

Kvitfjell Alpingrend – Norwegian Cabins

CULTÉVA

Building brand appeal for a real estate project as a dream location with picture perfect surroundings



Background

Tegna is a real estate development company located in Norway that invest, build and market residential housing projects and recreational properties in Norway. Kvitfjell Alpingrend is a property land project owned by Tegna, with 42 lots for classic mountain style lodge cabins within the nations largest ski resort.

"[...]Cultéva shaped our brand with a commercial appeal that was in sync with our vision and product. [...]the new brand and business-driven design allowed us to fully shift our focus over to building and selling the project."

-Thomas Lensby, Founder & President,
Tegna AS / Kvitfjell Alpingrend AS

Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

Challenge

Tegna was looking for a new exclusive and more elevated brand image for its new land property project - Kvitfjell Alpingrend - to more easily market and sell its mountain lodge style cabins to a demanding national customer base.

Kvitfjell Alpingrend was looking for a new logo and visual identity that transcends this top notch resort location and high quality craftsmanship real estate project, and a complete set of effective marketing and sales tools to meet our immediate needs.



Solution

Cultéva designed a bold symbol with classic aesthetics for Kvitfjell Alpingrend to mesh with the unique landscape and local environment. The visual identity aimed to generate a set of graphic elements that could easily adapt to any media - analog and digital - and all surfaces - flat and 3D.

The unique picturesque location with its exclusive ski resort and fairy tale nature surroundings became the aesthetic design platform for the overall brand appearance.

The collection of marketing collateral, such as the brochure, sales staff garment branding and showcase event package, as well as website landing page required two uniquely different visual appearances. The first visual identity for the presentation of the cabins had to exude an image of high quality, calm and enjoyable feeling, while the second identity for the showcase sales events held up in the mountain road terrain during the construction phase needed a vibrant, bright, and bold feeling to attract attention from passing traffic and visiting customers.