



REBRANDING

Dream Assets Israel LTD

✦✦ **New Year 2025**

A Fresh Opportunity

For Renewal

Our previous *Logo* & The Story Behind It



Shape of a **Tower**

Our vision is clear - we focus on investing in towers and high-rise buildings, not in plots of land or second-hand apartments.

Shape of a **Shield**

This reflects a core part of our mission: to provide a safe & trustworthy home for investors seeking strong, secure deals. Unlike companies that prioritize their own interests, we exist to serve our clients. Our goal is to offer expert guidance and reliable investments that prioritize your success.

Shape of a **Heart**

We approach every client with genuine care and dedication. Your investments are treated as if they were our own. We go above and beyond our commitments, embodying the slogan: **“Dream Service”**.

DA Letters

The letters DA, representing our company's initials, are embedded into our icon to symbolize our long-term vision. This reflects our aspiration to create a recognizable and enduring brand as we turn our goals into reality.

The Company's *Achievements*



1

**Elevate Clients'
Financial Freedom**

2

**Redefine Excellence
in Investment
Brokerage**

3

**Deliver Trusted
Investment
Opportunities**

4

**Focus Solely on
Investors**

5

**Provide Market
Expertise**

6

**Guide Clients
Through Every
Stage of Investment**

7

**Personally Invest
in Deals**

8

**Leverage
Connections for
Optimal Returns**

In Line With Our Company's Achievements
We've Unveiled a New Branding

Libream Assets

The New
Logo

The New
Icon

IBDA



What Is The Strategy Behind *The Rebranding*

Tilbream Assets



When we first launched, our logo included several icons to convey our message, as our clients weren't yet familiar with our brand. At that stage, we were still defining who we were.



Today, with a clear understanding of our values and what we stand for, we've simplified our logo to make a stronger impact.



We've replaced the multiple icons with just one: three buildings, which also resemble a graph. This sleek, modern symbol reflects our focus on real estate while highlighting our core mission—driving profit through smart investments.

Our new logo is a powerful representation of our brand's evolution & commitment to clarity, growth, and success.



DA



We're excited to introduce our new icon - a bold statement of confidence and clarity.



Simple and clean, it features "DA" alongside three buildings that also resemble a graph. But simplicity doesn't mean ordinary. It's a reflection of our focus, expertise, and the strength of a brand that has earned its place.



This minimalist design speaks volumes. It represents real estate expertise, investment success, and the trust we've built over time. Clear, purposeful, and impactful—this icon is a perfect reflection of who we are and the confidence we bring to our clients.



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**We're excited to share our new branding
with you and hope it resonates as much
with you as it does with us!**

The Dream Team



www.dreamassets.co.il

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