

LOGO SPECIFICATION

01. PRIMARY LOGO



A timeless mark that reflects strength, elegance, and growth. The geometric form symbolizes stability, structure, and a vision rooted in progress.

02. LOGO VARIATIONS



ON WHITE



ON BLACK



ON OLIVE
#8EA858

MANHATTAN
TOWERS

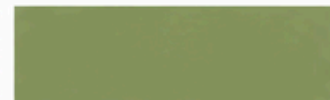
THE RIGHT
CHOICE



04. LOGO CONSTRUCTION



05. COLOR PALETTE



OLIVE GREEN
#8EA858



WHITE
#FFFFFF



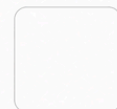
BLACK
#000000



COLOR PALETTE



#8ea858



#ffffff



#000000

TYPOGRAPHY

Aa

GLOWSTORE
REGULAR

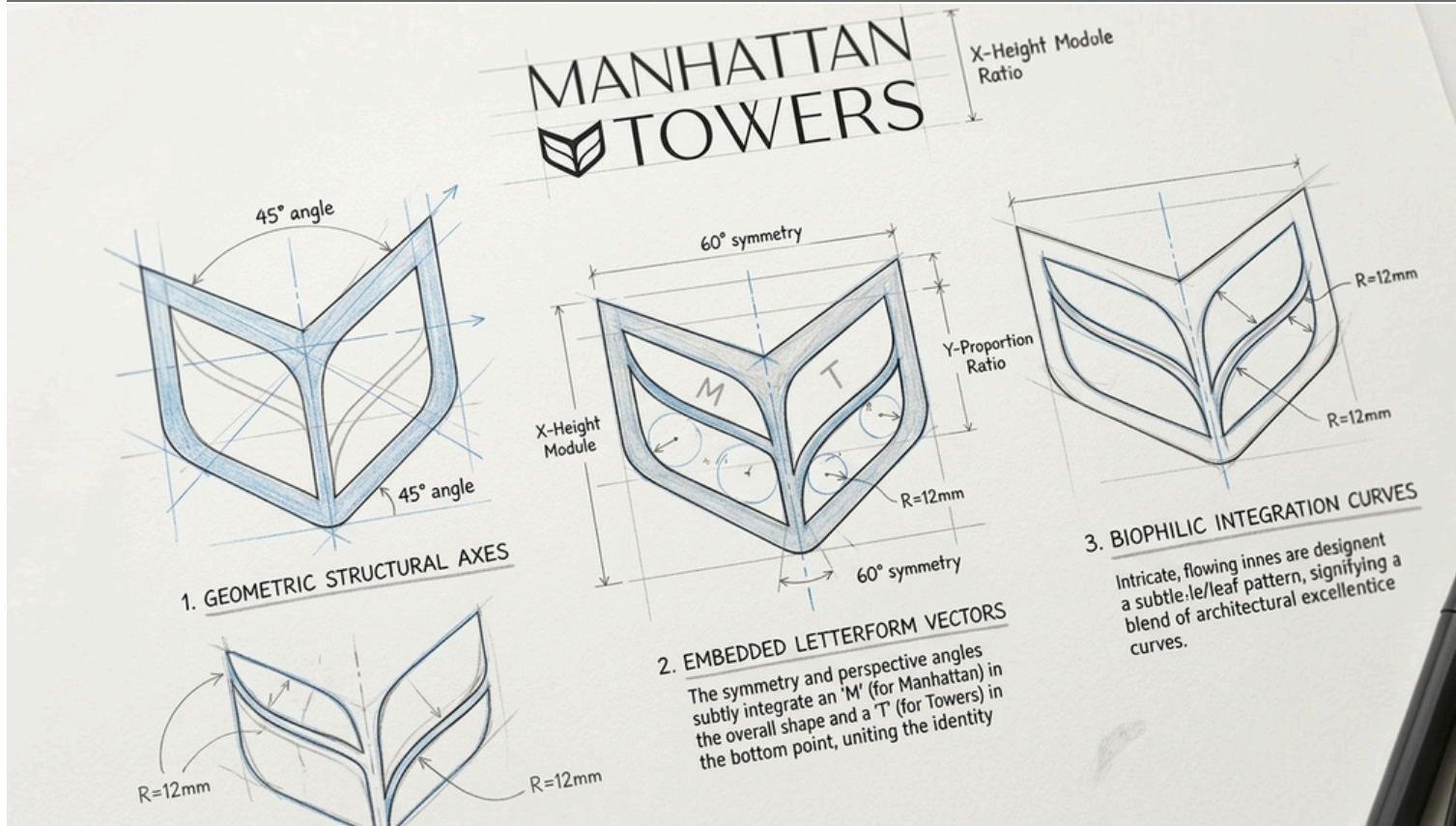
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DESIGN RATIONALIZATION

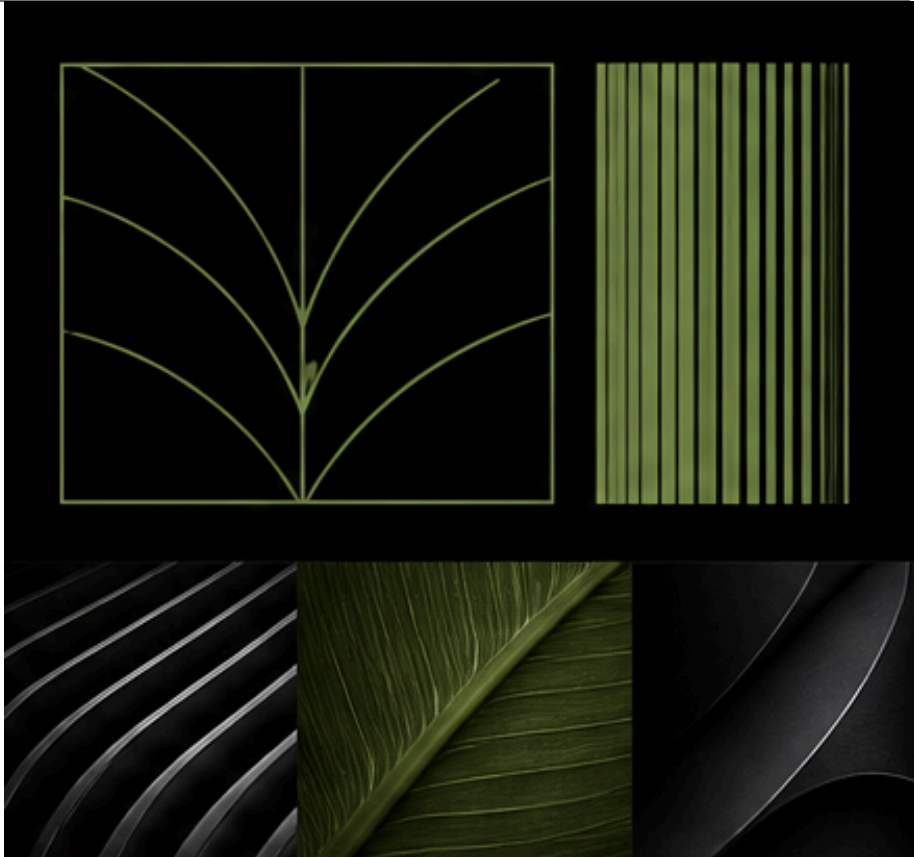
"The Manhattan Towers visual identity is built upon an intentional intersection of structural permanence and biophilic design. The primary lockup utilizes an elegant, high-contrast serif typeface balanced by a geometric emblem that acts as both a literal and metaphorical anchor for the brand system



created with precision and a determined idea



inspired by Nature



LOGO CONSTRUCTION

The Manhattan Towers identity is engineered through rigorous geometric rationalization, utilizing precise angles and balanced mathematical modules (X) to ensure structural stability. Every curve and intersection is structurally calculated, seamlessly fusing modern architectural forms with organic symmetry

MANHATTAN
TOWERS

integrated icon +

MANHATTAN



1. ARCHITECTURAL STRUCTURE

Bold, geometric outer lines establish a core structure, a foundation and boundary that reflects the stable and enduring essence of Manhattan's skyline. The outer shape forms a subtle, foundational 'U' and 'V' for strength and view.



2. EMBEDDED 'M' & 'T'

The symmetry and perspective angles subtly integrate an 'M' (for Manhattan) in the overall shape and a 'T' (for Towers) in the bottom point, uniting the identity without explicit letters.



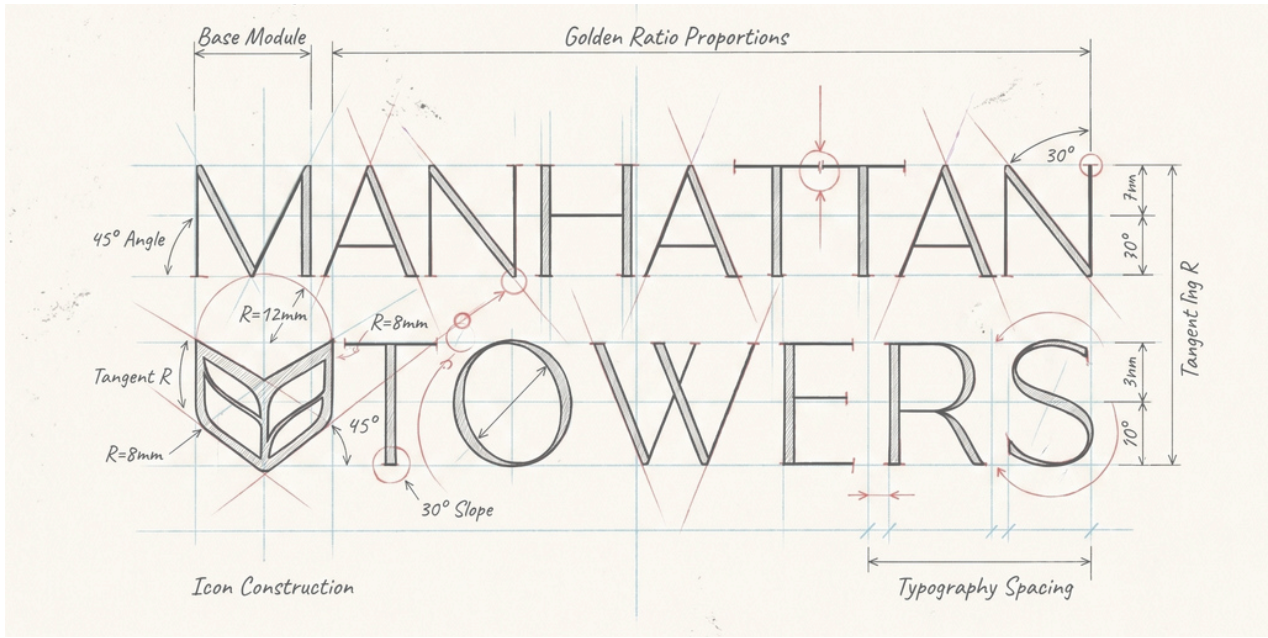
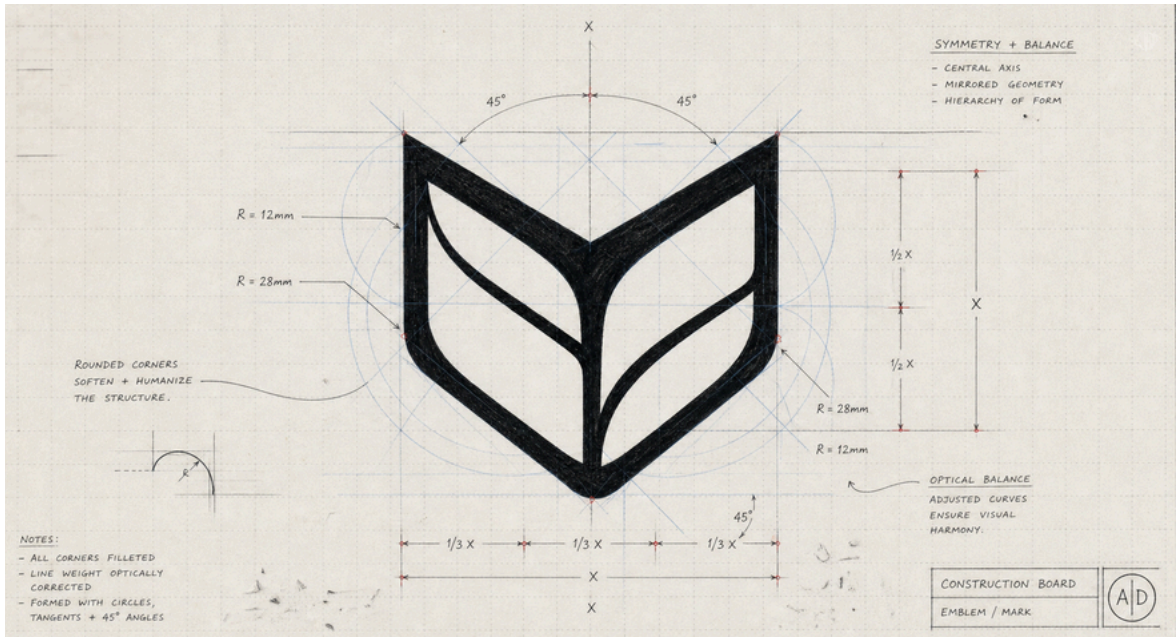
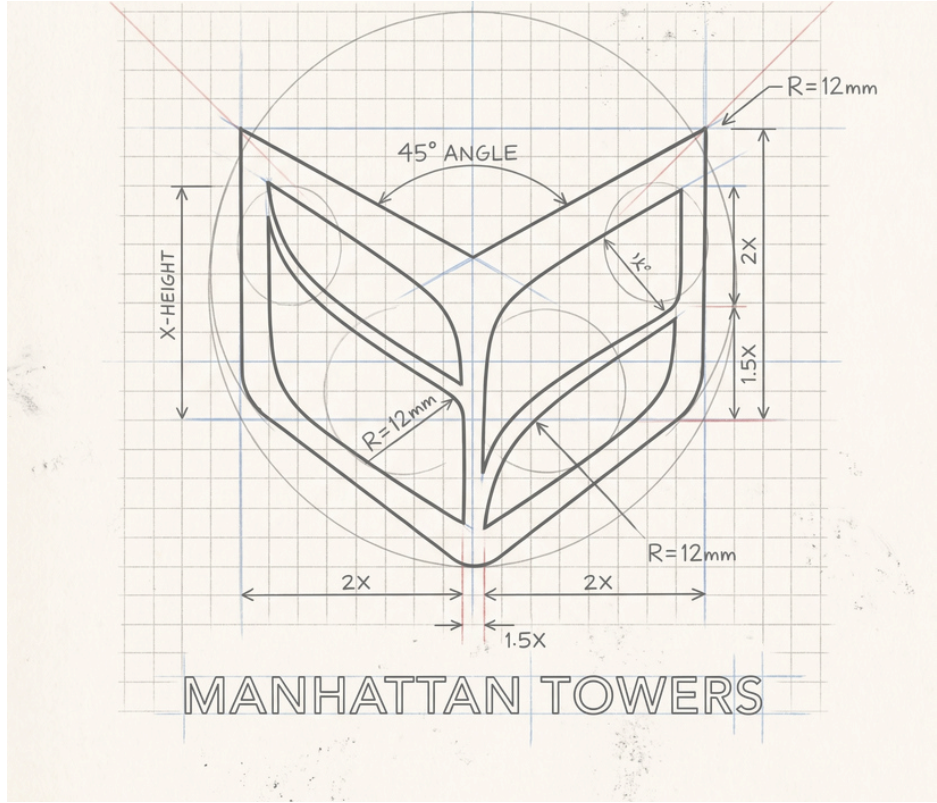
3. ORGANIC HARMONY

Intricate, flowing inner lines represent a subtle tree/leaf pattern, signifying a blend of architectural excellence with organic harmony and residential comfort.



4. SUBTLE TYPOGRAPHIC CONNECTION

The inner curve angles are designed to echo the thin serif strokes of the main wordmark, creating a unified and cohesive visual system across all elements.



LOGO APPLICATIONS

broad implementation of the logo in different area and different elements.
suitable for printing, digital layouts ,etc.



LOGO APPLICATIONS

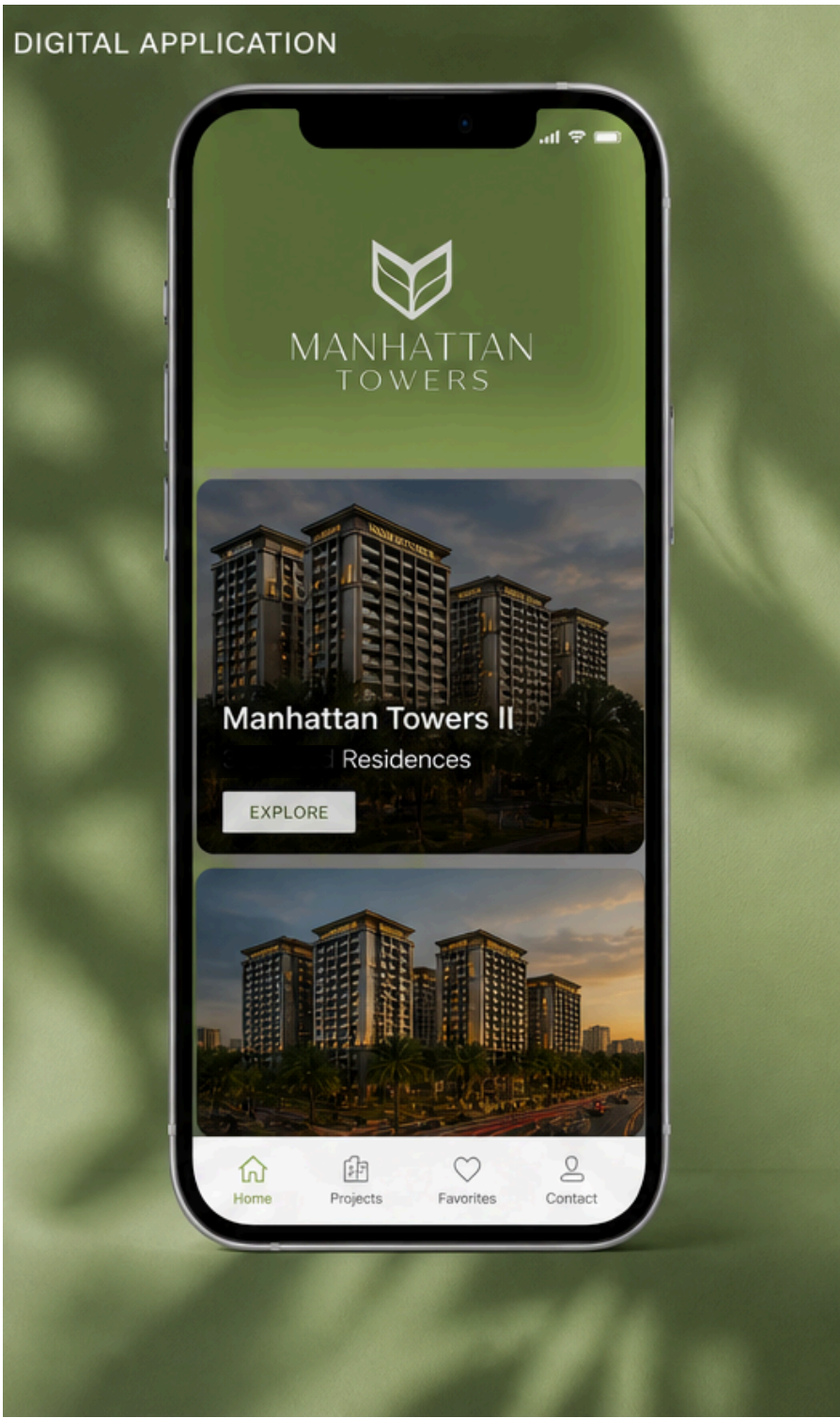
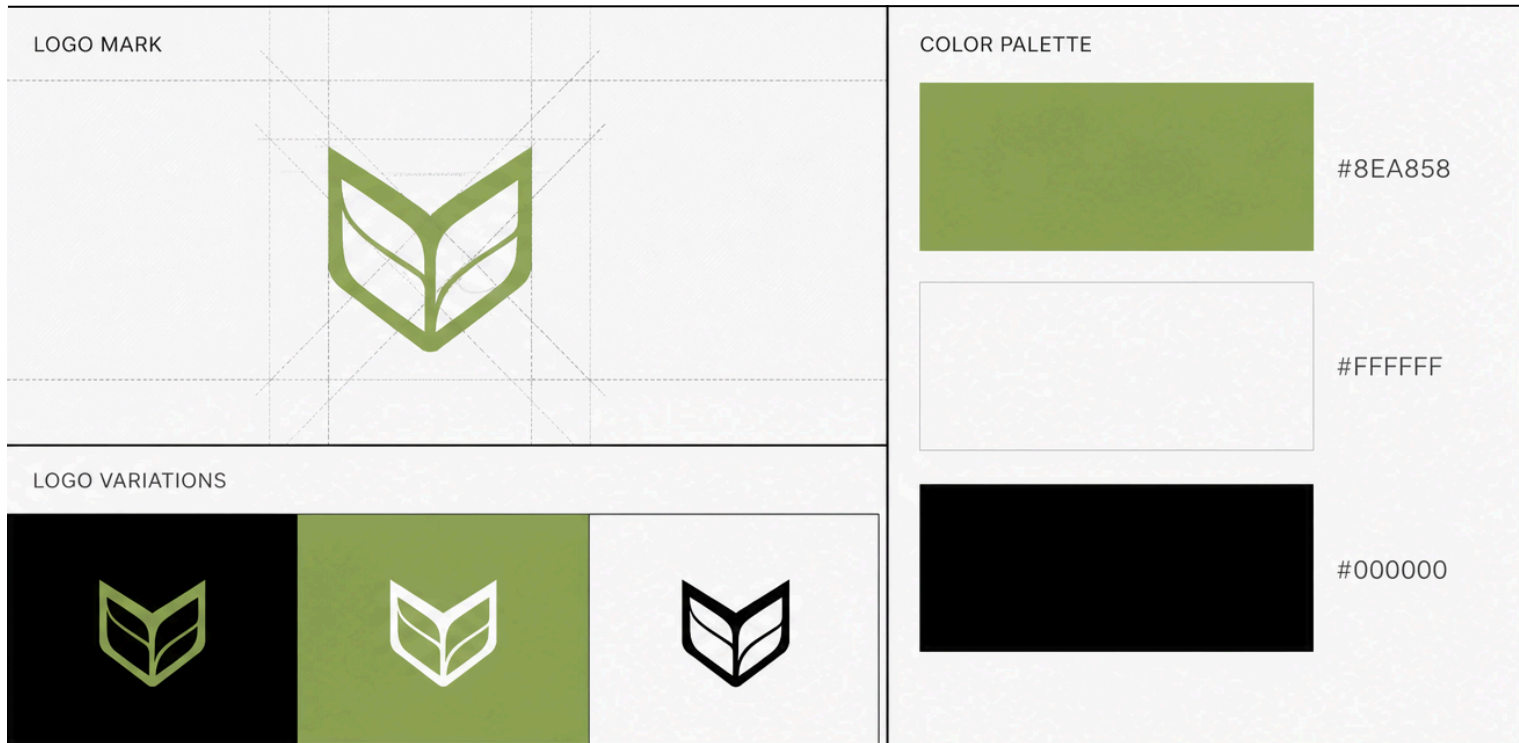
broad implementation of the logo in different area and different elements.
suitable for printing, digital layouts ,etc.



easy implementation on hard surface or cloth texture materials

LOGO APPLICATIONS

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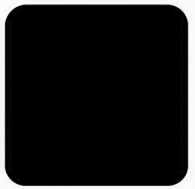
COLOR PHILOSOPHY & CORE IDENTITY

The Manhattan Towers color palette is selected to establish an immediate perception of premium sustainable luxury and modern architectural permanence. By pairing an organic olive green with a commanding solid black, the brand balances environmental awareness with elite corporate sophistication. This two-tone system ensures high visual contrast, immediate brand recognition, and a timeless aesthetic across both digital displays and physical building materials.

COLOR PALETTE



#8ea858



#000000



sustainable architecture, and environmental integration central to the development. This refined, organic hue introduces warmth and growth to the brand identity, softening the rigid geometric structures and connecting the property to nature."



The pairing of clean white with organic olive green defines the minimalist, biophilic core of the Manhattan Towers identity. This combination strips away visual clutter to emphasize light, space, and environmental connectivity. It replicates the experience of modern architectural spaces—where crisp, clean structures open up to lush, natural landscapes—creating an immediate perception of breathing room, sustainability, and high-end residential comfort."

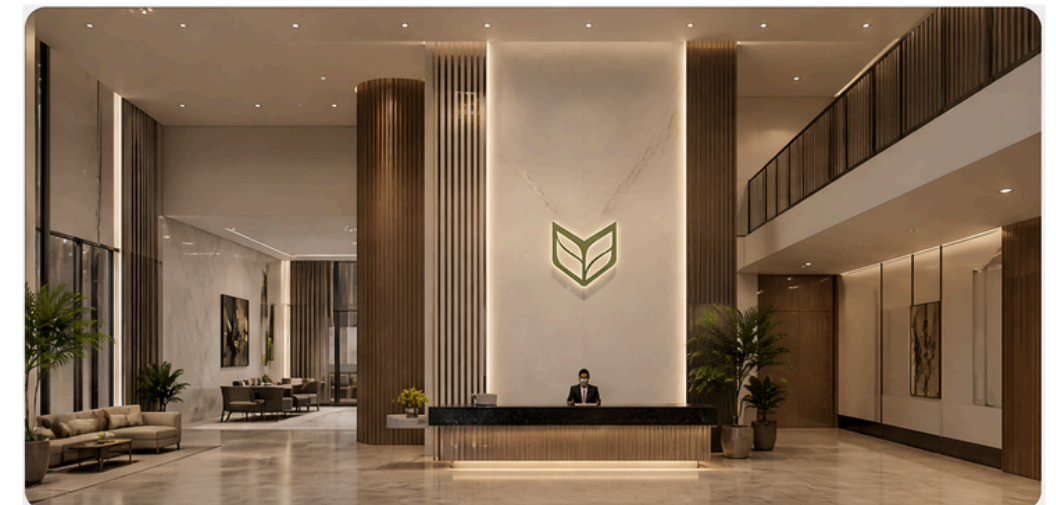




RENDER INTEGRATION & MARKETING COLLATERAL

A visual identity achieves true purpose only when seamlessly integrated into its physical environment. This phase showcases the exact, real-world application of the Manhattan Towers branding across architectural space and high-end marketing collateral. By embedding the 3D-engineered logo assets directly into the physical property—from corporate lobby feature walls to exterior structural placement—the brand identity transitions from a digital concept into a concrete, lifestyle-driven experience."

in the main reception lobby
the backlit olive-and-gold emblem
acts as a premium focal point



brand's geometric discipline
complements the structural rhythm
of the high-rise facades



High-fidelity rendering brings the
spatial identity to life.

