

ISKANDER BUILDINGS



**Biz bilan
hayot yanada
yoqimli**



Iskander Buildings regional developer from Navoi with 5 years of experience, which has built two residential complexes with more than 1,000 apartments. The brand decided to move to a new stage – the market of the capital and find its niche among other developers. For this, we developed the brand positioning and a new visual identity.

Based on research, we determined the essence of the brand «With us, life is more pleasant». The essence of the brand is reflected in the orange color, for example, it is reflected in the comfortable and life-affirming orange color, which distinguishes it from competitors. The key icon in the logo symbolizes the plan of the residential complex from above, the monogram of the name and the zoning of the apartment. Roundings create a sense of coziness. The typography is restrained and friendly. The blocky corporate graphics remind of progress in construction and ready-made homes. It is developed from the sign and is adaptive to any type of layout. The style follows not only the idea of the platform but also organically integrates visual codes of the category of developers.



Суть бренда

Biz bilan hayot yanada yoqimli

С нами жизнь приятнее

Миссия бренда:

Помогать жить людям полной жизнью.

Превращать обыденные вещи в объекты для жизни и сделать всё хорошее в жизни доступным. Поэтому с нами жизнь приятнее.



Было



Стало

**С нами жизнь
приятнее**



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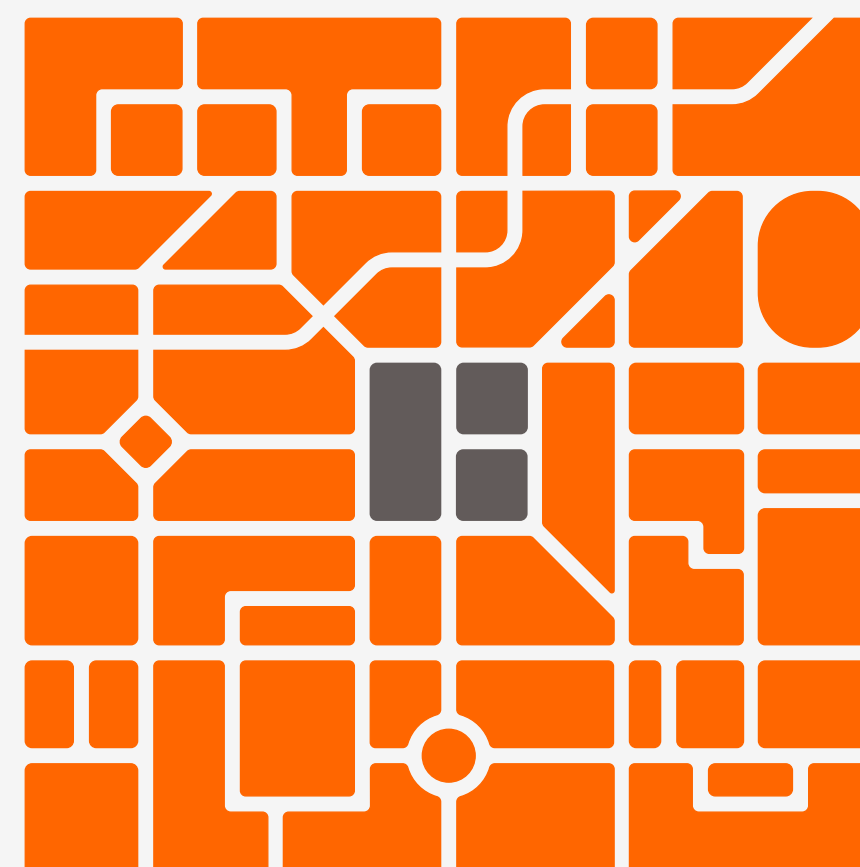
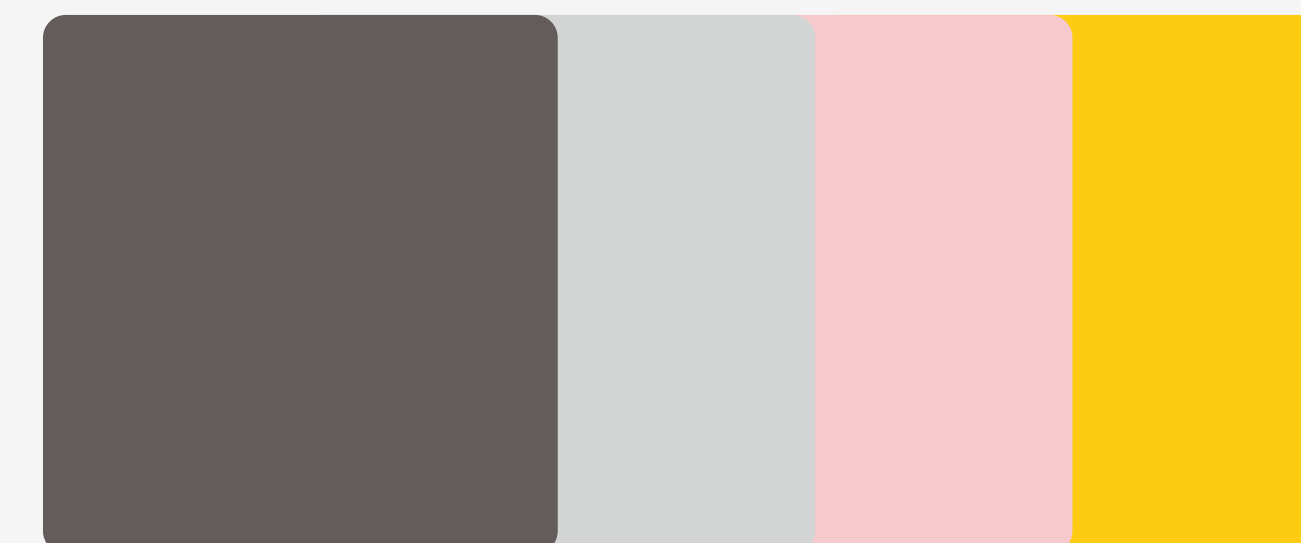




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Uy bu – siz uchun alohida bir dunyo

Yashil ko'kalamzorlashtirilgan ichki hovlida
ish kunlaridan keyin dam olish mumkin



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Balkonlar 2 m² dan – 21,6 m² gacha

Biz siz uchun derazadan ko'rinadigan
manzara muhimligini bilamiz.



**ISKANDER
BUILDINGS**



35%

Mavrid Mavzesi
xonadonlariga
chegirma va
15 oyga bo'lib
to'lash

 **ISKANDER
BUILDINGS**

Kingir, Ichongir Qal'devon
Manzil: Toshkent, 100007
Yashinobod tumani,
O'zbekiston ko'chasi, 15 uy
Chiqish raqami: 100007
Sana: 15 Dekabr, 2020

Manzil: Mirobod tumani,
Oybek ko'chasi 42

777 00 11
@iskanderbuildings
iskanderbuildings.uz

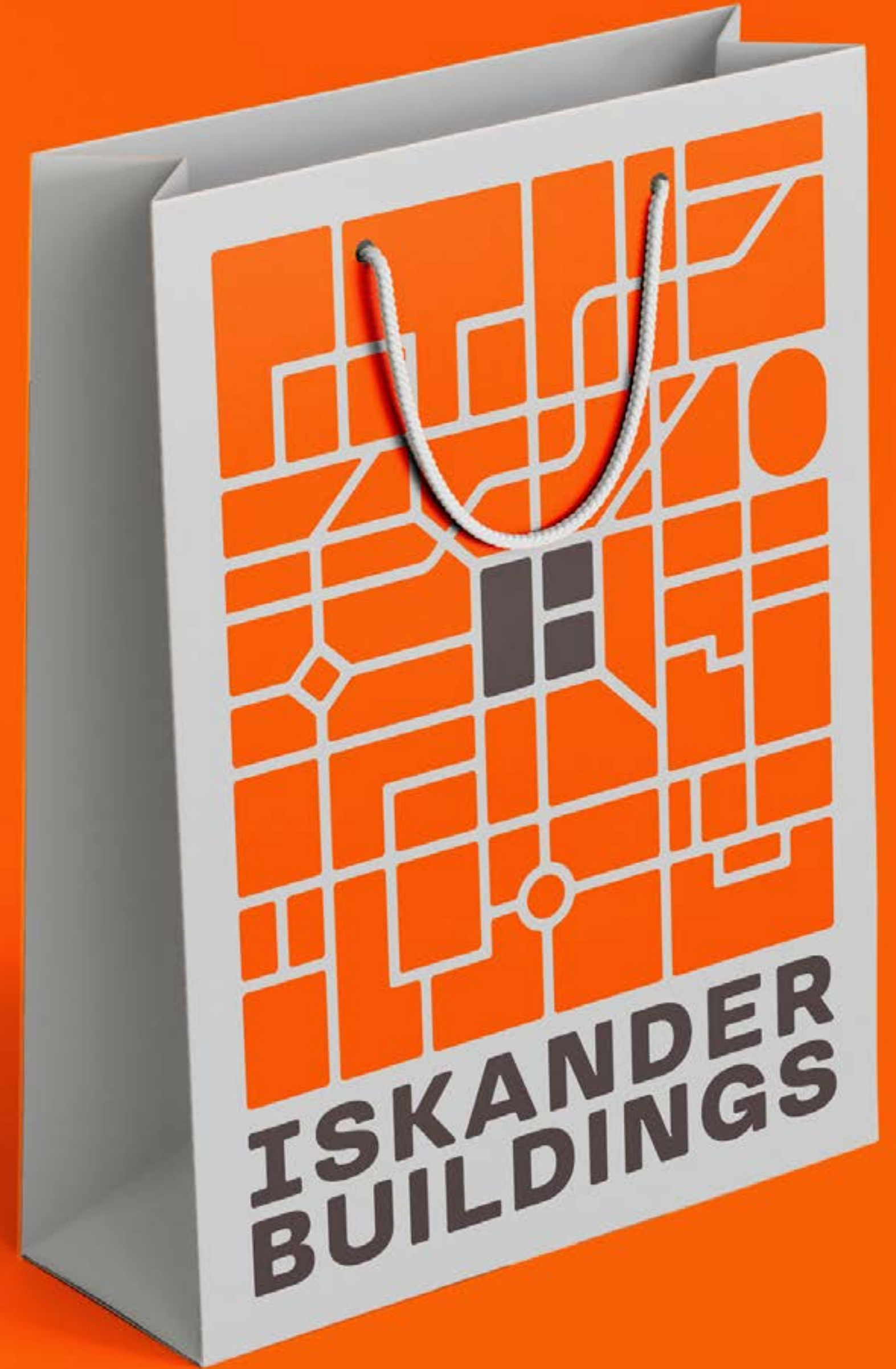
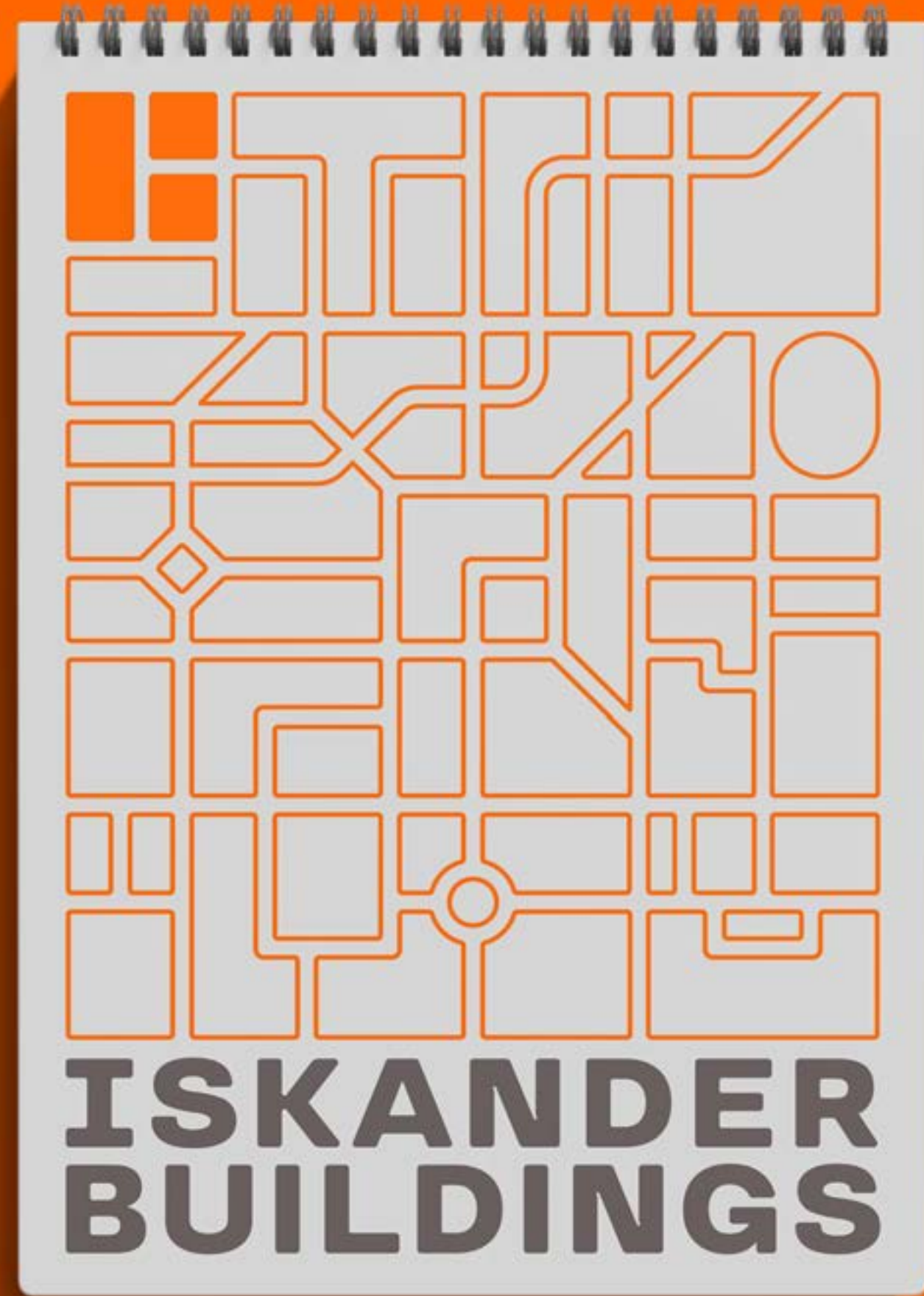
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yanada yoqimli

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35%

MAVRID MAVZESIning xona-donlariga chegirma va 15 oyga bo'lib to'lash

☎ 78 777 00 11





ISKANDER BUILDINGS

Kadastrli va ta'mirlangan xonadonlar



ISKANDER BUILDINGS

Qulay yer to'la parkingi va quvvatlash stansiyalari



ISKANDER BUILDINGS

Qulay, yorug' va zamonaviy va po

