

THE  
**YOSEF LEE**  
REBRAND

2021



YOSEF LEE, an attorney by profession, is an exciting personality venturing into real estate investment.

The primary goal for this rebrand is to create the Yosef Lee (YL) visual representations as a real estate investment professional.

Moreover, the rebrand also focuses on YL’s unique personality which is a mix of corporate and hip.

THE LOGOTYPE:



THE LOGO MARK:



COMBINATION:



LOGO MARK VARIATIONS:



# THE CONCEPT

The initials “YL” (Yosef Lee) are the main establishing theme for logo mark.



*Here are other elements that add depth and creativity to this equally exciting hotshot entrepreneur.*



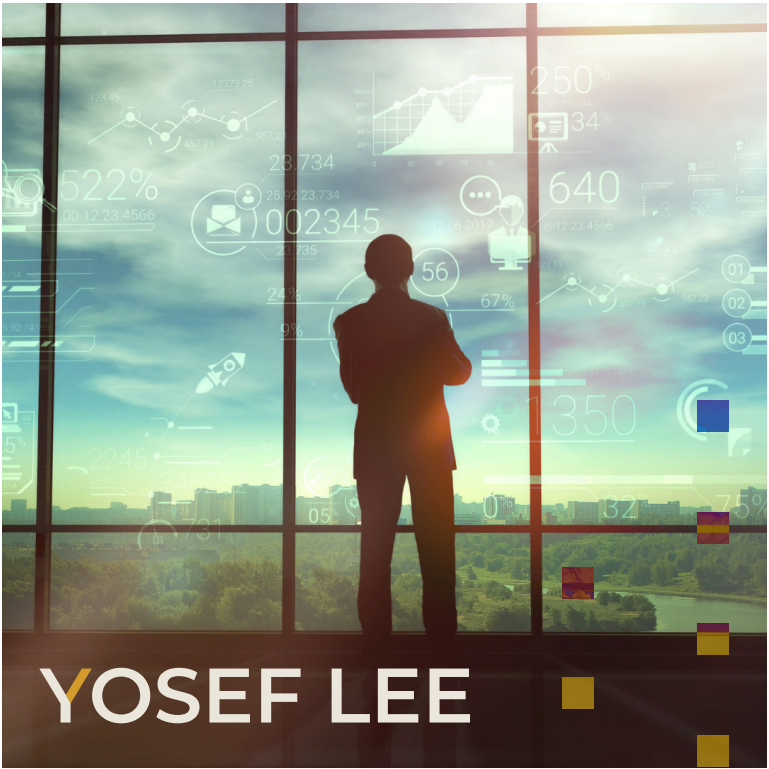
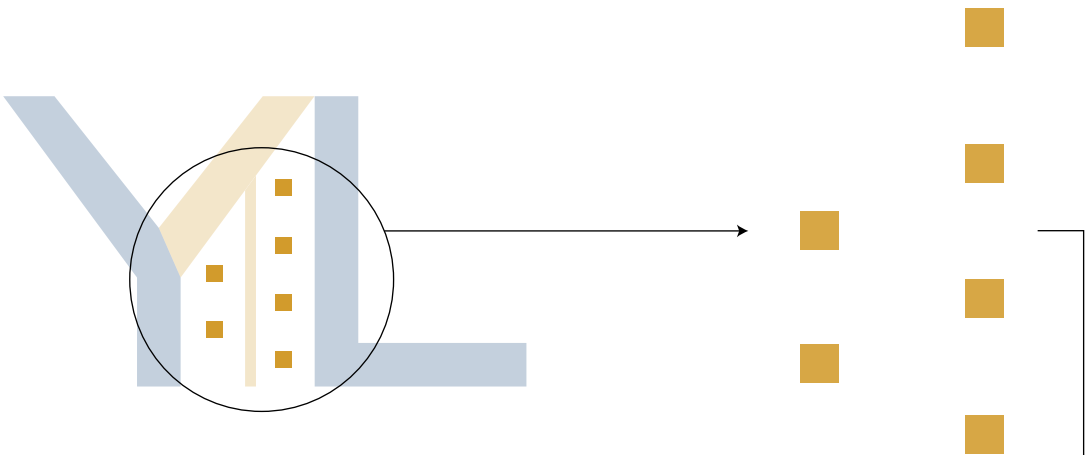
The negative space directly implies “real estate”. Its subtlety creates the impression of ingenuity—a reflection of the YL brand in real estate investing.



The double skyscraper symbols likewise are reference to New York City—the finance and investment capital of the world. Also where YL is currently based.



The windows (stacked square shapes) reflect the dynamism and vibe of this young and up-and-coming investment guru. This will also influence the way his branding will be visualized on various platforms. Again, creating that mix of serious and cool vibe.

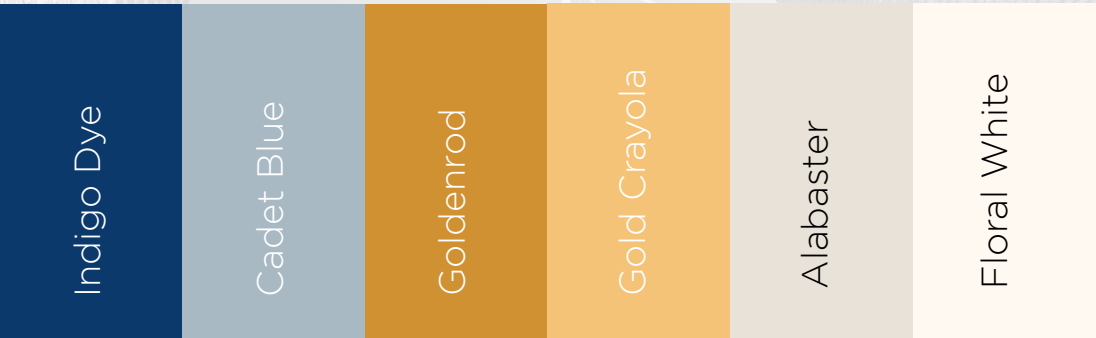


TYPOGRAPHY is sans serif to signify modern, crisp feel. The type is likewise scalable to different variables. The custom and stylized “Y” to show the innovative and creative Yosef Lee energy.

**MONTSERRAT SEMI BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

COLORS  
The dominant tone is blue. Much closer to navy blue. Commanding authority, trust, honesty and dependability. All traits attributed to the YL brand of business.

Supplementing colors include gold and lighter shades of it to signify wealth and abundance thereby attracting and manifesting similar value.





APPLICATION





2021

[donald.delgado@gmail.com](mailto:donald.delgado@gmail.com)

A handwritten signature in white ink, appearing to read 'Donald Delgado'.