

# Brand Visual Identity

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THE M  
SPACE

Reflections of You



# A BRAND IS MORE THAN A LOGO

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## AN OVERVIEW

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Welcome to "THE M SPACE" – your destination for exquisite interior design. As a turnkey interior designing company, we are dedicated to bringing your vision to life. Our bespoke luxury design and build services cater to your every need, encompassing everything from conceptualization and layout planning to delivering an experience tailored entirely to you.



# ABOUT US

THE M SPACE stands as one of the most trusted Home-Interior brands in India that offers a one-stop solution for all your home interior needs. Be it a hassle free Kitchen, a trendy Wardrobe, or a swanky Bar, from Curtains to Home-Automation and from lighting to painting, THE M SPACE has got it all under one roof. THE M SPACE takes pride in its streamlined process from design to production and from delivery to installation, leveraging the latest advancements in IT and automation technologies, bringing world class craftsmanship to every home at an affordable price, whilst maintaining utmost transparency.

## HOW WE BEGAN

We started as a small-time interior business based out of Vijayawada in 2014, Lead the path to explore the home interior domain at a global level. Fascinated by the design language, Build Quality and Craftsmanship.

## OUR VISION

Homes that are designed professionally establish a framework for an organized way of living, improving and enhancing the quality of life in the urban jungles. Our team at THE M SPACE envisioned creating a home-grown Interior brand that makes this dream accessible to everyone while creating employment opportunities and empowering the skilled workforce of today's India in the Design Industry.

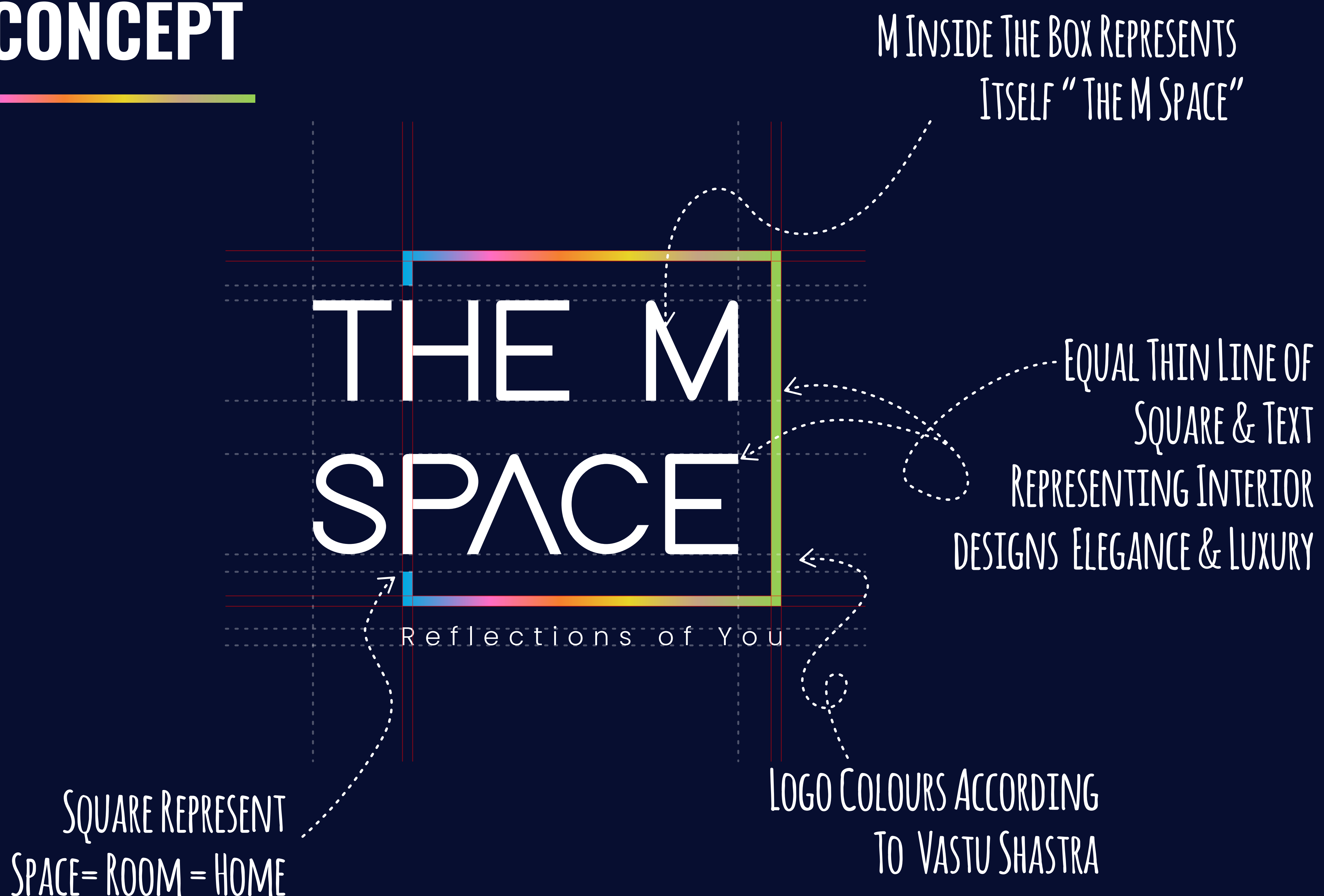
## OUR MISSION

THE M SPACE is a pioneer in the Home Interior market, delivering quality with consistency in its products and services while working on new product road-maps to bring cutting edge advancements in modular technology to the Interior domain. We continue to learn and re-invent ourselves until THE M SPACE becomes India's most sought-after Home-Interior brand.

# WHY THIS IS BRAND NAME ?

"The M Space" is a captivating and modern name for an interior business company. It exudes a sense of mystery and sophistication, while also suggesting a focus on creating unique and innovative spaces. The letter "M" can be associated with a variety of positive attributes, such as modernity, elegance, mastery, and minimalism. This name has the potential to resonate with clients seeking a cutting-edge and stylish approach to interior design.

## LOGO STRUCTURE & CONCEPT







# THE M SPACE





# Main Logo & Colours





BLUE

#00ABE2

R000 G171 B226  
C072 M014 Y000 K000



PINK

#FF6DC6

R255 G109 B198  
C004 M069 Y000 K000



ORANGE

#F5812E

R245 G129 B046  
C000 M061 Y093 K000



YELLOW

#E8D528

R232 G213 B040  
C011 M009 Y095 K000



BROWN

#C4A484

R196 G164 B132  
C024 M034 Y050 K000



GREEN

#93D250

R255 G109 B198  
C046 M000 Y088 K000



DARK BLUE

#070E30

R007 G014 B048  
C095 M088 Y048 K063

WHITE

#FFFFFF

R255 G255 B255  
C000 M000 Y000 K000



# WHY ARE THIS COLOUR FOR “THE M SPACE” BRAND ?

As per vastu shastra, the best colour combination for the HOME interior are white, blue, orange, brown, pink, yellow & green.

Blue color reflects peace, purity & clarity of mind in the home

Brown Colour Brings Home Stability & Comfort

Pink Colour Bring Comfort & Contentment In Home

Green Color Good For Home Growth As Well As Peace & stand for Nature, Fertility, Prosperity, Rebirth, Creation, & Healing

Orange Colour Encourages Happiness, Brings In Purity, and Keeps The Home Environment Grounded

White Color Brings With It A Feeling of Peace, Simplicity, Sensuality. & Cleanliness. It Also Signifies Intimacy & Privacy

Yellow Color Brings Home Happiness, Relaxation, Warmth & Abundance

Dark Blue Colour Has Elegance. Dark Blue Denotes Beauty, Contentment, Inspiration, Power, And Sophistication



# ADAPTIVE LOGO

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main logo



horizontal version



icon

A adaptive logo design allows you to maintain brand consistency while also giving your brand the flexibility it needs to connect with your audience in as many ways as possible. So, arm yourself with variations of your logo that will work with different sizes and formats

COLOUR OPTION



THE M  
SPACE

THE M  
SPACE

THE M SPACE

THE M SPACE

M

M





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Reflections of You



# THE M SPACE





# TYPOGRAPHY



Poppins

Aa

Hello My Name Is Poppins  
and I am a font of  
“The M Space” brand

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

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# BRAND PATTERN



THE M  
SPACE

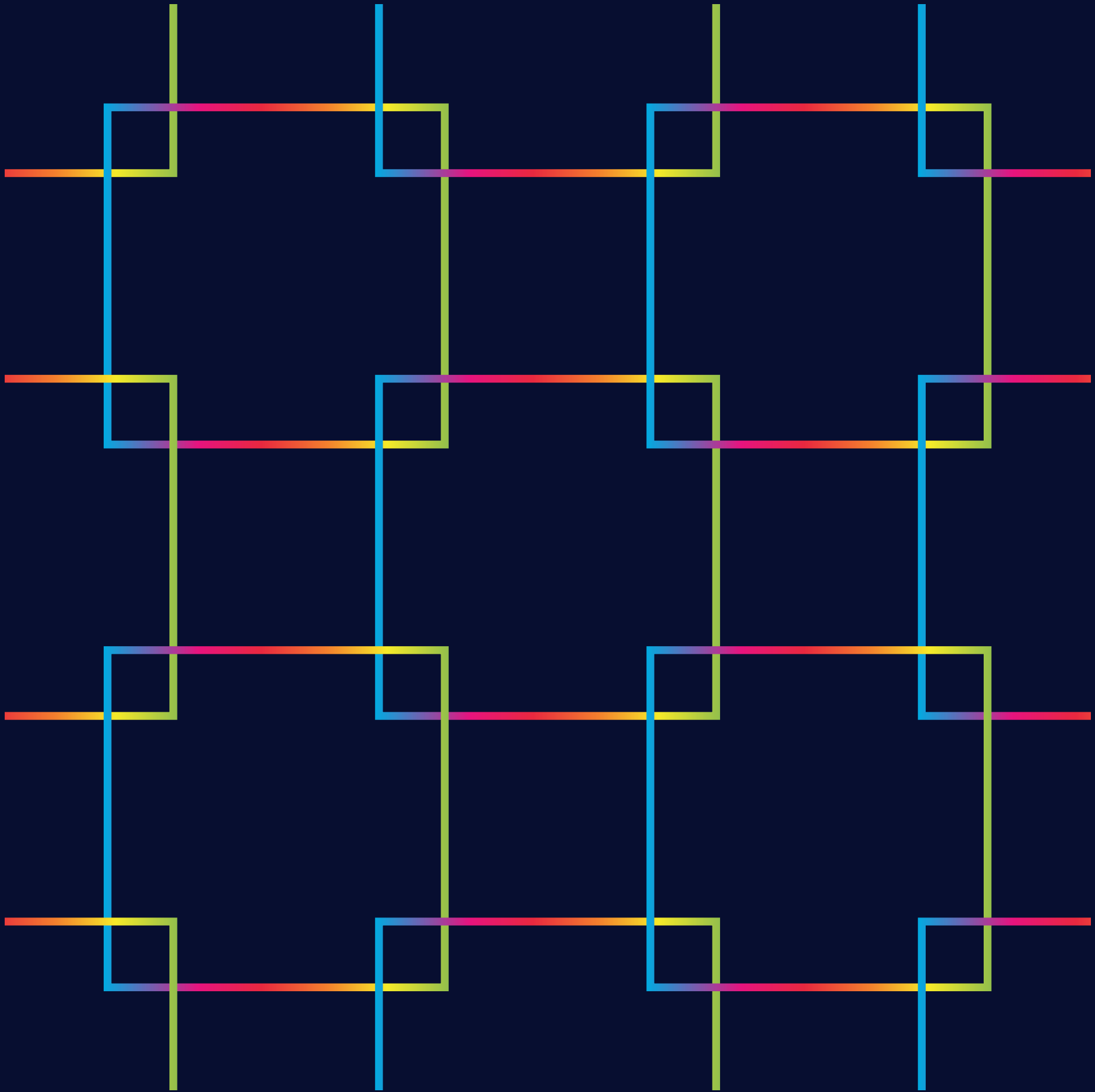
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# THE SPACE

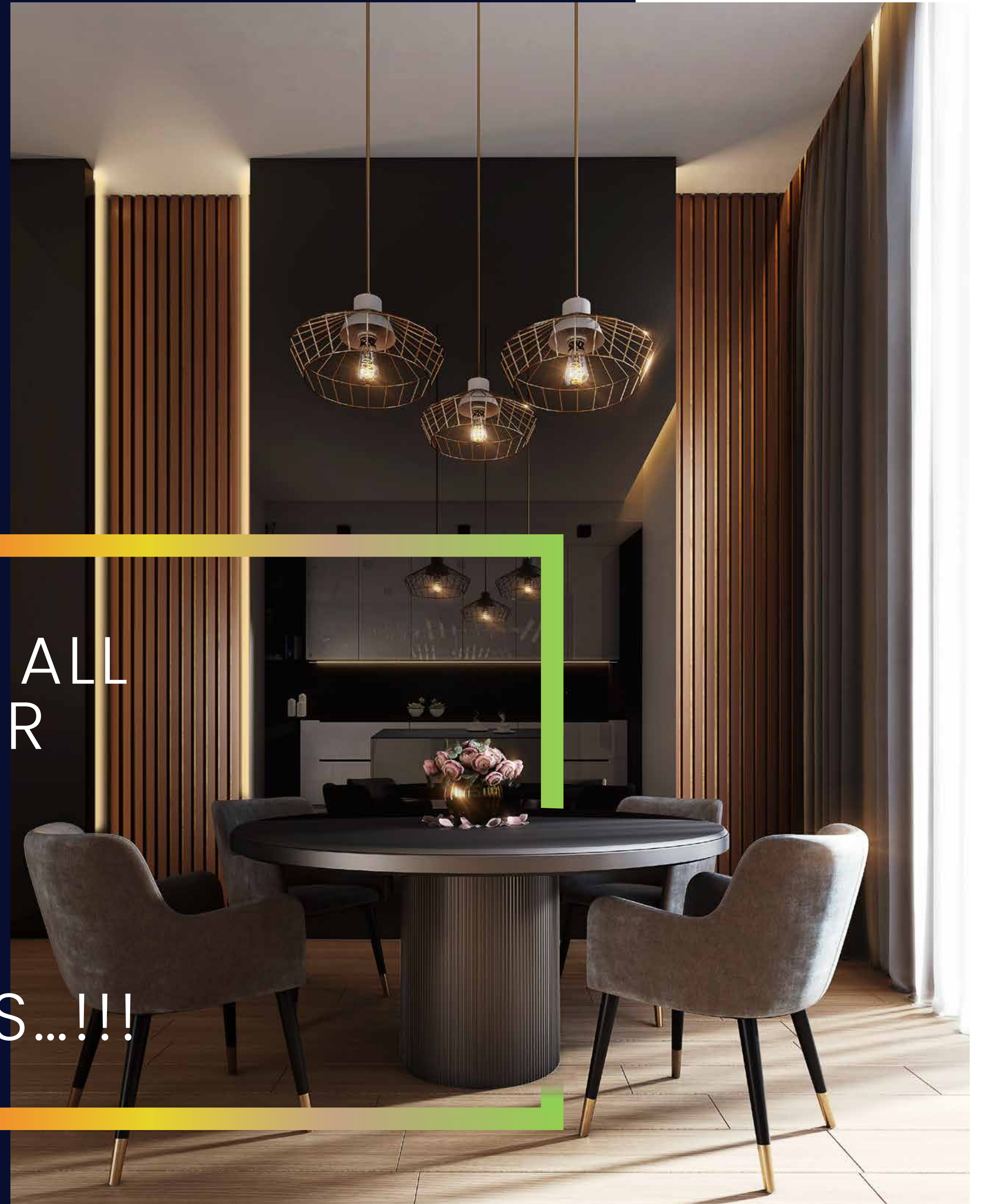


THE M  
SPACE



THE M  
SPACE

ONE STOP  
**SOLUTIONS** FOR ALL  
**INTERIOR &** YOUR  
**EXTERIOR** NEEDS...!!!





ONE STOP  
**SOLUTIONS** FOR ALL  
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THE M SPACE





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Reflections of You

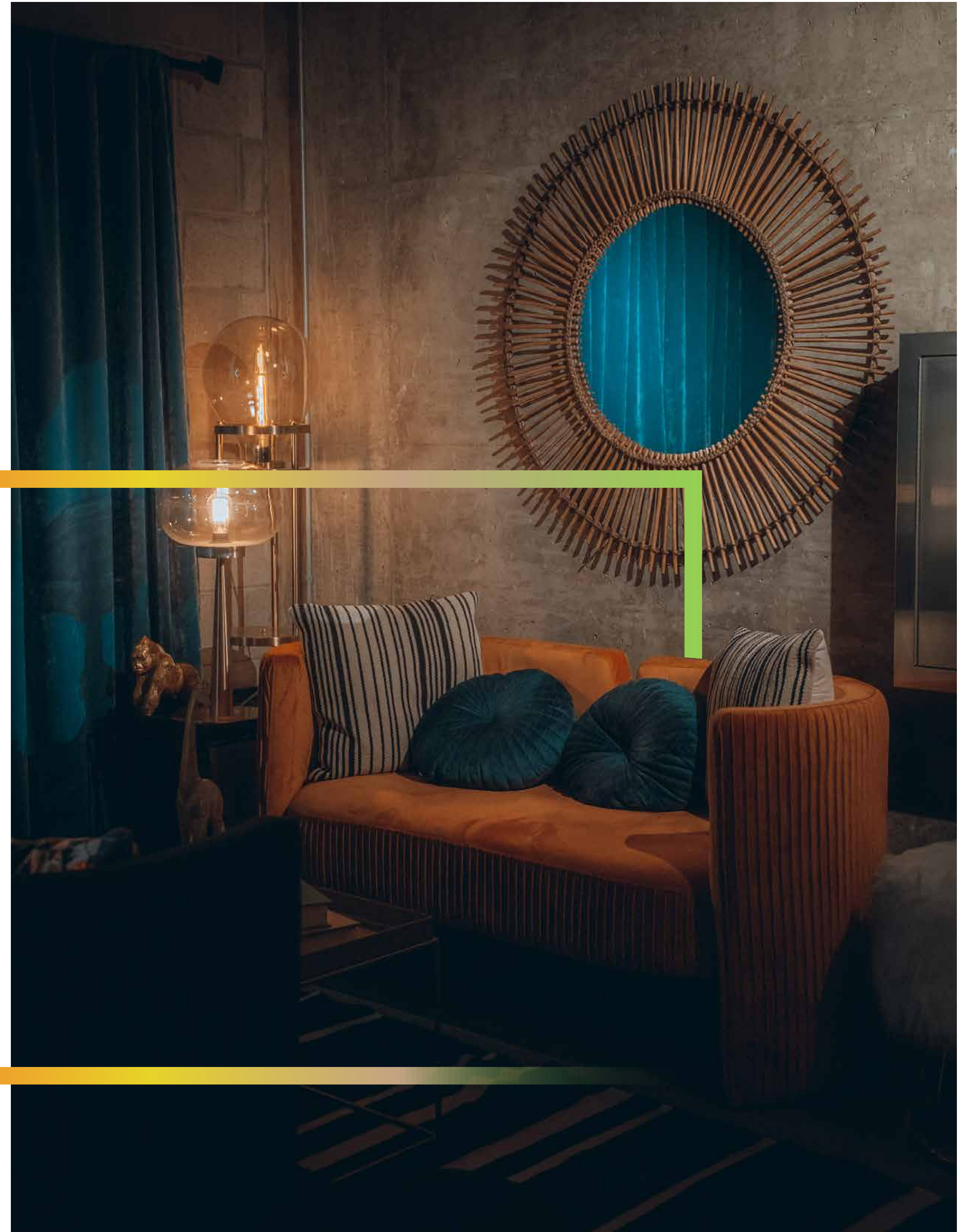
ONE STOP  
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Your **INTERIOR** Solution

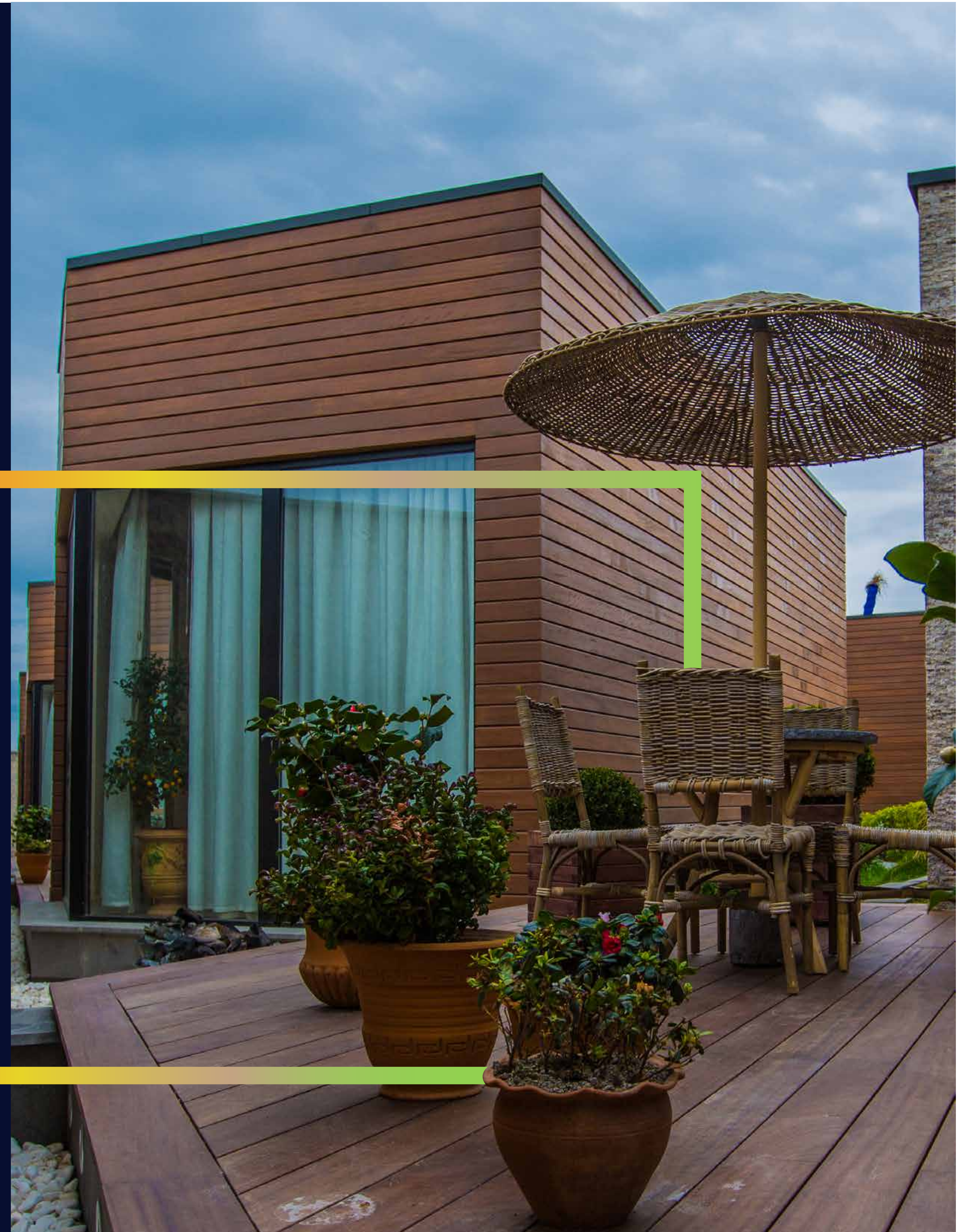
# THE M SPACE



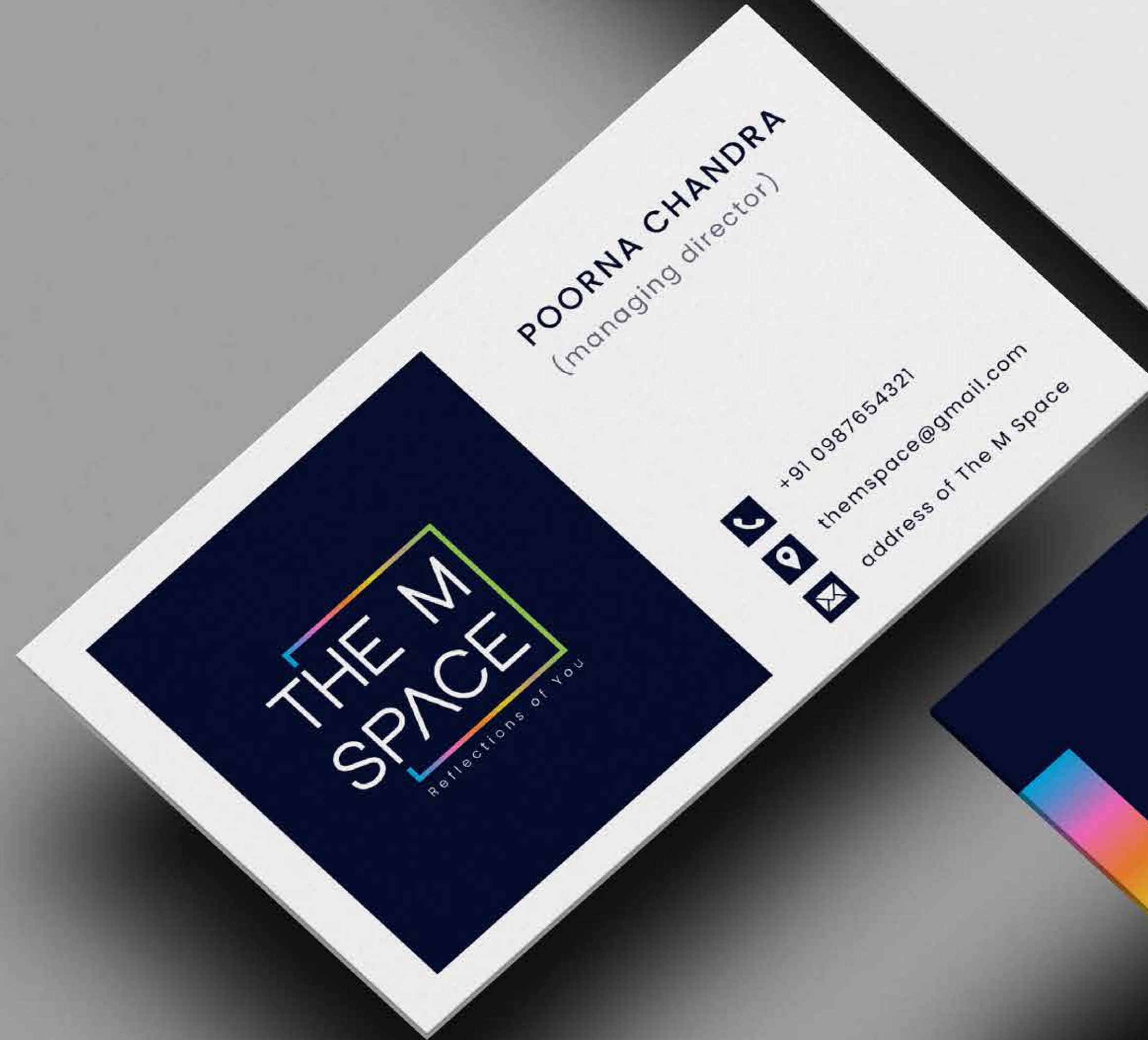


Your **EXTERIOR** Solution

# THE M SPACE











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THE M SPACE

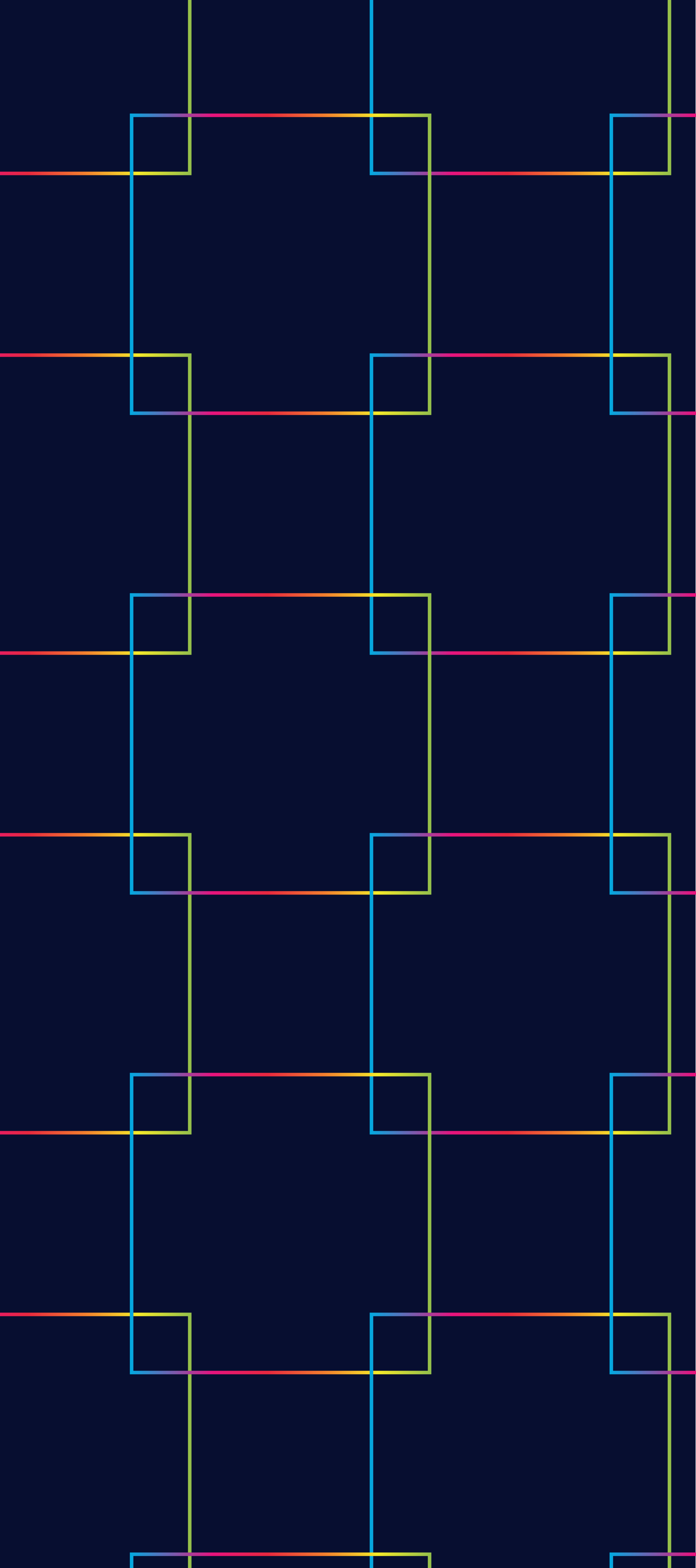
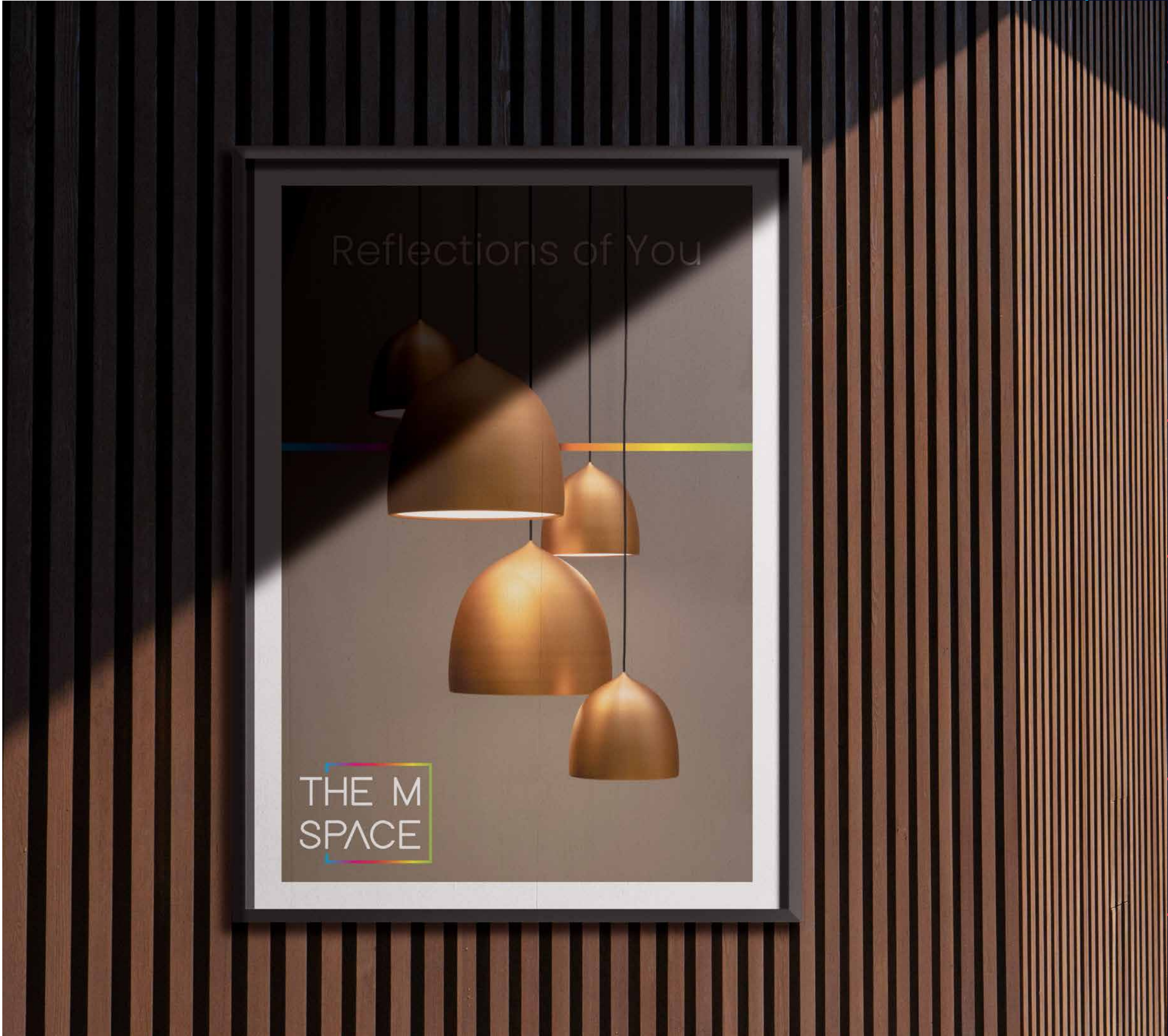




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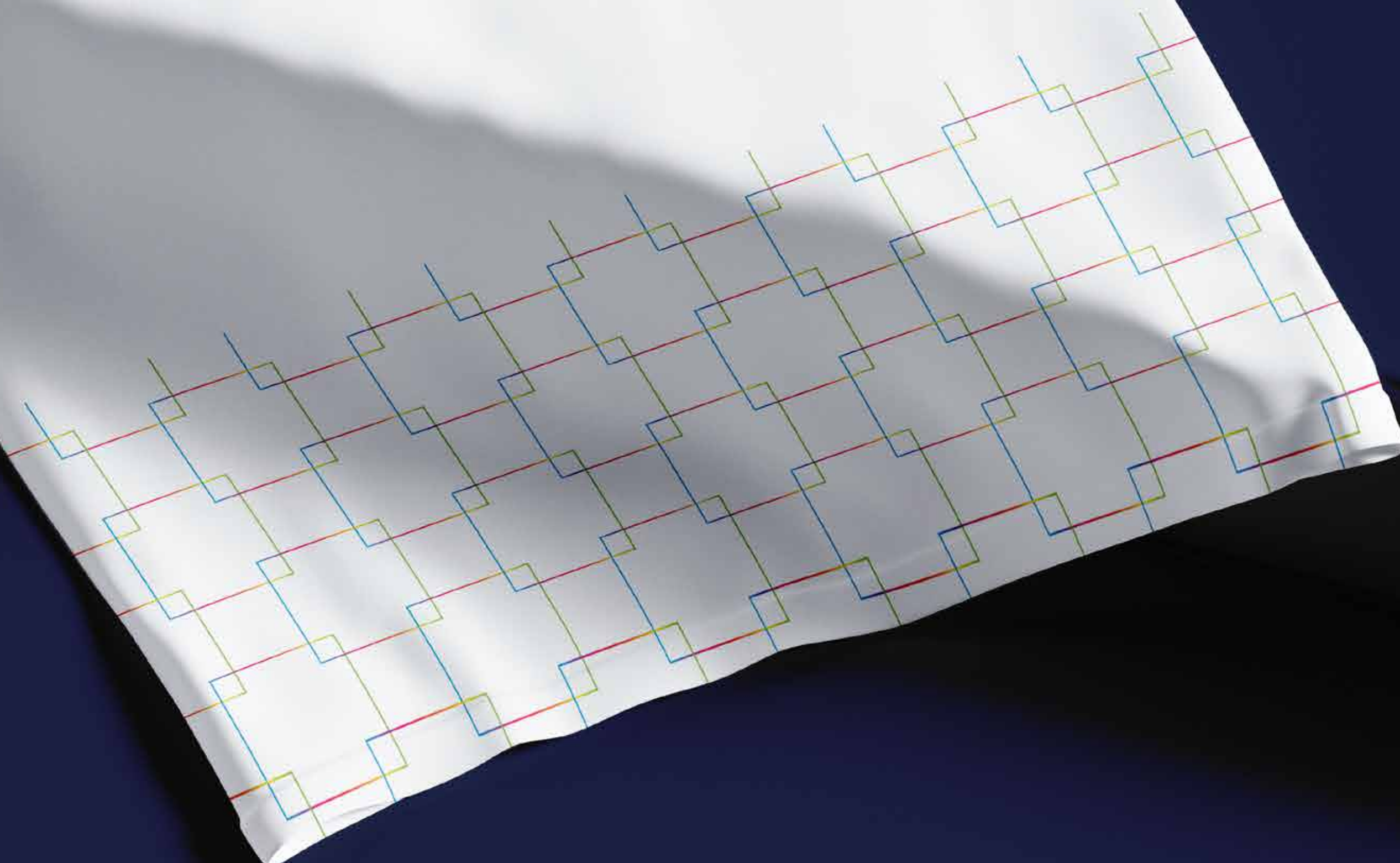
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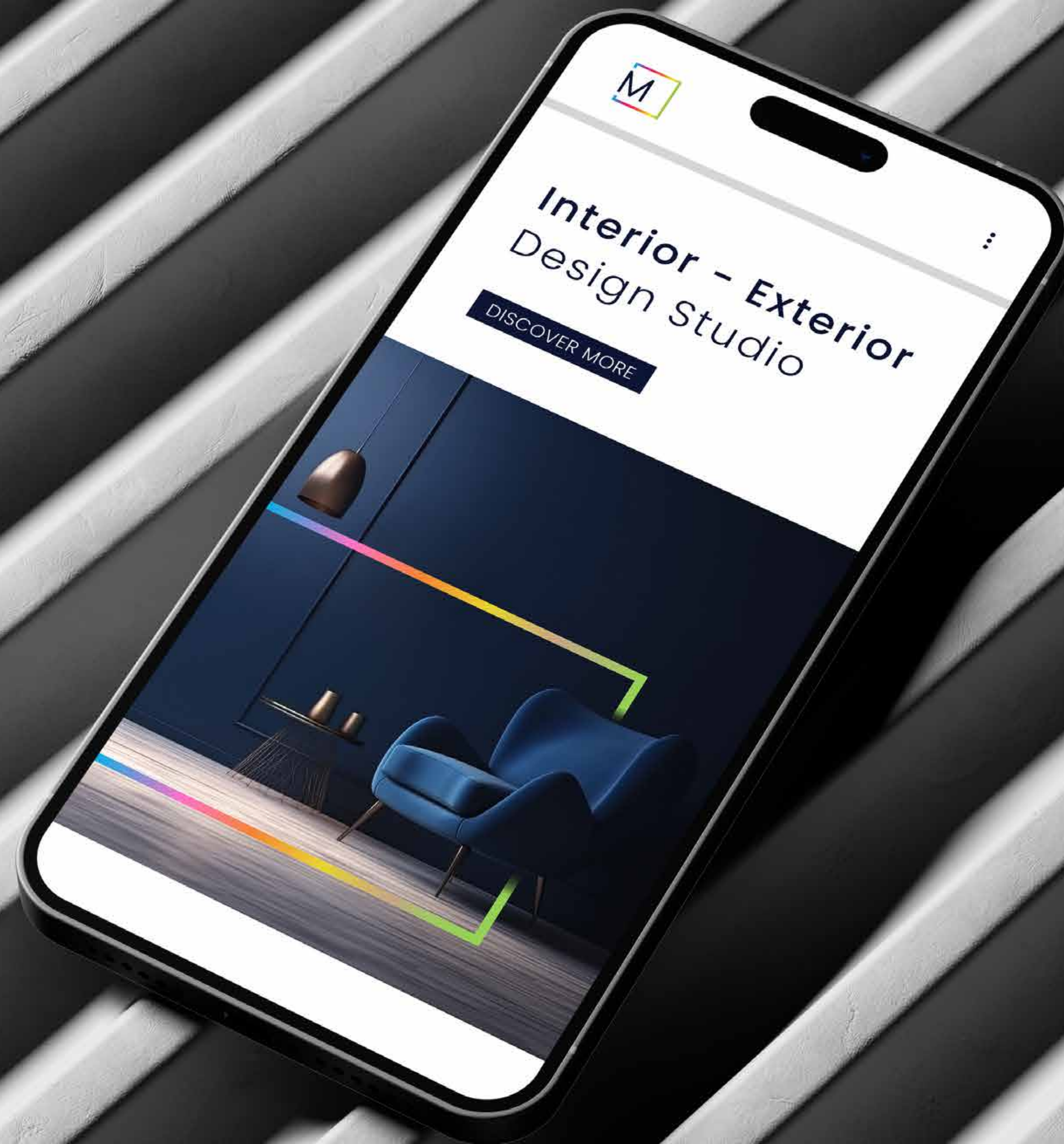




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Your **INTERIOR** Solution



Your **EXTERIOR** Solution





Reflections of You

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Your **INTERIOR** Solution



Your **EXTERIOR** Solution



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