



Modern Interiors

Logo & Branding

“The ability to simplify means to eliminate the unnecessary so that the necessary may speak.” ~Hans Hofmann

By: Salma Zaman

Company Background



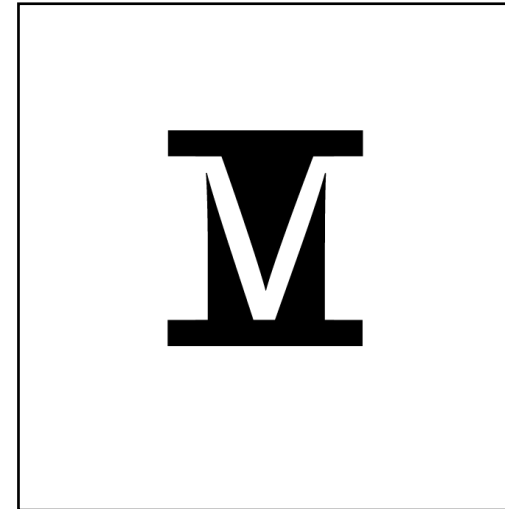
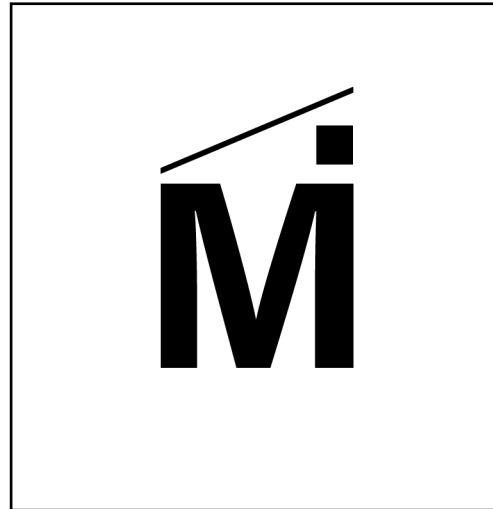
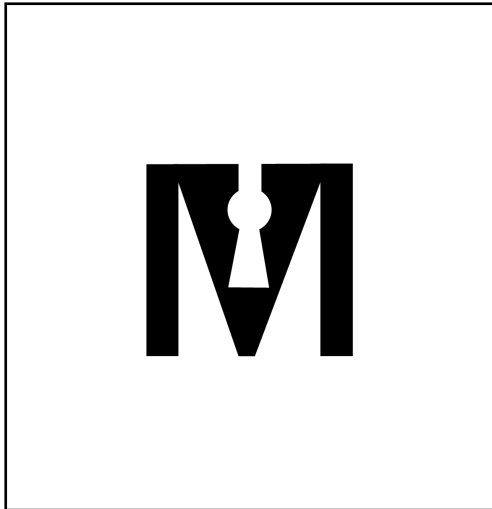
- Interior design
- Modern and minimal take on luxury installments.
- Target audience: Individuals that already have the basic functions but wanting to expand for their extra wants in a modern fashion

Characteristics



- Professionalism
- Modern and minimalism
- Quality
- Efficiency

Logo Designs



Logo Concepts



Modern Interiors

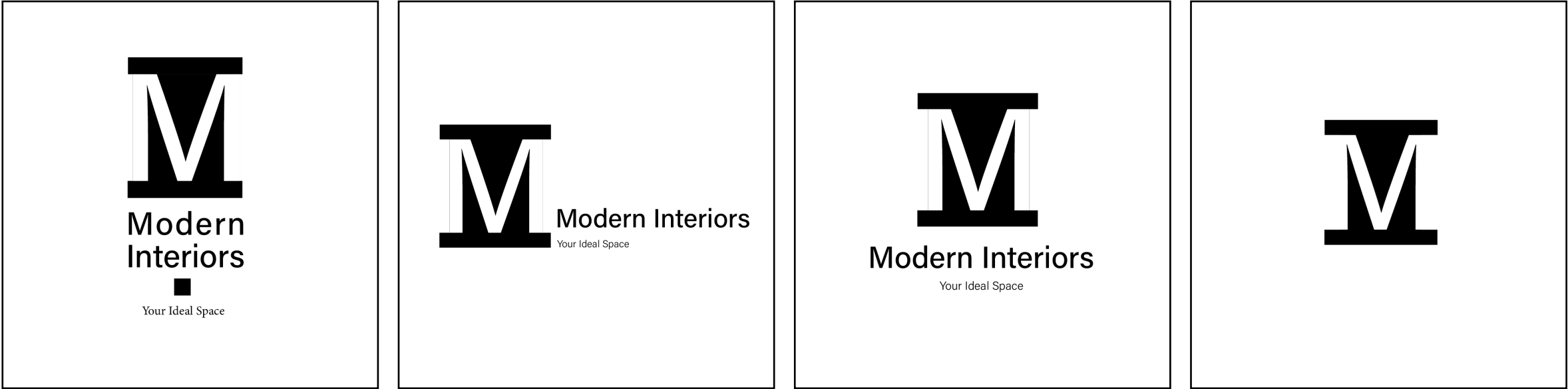


Slogans



- Your ideal space
- Creating ideal spaces
- Live in it

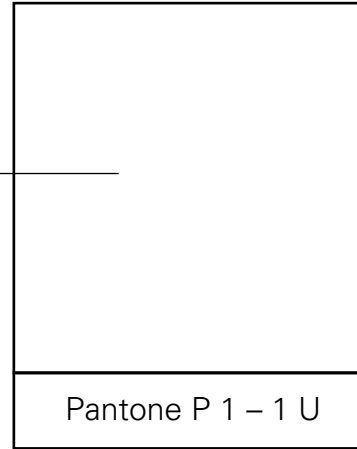
Concept Lockups



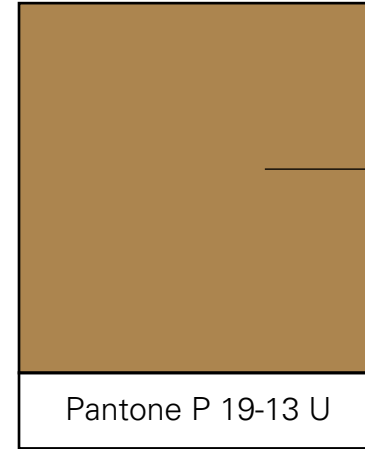
Color



Simplified
Cleanliness
New beginnings



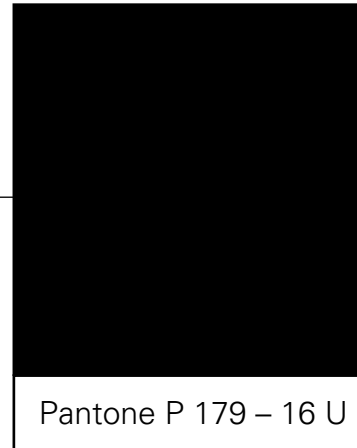
Pantone P 1 – 1 U



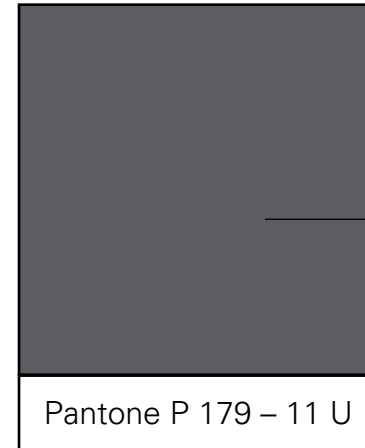
Pantone P 19-13 U

Gold; Brown:
Secure
Stable
Extravagance
Quality

Sophistication
Elegance
Formal



Pantone P 179 – 16 U



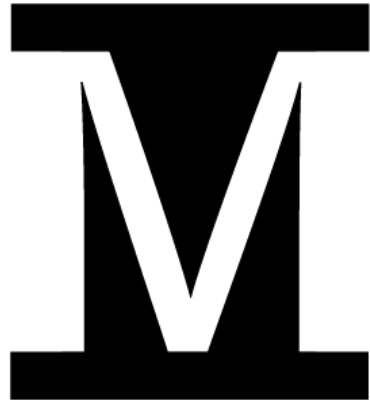
Pantone P 179 – 11 U

Neutral
Adaptable

Concepts(colored)



Typography Choices



Modern Interiors

Type face: Acumin Variable Concept

Thin stroke sans serif type face which provides modern, simplified feel along with making the company name easy to read.

Typography Options



■ Walbaum Display

■ Bell MT

■ Georgia

Business Cards



Notebook



Logo Sign





Thank you for your time!