

# Royalti™

## ROYALTI

Brand Concept, Brand Identity

Royalti Services is a startup real estate consultancy which has developed proprietary property selection method which includes all the social, economical, lifestyle, family size and member preferences to select the best possible property match to all the variables listed.

The central brand concept of Royalti was born from an extensive study of the potential target audience. The brand identity is a simple solution that is intelligent and innovative, much like the brands offerings. While the form of the logo showcases a sense of freshness, it was also created to stand the test of time.



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