

# CONTENTS

## ● THE COMPANY

How Might We...?  
Our Product  
Becoming  
The Competition  
Our Position  
Vision + Mission  
Market Details  
Target Market

1  
2  
4  
5  
7  
8  
10  
11  
12

## ● LOGO DEVELOPMENT

Sketches  
Refinement  
Official

15  
16  
17  
18

## ● MOOD BOARD + TYPE STUDIES

19

THE  
COMPANY

## HOW MIGHT WE...

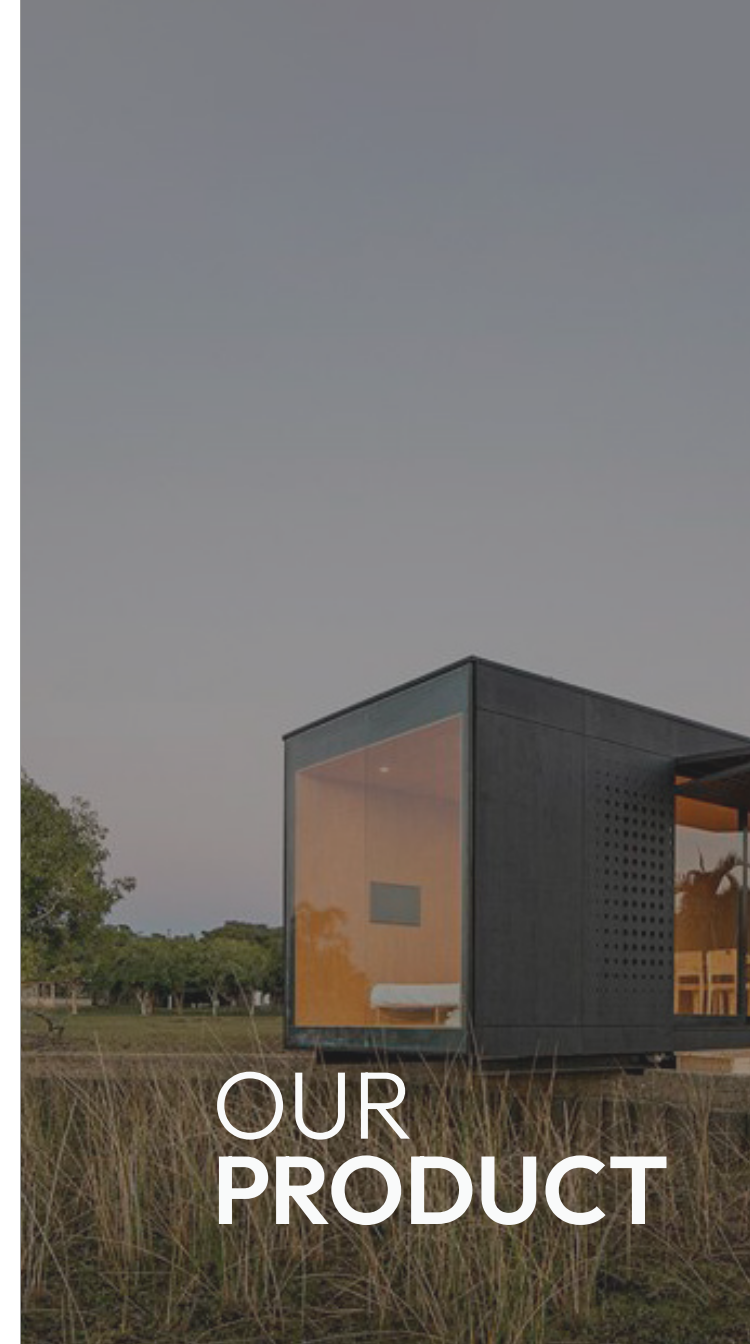
MAKE MODULAR HOUSING A  
MORE SUSTAINABLE, VERSATILE  
AND ATTRACTIVE WAY OF LIFE  
THAT PROVIDES RELIABLE AND  
ACCESSIBLE OPTIONS?

The ability to own a home is becoming more and more unobtainable in the modern era of real estate and the economy. Younger generations entering adulthood are not as likely to buy homes because of the expense, but also because the contemporary home isn't as attractive anymore.

Modular homes offer a unique approach to the housing market, utilizing prefabricated layouts and simple materials that make manufacturing, construction, and set up easy and convenient from production line to end user.

An additional benefit is the effort to integrate green energy resources like solar panels and rain collection systems. Eco-friendly as it is, there is still room for improvement, especially on the production side.

**This is where we enter the equation.**



**SUSTAINABLE  
MODULAR HOMES  
MADE OF  
RECYCLED  
REPURPOSED  
REFURBISHED  
MATERIALS**

Amsterdam is a city of creativity and sustainability, providing for a progressive and inspiring environment. The IJ, being the dominant waterway of Amsterdam, houses many industrial waterfronts such as the Port of Amsterdam that make the city a major international port. An excess of shipping containers presented itself as a perfect opportunity to tinker with the popular style of modular homes utilizing these containers.

After a variety of prototypes, a small number were made for inquiring friends and community members. After the success of this trial run, our designs were shared with the world and we began to transform our little business into a real production company.

## BECOMING



# THE COMPETITION

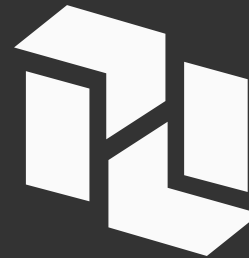
Most modular homes are completely prefabricated, limiting options and unique ideas, and use predominantly manufactured materials.

Our company takes the term of 'modular home' to its core; making them **actually** modular allowing for adaptability to multiple layouts and uses.

Additionally, we strive to use **100%** recycled, repurposed, and refurbished materials as much as possible.



Wheelhaus



CompactLiving



NOMAD

We keep it simple.

A home shouldn't feel like a burden or financial stressor. That's why we offer straightforward design services for buying and/or creating your modular home. We make sure you get the most for your money and have transparent communication with each client.

You get to feel good about your home **and** what you're doing for the environment as well by knowing that the materials used for your home are recycled and repurposed wherever and whenever they can be in production.

# OUR POSITION

**WE PROVIDE COMPACT  
SUSTAINABLE HOUSING  
DESIGNED FOR COMFORT  
AND UNIQUENESS AT AN  
AFFORDABLE PRICE**

## **VISION**

USE ENVIRONMENTALLY CONCIIOUS  
MEANS IN CREATIVE WAYS THAT  
CHANGE THE WAY PEOPLE LIVE

## **MISSION**

MAKE SUSTAINABLE AND MODULAR  
HOUSING A LIFESTYLE OBTAINABLE  
AND AVAILABLE TO ANYONE.



# MARKET DETAILS

## MEANS OF COMMERCE

**Website:** assists in purchase and design consultation.

**Showroom:** exhibits walkthrough models

## SECTOR

**Housing/Real Estate**

**Architectural Design + Construction**

## VALUE POSITION

**Mid-low profit**

## MARKET REACH

**Local to International**



**Age(s):** 24–36

**Gender:** Non-specific

**Income:** 35.000 – 150.000 (Middle class)

**Education:** Non-specific

**Marital Status:** Single

**Occupation:** Creatives, Artists

**Location:** Suburbs / City

Believes in only having what you need

Practices sustainable ways of life

Feels that a comfortable environment will influence productivity

Wants options in a home design but also at an affordable cost

Lives in a minimalist fashion



AUDIENCE:  
PRIMARY

## JAN

Single | 27

Rotterdam

Studio Apartment

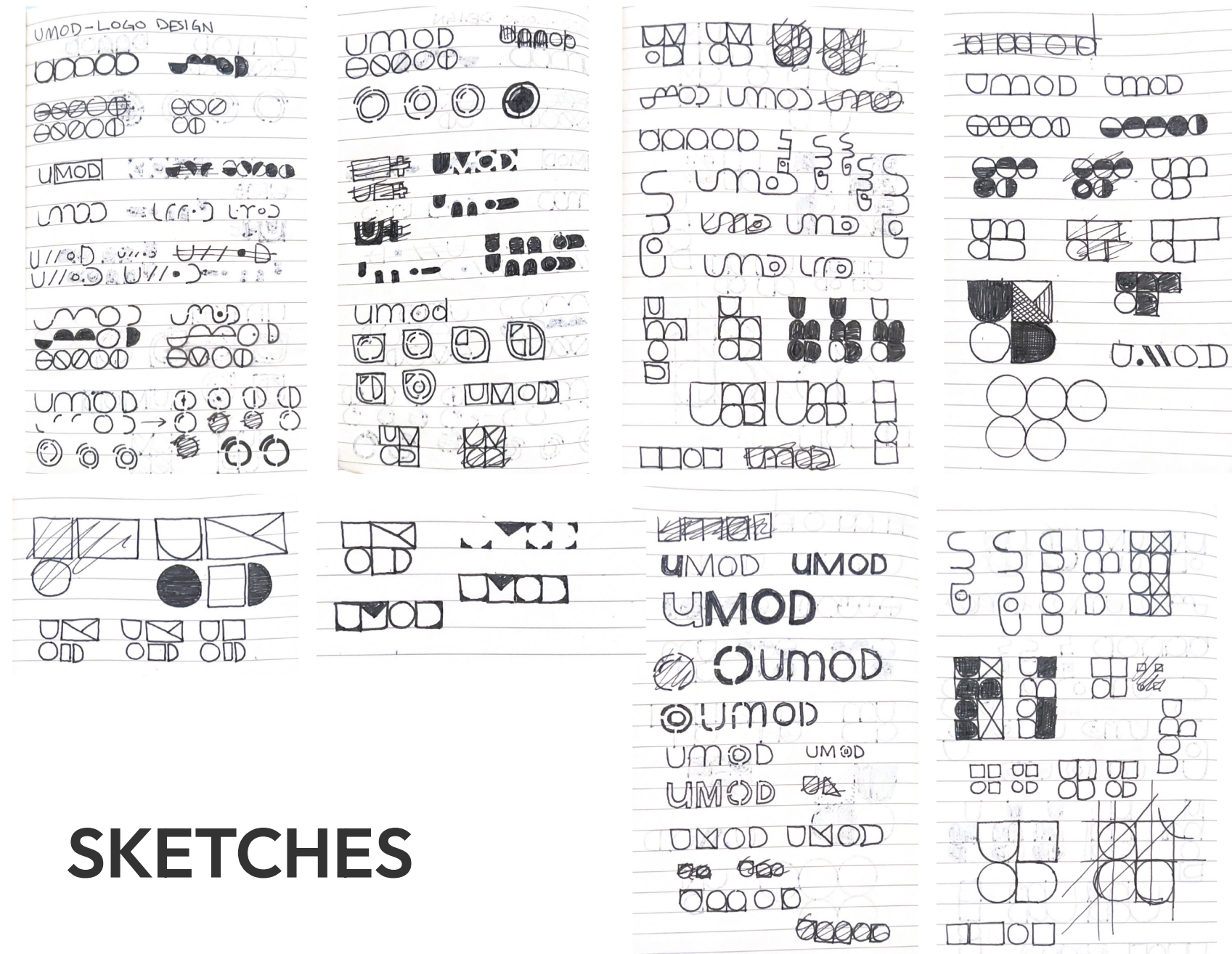
Junior Designer

Wants to move out of the city and is looking for an easy and affordable way of doing so.

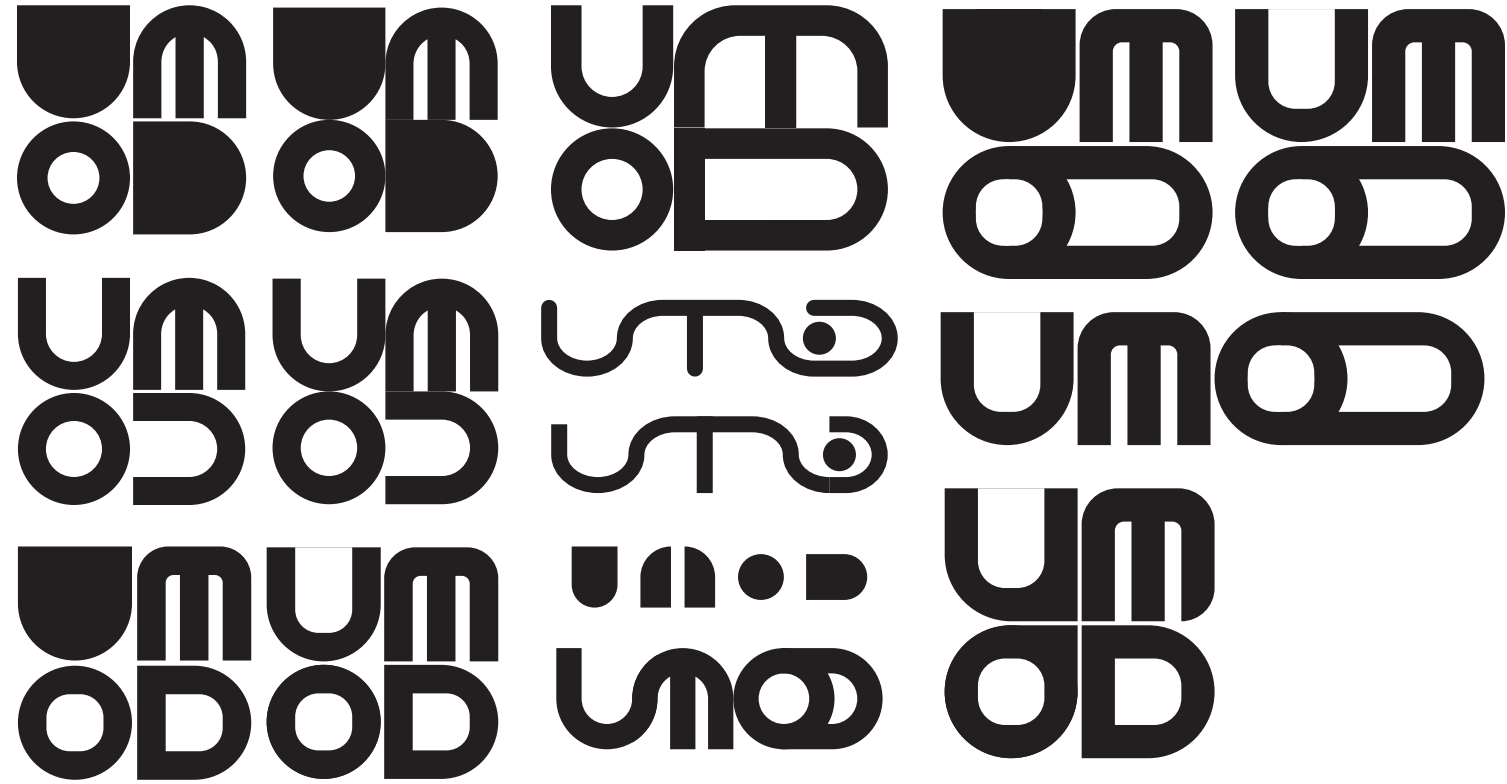
The ability to customize his home layout is especially attractive to him.



# LOGO DEVELOPMENT



## SKETCHES

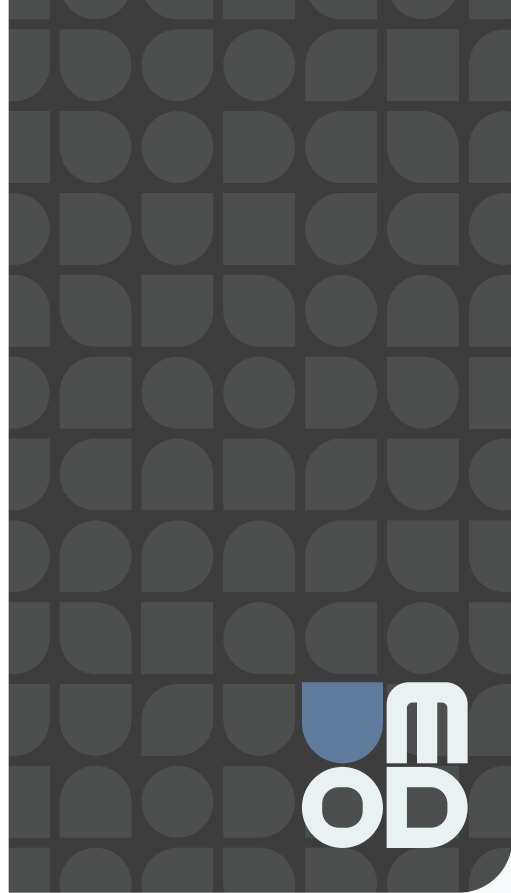


REFINEMENTS



OFFICIAL LOGO

# MOD BOARD

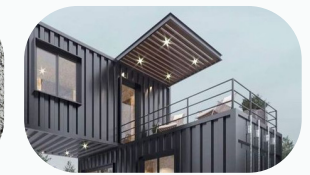
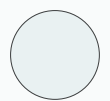
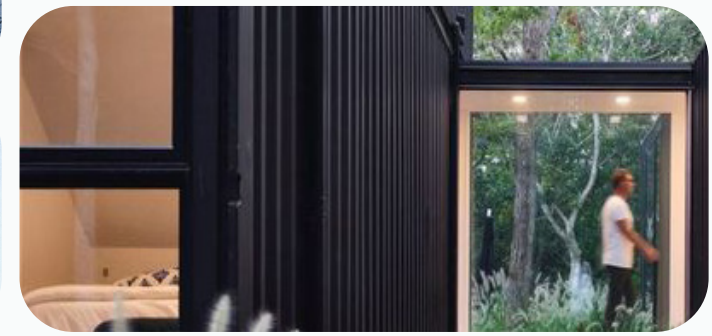


**SUSTAINABLE.  
MODULAR.  
PERSONAL.**



Living small can have its benefits, we make it better:  
Affordable, environment-friendly, comfortable, customizable, and so much more.

Head: BL Melody | Bold  
Body: BL Melody | Light



**OPTION A**



OPTION B



OPTION C