

decker design

fourteen west 23rd street  
on floor number three  
new york, new york 10010  
telephone: 212.633.8588  
facsimile: 212.633.8599  
[www.deckerdesign.com](http://www.deckerdesign.com)



## INSPIRE | INFLUENCE

We were engaged by Marsha LaTessa to create a comprehensive communications program for a development project of multimillion-dollar homes. This breathtaking property is located by the Sea of Cortez on the Mexican Baja California peninsula, and the homes are being built with methods that are environmentally sympathetic with the local landscape and culture. We created an elite identity that includes a name, logo, brochure, environmental graphics, and a web site that moves prospects along the purchasing continuum, helping them to acquire high-end vacation homes in another country.

### CLIENT

Vispera

### SEGMENT

Travel  
Real Estate

### SERVICES

Advertising  
Brand Development  
Content Creation  
Collateral System  
Launch Party Design  
Name Development  
Photography  
Signage  
Web Design and Development