



LIQUID METAL SLIME DESIGN

TRLT

**THE
TREALTOR**

PROFILE

An exercise in satire. Combining
real estate business with Mac
Dre / Bay Area "Treal" culture.

COMMAND

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Brand

Details & Inspiration

There's not enough fun in real estate.

Like many industries there are an innate number of participants seeking attention for the wrong reasons. Blowhards, one-uppers and keyboard warriors all doing their best to show off their 'success' or tattle on each other's mistakes at the first possible chance.

There are some bright lights representing authenticity and fun that do stand out to me, but I felt we needed at least one more. I decided to create my own Instagram character to represent this. There are plenty of general real estate meme accounts and some genuine Realtors® doing it their own way and having fun in the process (Fast Agent I'm looking at you), so I decided to go a slightly off kilter route.

Being a licensed Realtor® and avid rap / hip-hop fan it was only natural for me to combine the two. Hailing from the West Coast and a Bay Area rap fan, the word "Treal" is in my vocabulary. A combination of "True" and "Real," akin to Houston's own contemporary "Trill."

"Trealor" was an immediate association as obviously "Realtor" simply needed the "T" added to the front. A 'Treal' Realtor®? I like it!

My own beliefs and approach to real estate sales are truth and honesty, so I was already practicing the values a 'Trealor' might exude... less the more unsavory side. But that's where the fun lies. Taking the average Realtor® into the 'hood on the other side of the tracks. Somewhere they envision in TV, movies and music but may never or rarely ever see themselves.

I've got a bit of 'hood in my blood so I tend to fit in and resonate with the culture in my own right, albeit living the more suburban life day to day. This gives me the ability to conceive the content as if I was in the mind of 'The Trealor' while my meme / internet knowledge lends to keeping the big puns 100%.

Logo

Logo / Profile Photo

The Trealtor logo / profile photo design takes inspiration from several Bay Area rap album covers, most notably Mac Dre's "Young Black Brotha," which utilizes a monochromatic blue headshot photo paired with bold black and white text.

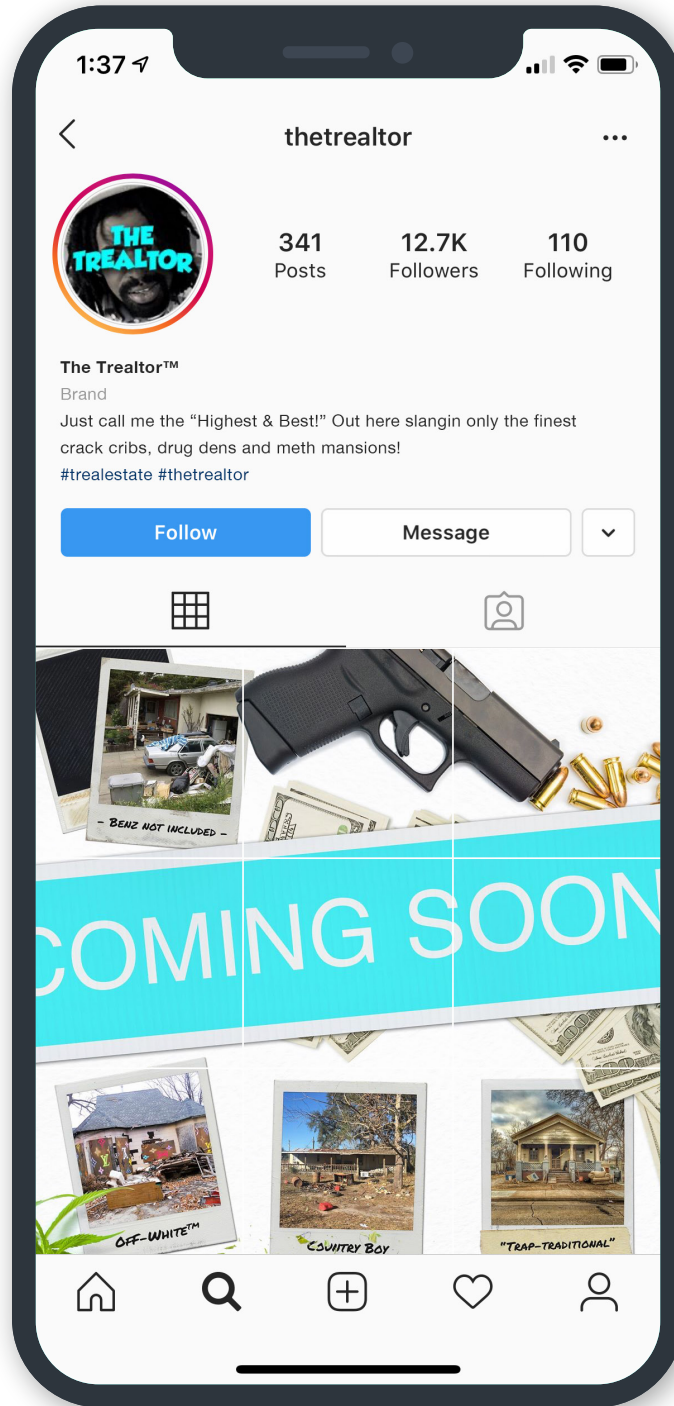
I flipped this concept to a black and white photo with a bright blue used for the wordmark "THE TREALTOR".

The photo is of course that of rap legend Mac Dre (R.I.P.) with the wordmark placed over the eyes and nose. Just enough to make it ambiguous while still being recognizable to the real O.G.'s.

The display font "Grobold" was chosen for its exciting, wild and fun look as well as stylistic cues that tie to mid-to-late 2000's Thizz Nation album art designs.



Profile



Screenshot of Instagram Profile
(edited)