Hello, Hermes Jury!

Our work for DYHS involved the development of their brand identity and the full scope of their visual identity scheme. DYHS is a technology-driven interior design and architecture company based out of Bengaluru, India.

The visual identity of the brand is future-ready with its minimalism. The identity is characterized by its modern typefaces, sleek brand assets, engaging copies, and enticing pictures.

The identity best communicates the simplified brand pitch for DYHS, that they want their clients to trust them to design their home spaces. This emotion of effortlessness is communicated by the identity using the identity scheme that focuses immensely fluidity in design, be it through the color gradients, the DYHS Wave Pattern asset, or the seamlessly flowing brand content. DYHS; design your home space.

The core areas worked on for DYHS were company branding, collateral design, and brand content development.

We hope you see the same spark in the work that we do.

Thank you,

Team Grapdes
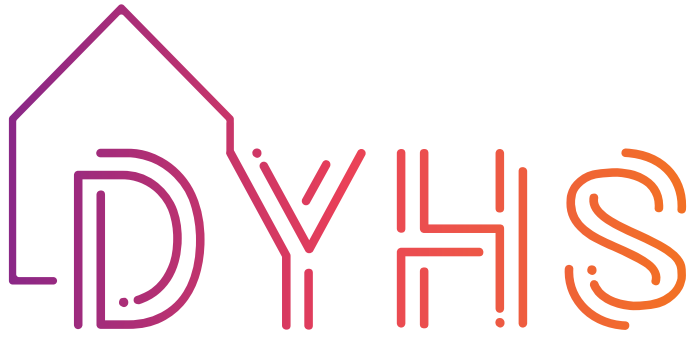
Visual Identity Guide

dyhs.in

What's Inside

DYHS: Brand Positioning

D-Y-H-S, short for Design Your Home Space, is an interior design and construction company that provides property-owners with professional and transparent services through a standardized and technology-driven process.

The DYHS Logo

With the name "Design Your Home Space" being too long, "DYHS" has been earmarked as the working name of the brand. The DYHS logo has been conceptualized using lines as the core element behind the design. The concept highlights the brand name in bold letters which enables clear and crisp communication of the name to the viewer.
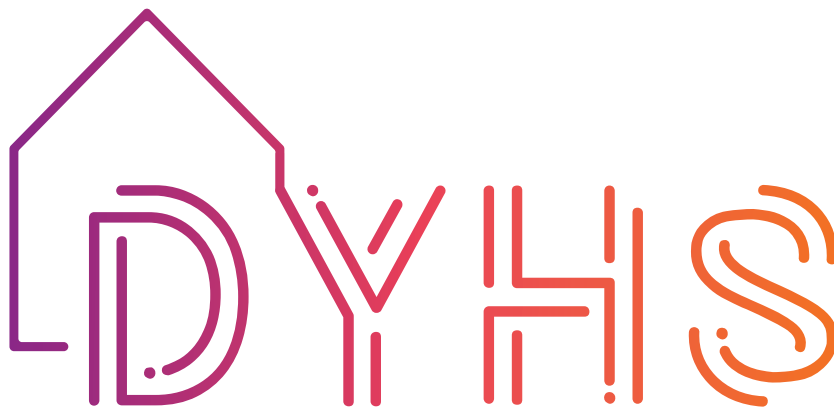
The first letter of the name/logo is attached to a simple outline of a house. This symbolic invocation of a house is both a tribute and an overt connection to the expanded brand name, Design Your Home Space. The outline, by attaching itself so closely to the brand name, unequivocally conveys the intimate association of the brand to creating homes and homely spaces.

The color scheme of the logo is a diagonal gradient of Shiraz, Amaranth, and Tango. These colors are clubbed together in a gradient to represent the close intermingling of the values that these colors represent for the brand. The color Shiraz combines the calm stability of blue and the fierce energy of red, representing creativity, ambition and wisdom, the color Amaranth representing passion and determination, and the color Tango representing success and attraction.

Together, the logo of the brand is a meaningful yet minimalist wordmark of not just its name but also the emotions and values attached behind what makes DYHS the brand that it has set out to be.

Available Logo Variations

Primary Preference

Full Logo on White B/G

Full Logo on Brand Gradient B/G

Primary Preference During Paucity of Space
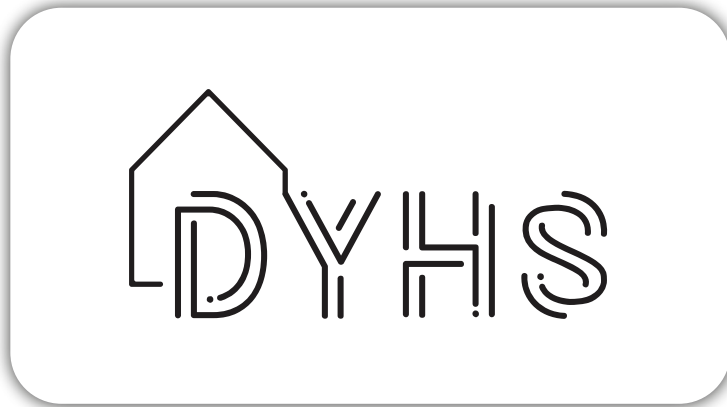

Logomark on White B/G
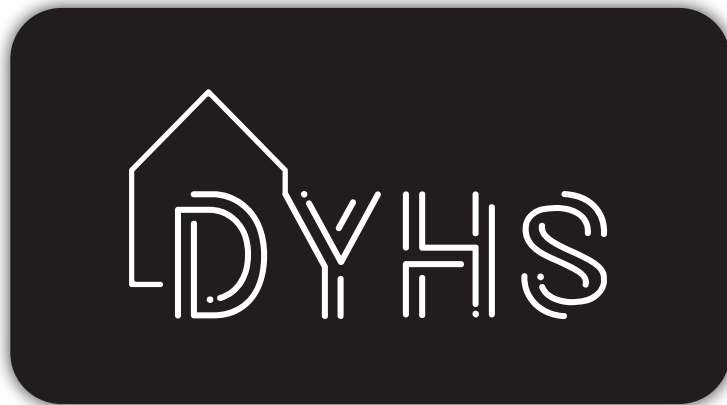

Logomark on Brand Gradient B/G

Available Logo Variations

Secondary Preference

Full Logo Black on Lighter Backround, Images, etc.

Full logo White on Dark Backround, Images, etc.

App Icon

Logo Usage Rules

The DYHS logo has been created after much thought, and with care. Hence, under no circumstances is the logo to be altered in any manner. The logo is the same for both print and digital representation and can be displayed on any media subject to the following pointers.

The Do's:

1. Displaying the logo strictly in accordance with the aforementioned preference-for-usage scale.
2. Displaying the logomark in a proportionally-reduced size due to paucity of space, etc.
3. Maintaining a clear space of at least one quarter the height of the logo used in any creative. An exception can be made only for website details.
4. Displaying the logo in its monochrome versions for better contrast.
5. Displaying the logo along with uniformly attached "©", and/or "®", and/or "™" symbols wherever necessary and possible.

The Don'ts:

1. Displaying the logo with an elongation, condensation, or disturbed geometry.
2. Displaying the logotype without all components of the logo.
3. Displaying variations of the logo in colors other than those given.
4. Displaying the logo with an obstructive decorative element or texture added on top of, behind, in front of, or too closely around it.
5. Displaying the logo with altered spacing between the components of the logo.
6. Displaying the logo without ample clear space around it on all sides.
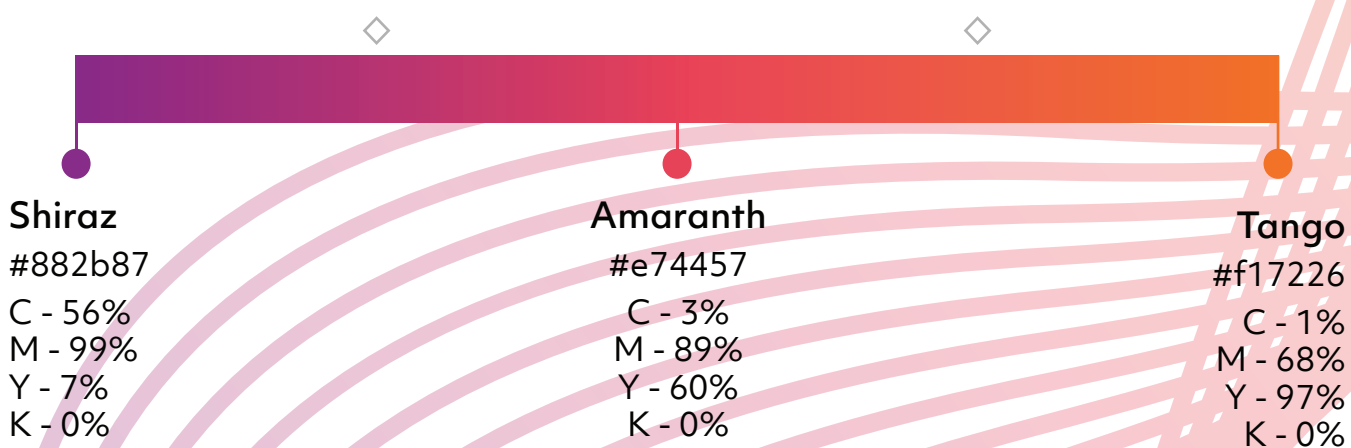7. Displaying the logo against a background that hampers its visibility.

The DYHS Color Palette

The color scheme for the brand inclines heavily towards gradients. The gradients represent the fluidity and seamlessness in the process-oriented solutions offered by the brand.The gradients for the brand have been categorized as primary and secondary where each complements the other, but the primary gradients features firstly/prominently on any visual touchpoint of the brand.

Primary Gradient

Shiraz
#882b87
C - 56%
M - 99%
Y - 7%
K - 0%

Amaranth
#e74457
C - 3%
M - 89%
Y - 60%
K - 0%

Tango
#f17226
C - 1%
M - 68%
Y - 97%
K - 0%

The primary gradient is earmarked by the colors of Shiraz, Amaranth, and Tango, which diagonally flow into and across in that order. The gradient is bold and has the capability of evoking strong emotions in the minds of the viewer. This gradient shall be preferred more in any outdoor or print touchpoints to have a lasting effect.
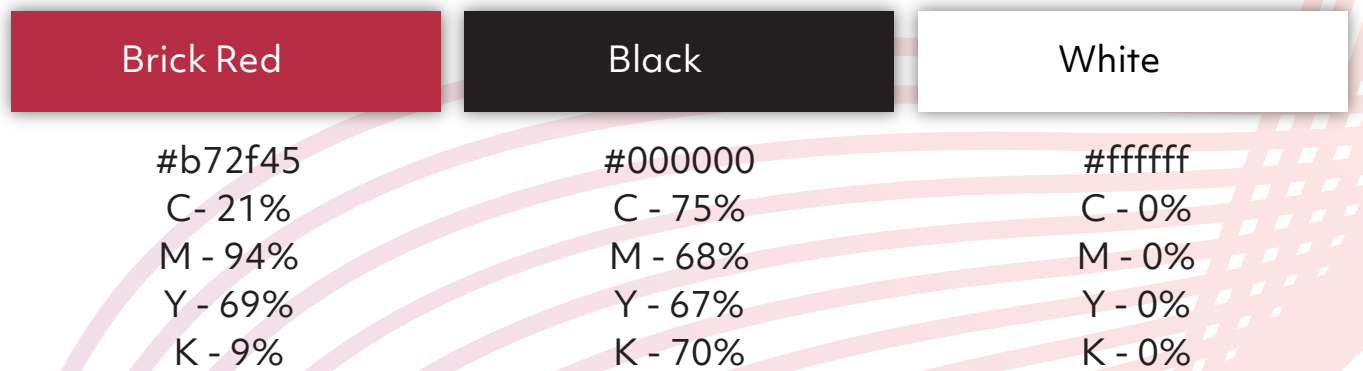
The DYHS Color Palette

Secondary Gradient

Prim
#882b87
C - 5%
M - 13%
Y - 0%
K - 0%

Wisp Pink
#fde4e5
C - 0%
M - 12%
Y - 4%
K - 0%

Tango
#fdeadc
C - 0%
M - 8%
Y - 11%
K - 0%

The secondary gradient flows from Prim, onwards to Wisp Pink, ending at Old Lace. These colors are extremely soothing on the eyes and play the supporting role to the primary gradient. Although secondary, this gradient should be preferred in touchpoints which intend for any viewer to spend considerable time experiencing the creative. This is to ensure that the colors never get too much for the viewer, while keeping the brand personality and emotions intact.

Brick Red	Black	White
#b72f45	#000000	#ffffff
C- 21%	C - 75%	C - 0%
M - 94%	M - 68%	M - 0%
Y - 69%	Y - 67%	Y - 0%
K - 9%	K - 70%	K - 0%

In the off-chance that gradients may not be incorporated into the color scheme of a creative, the solid colors can be utilized. However, in order to maintain the consistency in the overall look and feel of the brand communication, these are the only solid color options available to the brand.

The DYHS Typekit

The right typeface with the right colors helps convey messages efficiently. The brand personality of DYHS is honest, reliable, perfectionist, and most importantly, tech-savvy. To best showcase such personality traits, it is important to present messages using the given font style -- Objectiv Mk1 -- in the given colors, in both print and digital media.

Heading - Objektiv Mk1 Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU-uVvWwXxYyZz 0123456789

Objektiv Mk1 Bold, has been chosen for its welcoming look. It MUST be used for each main heading in all the communications of the brand. The headings are to be written in Bold, in a size much bigger than the sub-headings and the body text.

Subheading - Objektiv Mk1 Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvW-wXxYyZz 0123456789

Objectiv Mk1 Medium, in a size relatively bigger than the body text but much smaller than the size of the headings, is the style for any subheadings. This typeface is recommended for all text that needs highlighting as a subheading, which can be done additionally using the Medium Italic weight.

Body - Objektiv Mk1 Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

All body text in any brand or/and internal communication of DYHS must be written only in Objektiv Mk1 Regular font style. Objektiv Mk1 is a sans-serif font that evokes feelings of modernity but alongside warmth and relatability. It is clear, easy-to-read, and therefore has been chosen as the go-to font style for both the business and the brand.

Note: Usage of these typefaces together shall be done with different weights as given above.

The DYHS Typekit

An example of the typefaces to be used:

Lorem Ipsum

dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Qui Blandit Praesent

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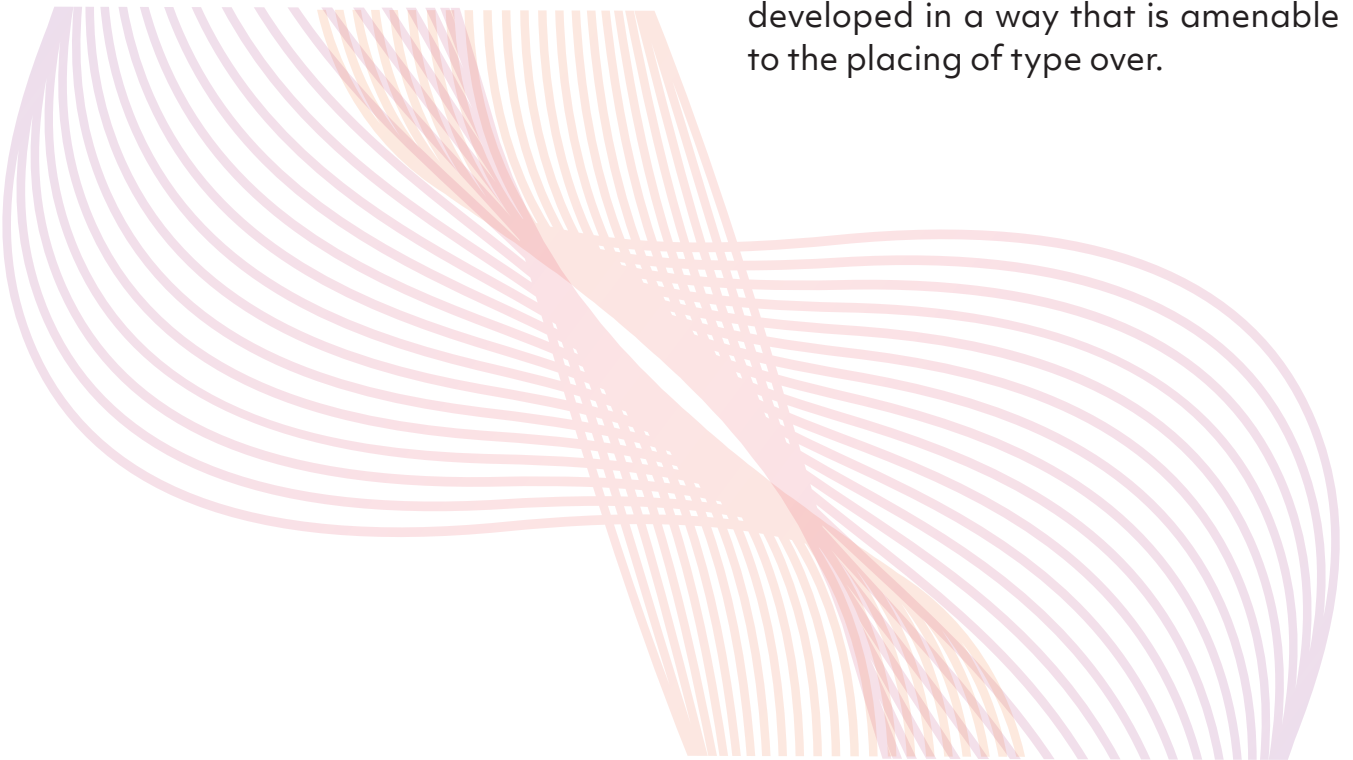
The DYHS Identity Elements

The visual identity of the brand rests heavily upon the presence of the brand assets of DYHS. As primary elements of any creative, these brand assets should be placed in the mainframe of the design without it taking up the attention off the foreground.

The DYHS Infinity Wave

The DYHS Infinity Wave is a carefully created background asset that represents the endless possibilities that DYHS has to offer by leveraging the benefits of technology-enabled solutions for the fragmented interior design and construction industry. The Wave is also closely associated with the brand logo through the exclusive lines-only design concept. The Wave should be placed in the background, attached to at least one of the edges of the creative. The Wave has been developed in a way that is amenable to the placing of type over.

The DYHS Identity Elements

The DYHS Long Name Label

DESIGN YOUR HOME SPACE
DESIGN YOUR HOME SPACE
DESIGN YOUR HOME SPACE
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DESIGN YOUR HOME SPACE
DESIGN YOUR HOME SPACE
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DESIGN YOUR HOME SPACE

The DYHS Long Name Label is a strategic brand asset for the visual identity of DYHS. With the brand name being an abbreviation, it becomes extremely important for the brand to consistently communicate what the abbreviation stands for. The Long Name Label, by being a primary brand asset, finds a place in every visual touchpoint of the brand that discusses the solutions offered by the brand. The Long Name Label shall be affixed to the top, or the bottom edge of the creative, aligned parallelly to side margin. This strategic placement becomes memorable in the minds of the viewer and makes the abbreviation and the expansion of the name simply synonymous with each other.

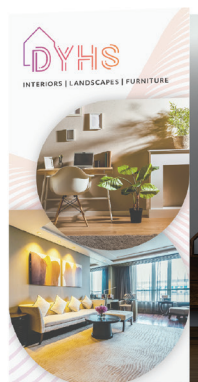(Digital copies of these assets are available with DYHS.)

Brand Collateral

The following images are representational in nature but serve the broad purpose of being the guidelines pertaining to the visual identity of brand DYHS.
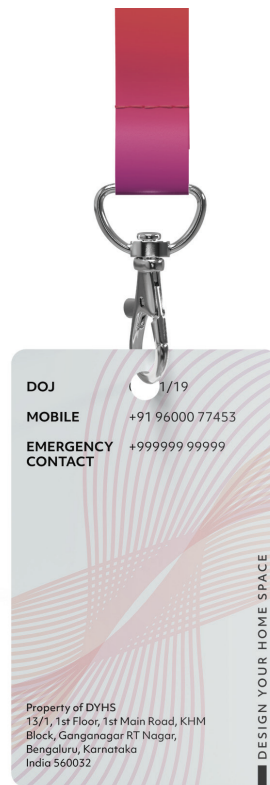
Brand Collateral
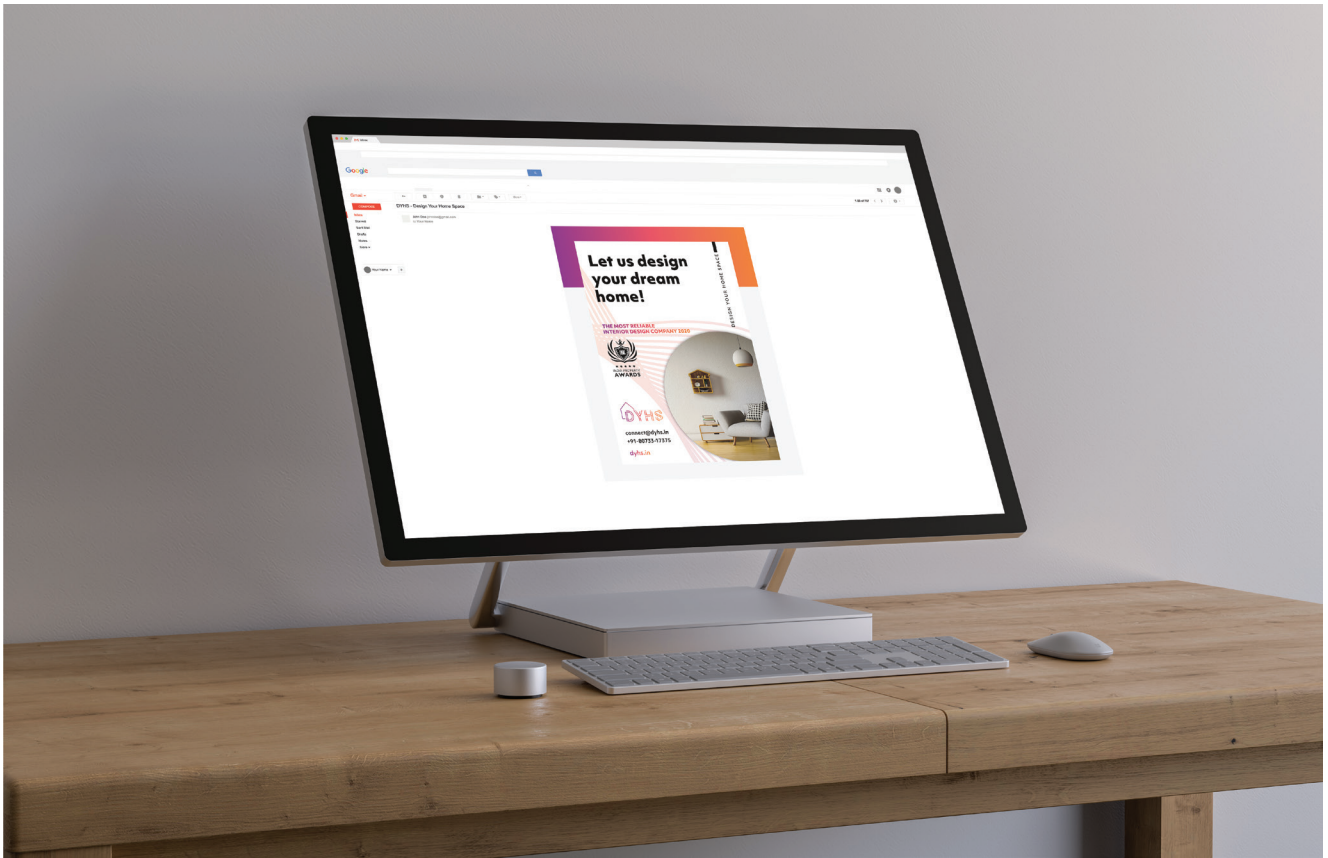
Brand Collateral

John Doe
DESIGNATION

+91 99999 99999
john.doe@dyhs.in

DYHS

DYHS PVT. LTD.
13/1, 1st Floor, 1st Main Road
K H M Block, Ganganagar RT Nagar
Bengaluru, Karnataka 560032

DESIGN YOUR HOME SPACE

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Brand Collateral

Brand Collateral

DOJ   1/19
MOBILE   +91 96000 77453
EMERGENCY   +999999 99999
CONTACT

Property of DYHS
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India 560032

DESIGN YOUR HOME SPACE

Vikram Paul Amalaraj
CO-FOUNDER

DYHS / BLR 1 / 2

Brand Collateral

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For any identity-related clarifications for DYHS, contact
branding@grapdes.com