



Evolve Reality

Brand Refresh

The brand

Evolve Realty has grown into a trusted real estate partner in Ghana, delivering services across short stays, rentals, sales, and relocation. Over the years, we've developed a strong and diverse portfolio of clients and properties—locally and internationally—built on trust and long-standing relationships with property owners. Our dedication to transparency, professionalism, and personalized solutions has allowed us to create smooth, reliable experiences for every client. As we continue to expand, it's crucial that our brand communication, visuals, and overall identity fully reflect the credibility and quality we consistently provide.





The challenge

Like every top brand, Evolve has to present it self in the best way possible to attract potential customers and show people what the brand really is.

There are clear inconsistencies in the use of brand elements—such as logo application, typography, and design layouts—across various creative materials, which disrupt overall brand cohesion.

These variations weaken visual identity, dilute brand recognition, and contribute to a fragmented perception among clients and stakeholders. Over time, this lack of uniformity can undermine brand trust and make Evolve Realty appear less professional and less unified in its communication.

The roof while it is relatable in the real estate space it is over used and can take away from the brand's uniqueness


The brand name is not legible at smaller scale

The typography does not fully harmonize with the geometric style of the icon.

The spacing and visual balance between the icon and text remain inconsistent.

The overall composition still feels slightly unbalanced and not fully cohesive.

Deal With
Reliable Realtors ...



EVOLVE REALTY GH [View all 2 employees](#)

Real Estate
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We offer property management service, sales, advisory services, property rental, post-construction/ renovation cleaning.

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About us

The Evolve group is a company that has been in existence since 2016. Initially introduced as Evolve Placement and Service Co (EPSC). EPSC is a registered company in Ghana with our main focus on the placement of staff, training, and services. As a result of our excellence in service delivery, and our willingness to continuously evolve to meet the demands of clients, we have successfully branched into properties as Evolve Realty. We offer property management services, sales, advisory services, and property rental(short/long stay),post-construction or post-renovation cleaning and beautification of facilities. Our Cleaning services are second to none, we work extensively with professional cleaners to keep your homes and offices in a clean state.

The Solution

To improve on the flaws pointed out previously, the logo was redesigned to feel more geometric, cohesive, and give prominence to the brand name.

