



Case Study

From Overlooked to Recognized: BlueRock Realty's Branding Makeover with LogoDesign.Net

Started in 2017, BlueRock Realty is a small real estate company based in Fort Worth, Texas. It was founded by Nathan Ellis, who was a former property manager. This family-run business, known for its community-first approach and personal touch, was doing very well through word of mouth and referrals. That was until other competitors started to catch up.





The Business Challenge

With declining sales and low brand recognition, BlueRock Realty needed a quick and impactful way to stand out at an upcoming local tradeshow. But hiring a designer felt too expensive, time-consuming, and out of reach for founder Nathan, who needed full control and fast turnaround without stretching the budget. Searching for a practical solution, he discovered LogoDesign.Net through a quick online search and saw it as the ideal way to create professional branding materials, quickly and affordably.



How LogoDesign.Net Helped?



LogoDesign.Net helped BlueRock Realty by giving them the tools to design their brand material and sign at the local tradeshow.

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Business Card



BlueRock used LogoDesign.Net's business card maker to create a clean, bold design featuring their logo, contact details, and the tagline "Your Fort Worth Home Experts."

Printed on glossy premium stock, the cards presented a professional image aligned with their brand personality.

Eye-Catching Flyers

Using ready-made templates, the team created flyers with a clean layout and brand-aligned colors like cyan and royal blue to spark interest and convey professionalism.

The flyers were visually compelling and perfect for handouts at a crowded event.



The flyers were quick to customize.

Custom T-Shirt



To present a unified look, the team designed white polo-style t-shirts featuring their logo, helping them stand out and appear cohesive.

The shirts enhanced team presence and made the brand more recognizable throughout the tradeshow.



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The Result

Bigger Presence at the Tradeshow

Custom t-shirts, flyers, and business cards helped BlueRock grab attention and attract more booth visitors.

Stronger Brand Recognition

Their consistent use of logo, colors, and tagline made a lasting impression and built trust with attendees.

Real Leads, Real Results for success

Follow-ups came in quickly thanks to clear contact info and strong branding—leading to new business opportunities.

BlueRock Realty effectively transformed its visual identity. Now, it's your turn to do the same. Design appealing and memorable branding materials to give a refreshing look to your business with LogoDesign.Net.

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