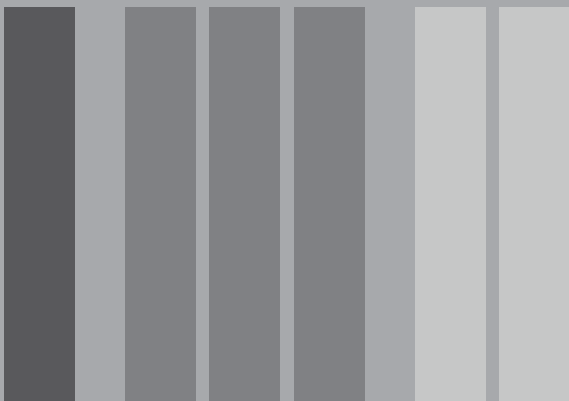


brand philosophy

the marker



new habits in standarts.

our initials

up-to-date and global branding modality

extraordinary design percept

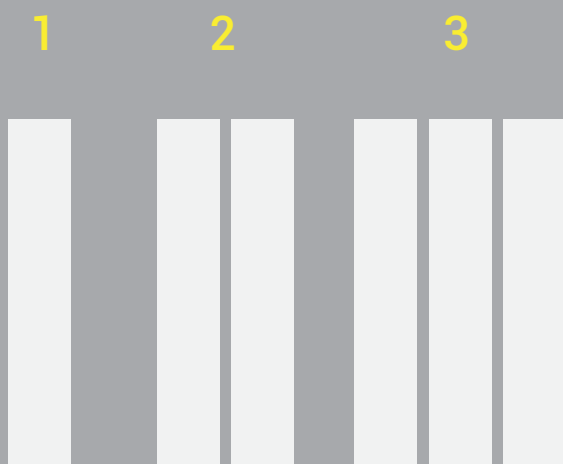
having non-standart, profitable
and versatile products

logo

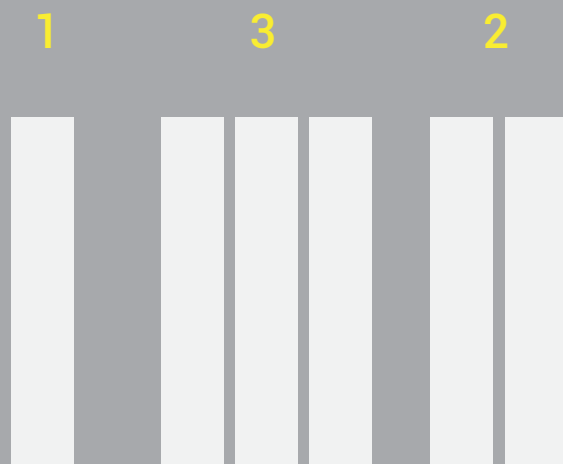
represent roman numerals in irregular way

bars in logo design symbolize columns of a living space and fractions of a wall

logo design tells; extraordinary, non-standart, new habbits, prefer dissimilar



Standart Number System



Non-standart, new habbits, prefer dissimilar.

motto

simple and convenient motto usage

modern and bald font selection

charming but emphatic tone of voice

new habits in standards.

color

brand identity colors are
3 tones of gray, black and white

these colors emphasise elegant and selective spirit

with color code every single product line
has it's own color identity

