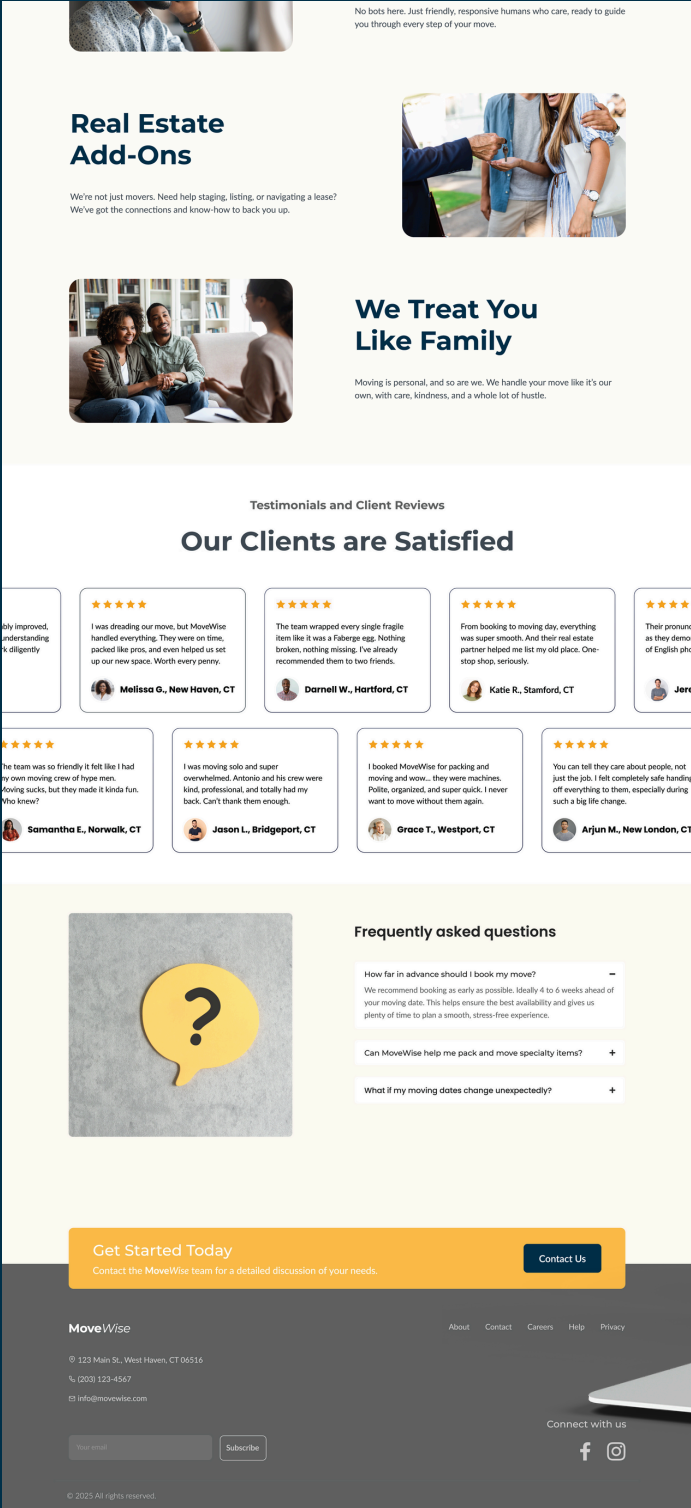
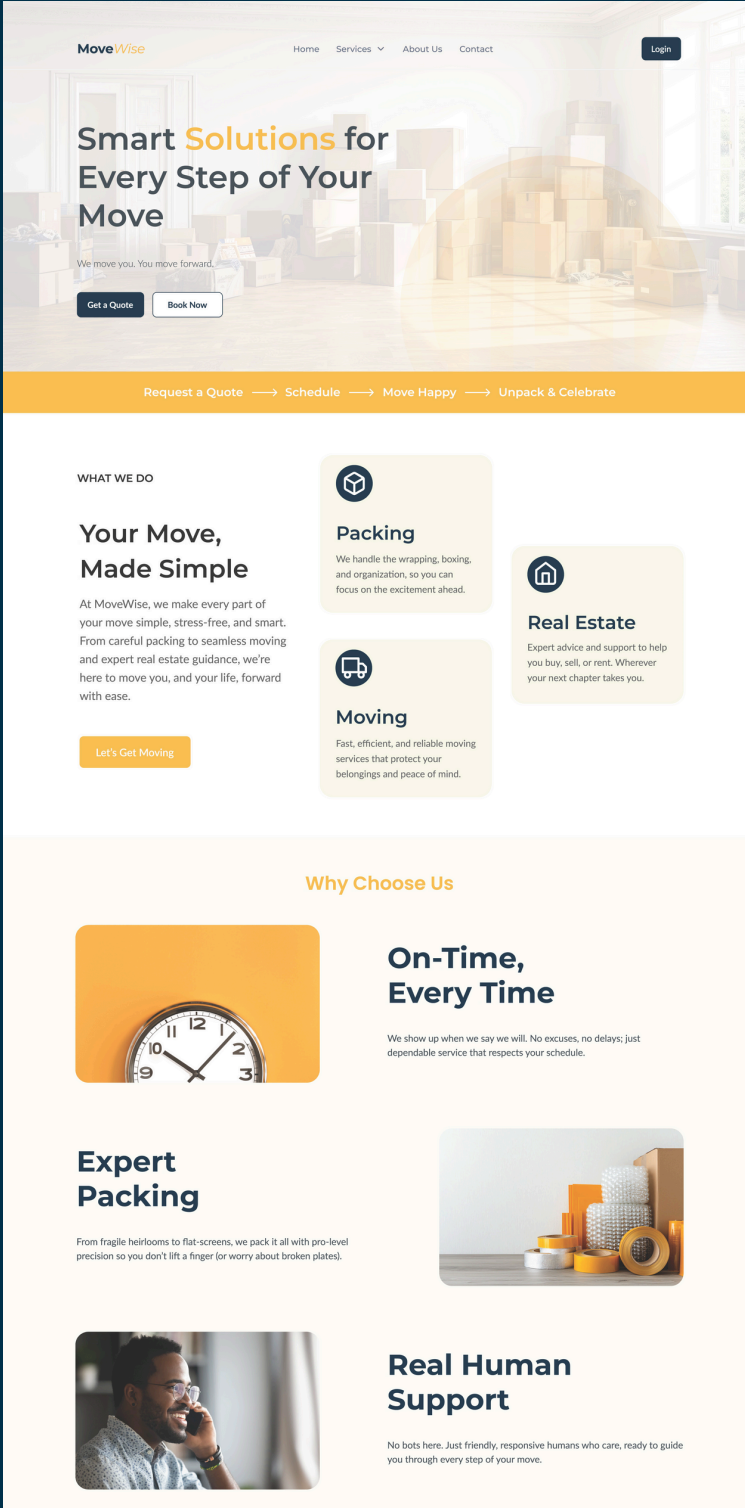
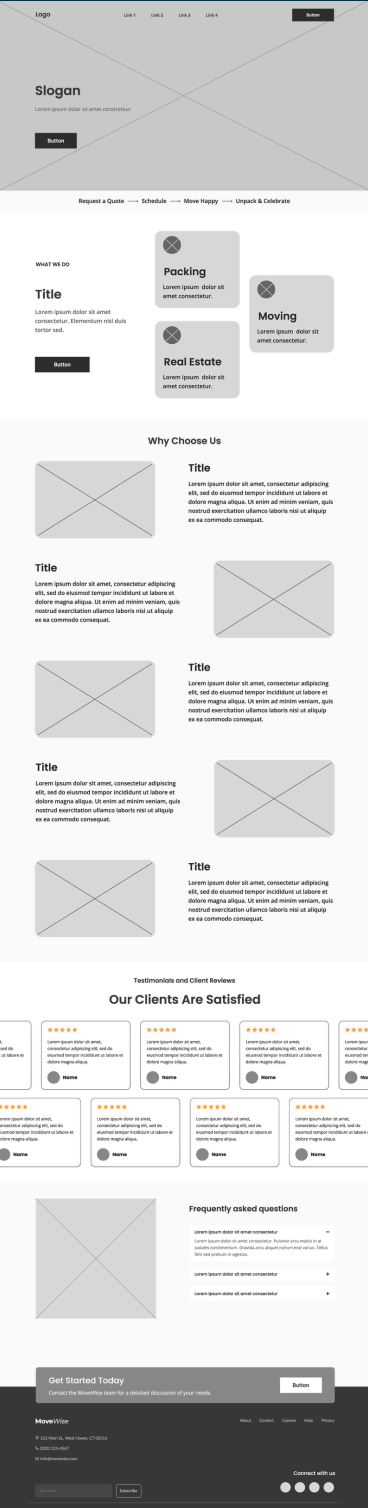
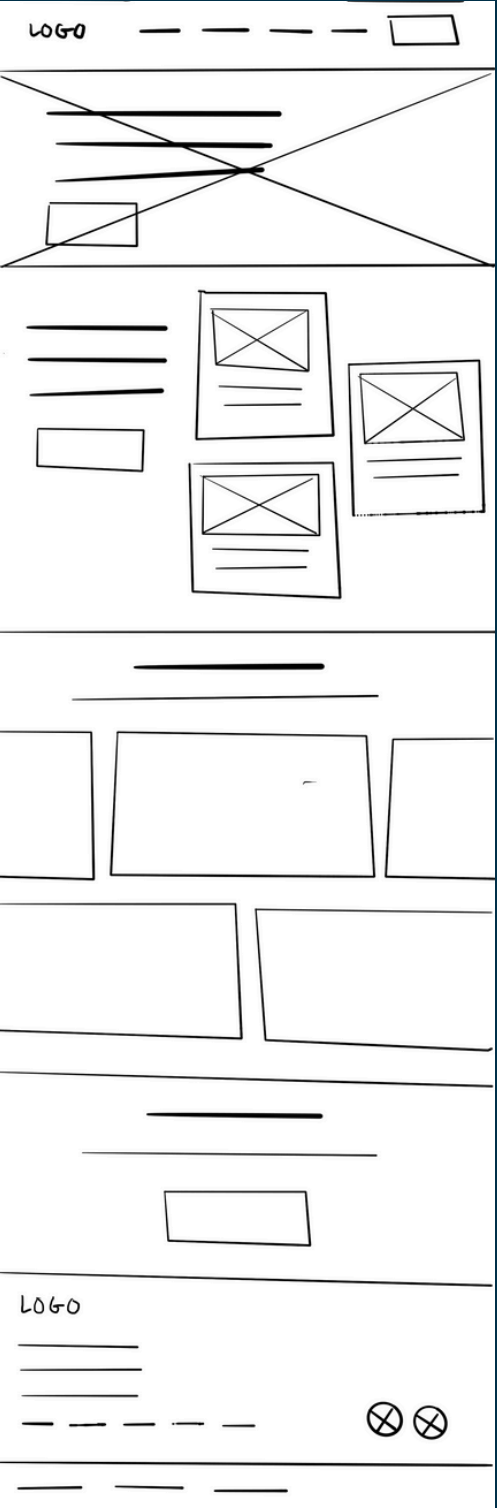
Panel 2 + 3: A clear, simple, “our services” breakdown with minimal text and images to display what MoveWise offers. This gave a snapshot of what we do without a wall of text. The bright imagery helps people skim and absorb fast.

The “How It Works” is a step-by-step graphic to make the process feel easy and achievable, leaving out the logistics.

We chose to design and display the information on the brochure in this way because we respect the classic rules of good marketing - to tell a strong story, focus on trust, make the process feel simple, and get out of the customer’s way. We kept it personal, professional, and visually digestible.



Website



The website landing page design started with a simple paper wireframe. Sketching by hand allowed me to quickly map out the user journey, planning how visitors would move from the headline to the service offerings, and eventually to the call to action. From there, I translated the paper version into a digital wireframe in Figma, using column guides to establish consistent alignment and to experiment with different layout options. Having the flexibility to shift elements around digitally helped me refine the structure and pacing of the page before getting into the details.

Once the basic layout felt strong, I started layering in brand elements: adjusting colors to match MoveWise's identity, adding real images, and refining the copy to better reflect the company's voice: friendly, supportive, and professional.



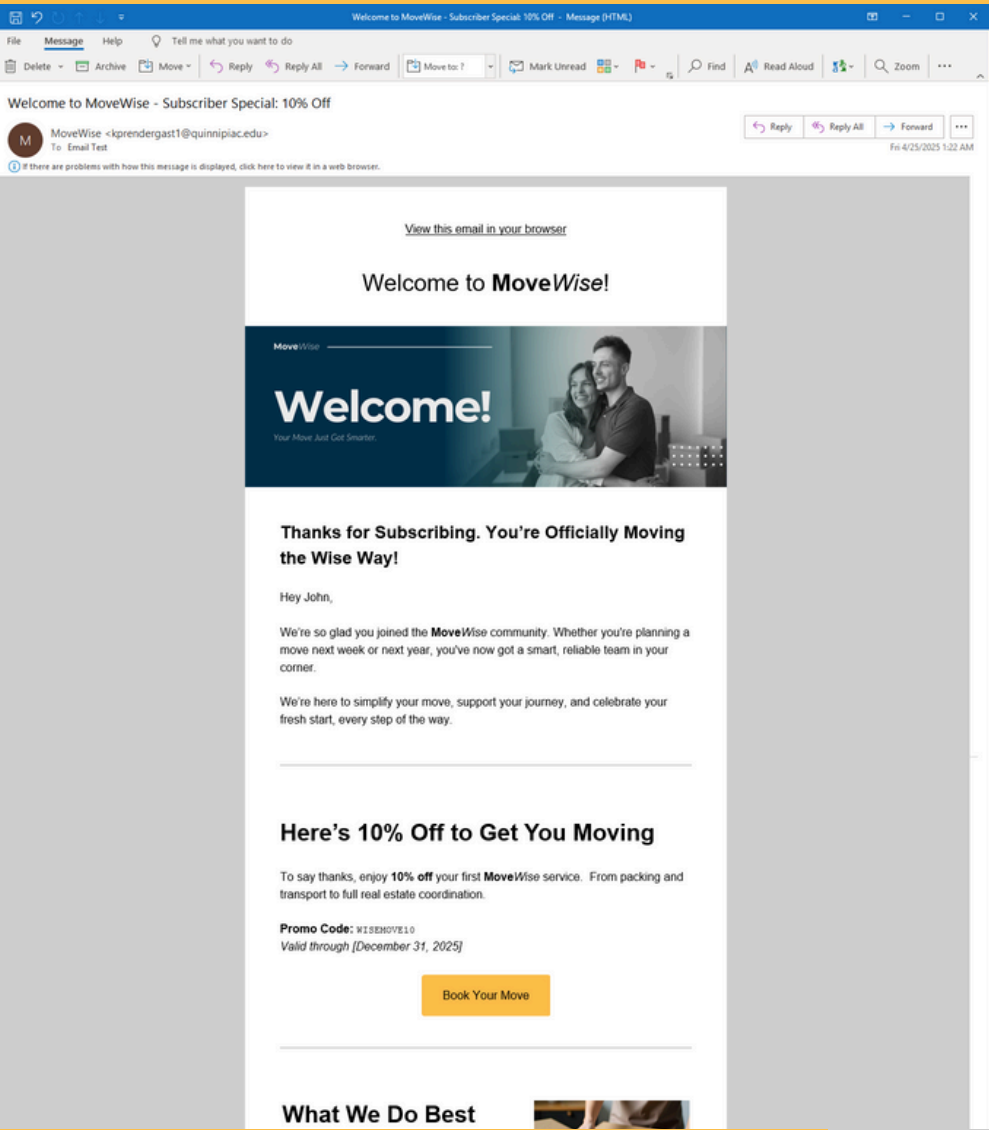
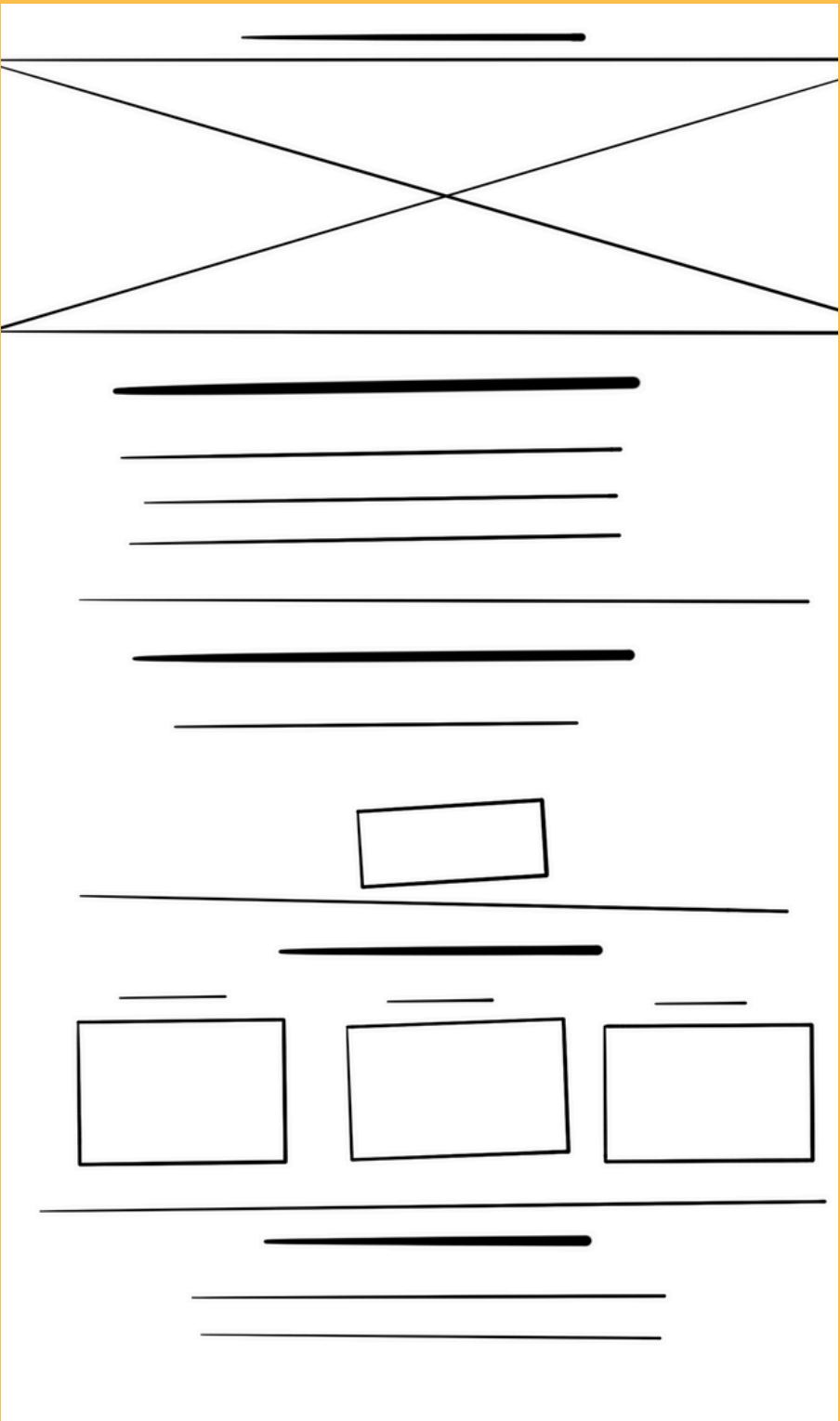
[View Full Size](#)

Email Newsletter

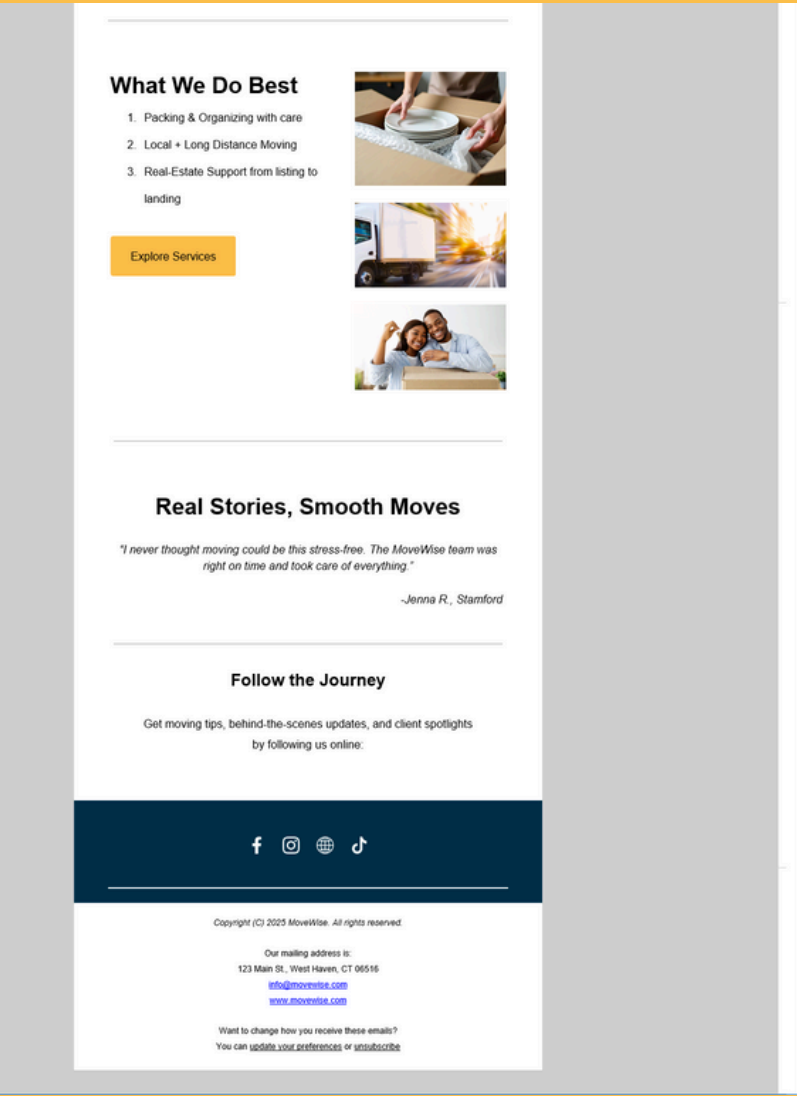
For the email newsletter, my goal was to reintroduce the company’s services with a clean, modern aesthetic that reflects trustworthiness and friendliness while also encouraging engagement. As a thank you to those who subscribed, the newsletter included a 10% off special, an exclusive reward for joining the email list.

Before I began designing, I created a paper wireframe to block out where content would go. This preliminary sketch helped me test layout ideas quickly without getting distracted by color, typography, or imagery.

I used Mailchimp to build and send the newsletter, taking advantage of its flexible templates and design tools to stay consistent with the brand identity. I set up the layout using a modular grid to establish a clear hierarchy: headlines, subheads, body copy, and CTA buttons were all aligned within this structure. This made the design not only visually consistent but also functional across devices.



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Keep in touch

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