

Homsolvr

Small Home Solutions

Branding Brief

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1. Project Overview

We are seeking a complete brand identity for a new Canadian tech company, **Homsolvr**. Our goal is to create a modern, trustworthy, and approachable brand that communicates our core mission: to help you unlock the hidden value in your property.

2. Company Profile

- Company Name: Homsolvr Partners Inc. (doing business as Homsolvr)
- Mission: Helping you to unlock the hidden value in your property.
- Vision: To be the leading Canadian real estate technology company.
- Values: Quality, Integrity, Community, Service.

3. Target Audience

Our primary customers are property owners who are looking for a solution to their housing needs. They fall into two main personas:

- "Extra Income Eric": A financially savvy professional who sees his property as an asset. He is motivated by extra rental income and increased property value.
- "Family Oriented Fran": A family-focused homeowner who is motivated by the social and emotional benefits of an ADU. She wants to use her property to provide housing for family members or to enhance her community.

4. Core Offering and Value Proposition

Today's real estate marketplace is a challenging landscape for affordability and flexible/alternative housing solutions. While almost 75% of non-homeowning North Americans still want to own a property, almost half of them are looking into alternative forms of housing, such as tiny homes and modular homes as an ADU.

Today's property owners have land and some wish to rent it out to someone to live in a tiny home or a modular home. Homsolvr brings these two groups together into long-term rental success. Property owners are drawn to work with Homsolvr because we help them to generate additional rental income, increase their property's value and create a more flexible living arrangement. Renters like us because we're helping to create affordable rental situations that are difficult to achieve in some of BC's local real estate markets.

Homsolvr provides "Small Home Solutions" by acting as a concierge partner for tiny home and Accessory Dwelling Units ("ADU") projects. We solve the two biggest pain points for

property owners: acquiring permits and managing contractors. Our core positioning statement is: "Turnkey solutions for your small home or ADU project."

5. Creative Direction & Brand Personality

- Desired Tone: The brand should feel professional, trustworthy, and solution-oriented, but also approachable and community-focused. We are a partner, not just a service. and we value instinctive elements like family and belonging in one's home.
- Aesthetic & Look: The design should be clean, simple, and modern, with a tech-forward yet grounded feel. The branding should be reassuring and instill confidence in our clients. The brand needs to be family oriented, emphasizing the innate contentment we all feel when we are "home" (belonging).
- Visual Elements to Explore:
 - *Colors:* We are open to suggestions, but would like to explore palettes that include colors that represent trust (blues), growth (greens), or warmth (subtle yellows/oranges).
 - *Imagery:* Concepts could include simplified house icons, puzzle pieces fitting together, or a symbol that represents a key, community, or a journey.

6. Deliverables

We require a full brand package, including:

- Logo and wordmark variations (for light and dark backgrounds)
- A defined color palette
- A style guide for typography