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TRIPLESKY®

REAL
ESTATE

CASE STUDIES

ONE GREEN WAY
OMBRIA RESORT
GREEN JACKET
REALTYART

CREDITS

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At TripleSky we specialize in Real Estate with a comprehensive 360° approach. Serving developers, resorts, real estate agencies, agents, and property owners we provide tailored solutions to elevate your project and connect you directly with your target audience.



From Local Beginnings...

FOUNDED IN 2008, WE BEGAN AS A VERSATILE BRANDING AGENCY, COLLABORATING WITH PROMINENT BRANDS IN OUR REGION.

A pivotal moment for us was becoming the principal agency for Quinta do Lago, one of Europe’s most exclusive resorts, for six years. This opportunity not only provided us with invaluable experience but also enhanced our visibility, paving the way for partnerships with other prestigious developments like Ombria Resort, Vilamoura World, One Green Way, as well as esteemed real estate firms such as Mapro Real Estate and One Select Properties.



Quinta do Lago, Algarve

Over time, we expanded our expertise beyond our local region, taking on projects across Portugal, including the stunning Madeira Island. Our reach then extended internationally to countries like Switzerland, Brazil, Angola, and more recently, Spain.



Crans Montana, Switzerland

... to Global Impact

What sets us apart is our evolution into a comprehensive 360-degree agency, driven by the diverse requests we have handled over the years. We have forged strategic partnerships in countries such as Greece, Brazil, Mexico, and Ireland.

Our specialization in real estate branding wasn’t a deliberate marketing strategy; it emerged naturally from the extensive body of work we’ve created and our inherent passion for the field. Today, our focus has shifted from merely developing corporate identities and collateral to crafting compelling stories that truly connect with people and deliver tangible results.



Kommigraphics, Greece



Model Works, Ireland

📍 FARO, PORTUGAL





The journey from Lego Dreams to Real Estate Realities

BRUNO FONSECA, FOUNDER TRIPLESKY

As a child, I found boundless joy in the world of Lego. Each colorful block held the promise of endless possibilities, sparking my imagination to create entire universes in my mind. Building was not just about constructing structures; it was about weaving stories and bringing my imagination to life.

Growing up, my passion for creativity led me to explore various avenues, but it was graphic design that initially caught my attention. However, the allure of branding soon captivated me, offering a deeper connection to storytelling and the power to shape perceptions.

My journey took a decisive turn when I seized the opportunity to partner with Portugal's esteemed real estate company, Garvetur, to establish Artá. Here, amidst the hustle of event exhibitions and the intricacies of office design, I discovered my true calling – real estate branding.

The birth of TripleSky marked a pivotal moment in my career. No longer bound by the constraints of generalist work, I could now channel my energy into projects that ignited my passion – real estate ventures that held the promise of creating something truly impactful.

Yet, the journey didn't end there. Along the way, I encountered fellow “Lego builders” – visionary leaders in their respective fields and countries, each with a unique story to tell. Together, we forged partnerships that transcended borders, enabling us to build not just structures, but legacies.

Today, as I reflect on the path that led me here, I am reminded of the simple joy of imagining, creating, and building – a journey that began with Lego blocks and continues to shape the skyline of tomorrow. And so, I invite you to share your story – for in the realm of creativity, every journey is a masterpiece waiting to be unveiled.



Amidst the tapestry of professional achievements, my greatest source of pride and inspiration remains my two daughters. Their boundless creativity and unwavering spirit infuse each day with purpose and meaning. Through this book, I aim to impart a simple yet profound message to them: With dedication and perseverance, the sky is indeed the limit. This dedication is for you, my beloved daughters.



Our Clients

Here are some of the esteemed clients we've had the pleasure of working with over the past years.

One Green Way
RealtyArt
Ombria Resort
Quinta do Lago
One Select Properties
Mapro Real Estate
Barra Prime
JLL
Vap Real Estate
Grupo Madre
Waratah
SPX Capital



Our partner, Flavour Productions

In the following sections, we present four case studies showcasing our work with Real Estate Agencies, Developers, Developments, and Resorts. These examples illustrate our comprehensive approach, innovative thinking, and the depth of our expertise in the real estate industry.



DEVELOPER
Green Jacket

14/33



RESORT
Ombria Resort

34/53



DEVELOPMENT
One Green Way

54/79



REAL ESTATE AGENCY
RealtyArt

80/99

CASCAIS, PORTUGAL

Green Jacket

Property developer and asset manager with over 340M€ of AUM representing more than 600M€ in sales.



AT A GLANCE Green Jacket are a visionary real estate property developer and asset manager based in Portugal. With a robust portfolio boasting over 340 million euros in assets under management, and a track record of facilitating sales exceeding 600 million euros.



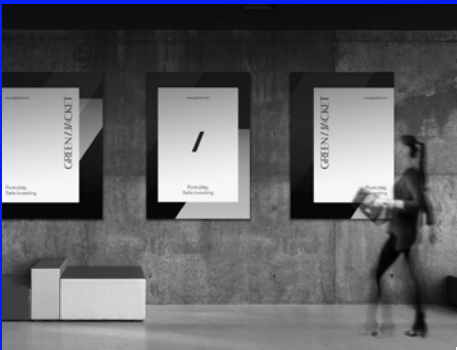
They are residents not visitors to the markets they invest in



Main office in Cascais

Focus on

#1
Brand Strategy



#2
Visual Identity



#3
Brand Applications



#4
Event Management

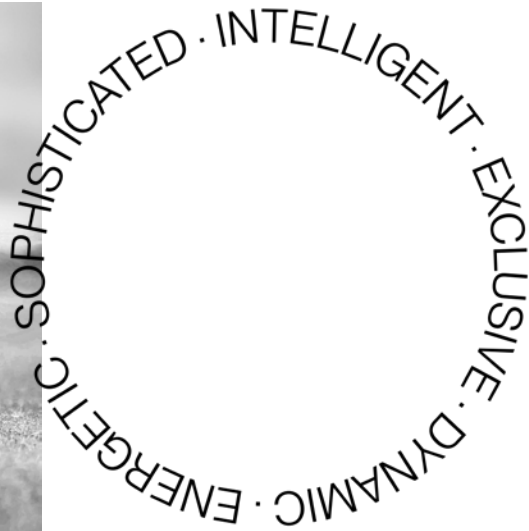


#5
Online Presence



A Luxurious Rebranding Endeavor

Tasked with redefining their brand identity to reflect a more luxurious positioning, we meticulously crafted a comprehensive rebranding strategy. From refined typography and sophisticated color palettes to elegant visual elements, every facet of the brand was meticulously curated to exude opulence and exclusivity. Through our collaborative efforts, Green Jacket emerged with a renewed aura of prestige, poised to captivate discerning clientele and solidify its status as a paragon of luxury in the real estate industry.



Brand Personality

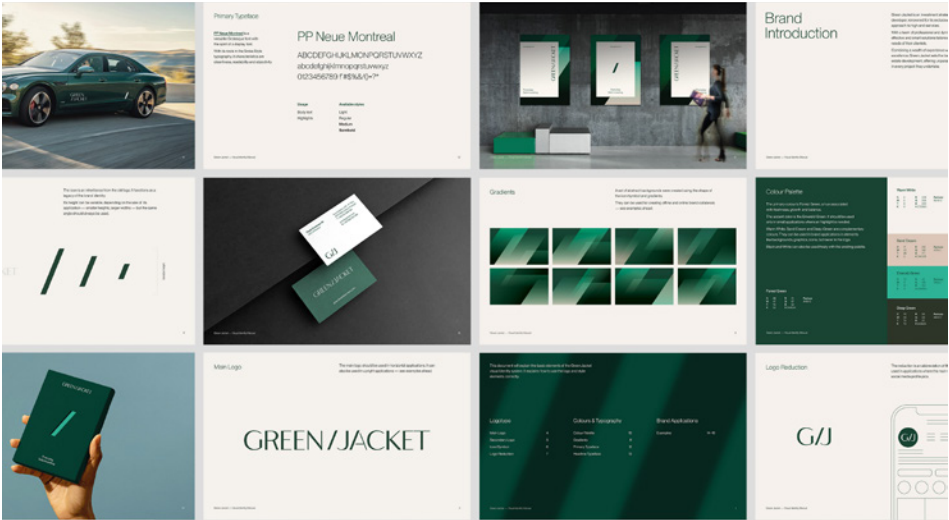


Visual Identity

Our task was to uplift the brand, ensuring it exudes luxury and sophistication. To infuse a more modern vibe, we introduced new colors and incorporated gradients that add dynamism and adaptability. This approach not only preserves the brand's core essence but also propels it into a contemporary, vibrant space.



Gradient patterns created

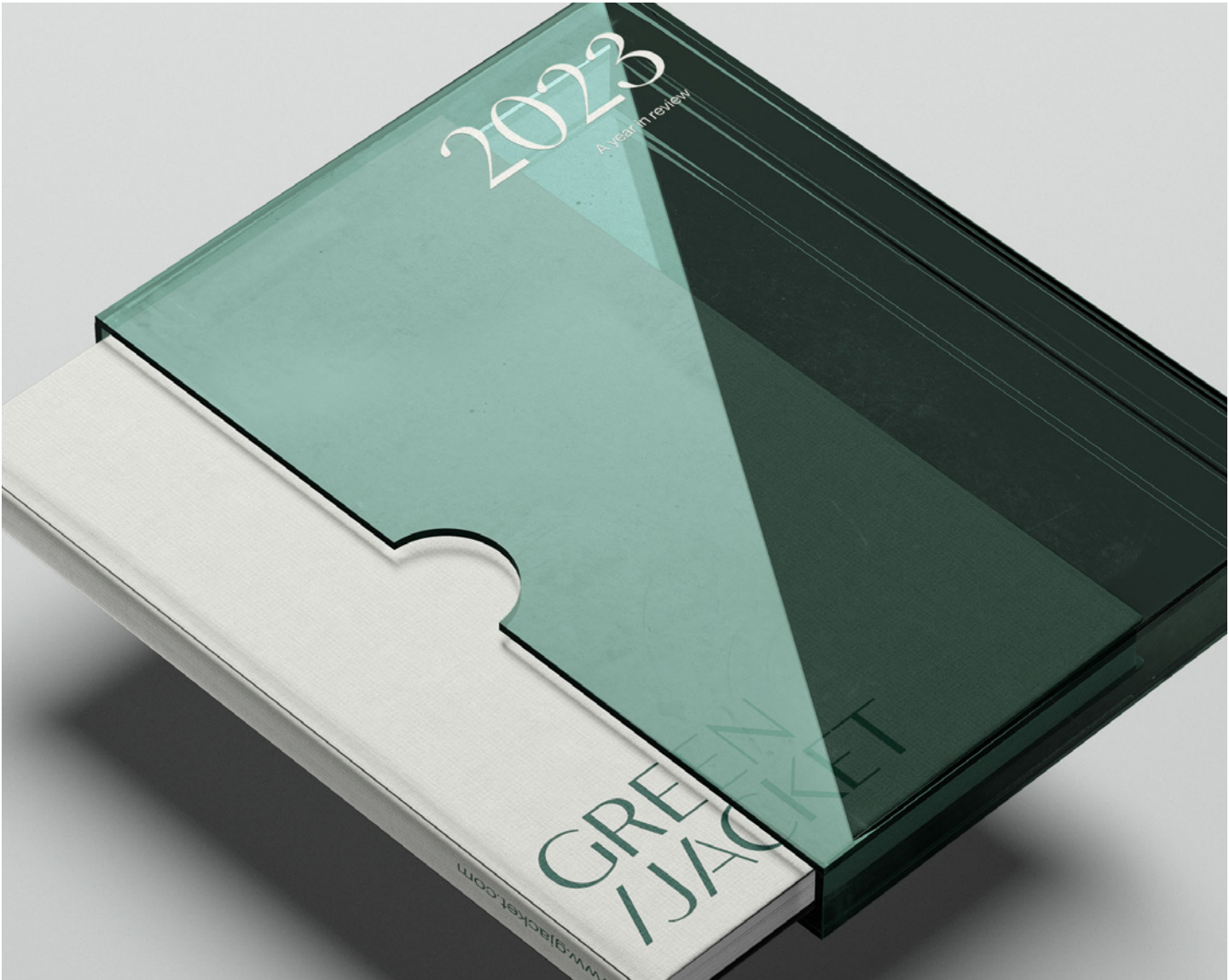
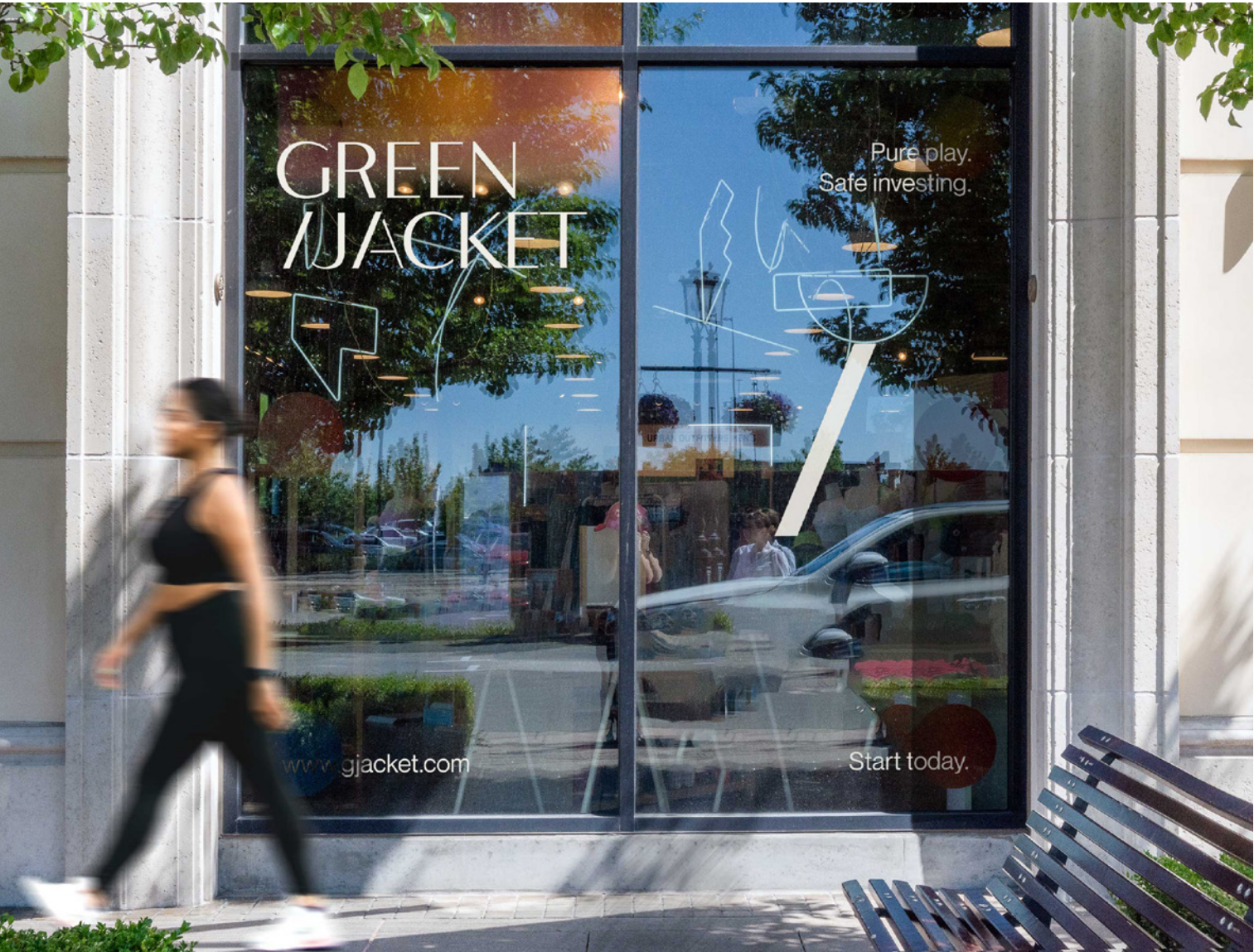


Extensive Brand Manual

Main Green Jacket logo

Brand Applications

Our goal was to strategically position the brand to highlight its high-end connections and exclusive market presence.





Working with Triplesky has transformed our brand into something truly premium and professional. The attention to detail and innovative approach they brought to our project has elevated us to new heights. We couldn't be happier with the outcome.

SOFIA MARQUES, CMO GREEN JACKET



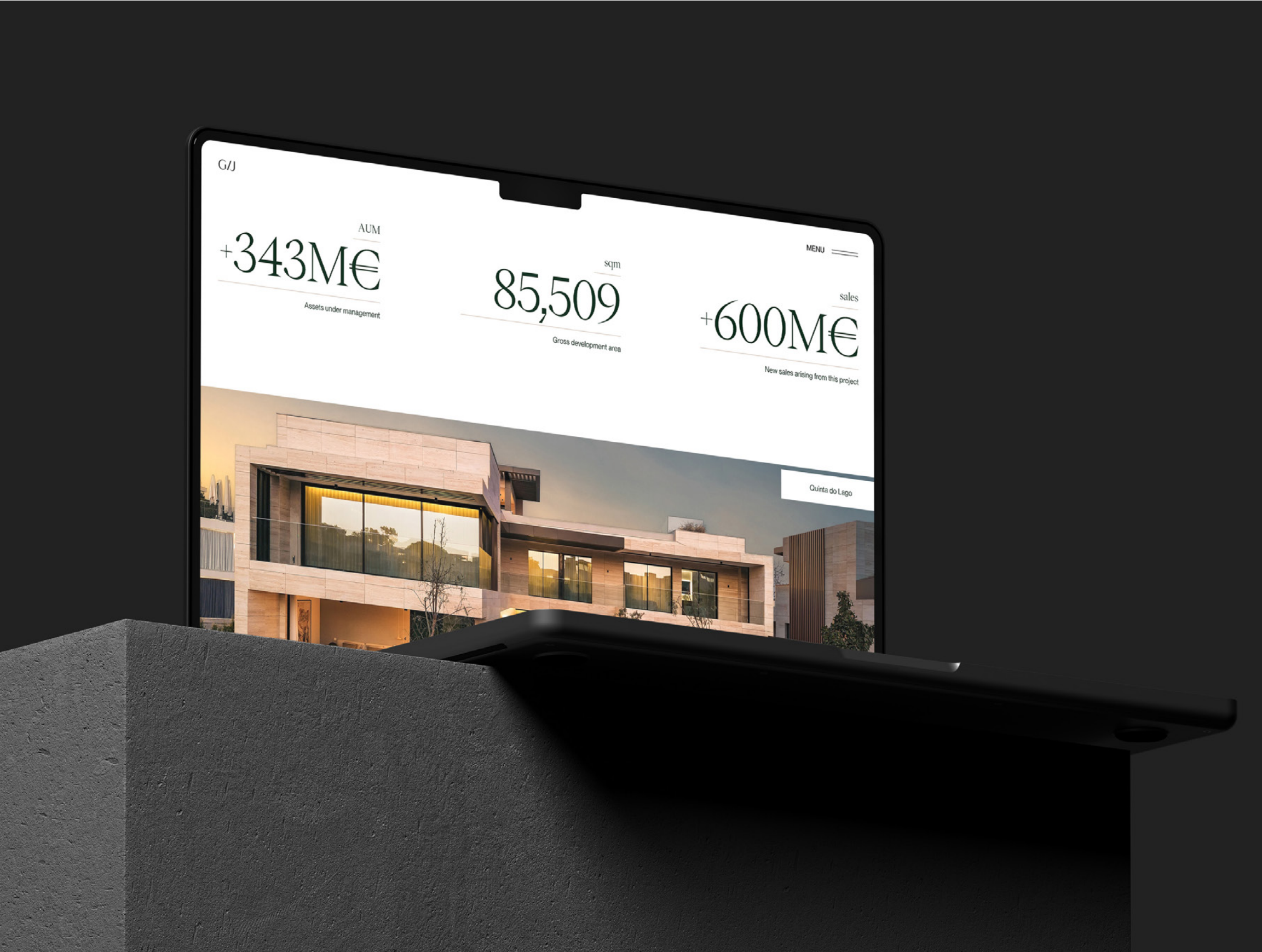
Event Management

To launch the first show villa for Green Jacket we an exquisite luxury dinner. We set up an elegant hired tent for some of the most influential names in London’s real estate scene. The evening was a perfect blend of sophistication and exclusivity.



Presence of Daniel Daggers





Online Presence

We not only crafted a dynamic and engaging website but also designed visually appealing newsletters and email templates. These elements are essential for maintaining consistent and professional communication with their audience, ensuring Green Jacket stands out and remains top-of-mind for potential and existing clients.





📍 QUERENÇA, PORTUGAL

Ombria Resort

An exclusive resort featuring a 5-star hotel managed by Viceroy Hotels & Resorts and a 18-hole golf course.

AT A GLANCE Ombria Resort is a sumptuous and secluded resort will feature the first Viceroy Hotel in Europe with 147 luxe guest rooms and suites, 99 residences, and a landmark 18-hole golf course — all surrounded by miles of citrus groves, fig and carob trees, small farms, and inland villages with cobblestone streets.



First Viceroy Hotel in Portugal



Located in Querença, Loulé

Focus on

#1
Brand Strategy



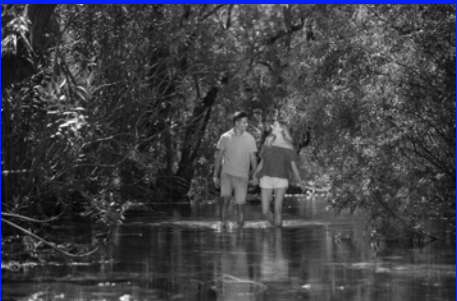
#2
Visual Identity



#3
Brand Applications



#4
Film & Photography



#5
Sales Office



A Triumph in Rebranding and Positioning

We had the privilege of partnering with Ombria Resort for a comprehensive rebranding initiative. After a prolonged wait for government approvals, Ombria Resort needed a fresh, impactful identity to re-enter the market with confidence. Embracing this challenge, we crafted a complete rebranding and repositioning strategy that not only revitalized their image but also garnered significant industry recognition, earning us numerous mentions and awards.



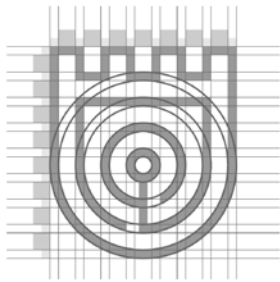
Company focused on the silver economy



Brand Personality

Visual Identity

In reimagining the Ombria Resort identity, we sought to preserve elements from the previous branding, such as its rich heritage. To achieve this, we transitioned to a nature-inspired color palette, moving away from the commonly used black and gold. Copper foil was chosen to beautifully complement the heritage aspect, while a modern font was introduced to reflect the innovative spirit of Ombria Resort.



Logo construction line work



Ombria main logo



I was pleasantly surprised by the outcome from TripleSky. Their 360° vision encompassed every essential marketing material. In my view, they perfectly achieved what we were aiming for.

JULIO DELGADO, OMBRIA CEO

Brand Applications

We considered a multitude of elements to ensure a cohesive and impactful identity. Utilizing natural materials such as cork and carved wood, we infused authenticity and sustainability into the brand. Additionally, we meticulously designed golf signage, merchandise, and various other items, harmonizing the resort's aesthetic with functional and visually appealing solutions.



Engraving on natural materials



Luxury brochure



Film and Photography

Telling a compelling story before construction had even begun presented a unique challenge. Undeterred, we ventured into innovative solutions, including the strategic placement of a horse and meticulously simulating views from future residences.



These creative endeavors ensured that the essence and promise of Ombria Resort were vividly communicated, laying the foundation for a captivating narrative that would resonate with future guests and investors alike.





Sales Office Design

We embarked on a mission to seamlessly blend our envisioned concepts with practical functionalities. Emphasizing the significance of natural elements, we incorporated wood and artificial wall flowers to evoke a sense of tranquility and connection that you would find in Ombria. Furthermore, we integrated a large-scale maquette and a prominent screen to provide the sales team with powerful tools to effectively showcase the project, ensuring an immersive and compelling experience for potential clients.



We integrated a large-scale maquette and a prominent screen to provide the sales team with powerful tools to effectively showcase the project, ensuring an immersive and compelling experience for potential clients.





📍 QUINTA DO LAGO, ALGARVE

One Green Way

Eighty-nine serviced state-of-the-art residences with prices starting from 3,5M up to 8,9M.

AT A GLANCE At the heart of Quinta do Lago, One Green Way is a gateway to the exceptional lifestyle of a welcoming community. Overlooking the famous North Course, the 89 contemporary residences are fully-managed and serviced by Quinta do Lago.



One of Europe's top resorts



Facing the North Course in Quinta do Lago



Focus on

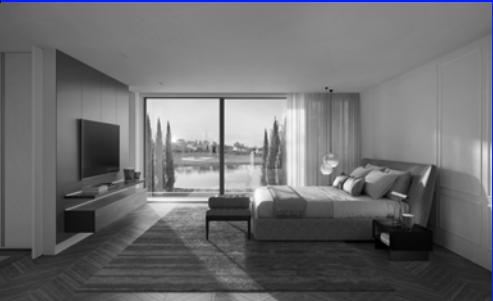
#1
Marketing Strategy



#2
Sales Office



#3
CGI Renderings
& Photography



#4
Digital Maquete



#5
Online Presence



#6
Events



Crafting a Marketing Strategy

In the endeavor of launching a brand-new development, meticulously tailored to a discerning audience, we embarked on crafting a comprehensive strategy to engage potential buyers. Our approach seamlessly integrated paid media campaigns, strategic social media initiatives, and captivating content creation. Additionally, we recognized the importance of enhancing local awareness, employing impactful billboards and hoarding to ensure the development’s presence was unmistakable and compelling within the community.



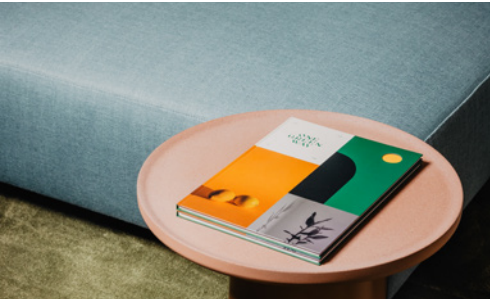
Advertising



Hoarding for the entrance of the development

Sales Office

Upon entering our sales office, you'll experience a seamless continuation of our brand's identity, thoughtfully designed to immerse you in the essence of the project. Beyond the cohesive branding, we offer innovative ways to present the project, including detailed maquettes, interactive digital displays, and virtual reality tours. These tools are strategically crafted to engage potential buyers, highlight key features, and ultimately drive successful sales.





CGI Renderings

Selling properties during construction has become vital for project success. To support this, we have developed not only still renderings but also engaging short clips. These dynamic visuals allow potential buyers to envision the final product, showcasing the project’s future potential and driving early sales.



Location Footage

We had the privilege of producing location footage to foster a deeper connection with future property owners, particularly those from the UK and Ireland markets. We firmly believe in showcasing the location first, as it sets the foundation for a compelling narrative and highlights the unique appeal of the area.potential and driving early sales.



Property Footage

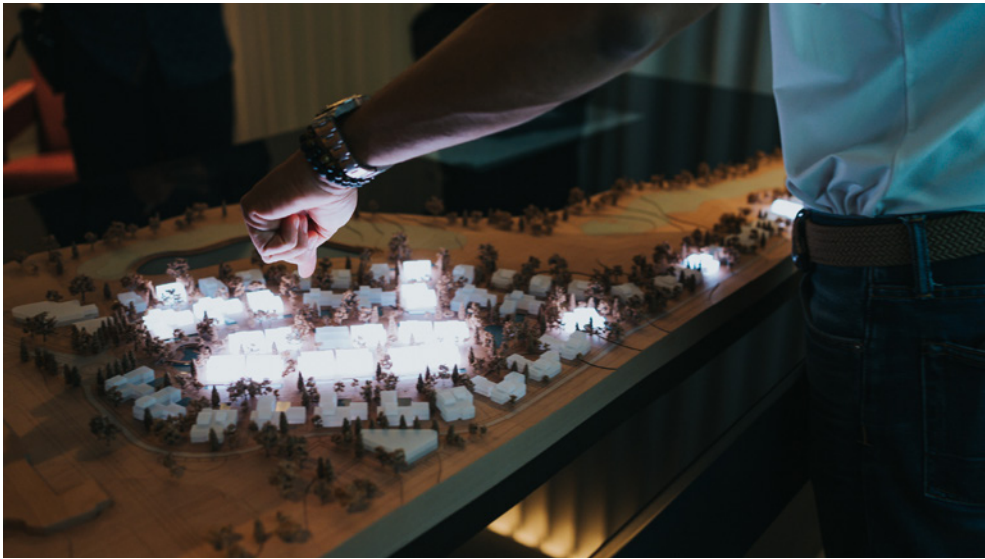
Mastering the art of property capture requires a refined skill set to showcase it at its best. The correct angles can either elevate or diminish its appeal, while the optimal times of day for shooting enhance its natural beauty. Thoughtfully selected music and meticulous editing further enrich the experience, setting the perfect tone and capturing the essence of the property.





Digital Maquete

For One Green Way, our goal was to astonish each guest and, above all, develop a comprehensive sales tool. This tool not only empowers the sales team to effectively present the development but also highlights the surrounding areas, providing a complete and compelling narrative property.





A Visionary Digital Experience

Our goal was to create a website that offers real-time availability, reflecting the properties' allure while also conveying the team's vision and the unique essence of the location. This platform not only showcases the properties but also tells the story behind their creation.



Events

Events serve as a sophisticated platform to connect with potential buyers, offering a relaxed setting where they can explore your project and establish a connection with the brand and their possible future home. At this event, we collaborated with prestigious companies like Aston Martin and orchestrated a fashion runway show for the first time in many years, enhancing the allure and exclusivity of the experience.





📍 SEVILLE, SPAIN

RealtyArt

20 years of expertise, now pioneering a new era of real estate with visionary innovation.



RealtyArt

AT A GLANCE A fresh force in Seville’s real estate landscape with two decades of collective expertise embedded within its team. Rooted in a rich legacy of experience, RealtyArt is poised to revolutionize the industry with a bold new vision.



Focus on

#1
Brand Strategy



#2
Visual Identity



#3
Brand Applications



#4
Office Design



#5
Photography & Film



A Testament to Creative Collaboration

With boundless creative freedom, we delved into countless conversations and exchanged myriad ideas, sculpting a concept that transcends traditional boundaries. From envisioning an art gallery to curating a cozy coffee shop and a dynamic content area, every element emerged as a testament to our collective vision and passion. The result is a brand that resonates with authenticity, innovation, and pride—a true embodiment of our creative journey



Brand Personality



Icon was inspired in Seville's architecture

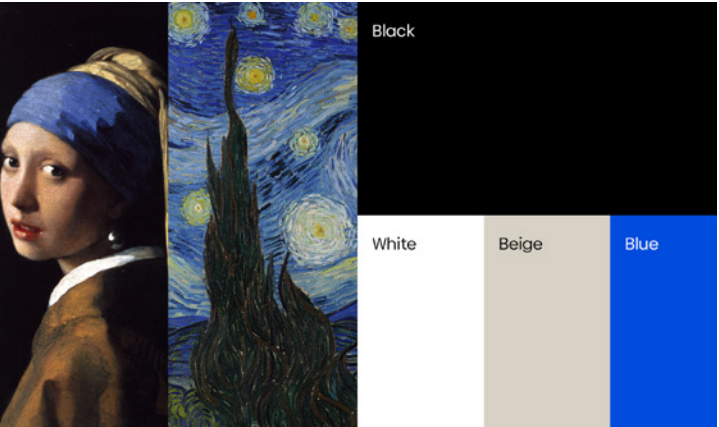
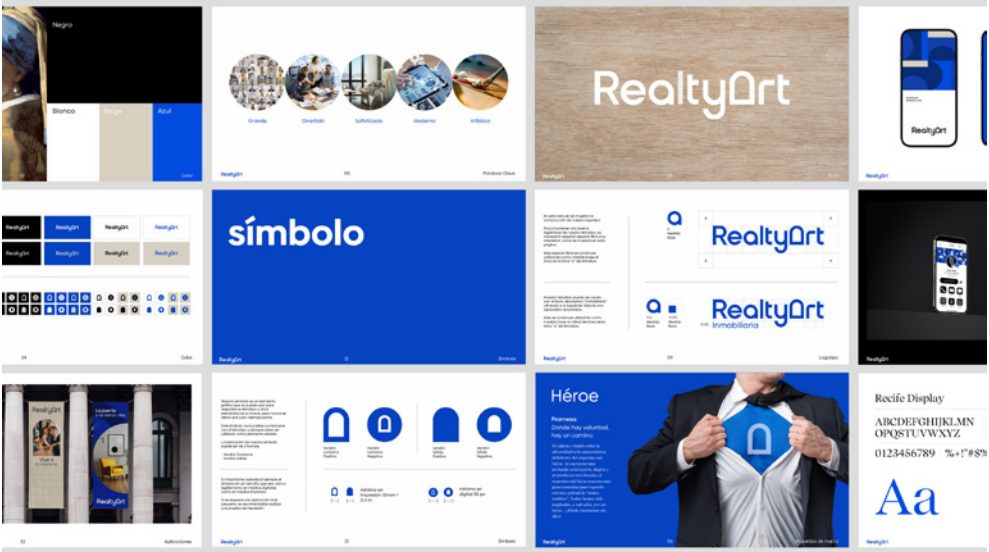


The art of
changing
lives

Visual Identity

Our primary aim was to encapsulate the unique personality of the brand while ensuring its appeal transcended geographical boundaries. While rooted in Spain's rich cultural tapestry, we strived to imbue the brand with a universal allure, one that resonates with audiences far beyond national borders.

RealtyArt



Brand Applications

In our approach to brand applications, we go beyond just showcasing the brand itself. We meticulously consider how agents will seamlessly integrate and embody the brand, making it their own. By understanding the unique perspectives and needs of each agent, we ensure that the brand identity becomes a powerful tool for individual expression within a unified framework.





RealtyArt
Sevilla

OVERVIEW

SERVICES

PROJECTS

REACH US

Office design

Our meticulous interior design caters to every aspect of the modern workspace. From designated media room for agents to craft their personal brand to multiple meeting rooms, a coffee shop and lounge, a dynamic working space, we've curated an environment that fosters productivity and creativity. Yet, our crowning achievement lies in the integration of an art gallery.





Photography & Film

We didn't just capture moments; we crafted a story. Through a captivating photo session showcasing the team in action and utilizing their space, coupled with a compelling promotional video, we conveyed a message that transcends mere real estate. For RealtyArt, it's about more than properties; it's about transforming lives.



TripleSky extends heartfelt gratitude to everyone who contributed to the success of the projects featured in this book.

We are immensely thankful to our dedicated team and partners for their unwavering commitment and exceptional work. Most importantly, we express our deep appreciation to our clients for their trust and the opportunity to elevate their projects and brands. Your belief in us has been the cornerstone of our achievements.

Thank You