

Badi unveils a new brand identity to conquer international markets

Badi, the two-sided marketplace that makes city living accessible to everyone, today reveals a new logo and fully updated visual identity to start its expansion in Europe.

Founded in September 2015, in less than two years, Badi has become the leader of the room rental market in Spain with a record of 760.000 matches between listers and seekers in only 2017 and 10.000.000 run rate rental requests. Badi fills a gap in the market where there is an increasing need.

A few months back, Badi received a Series A funding round. This allowed us to continue growing and keep up with the overwhelming demand on an international scale. This year, we are moving into new booming markets such as London, Paris & Amsterdam where we have noticed a significant growth in organic traffic and a lot of evidence that shows that we have a high demand of customers in these cities.



London



Paris



Amsterdam

New visual identity

Originally inspired by the word "buddy", he turned this word into Badi to make it sound catchy.

As his main idea was to connect people who want to live together, he was convinced that "buddy" was the perfect concept to demonstrate the **power of building connections**.

"When I decided to create my company, I was so enthusiastic that I didn't even brainstorm company names because everything was clear in my mind"

Carlos Pierre
CEO & Founder

VIDEO

In a house, the most important thing is not the space but the **relationships** you have with the people you share. With our first logo, composed of two slices of **bread overlapping**, which sets them apart from **the cliché of a symbol of a house** used by almost all real estate agencies, we wanted to put the message across that making a home **is about people**.

When we looked back, we realized that we needed to update our brand with a fresher look that reflects the values and beliefs of our trustworthy community and also the maturity of our product.

**AUTHENTIC
OPTIMIZED
MODERN**

So, our amazing creative team updated in-house the current logo which features a modified and modern version of the slices of bread following three pillars: authenticity, modernity, and recognition to the digital world. We wanted to keep the slices of bread cool and captivating to break the standard vision people have of the real estate market.

01.

Old logo



02.

Simplify



03.

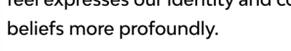
New version



"We chose an extensive color palette that is warm and reassuring, we traded the green and white colors for a more mature look"

Dela Requena
Chief Product Officer

The color fade represents the evolution of the business. Green for our origins, blue for the implementation of trustworthy new features and purple for prosperous worldwide connections. This new look and feel expresses our identity and community beliefs more profoundly.



We crafted a **modern and fresh new brand identity** that brings us one step closer to our dream of being the world's best real estate platform.



Badi



badi

We want to show you the emotional side of home and we're excited to **make sharing amazing**.

Product Updates

The new product is more seamless, intuitive & user-friendly. It delivers a better User Experience improving our security & social interactions.

During this year, we will reinforce trust, diversity, reliability in an online secure environment with the launch of new exciting features and product updates.



BOOK NOW

Trust and safety remain the cornerstone of our marketplace.

With our room booking system "Book Now", we can more readily establish and maintain user trust and security.

"Book Now" allows you to book a room even if you are on the other side of the world. From now on, Seekers and Listers can send booking requests to the roommate they want to live with.

Acting as an escrow agent, Badi will withhold the booking amount until 48 hours after the entry date of the seeker into the new room.

We **actively developed this feature to avoid being scammed** on our platform and provide online secure payments for our **entire community**. At Badi, we **take your safety** seriously and believe this feature has the ability to meaningfully enhance the **Badi Experience**.

SOCIAL CONNECTIONS



At Badi, we know what makes you feel at home **is not the space** but the feeling of **familiarity and experience** you have with the people you live with.

We want to ensure our entire community to share flat with people who suit them best. To make this happen, we have **designed a solution which enables** users to make the most of their **social connections as never seen before**.

Indeed, our platform does not only show our users their mutual friends but also unveils different **grades of connection** they have with their future roommates. So, with this feature we want to connect more people showing them their inner circles in a trustworthy digital environment.

About Badi

Founded in 2015, Badi is the leading app when it comes to finding the perfect roommate according to age, tastes and interests. Badi makes cities accessible for everyone, unlocking available rooms and eradicating estate agents.

This is the first PropTech startup to implement Artificial Intelligence to obtain greater effectiveness while connecting profiles, both in the search for roommates and rooms.

For more information, visit
<http://www.badi.com/>

Download the app. Available on

