



# Auria Voyage *Avenue*

REBRANDING  
2024

## Scope of work

Basic Strategy- Art Direction, Logo & Visual Identity Design.

## Industry

House Rental Service.

## Location

Rotterdam, Netherlands





**AIA** Auria Voyage  
Avenue®



### **About Auria Voyage Avenue:**

Auria Voyage Avenue is a home and house renting service dedicated to connecting people from diverse cultures and backgrounds with their perfect homes. We believe that everyone deserves a living space that not only meets their needs but also enhances their lifestyle, no matter where they come from or where they're going. Our brand is built on the principles of flexibility, adaptability, and inclusivity, ensuring that we offer a welcoming experience to all.

Auria Voyage Avenue is your connection to the ideal home renting experience. Our mission is to ensure that every client finds a home where they can feel truly comfortable and fulfilled.





## Brand Tagline

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*"Your Home, Anywhere"*

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## Brand Philosophy

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At Auria Voyage Avenue, we believe in the power of connection, inclusivity, and personalized experiences. Our philosophy is to create welcoming environments where every individual, regardless of their background, feels at home. We prioritize comfort, flexibility, and luxury, ensuring that each renter finds a home that reflects their needs and lifestyle.

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## Brand Purpose

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Our purpose is to simplify the home renting journey by connecting people with their ideal homes. We aim to provide a flexible and seamless renting experience, helping everyone find a place that feels right for them, whether it's luxury, family-friendly, or pet-centric.



## Brand Vision

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To be the global leader in home renting, offering diverse, personalized, and luxurious housing options that meet the unique needs of each customer.

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## Brand Mission

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To connect people with their dream homes, providing an adaptable, comfortable, and stress-free home renting experience across cultures and backgrounds.

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## Brand Promise

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We promise to provide a seamless, enjoyable home renting experience that connects you to the perfect home, whether it's a luxurious, cozy, or family-oriented space. Our focus is on ensuring satisfaction, comfort, and a welcoming environment for every renter.

## Target Audience

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- **New Couples:** Searching for their dream first home.
  - **Luxury Seekers:** Desiring upscale, premium homes.
  - **Families:** Looking for houses that meet their growing needs.
  - **Pet Owners:** Needing homes where even their pets will be comfortable.
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## Brand Values

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## Brand Personality

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Welcoming, adaptable, caring, and professional.

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## Tone of Voice

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Friendly, approachable, and warm, yet confident and professional.

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## Brand Language

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We use language that is clear, approachable, and friendly. Our focus is on simplicity and warmth, while maintaining professionalism. Key phrases include:

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01 “Where your dream home awaits.”

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02 “The perfect home for you.”

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03 “Feel at home, anywhere.”

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## Brand Positioning

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Auria Voyage Avenue is positioned as the go-to home renting service for a diverse, modern, and luxurious experience in Rotterdam. We cater to new couples, families, luxury seekers, and pet owners, offering them personalized home renting solutions.

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## Point of Difference

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What sets us apart is our ability to provide personalized, diverse, and luxurious home renting solutions, tailored to individual needs. We go beyond just finding homes – *we connect people with spaces that truly resonate with their lifestyle.*

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## Why Rebranding Was Necessary

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The previous brand identity was inconsistent with the company’s core values of inclusivity, flexibility, and luxury. It didn’t effectively communicate the diverse audience or reflect the premium service we offer. The rebrand was essential to realign the visual identity with the brand’s mission and values, creating a cohesive, modern, and welcoming experience.



## Design Challenge:

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As Auria Voyage Avenue grew, we faced a significant challenge: **how to** visually and experientially represent our commitment to serving a diverse and international clientele while maintaining a consistent and recognizable brand identity.

Our existing design was beginning to feel **outdated** and did not fully capture the flexibility, warmth, and modernity that are central to our brand ethos. Moreover, we needed to communicate the luxury and variety yet accessibility of our services without alienating any segment of our broad audience.

## The Solution

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To address these challenges, we embarked on a comprehensive rebranding journey that emphasized simplicity, care, and luxury in every aspect of our design.

**We created** a dynamic visual identity characterized by fixed, adaptable shapes that reflect the diversity of our clients and the variety of homes we offer.

The new monogram logo, with its attached letters, symbolizes **the seamless connection** we provide between our clients and their dream homes.

Our design language was updated to be **modern and inclusive**, using warm, inviting colors and clean, contemporary lines that resonate with our commitment to comfort and luxury.

***This rebranding effort has successfully realigned*** our visual and experiential identity with our core values, allowing us to better communicate the unique and welcoming home renting experience that Auria Voyage Avenue offers.

Through this renewed identity, we have reinforced our position as **a leader in the industry**, dedicated to connecting people with the perfect homes that fit their lives.



## Why Monogram Logo

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A monogram logo for Auria Voyage Avenue was chosen for several strategic reasons:

- **Symbol of Connection**

The monogram with attached letters represents the idea of connection—one of the brand's core messages.

- **Elegance and Simplicity**

A monogram often carries a sense of timeless elegance and luxury, aligning well with the brand's promise of a high-end, yet welcoming, home rental experience. It's simple, but refined—perfect for a brand that offers everything from cozy homes to luxury properties.

- **Memorable and Recognizable**

Monogram logos are typically easy to remember because of their distinct, compact form.

- **Minimalist Representation**

a minimalist monogram reflects the brand's no-fuss, clear, and professional approach. It communicates trust, sophistication, and ease—all essential qualities for a company in the home rental sector.





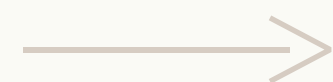
The image shows a bright window seat with a white cushion and three stacked pillows in shades of cream, terracotta, and gold. The Aurion Voyage Avenue logo, a stylized 'AA' monogram, is positioned to the left of the text. The text 'Aurion Voyage Avenue' is written in a clean, white, sans-serif font. The background features warm, golden light from the window, casting soft shadows on the seat and curtains.

**AA** Aurion Voyage  
Avenue<sup>®</sup>





OLD LOGO



NEW LOGO



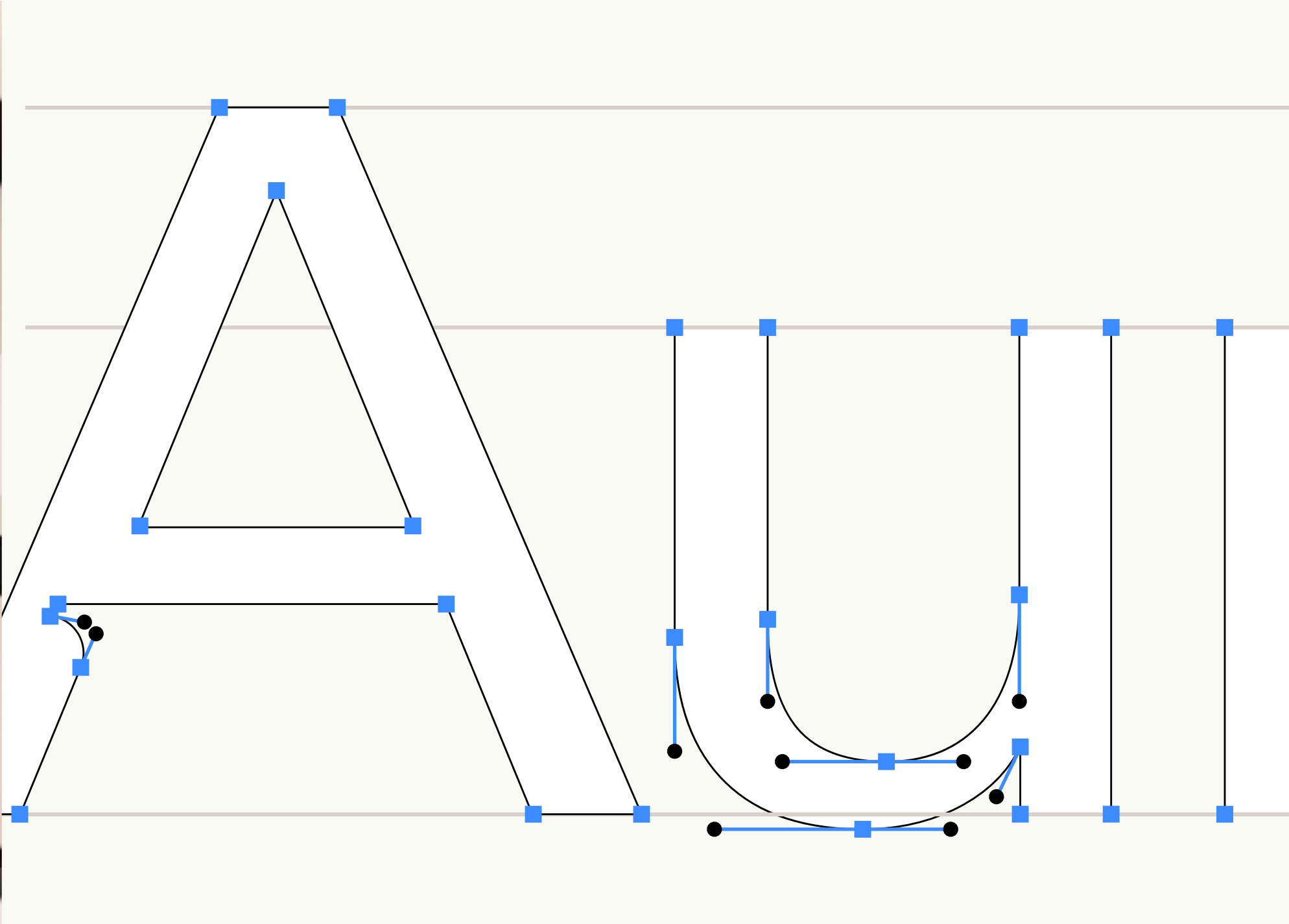
A stack of business cards is shown from a low angle, appearing as a thick, rectangular block. The top surface is a uniform light brown color. The side of the stack is composed of many thin, parallel edges, creating a textured, wood-like appearance. At the bottom edge of the stack, a white label is visible, featuring the AAA logo and the text 'Auriya Voyage Avenue' in a serif font. The background is split into a dark grey/black upper half and a white lower half, with the stack of cards resting on the white surface.

**AAA** Auriya Voyage  
Avenue®



**AA** Auria Voyage  
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# Auria Voyage Avenue<sup>®</sup>

Where Your Dream House Awaits

[WWW.AURIAVOYAGE.COM](http://WWW.AURIAVOYAGE.COM)



Years Of Experience

+16

Clients Per Year

+9K



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AMIR JAWDAT

CEO



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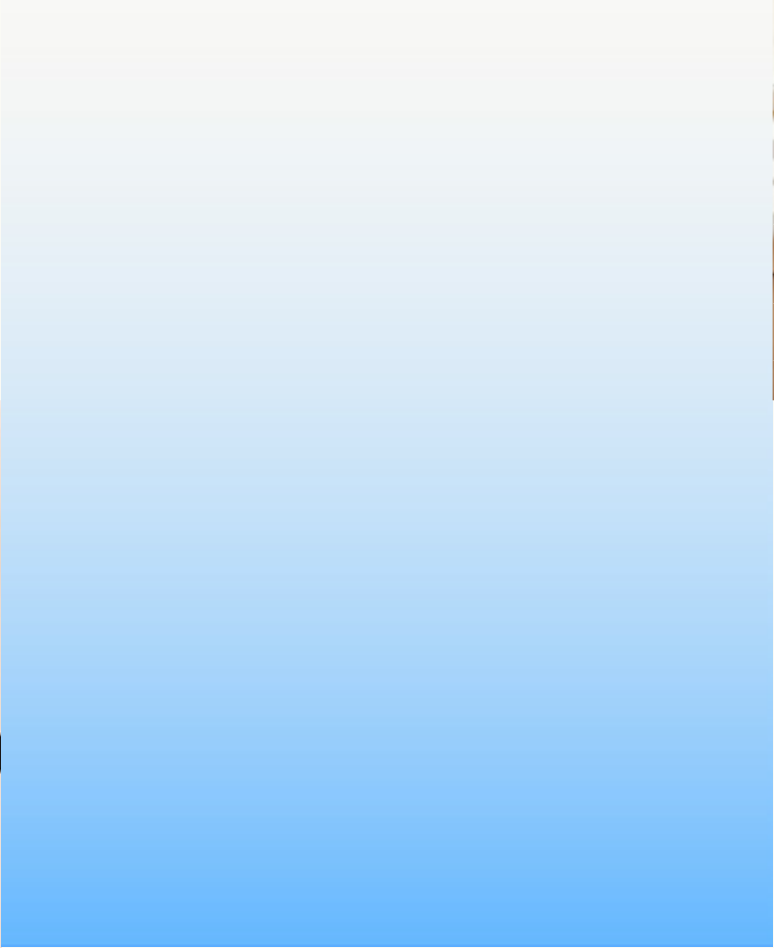
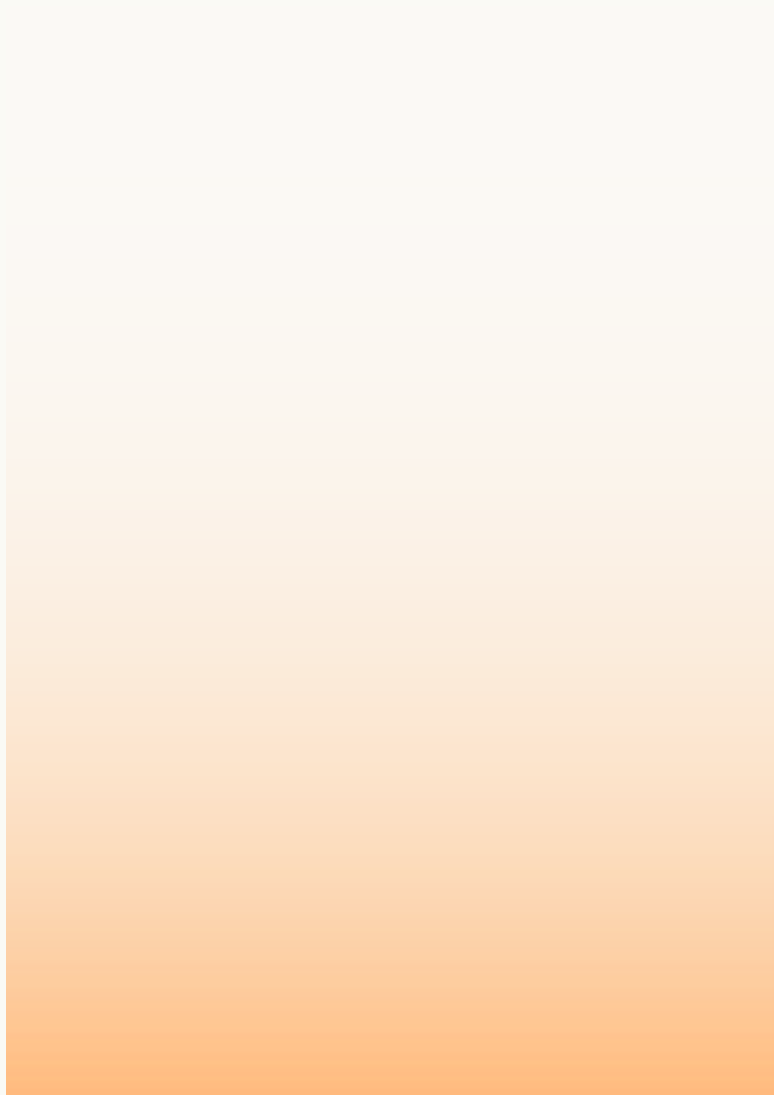
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Auria Voyage  
Avenue® AA

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## OUR JOURNEY IN NUMBERS

Covered Cities

+24

Clients Per Year

+9K

Years Of Experience

+16



# HERE YOUR DREAM HOUSE AWAITS

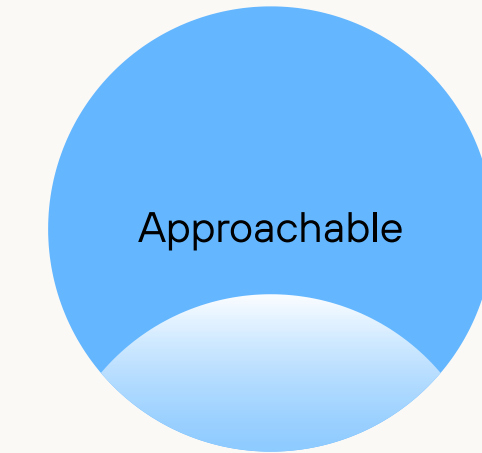
adaptable homes for every need. Whether you're a new couple, a growing family, a luxury seeker, or a pet owner, find your perfect home with us

# 01



Exeplore A Great Collection of Houses For Best Renitng And Valuable Renitng Experience That Suits Your Needs

## OUR VALUES



# Your Dream Home Anywhere!

## LUXURY RENTING FOR ULTIMATE SATISFACTION

Welcoming, adaptable homes for every need. Whether you're a new couple, a growing family, a luxury seeker, or a pet owner, find your perfect home with us.

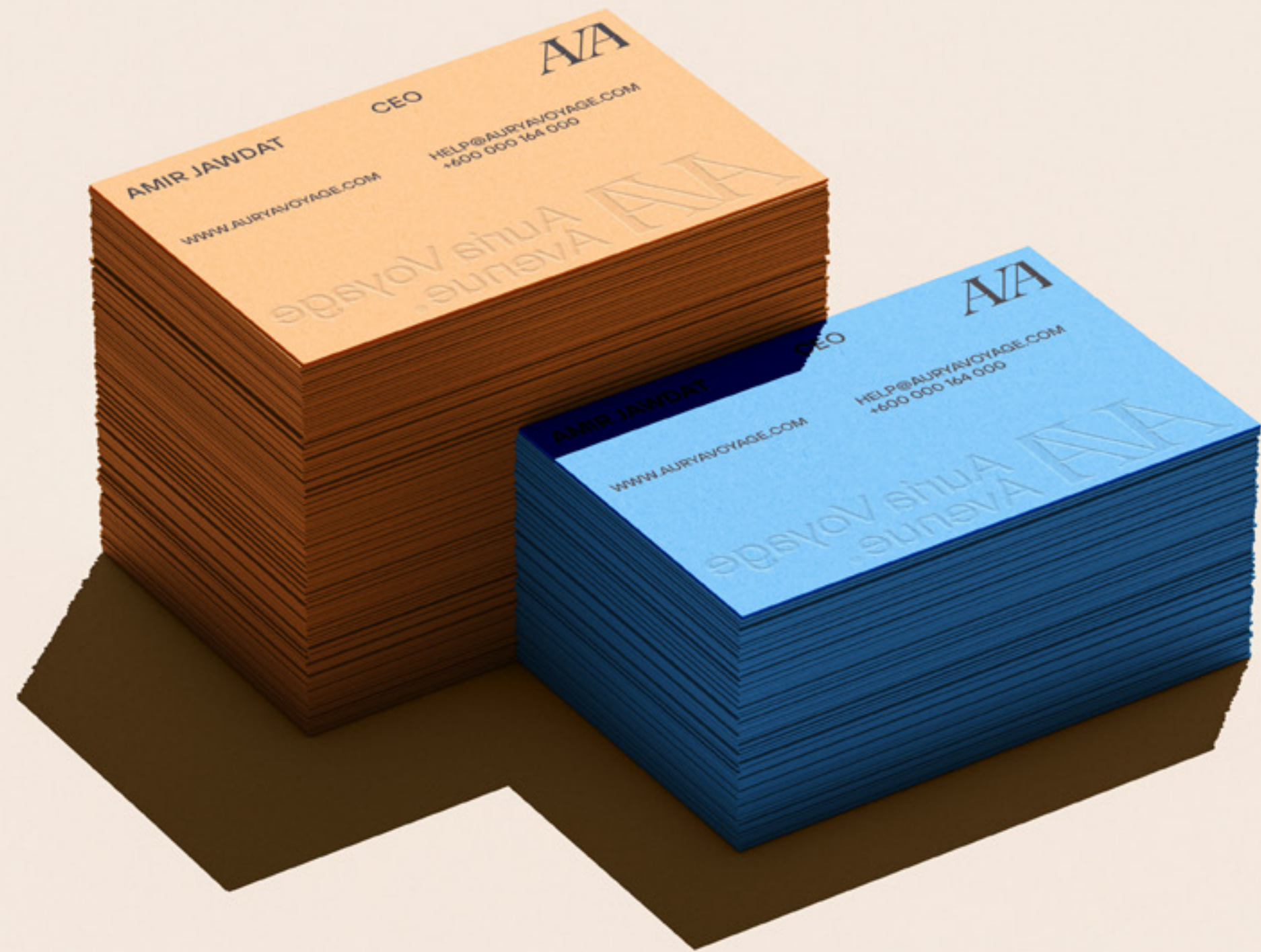
Discover comfort and create lasting memories in a space designed just for you.



# 02









Auria Voyage Avenue®

Where Your Dream House Awaits



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Where Your Dream House Awaits



Auria Voyage Avenue®

Auria Voyage Avenue®

Auria Voyage Avenue®



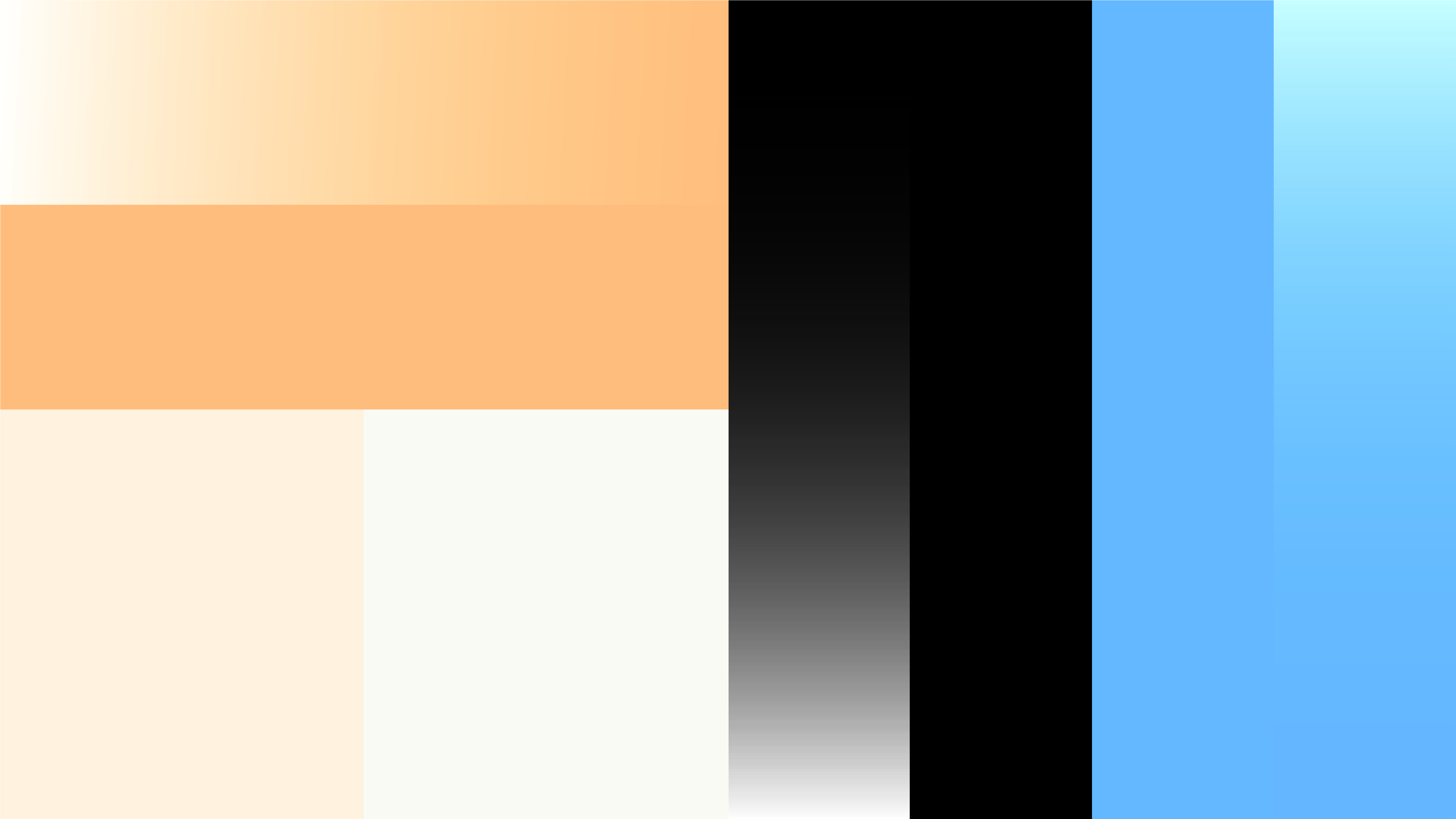
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Auria Voyage Avenue®







PRIMARY

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FONT TYPE TYPE (TYPE  
FOUNDRY) ©

T T T H O V E S

Geometric

Light

01

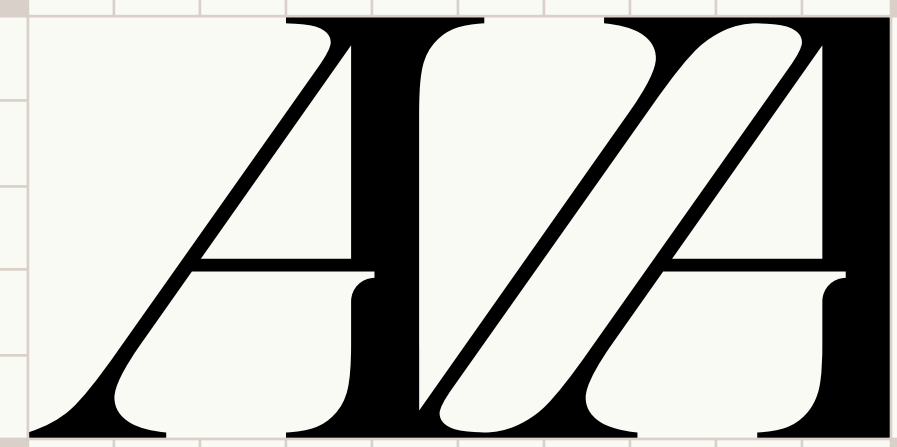
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DemiBold

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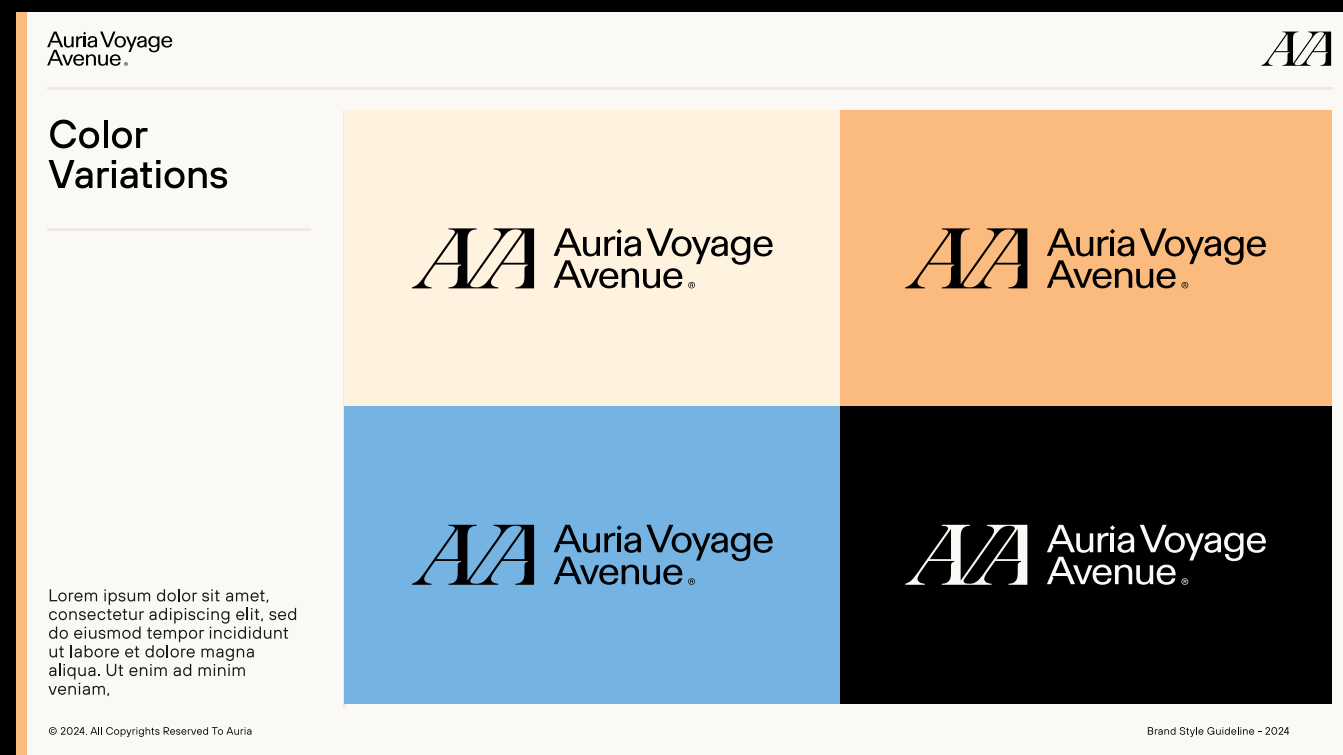
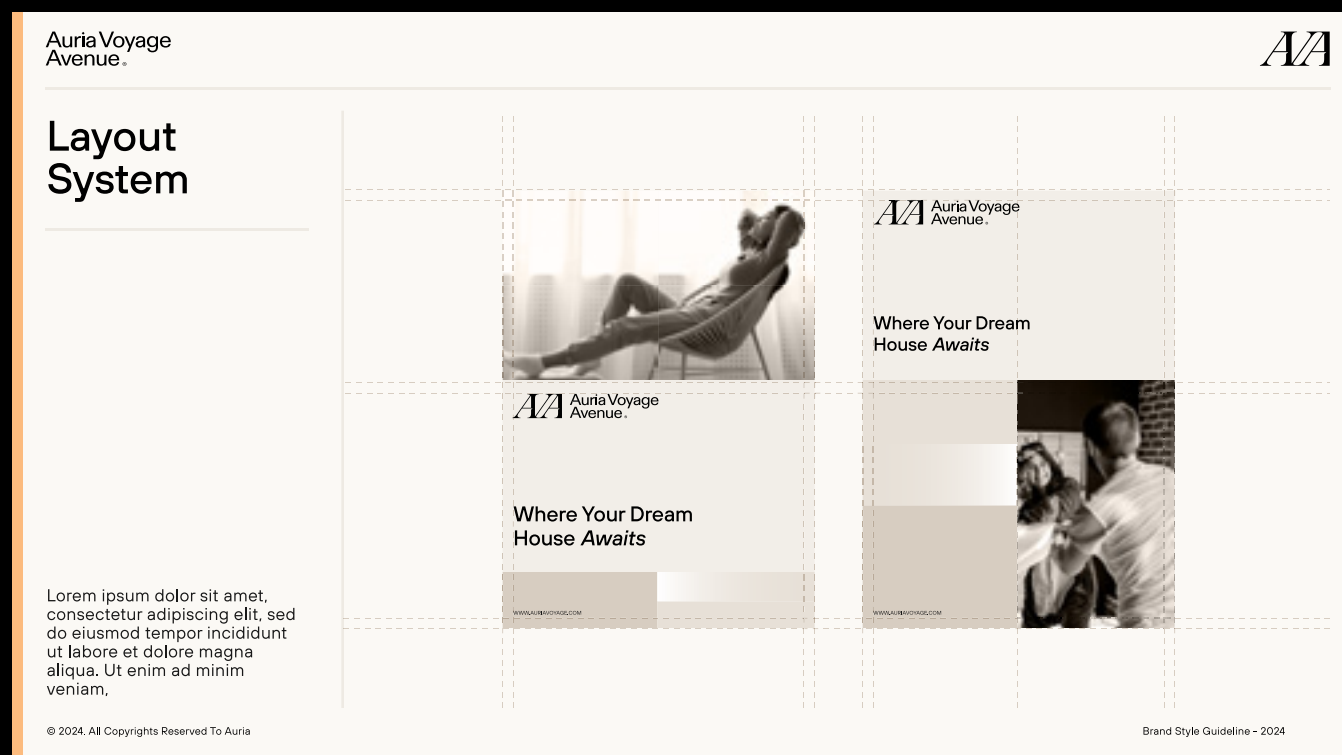
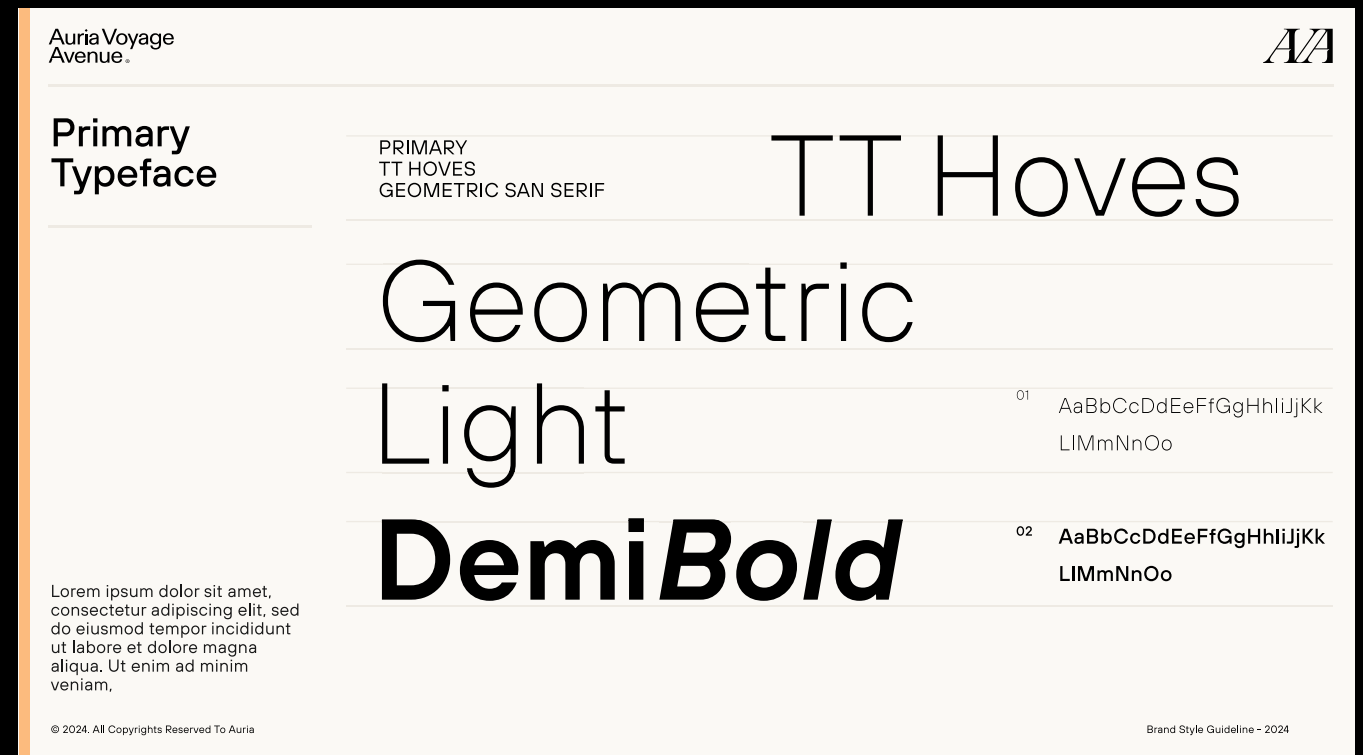
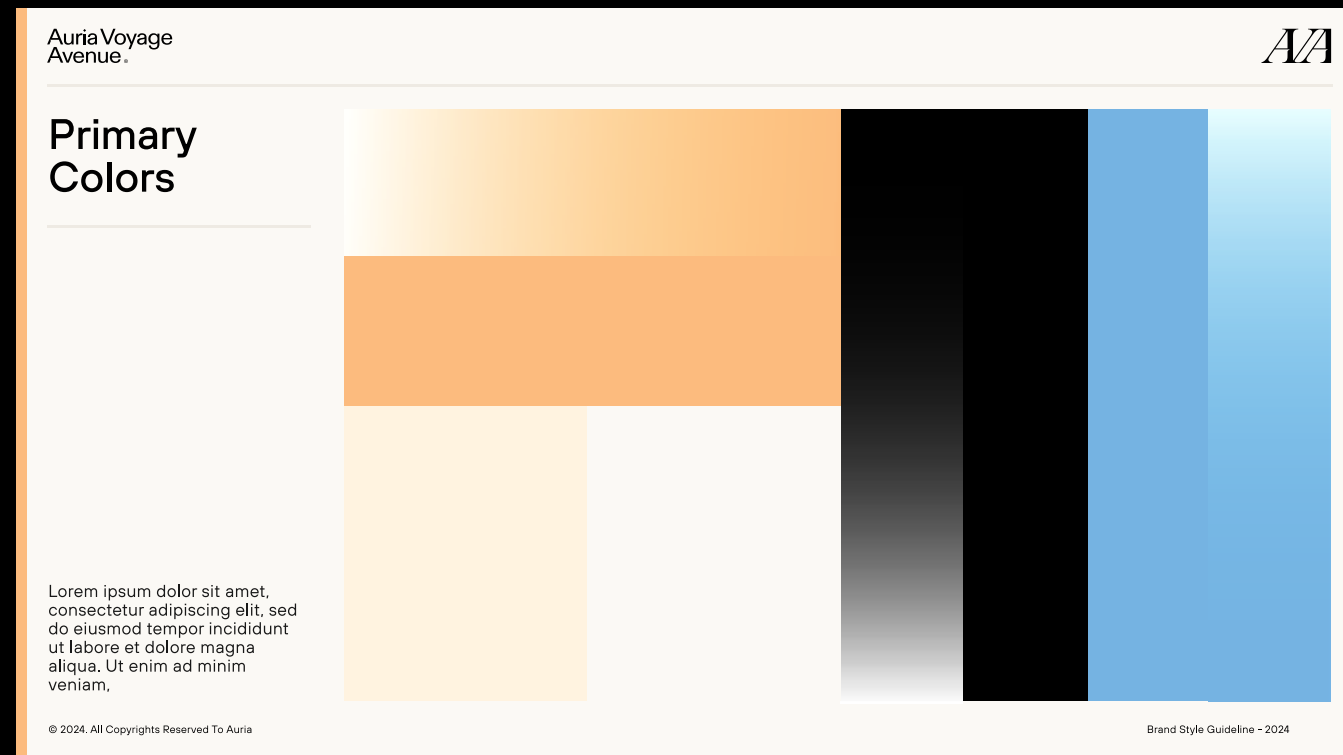
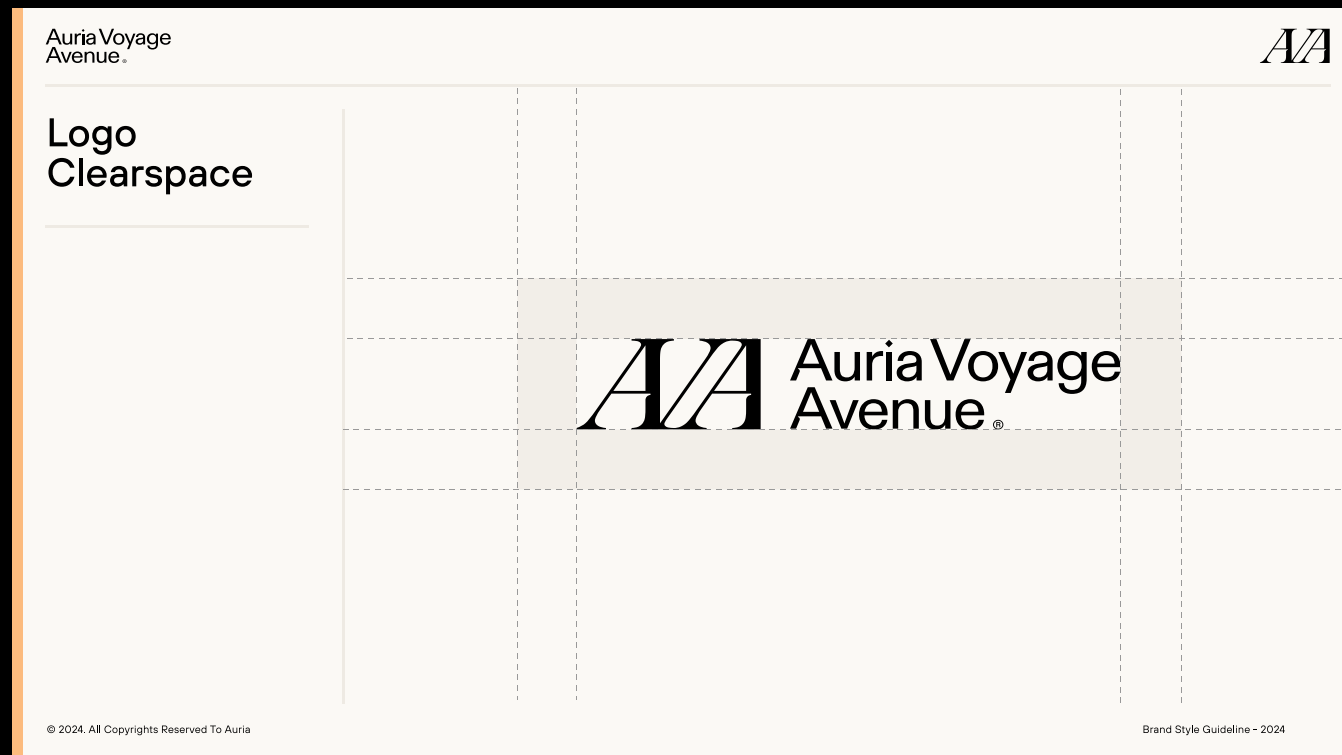
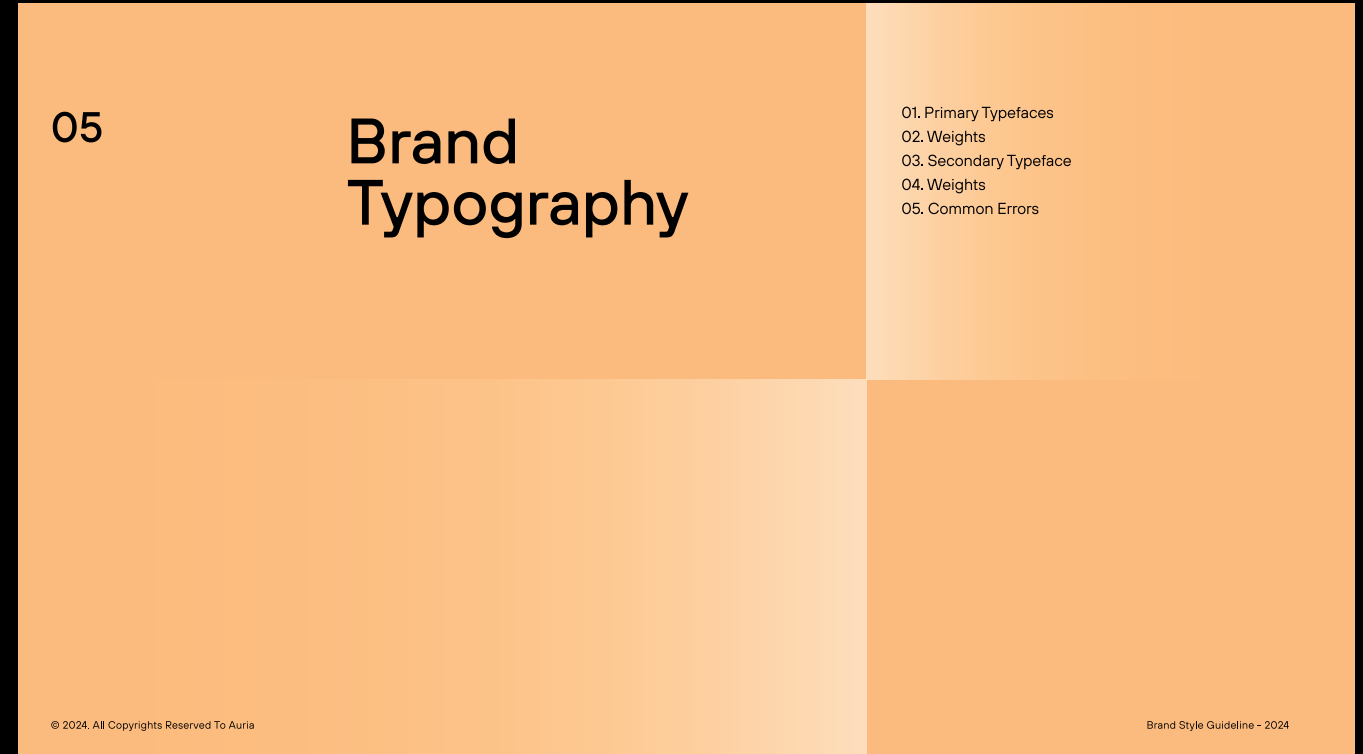
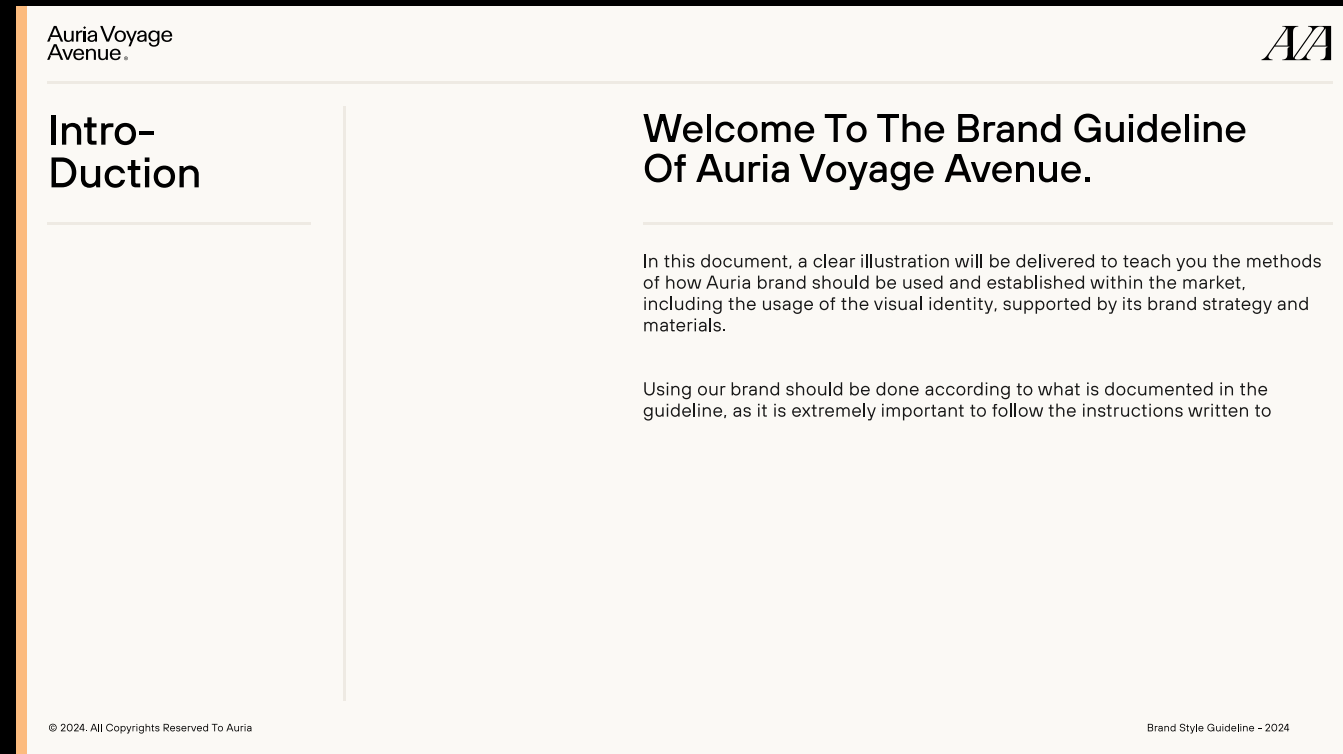
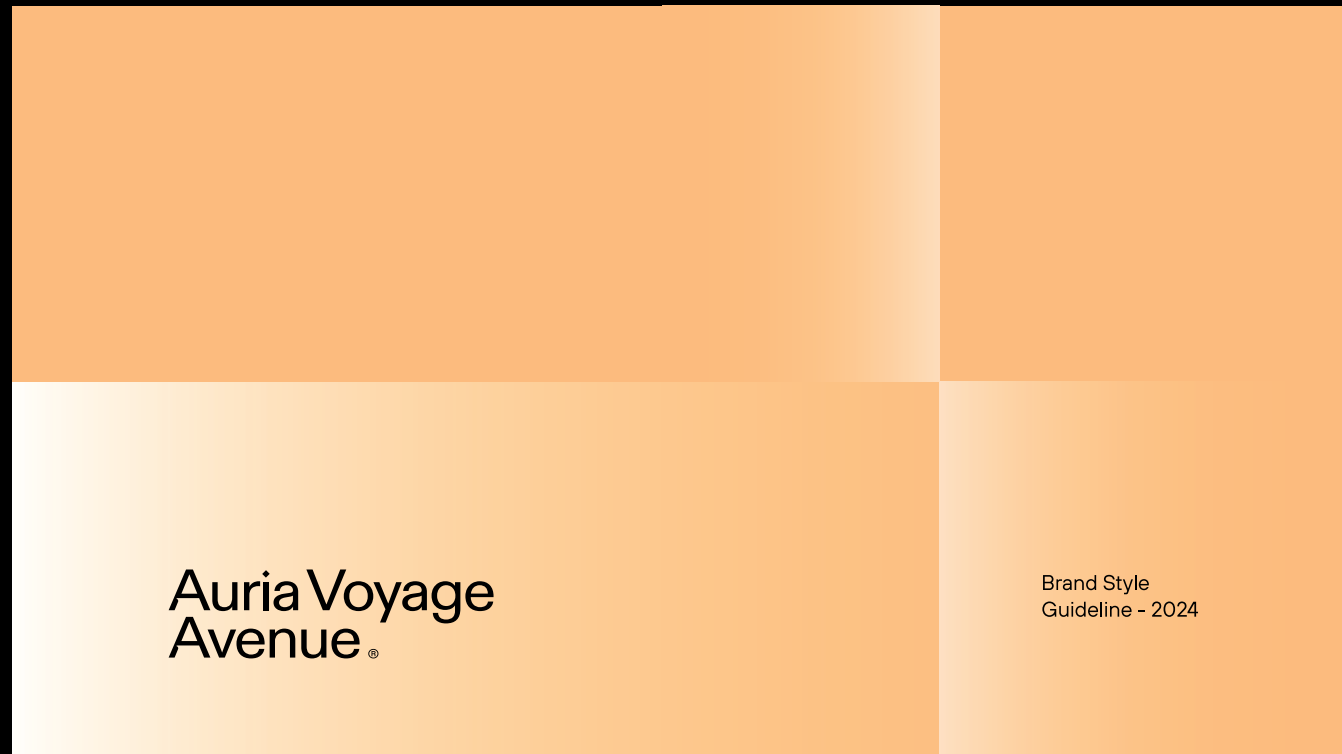
AA

Auria Voyage  
Avenue.®













Bohe|



Scandinavian



Farmhouse



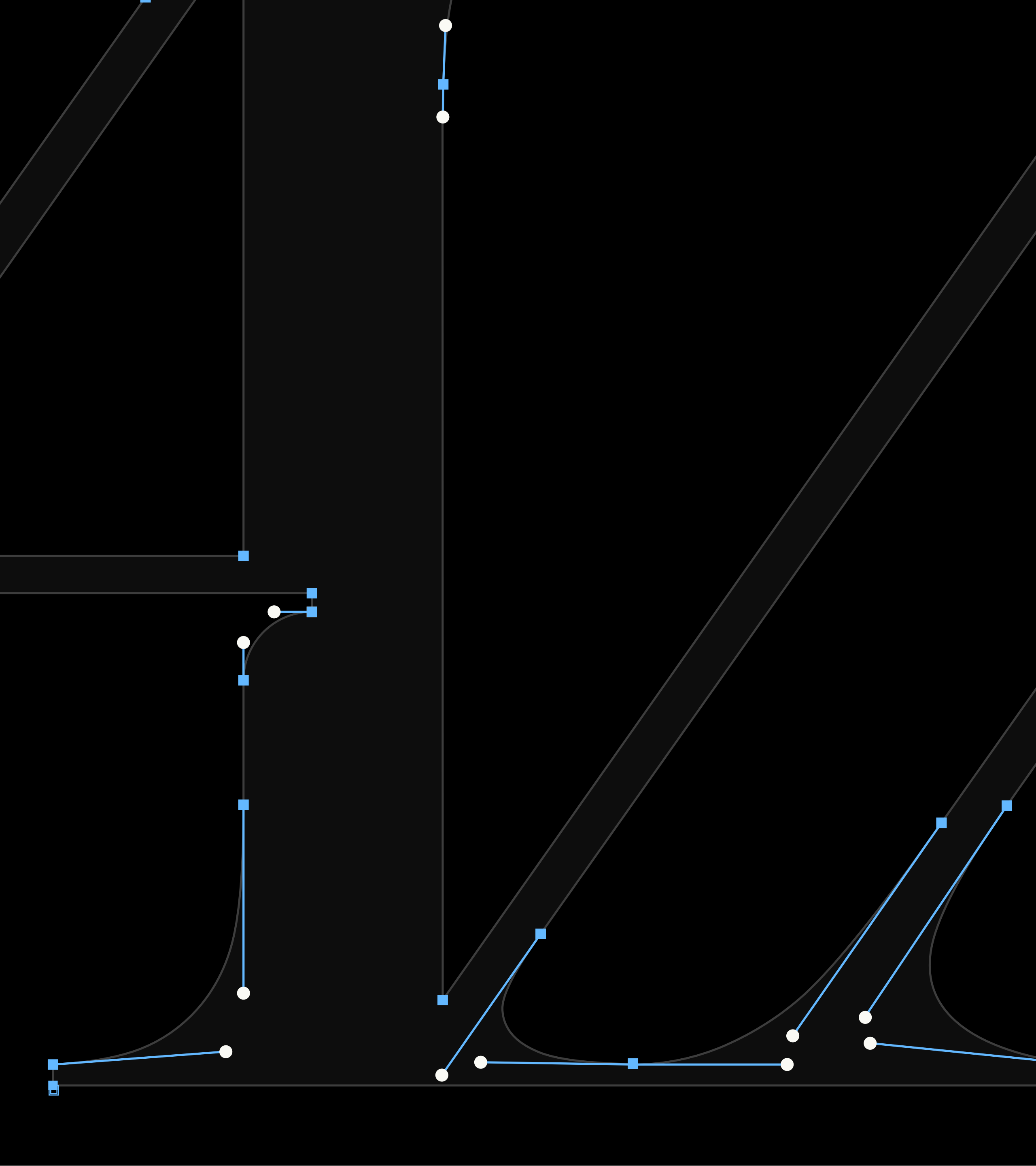
Coastal Home



Industrial Style



Minimal Homes





## Where Your Dream House Awaits

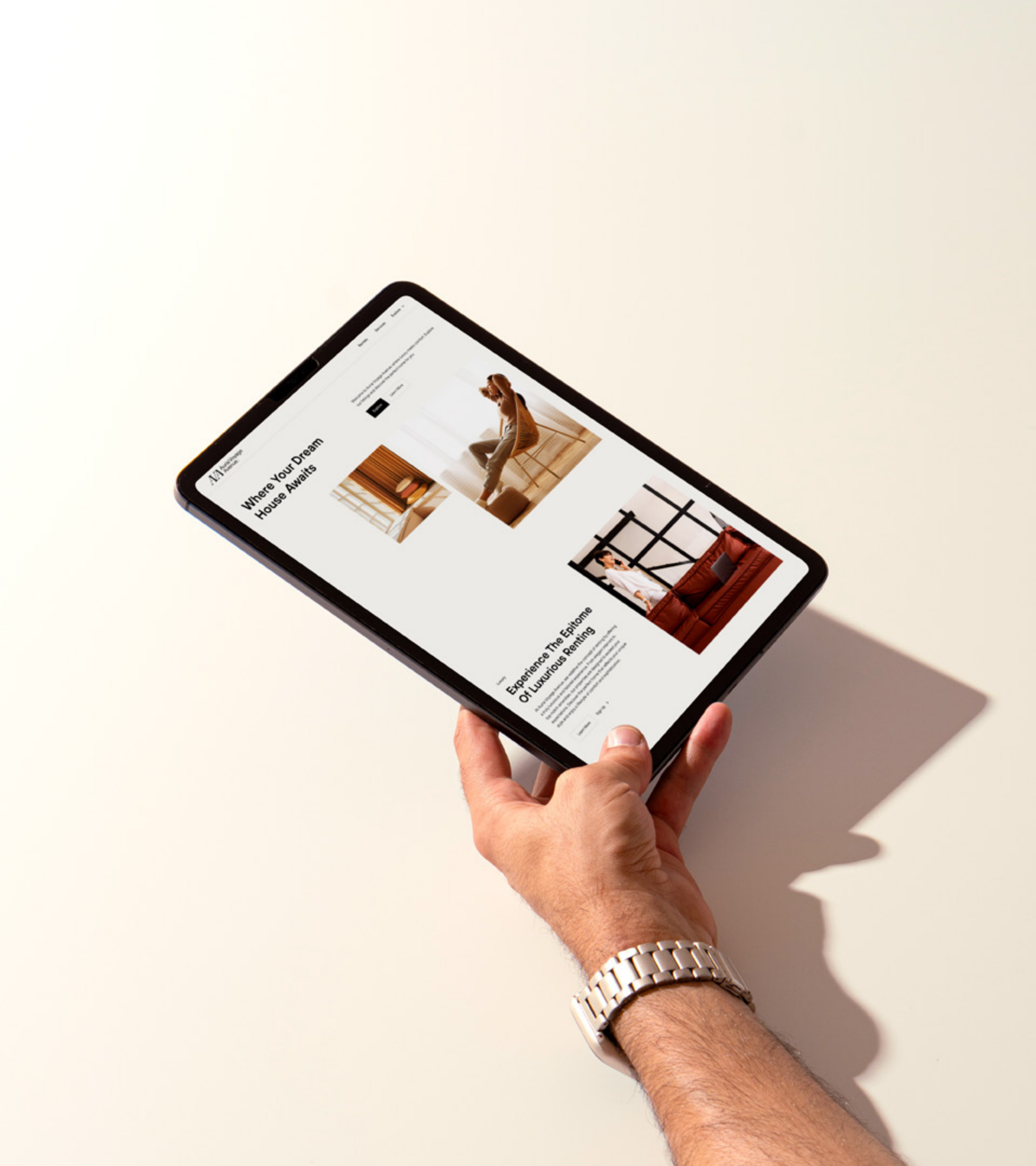
Welcome to Auria Voyage Avenue, where luxury meets comfort. Explore our listings and discover the perfect home for you.

Explore

Learn More









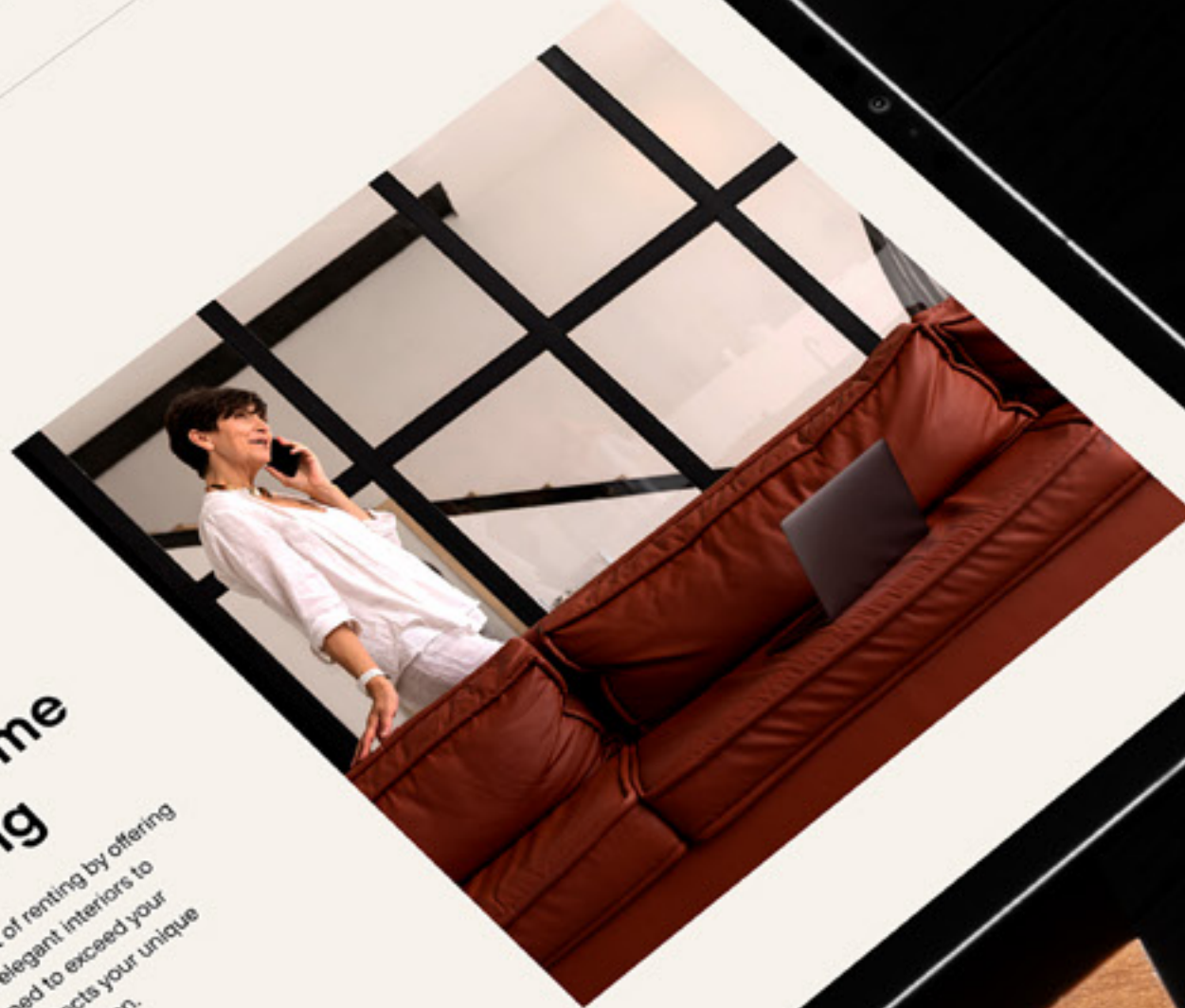
Luxury

## Experience The Epitome Of Luxurious Renting

At Aura Voyage Avenue, we redefine the concept of renting by offering a truly luxurious and tailored experience. From elegant interiors to top-notch amenities, our properties are designed to exceed your expectations. Discover the perfect home that reflects your unique style and enjoy a lifestyle of comfort and sophistication.

[Learn More](#)

[Sign Up](#)







# Where Your Dream House Awaits

[WWW.AURIAVOYAGE.COM](http://WWW.AURIAVOYAGE.COM)

**AA**



CATALOGUE

20

24

**AAA** Auria Voyage  
Avenue.









**AA** Auria Voyage Avenue.

Where Your Dream House Awaits

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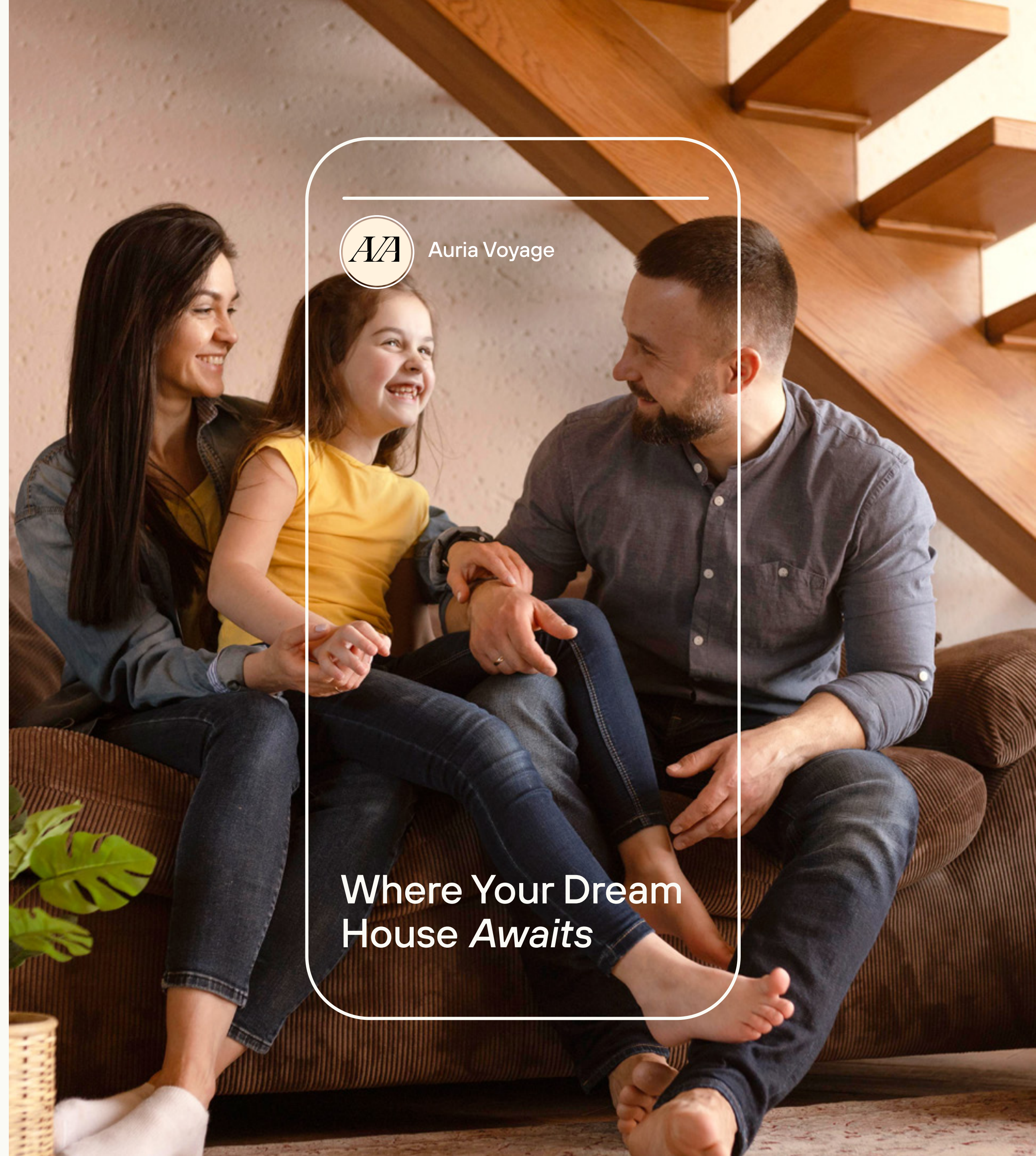


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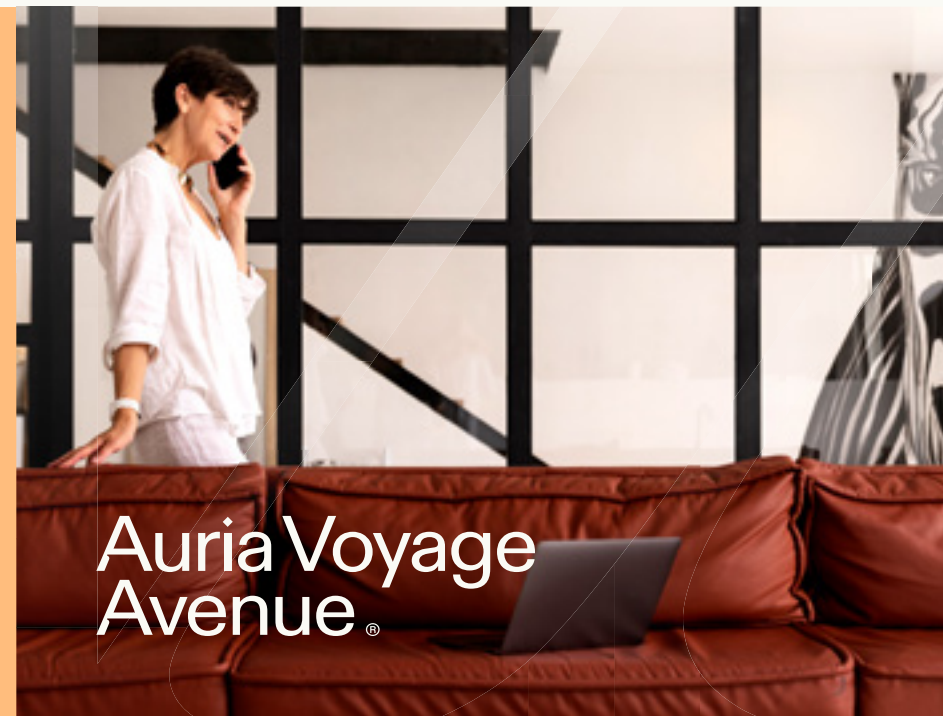
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Where Your Dream  
House Awaits



Where Your Dream House *Awaits*

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LUXURY RENTING FOR ULTIMATE SATISFACTION

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# Where Your Dream House Awaits



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Amir Jawdat  
aj@auriavoyage.com

## Greeting Amir,

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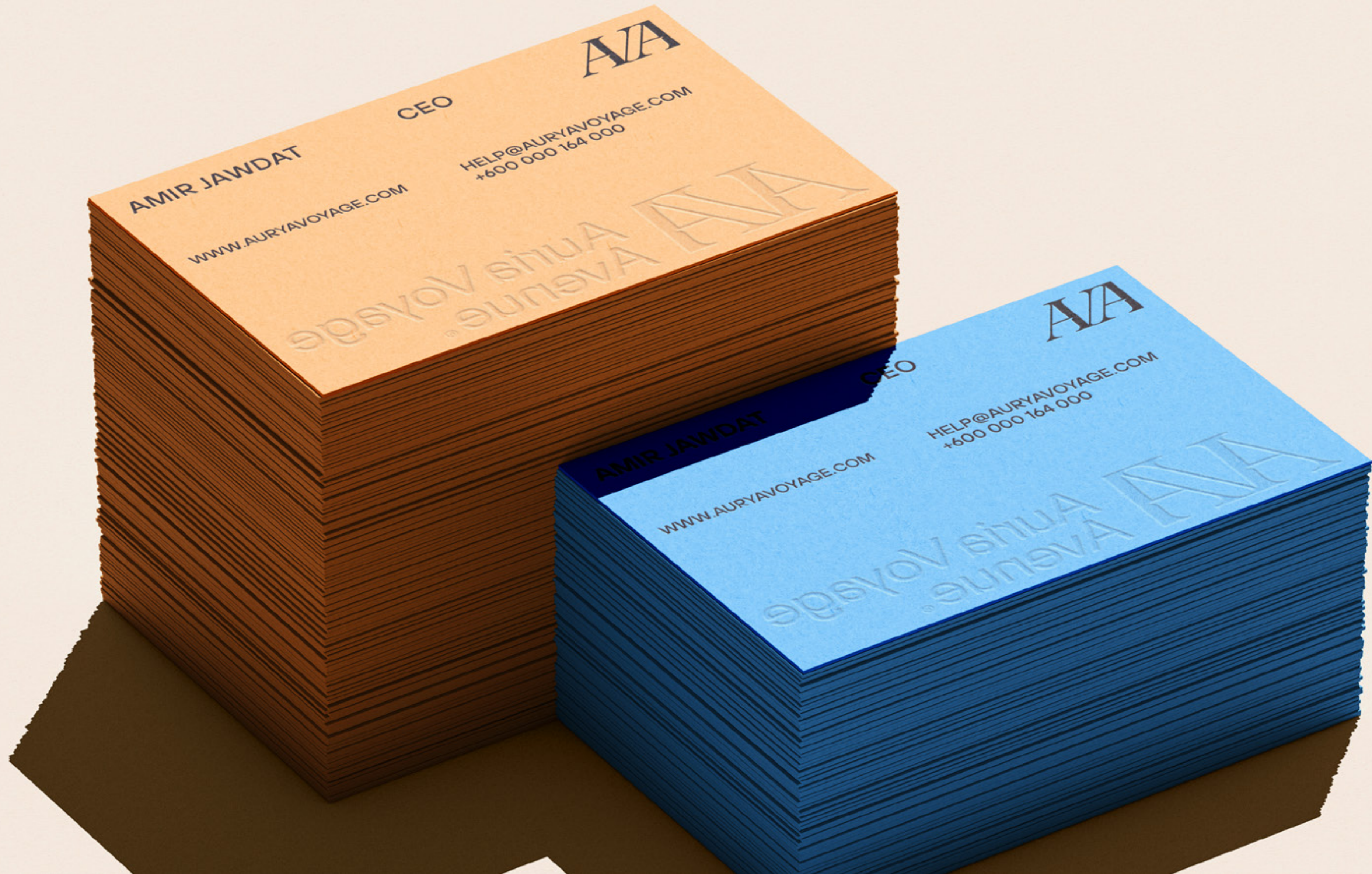


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**Thank** *You*

Click here 

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**Mahmoud Mahroos**

Click here  [to reach out](#)