

Visual Identity

Final Isologotype Presentation

MB *Architectural*
DESIGN AND CONSULTING

M A I N V E R S I O N

The final logo combines structure and dynamism. It features a dynamic design with modern elements and a typography that is both hybrid and contemporary. The direct complement, the isotype, forms a monogram representing the architect's initials, giving it strength and importance. It stands out and is legible within the final structure, with visual prominence due to its formative design.

F I N A L C O L O R P A L E T T E

#E8E3DD

#3F3C38

#8B8479

#AFAAA7

#3A6A6E

Final Sample

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THE BEAUTY
OF BUILDING
YOUR HOME,
IN OUR HANDS

EVERYONE DESERVES
TO HAVE A BEAUTIFUL HOME

RESIDENTIAL
ARCHITECTURAL

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MARTHA BRAZOBAN
CEO AND FOUNDER

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CREATING **BEAUTY**
THROUGH BUILDING
TRANSFORMATION



A billboard advertisement mounted on a weathered wooden wall. The billboard has a black frame and a light beige background. On the left side of the billboard, there is a large, dark green serif monogram 'MB'. To the right of the monogram, the text 'CREATING BEAUTY THROUGH BUILDING TRANSFORMATION' is written in a dark green, sans-serif font, arranged in three lines. A large, dark green semi-circle is positioned on the right side of the billboard, partially overlapping the text. The billboard is set against a wall of vertical wooden planks. To the left of the billboard, there are several electrical boxes. In the foreground, there is a concrete sidewalk with some weeds growing between the cracks.

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Secondary Version

A necessary option for cases where the space requires a different layout that the primary version does not fit or adjust to in the best way.

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THANKS