



msquare

A premium LED advertising network transforming high-traffic retail and transit spaces into strategic media destinations for brands seeking real-world visibility.

Logo Philosophy

The Msquare logo embodies precision, visibility, and strategic thinking. Crafted from dual "M" forms and pixel-inspired geometry, the symbol represents connection, movement, and intelligent placement. Its balanced use of negative space creates a mark that is modern, scalable, and instantly recognizable, reflecting Msquare's vision of redefining outdoor advertising through smart LED media solutions.

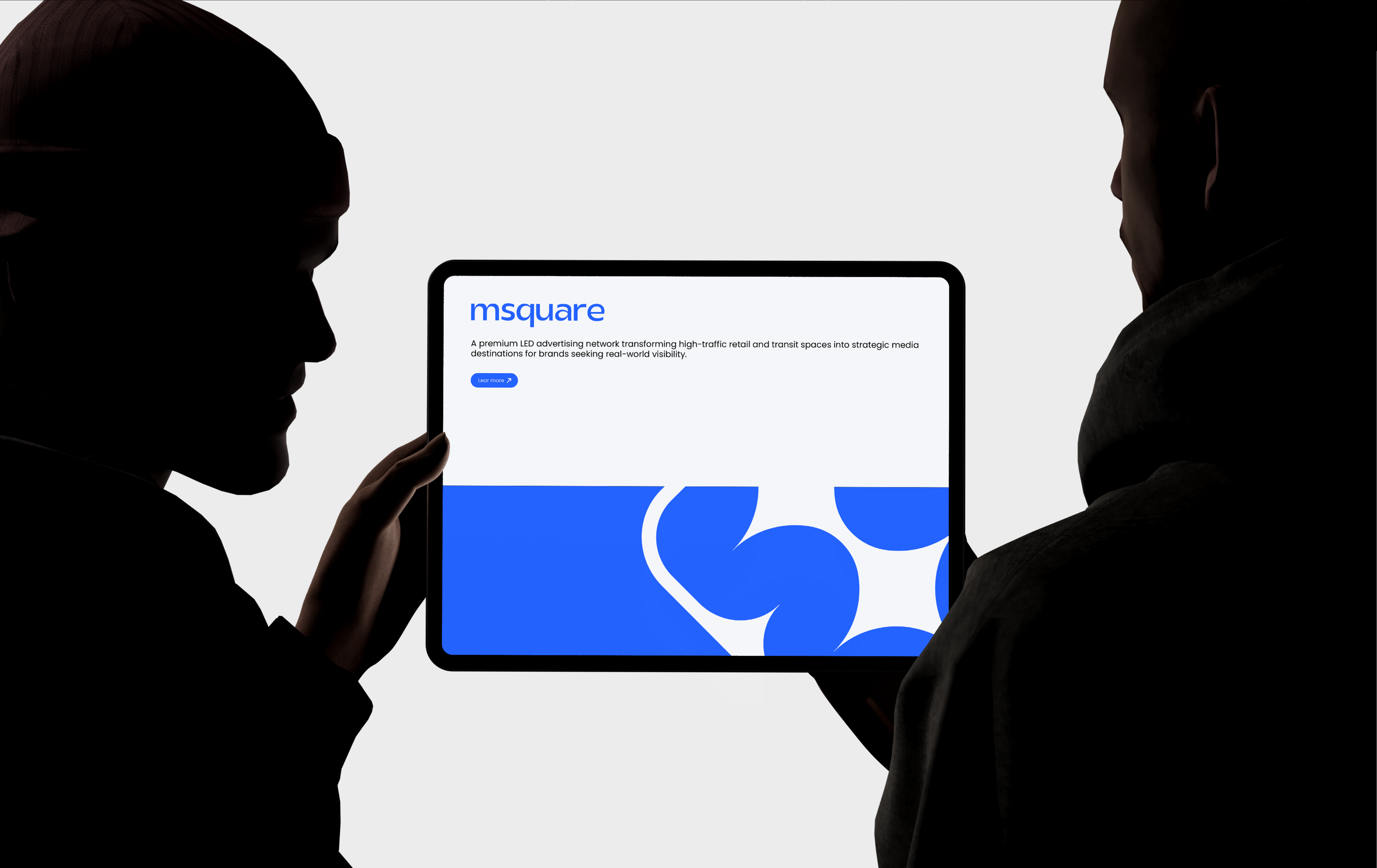
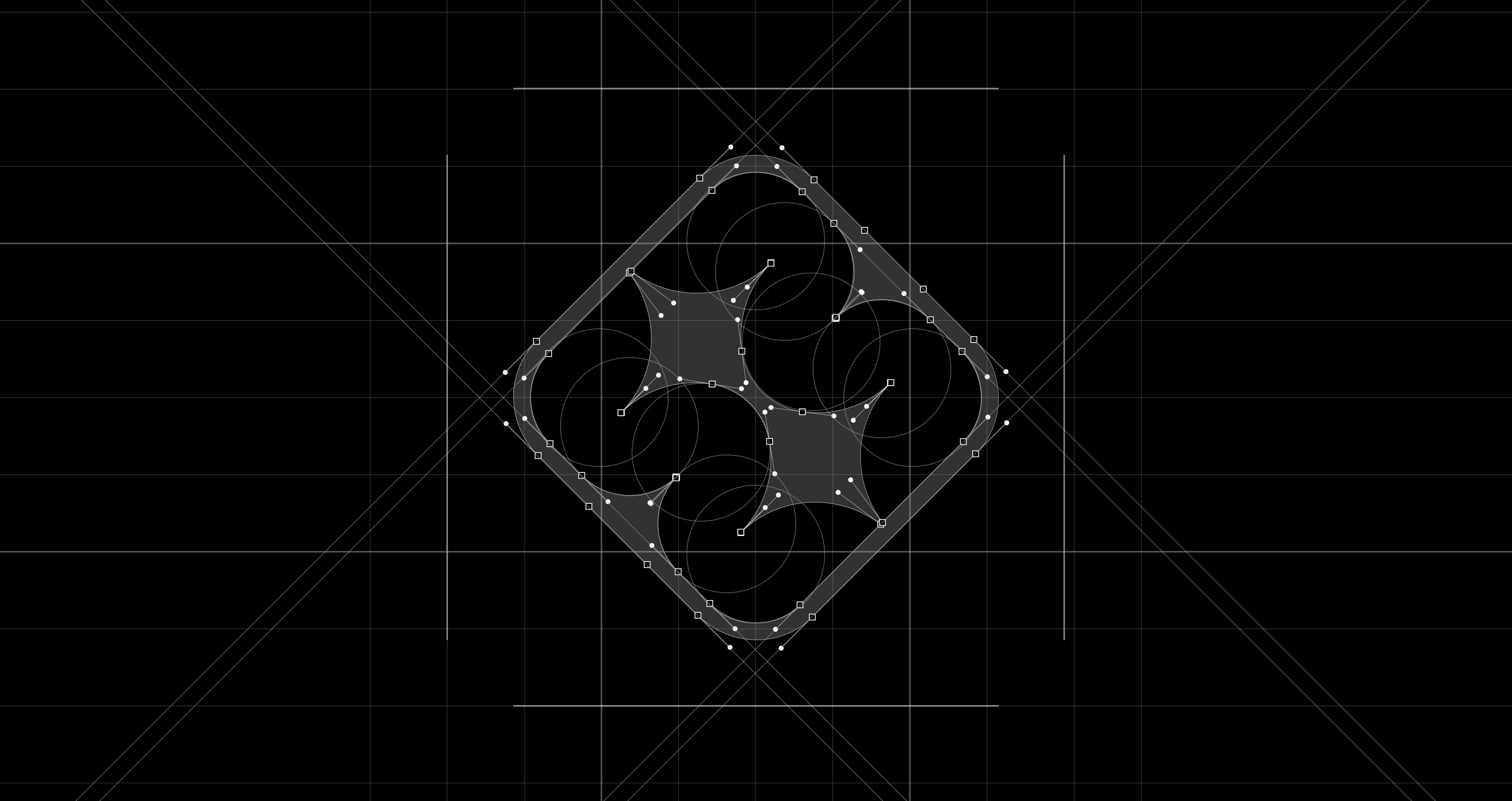
Brand Pattern

The Msquare brand pattern extends the visual language of the logo by deconstructing its core geometric forms into a modular system. Inspired by LED technology, digital grids, and urban movement, the pattern creates a visual rhythm that symbolizes visibility, connectivity, and growth. This system strengthens brand recognition while delivering a cohesive experience across every touchpoint.

Designed By Evakee

Msquare Global

@2025

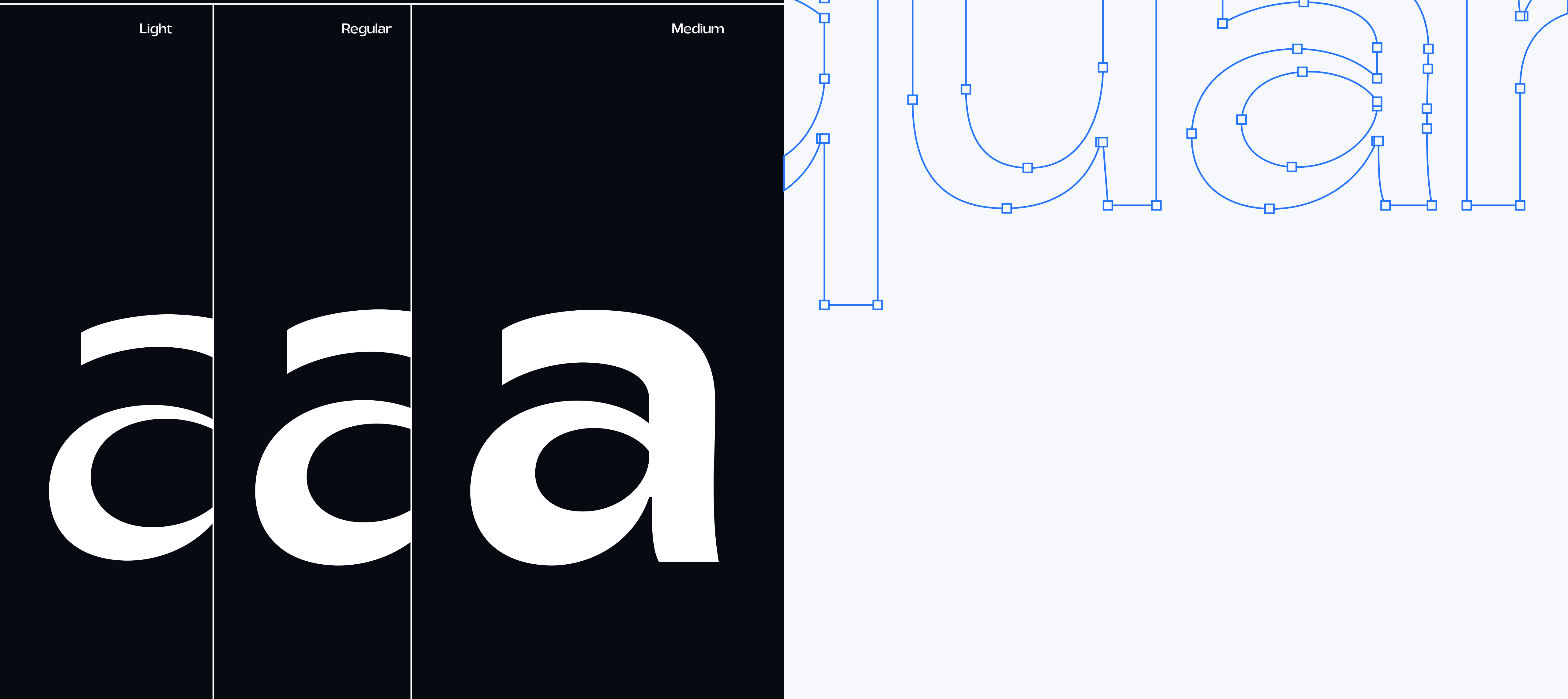


TypeFace

Hilmar

Hilmar is a clean, modern, and highly legible sans-serif typeface. Its geometric construction and contemporary aesthetic align perfectly with Msquare's vision of smart, strategic, and premium advertising. The font creates a confident and professional presence while maintaining excellent readability across all brand touchpoints.

Primary 12 Styles 2026



Deep Indigo

HEX: #2563FF
RGB: 37, 99, 255
CMYK: 85%, 61%, 0%, 0%

Soft Mist

HEX: #F5F7FA
RGB: 245, 247, 250
CMYK: 2%, 1%, 0%, 2%

Black

HEX: #0B0D12
RGB: 11, 13, 18
CMYK: 39%, 28%, 0%, 93%

01

03

02

20%

30%

40%

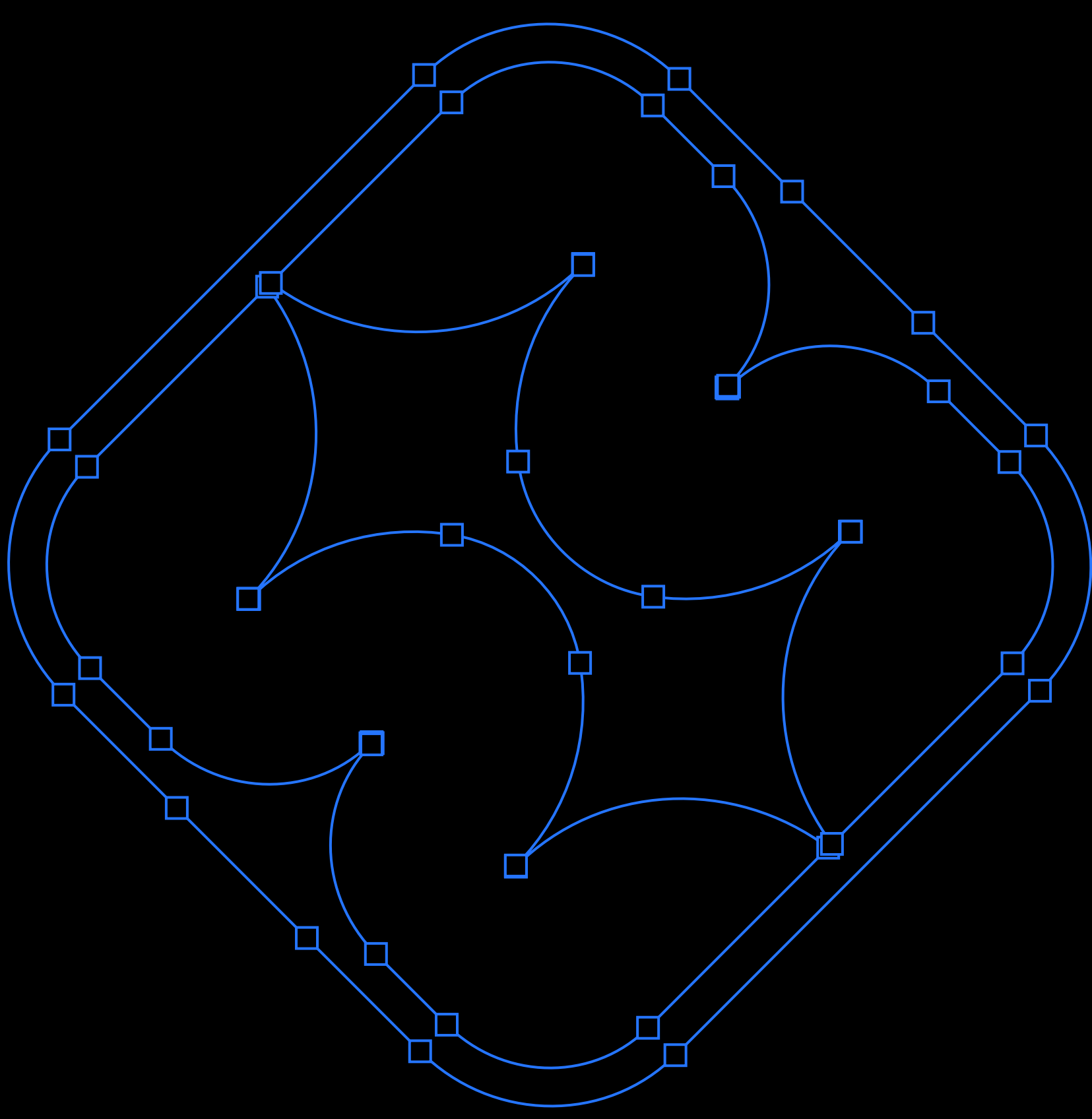
50%

60%

70%

80%

90%



"Msquare" - transforms high-traffic retail and transit locations into powerful advertising opportunities for modern brands.

Why compete for attention when you can own it?

[Learn more](#)



msquare



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Version 8.0



Brand Identity Designed by Evakee



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