CONTENTS

PG 03
PG 06
PG 08
PG 10
PG 11

INTRO
LOGO
TYPOGRAPHY
COLOR
ELEMENTS
INTRODUCTION

WE MAKE OUR SPACE YOUR SPACE

**Mod Space** is an organization dedicated to provide our customers a space that can express their interest. We customize the rooms we have available to your needs, making our space your space. We specialize in modularity and customization, which is why we have created this brand standards guide. This guide is meant to help people designing for our company some rules to follow when using our brand. Generally, we encourage creativity, but without a guide, there is no uniformity.
DESIGN
RULES

REMEMBER

When designing with our brand have fun with it, be creative.

Experimentation is encouraged.

If a rule is listed, follow it.
If a rule isn’t listed, push the envelope.
**DO:**
- Do use the file provided on our website
- Properly scale logo
- Minimum legibility size is 1.25 inch width

**DO NOT:**
- Do not stretch or squish logo
- Do not distort logo
- Do not add texture or backgrounds that may render logo unreadable

This gap is the minimum amount of space that should be used when working with this logo.
**DO:**
- Do use the file provided on our website
- Properly scale logo
- Minimum legibility size is 0.5 inch
- Warping and distortion may be considered (contact company for approval)

**DO NOT:**
- Do not add texture or backgrounds that may render logo unreadable
THE OFFICIAL LOGO USES THE FONT KIONA.

KIONA

THE FONT IS MODIFIED USING THE WIDTH OF A LINE OF LETTER "I"

KIONA
KIONA
KIONA

THIS FONT IS PRIMARILY USED TO DISPLAY HEADLINES
MODIFY TEXT WHEN NEEDED
ENSURE LEGIBILITY

EXAMPLES:
CAT   HOPE
THE MAIN TYPEFACE MOD SPACE USES IS MONTSEserrat.

MONTSEserrat

USE A SIZE HIERARCHY

BLACK	BOLD
MEDIUM
REGULAR
LIGHT
HEADER
HEADER/SUBHEADER
SUBHEADER
BODY
BODY

BLACK	BOLD
MEDIUM
REGULAR
LIGHT

THIS FONT IS THE FOUNDATION FOR ALL TEXT
## COLOR

### MAIN COLOR

- **Color Code:** #87B0D6
- **CMYK Values:**
  - Cyan (C): 46
  - Magenta (M): 21
  - Yellow (Y): 3
  - Black (K): 0

### Gradient:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>Dark Blue</td>
</tr>
<tr>
<td>80%</td>
<td>Medium Blue</td>
</tr>
<tr>
<td>60%</td>
<td>Light Blue 1</td>
</tr>
<tr>
<td>40%</td>
<td>Light Blue 2</td>
</tr>
<tr>
<td>20%</td>
<td>Light Blue 3</td>
</tr>
</tbody>
</table>
BRANDING

ELEMENTS: NUMBERS

FOR USE IN BOTH DIGITAL AND PHYSICAL

00 01 12 60 200

USE MONTSURRAT

PRIMARILY USED WHEN DEALING WITH LARGE NUMBERS

DESIGN A BOX THAT CAN FIT AT LEAST 3 NUMBERS IN IT

FOR USE IN BOTH DIGITAL AND PHYSICAL

0 1 12 60 200

USE MONTSURRAT

PRIMARILY USED WHEN DEALING WITH SMALLER NUMBERS

USE IN DESIGNS WHERE NUMBERS ARE IMPORTANT
BRANDING

ELEMENTS: SHAPES

FOR USE IN BOTH DIGITAL AND PHYSICAL

USED IN MOST PRINT AND DIGITAL DESIGNS AS A BACKGROUND

USED IN MOST PRINT DOCUMENTS AS A BORDER

USED IN MOST PRINT AND DIGITAL TO HIGHLIGHT SHAPES OR ICONS