

# CONSTRUCT

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BY MW

BRANDING BOOKLET





# ABOUT

At Construct, creative vision meets technical craftsmanship to bring timeless, high-quality furniture to life. Each piece is a modern statement, thoughtfully designed, rich in story, and built to last. Our philosophy is rooted in simplicity, elegance, and strength, proving that even the simplest forms can be constructed beautifully. Construct isn't just about furniture; it's about creating modern classics that speak for themselves.



# CONCEPT

The logo mirrors the word “construct” in both meaning and form as if the elements are assembling themselves into a unified identity. Inspired by architectural logic, the visual design feels in-progress yet complete, symbolizing both craftsmanship and connection.

The visual language of the logo blends minimalism with industrial sophistication, using clean lines, modular forms, and subtle geometric tension to evoke a sense of structure forming and connecting—mirroring the act of building both objects and ideas. Anchored by an abstract arc-oval shape symbolizing interdisciplinary collaboration, the mark feels intentional yet dynamic, like a design unfolding with purpose. The overall feel is quietly powerful and refined, exuding a modernist elegance that aligns with the luxury furniture space. Adaptable in both vertical and horizontal formats, the logo is designed for seamless application across materials, scales, and contexts—embodying both the artistry and precision at the heart of Mehrunnisa Waseem’s brand.



# FONT

Kravitz

aBcDeFGHI  
JkLmNoPq  
RSTUVWXYZ

OUTFIT

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ



# COLOR



#b3a9a0



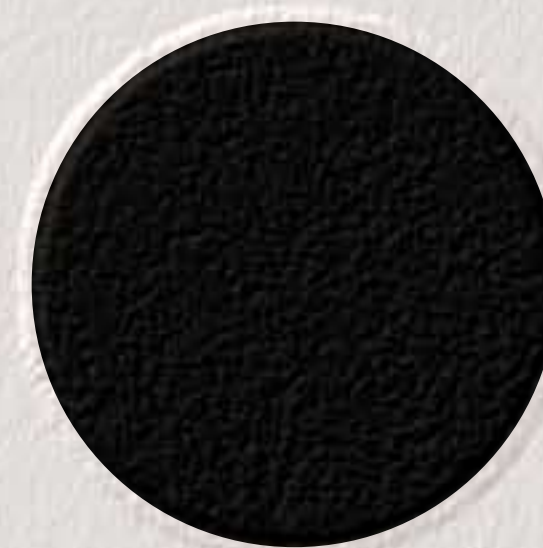
#585655



#edeae8



#302e2e



#0c0c0c



# LOGO VARIATIONS

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.

Logo variations can include a range of colors, sizes, and formats, but there are four main logo variations every brand needs. A brand identity designer should design you at least four non-negotiable logo variations to help your brand show up and look consistent no matter where you place it.





SECONDARY LOGO



PRIMARY LOGO



SUBMARK LOGO

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SECONDARY LOGO



PRIMARY LOGO



SUBMARK LOGO

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# PRIMARY LOGO

The primary logo is the main graphic that represents your business and is used most often. When designing the primary logo, our goal is to communicate who you are, what you offer, or where you operate. This logo may include your company's tagline, category or geographic location.





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## SECONDARY LOGO

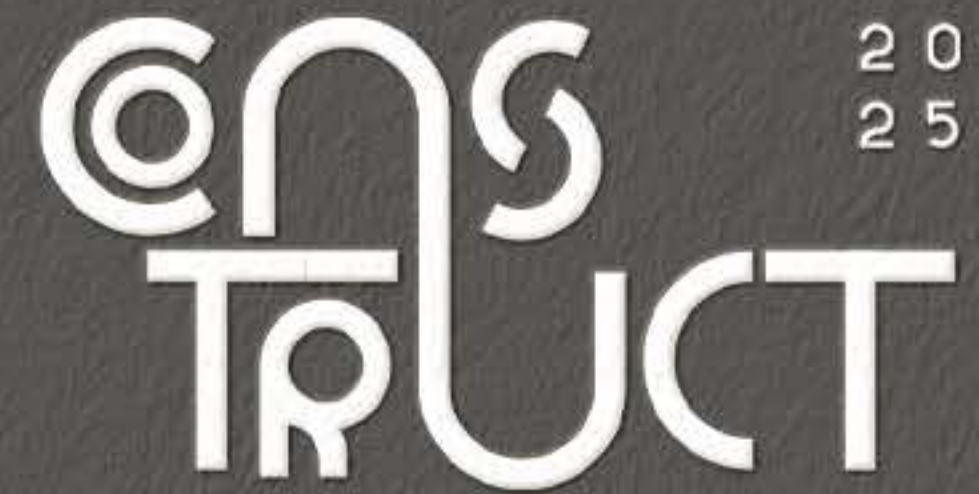
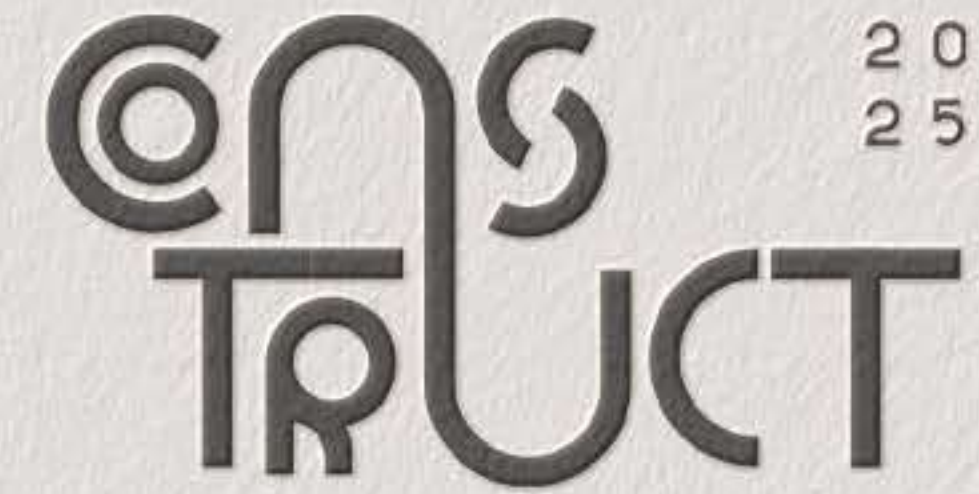
The secondary logo is a simplified version of the primary logo. This design may eliminate or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.





# SUBMARK LOGO

A sub-mark logo is a stripped down graphic of your main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Reading the text on a logo takes time, help your customers quickly identify and remember you with a well designed sub-mark logo.





# SUBMARK LOGO

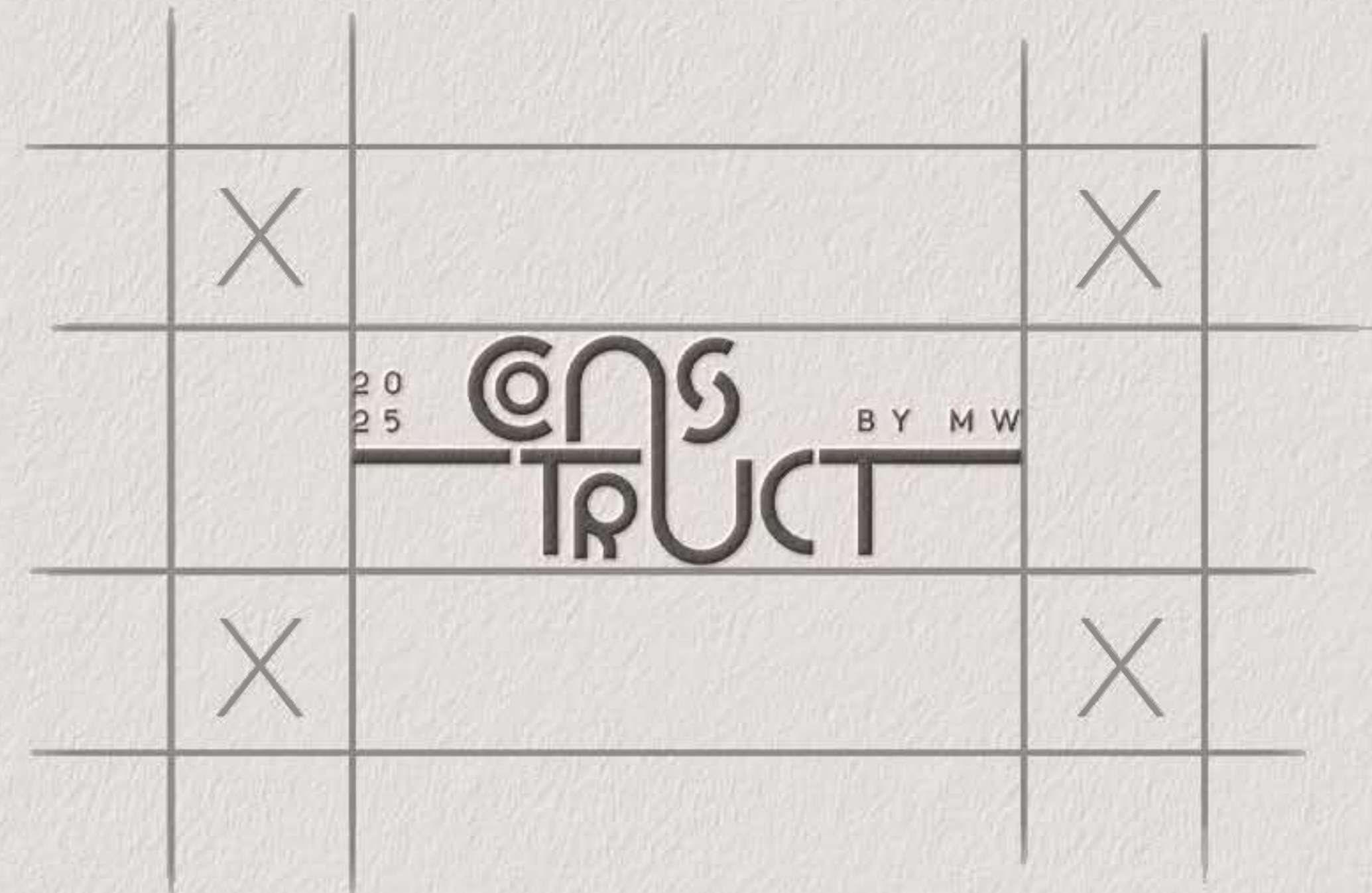
A sub-mark logo is a stripped down graphic of your main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Reading the text on a logo takes time, help your customers quickly identify and remember you with a well designed sub-mark logo.



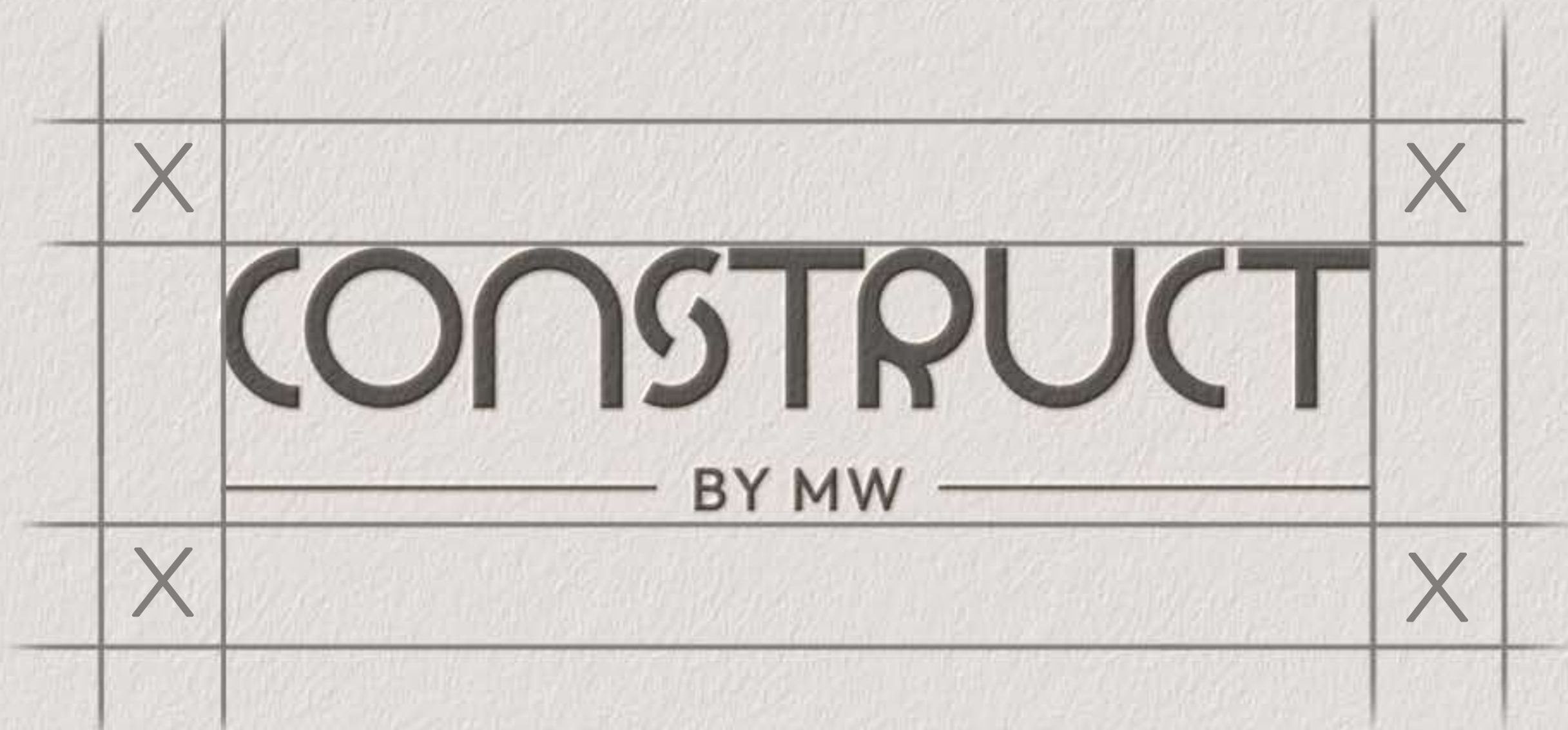


# LOGO SPACE

Standards should be set to distinguish the space around the logo which is referred to as clear space. This helps ensure the distance from other design elements that surround the logo. Ultimately, clear space increases the visibility and impression on the audience.









# ADDITIONAL VARIATIONS

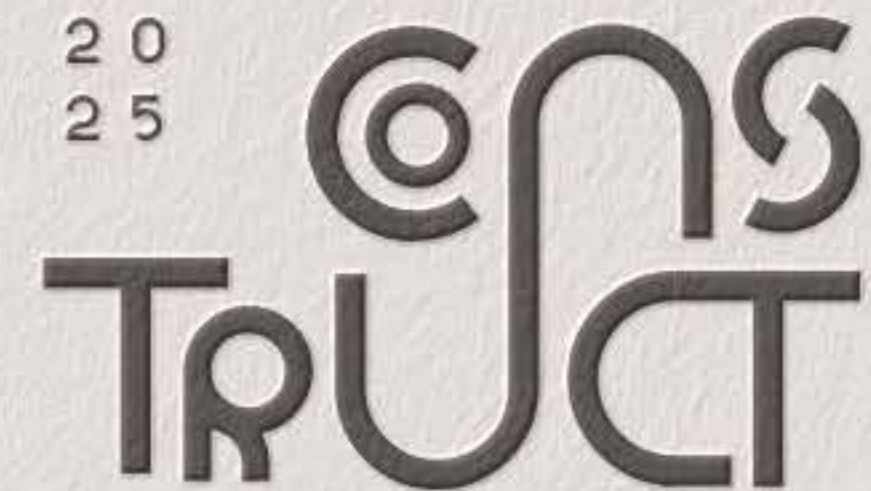
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VERTICAL VERSION



ELONGATED VERSION



LEFT ALIGNED





# MOCKUPS

VISUALISE YOUR BRAND



20  
25

ens  
TRUCT

BY MW

CONSTRUCT

BY MW





# CONSTRUCT

— BY MW —





construct  
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[www.constructbymw.com](http://www.constructbymw.com)  
[info@construct.com](mailto:info@construct.com)

construct 2025







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TRUCT 20  
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TRUCT BY MW





Designed by LA Designs/ Zaas Studio

Email: [lizaashrafdesigns@gmail.com](mailto:lizaashrafdesigns@gmail.com)

Portfolio: [www.lizaashraf.com](http://www.lizaashraf.com)

Instagram: <https://www.instagram.com/lizaashrafdesigns/>