MODUS™

MODUS™ VISUAL GUIDELINES

LOGO:

The Modus™ logo is our prime brand identifier, reflecting the history, tradition and future of Modus™. It is a tool to build on to our identity and to generate favorable thoughts and feelings about our organization. It is a valuable asset that must be used consistently in the proper, approved forms. As the company name is registered as Modus Advanced, Inc. and the Modus™ logo is trademarked, the logo must always include the ™ sign.

4C - FULL COLOR

Primary Option for all print and digital prescence.

GRAYSCALE

Secondary option in retail, competitive, and event situations.

100% BLACK

Secondary option in retail, competitive, and event situations.

MODUS™

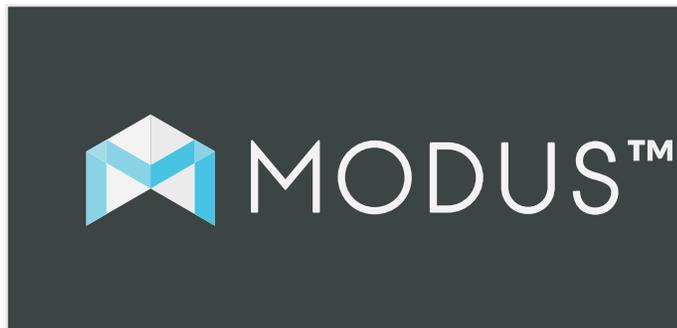MODUS™

MODUS™

LOGO COLOR VARIATIONS:

It is important that the Modus™ logo is represented in brand colors to establish recognition across all touch points. The logo can be presented in these variations. Approved artwork is stored in the Modus Advanced, Inc. Master Document Library and available upon request.

Full Color on White or Gray


100% Black on White

Reversed Full Color on Dark Color

Reversed Full Color on Image w/ Overlay

LOGO VARIATIONS:

In various asset executions, the horizontal format of the Modus™ logo may not be the proper format to establish recognition. A stacked variation as well as a variation including our tagline will allow the Modus™ logo to properly represent our brand in all instances. The stacked variation, Idea to Ignition™ must also include the trademark (double trademarked). These logos are also available in the Master Document Library.
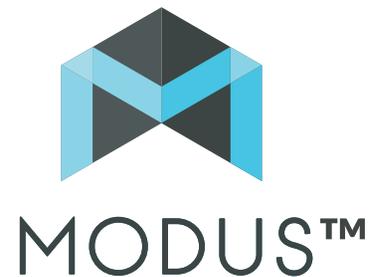
Stacked Full Color

Full Color with Tagline
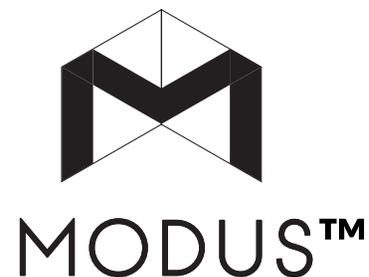
Stacked 100% Black

100% Black with Tagline

LOGO CLEAR SPACE:

The Modus™ logo must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This will ensure that the brand is easily identifiable and preserves the integrity of the Modus logo. The clear space is equal to that of the cap width of the logo mark.
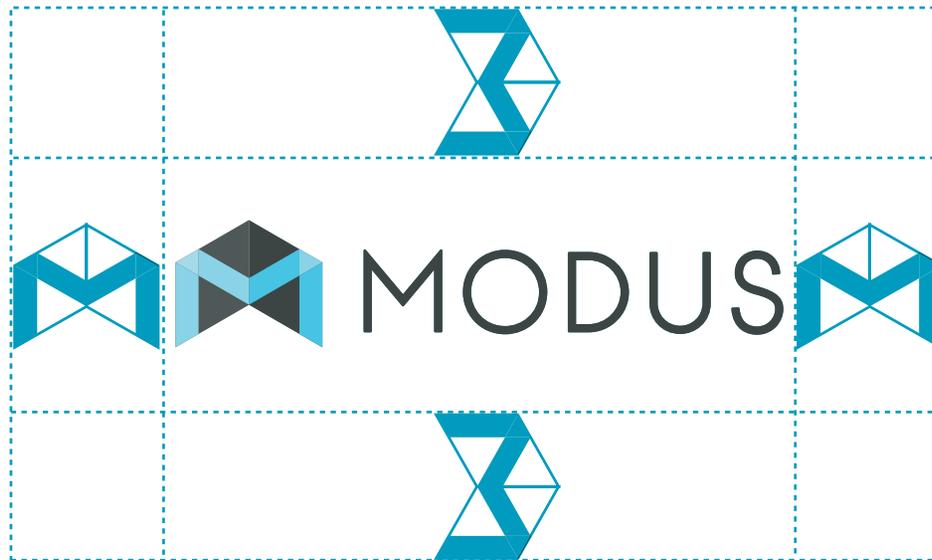
LOGO MINIMUM SIZING:

Mimimum size guidelines will ensure that the logo isn't illegible or unrecognizable in print or digital formats. When determining the right size, it is important to consider the size of relative elements to avoid making the logo too big. When the tagline is illegible, it must be dropped from the logo.

WITH TAGLINE   ## WITHOUT TAGLINE

Digital   Print   Digital   Print

125px   1.25 in   90px   1 in

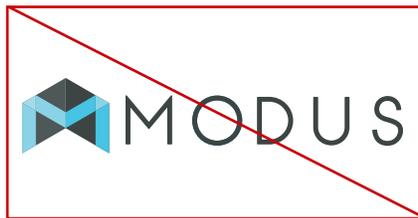72dpi   72dpi
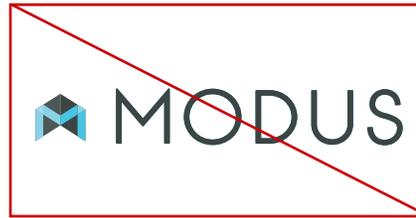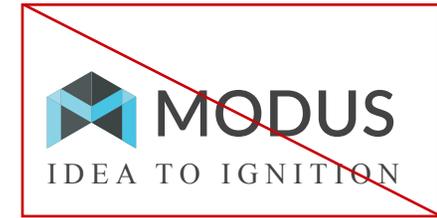
LOGO MISUSE:

The Modus™ logo should always be used in its approved format. Altering the logo will disrupt the integrity and consistency of the brand. Here are examples of logo misuse:
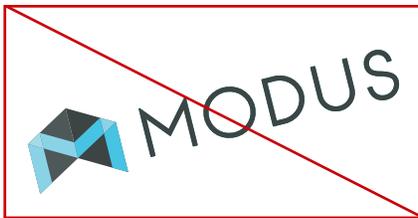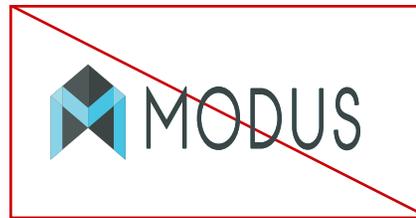

DO NOT change the type spacing.

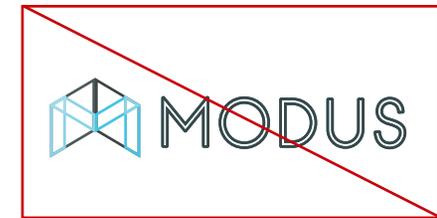DO NOT change the relative sizes.

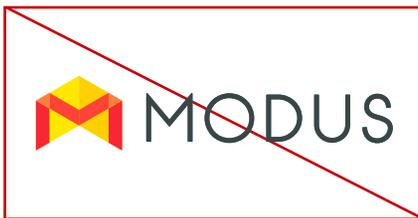DO NOT change any logo fonts.

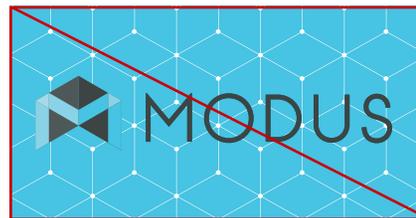DO NOT place logo on an angle.

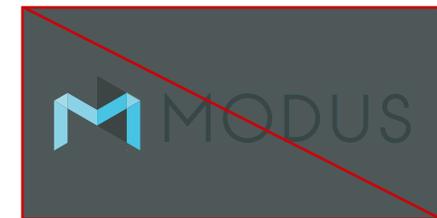DO NOT distort any logo elements.

DO NOT change logo to outlines.

DO NOT change to off brand colors.

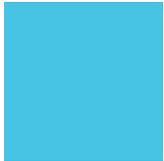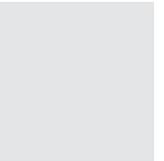DO NOT place on a pattern background that is at 100% opacity.

DO NOT place logo on similar color background.

BRAND COLORS:

These are the Modus™ colors. The combination of dark and light blues as the primary colors in the palette creates the sensation of a strong and reliable brand that is also refreshing and approachable. Introducing green and gray also create a balancing effect throughout all design assets.

PRIMARY:

PANTONE 446 C	PANTONE 308 C	PANTONE 637 C	PANTONE 565 C	PANTONE P 179-2 C
R63 G68 B68	R0 G88 B124	R78 G195 B224	R161 G200 B188	R228 G229 B230
C70 M57 Y61 K44	C96 M64 Y31 K12	C61 M2 Y8 K0	C37 M1 Y24 K0	C0 M0 Y0 K11

IRON GRAY

MIDNIGHT BLUE

CERULEAN

SEAFOAM

SKY

SECONDARY TONES:

PANTONE 445 C
R80 G87 B89   C68 M54 Y55 K29
ASH GRAY

PANTONE 314 C
R0 G126 B165   C87 M41 Y22 K1
AEGEAN

PANTONE 636 C
R140 G210 B230   C42 M1 Y7 K0
SKY

PANTONE 566 C
R184 G219 B210   C27 M2 Y18 K0
MINT

PANTONE P 179-2 C @ 50%
R240 G241 B241   C0 M0 Y0 K5
CLOUD

TYPOGRAPHY USAGE:

The primary typefaces for Modus™ will be used for all communications and applications to maintain consistency in our message and brand. These typography uses are made up of pairings of Sans Serif and Serif fonts to support one another and establish hierarchy.

HEADLINE:

LATO SEMIBOLD
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

HEADLINE 2:

LATO REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

BODY COPY:

Lato Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

PT Serif Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

Legal Requirements:

The legal name of the company is Modus Advanced, Inc.

This name must be made part of the copy, at least once on every page of every document.

When the Modus™ or Modus™ Idea to Ignition™ logos are used, a disclosure must be added to the bottom of the document in the darkest available font color using a font size of at least 8pt.

MODUS™

BRAND GUIDE

groove