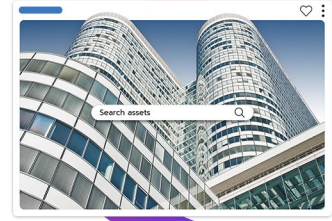


# How a Global Real Estate Company unified brand consistency



## INTRODUCTION

A prominent player in European commercial property consultancy, faced the challenge of maintaining brand consistency across its multinational operations.

## OBJECTIVE

The objective was to establish a centralized hub for conveying brand values and design guidelines, streamline collaboration with external designers and service providers, and ensure consistency in brand communication across diverse business areas while integrating seamlessly with existing DAM to avoid creating new content silos.

## CHALLENGES

They encountered inefficiencies and potential discrepancies in brand representation. Coordinating design efforts with external agencies was tedious, risking dilution of corporate design and image rights violations.

## Key Data

**Industry:** Real Estate

**Use Case:** Brand Portal

**Number of Portals:** 1

**Content Source:** Fotoware Alto  
(Picturepark)

## CUSTOMER FEEDBACK

*"We value Smint.io's responsiveness to our feedback and their consistent communication, which ensures that our concerns are addressed effectively."*

**Real Estate Company**

## Results

- ✓ Enhanced overview and presentation of corporate identity
- ✓ Streamlined communication with internal and external stakeholders
- ✓ Improved efficiency in brand coordination

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