



# Tribe CRE | Logo Design

## Case Study

Prepared and executed  
by Tad W Perryman

# Tribe CRE | Logo Design Case Study

## FINDING AN IDENTITY TO ESTABLISH A PLACE IN THE MARKET

Founded as a progressive Commercial Real Estate broker in Dallas, Texas, Tribe CRE set out to build an identity that exemplifies the way it works; a collaborative and multifaceted organization of developers and administrators. After the name selection - Tribe - the next step was to build a corporate design that would quickly share the founder's vision through presentation of name and mark.

“Cross I U Brand spent time learning about my vision and expectation for Tribe to compete in the Dallas marketplace. Then they interpreted it into a design that reflects a nostalgic but modern corporate mark that delivers my personality with a strong statement representative of the Tribe CRE mindset. Bold, free-spirited and standout from the structured CRE organizations that have grown to dominate this market. It will stand for a long time. I love it!”

**Todd Ratliff**

Principal

TRIBE Commercial Real Estate



## Tribe CRE | Logo Design Case Study

**Background** TRIBE, Commercial Real Estate is a Dallas, Texas based commercial real estate brokerage providing its customers a hands on and focused experience of searching, selling, leasing and maintenance of properties. While focused on the Dallas MSA at this stage, the state of Texas is a near term growth opportunity providing personalized real estate broker services to its clients.

Create a corporate brand identity through a name lock-up and logo mark to be used on all corporate communications that delivers on the principles of the founder and set mission of the brokerage.

**Corporate Identity** Set in a corporate Blue and Grey, the strong and steadfast buffalo harkens the ideals of freedom on the open plains. Playing off a nostalgic type face the company name is free-spirited and fluid in its approach.



**Industry** Commercial Real Estate – serving small to large clients in the Dallas Ft Worth metroplex

**Audience Primary;** corporate land development managers and small to medium business owners and real estate managers operating in the DFW marketplace

**Secondary;** key stake holders in corporate client organizations influencing selection of vendors and real estate partners

**It's not just about branding.  
It's about identity.**

