



## LUXURY OF FREEDOM

### THE BIG BERRY BRAND CHARACTERISTICS

The slogan connects two strong meanings that could be interpreted as contradicting each other. "LUXURY" is something people associate with wealth, comfort, high/superior quality, but also rigidity, order and urbanity, while "FREEDOM" is associated with, peace, happiness, leisure, nature, no constraints...

BIG BERRY is connecting the luxury of ultimate accommodation comfort with the freedom and peace of a natural environment. It combines two conflicting desires: comfortable accommodation and the experience of freedom and peacefulness of a genuine nature environment. BIG BERRY is a solution of joining those two desires of a modern tourist in a perfect luxury of freedom experience.

### WHAT DOES BIG AND BERRY MEAN

BIG BERRY is like berry fruits - healthy, colorful, has many forms, spread from seaside to the mountains in all climate zones - just as staying in our mobile homes. "BIG" means space, big story and also globally scalable business model, and "BERRY" as healthy food represents proximity of nature and idea of modularity.

BIG BERRY brand therefore symbolizes a natural and a healthy lifestyle, nature friendly enjoying the nature -while preserving the natural environment.

### CHEERFUL LOGO

BIG BERRY logo is a circle, as circle it is the most perfect form in the nature - has no breaks, symbolizes smile, luck, eternity, connectivity and connecting people.

BIG BERRY logo has an appearance of a stamp.

Two points between the words "BIG" and "BERRY" are easy associated with inclined smiley, which gives the logo a friendly and cheerful appearance, they also symbolize prestigious handcrafted manufacturing as well as their inclination stands for progressive thinking.

### VISUAL ELEMENTS

- Red Stripe on every BIG BERRY house: there is a vertical red violet stripe on the house as the BIG BERRY recognition sign. We want our houses to be different, special and recognizable from far away. The red violet stripe also makes a house look like a box of chocolate with a wrap that we get for our birthday.
- Corporate Color: RAL 4002 red violet is the corporate color for logo and a stripe. We had studied colors from berry fruits and the most common is red violet. In our opinion, this color contains the most vitamins and other healthy ingredients and since berries are the most healthy fruits, we had chosen the most healthy color.