

# BRAND GUIDE

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# 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

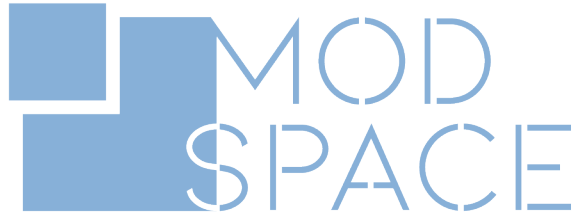
**When designing with our brand  
have fun with it, be creative.**

**Experimentation is encouraged.**

**If a rule is listed, follow it.  
If a rule isn't listed, push the envelope.**

# LOGO

**OFFICIAL**



THIS GAP IS THE MINIMUM AMOUNT OF SPACE THAT SHOULD BE USED WHEN WORKING WITH THIS LOGO



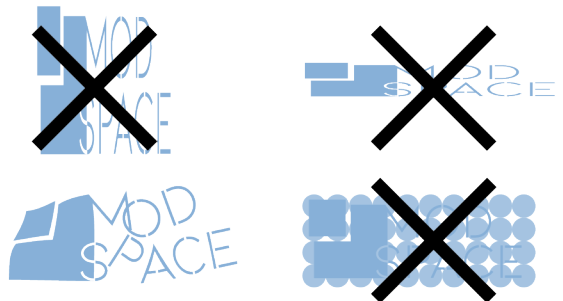
## DO:

- DO USE THE FILE PROVIDED ON OUR WEBSITE
- PROPERLY SCALE LOGO
- MINIMUM LEGIBILITY SIZE IS 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

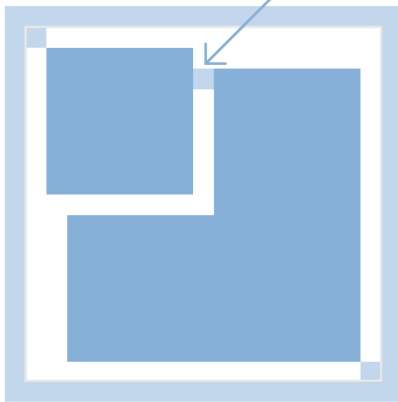


# LOGO

## MOD BOX



THIS GAP IS THE MINIMUM AMOUNT OF SPACE THAT SHOULD BE USED WHEN WORKING WITH THIS LOGO



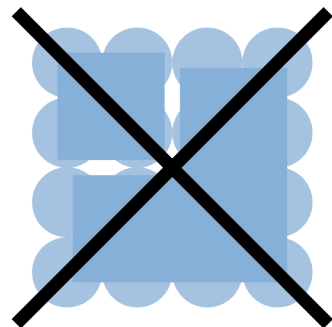
### DO:

- 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



# TYPOGRAPHY

KIONA

THE OFFICIAL LOGO USES THE FONT KIONA.

KIONA

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

KIONA

KIONA

THIS FONT IS PRIMARILY USED TO DISPLAY HEADLINES

MODIFY TEXT WHEN NEEDED

ENSURE LEGIBILITY

EXAMPELS:

CAT HOPE



# TYPOGRAPHY

## MONTSERRAT

THE MAIN TYPEFACE MOD SPACE USES IS MONTSERRAT.

# MONTSERRAT

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



**87B0D6**

**C:46**

**M:21**

**Y:03**

**K:00**

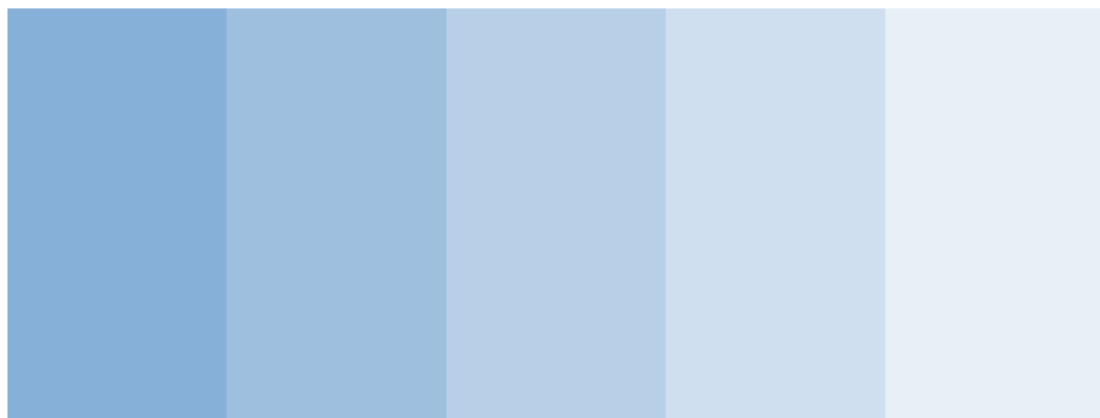
**100%**

**80%**

**60%**

**40%**

**20%**



# COLOR

## ALTERNATIVE COLORS



**858A73**

**C:49**

**M:36**

**Y:57**

**K:08**

100% 80% 60% 40% 20%



**FFD17D**

**C:00**

**M:19**

**Y:59**

**K:00**

100% 80% 60% 40% 20%



**F89D6D**

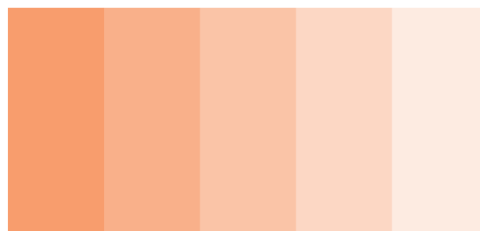
**C:00**

**M:46**

**Y:60**

**K:00**

100% 80% 60% 40% 20%



# BRANDING

## ELEMENTS: NUMBERS

FOR USE IN BOTH DIGITAL AND PHYSICAL



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

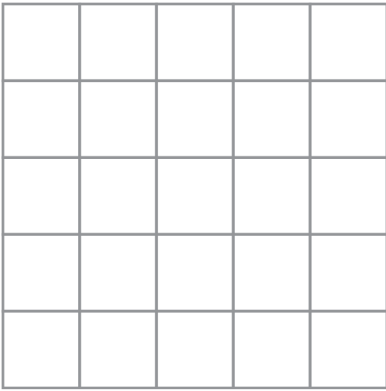
PRIMARILY USED WHEN DEALING WITH SMALLER NUMBERS

USE IN DESIGNS WHERE NUMBERS ARE IMPORTANT

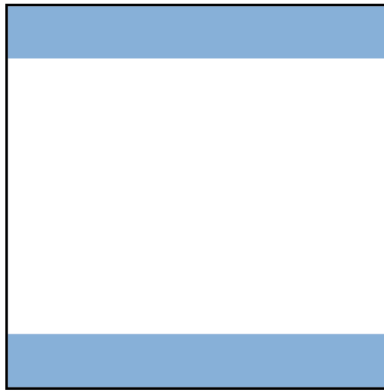
# BRANDING

## ELEMENTS: SHAPES

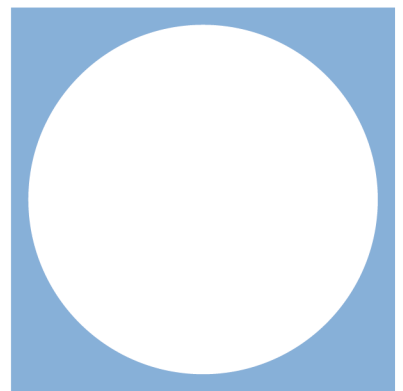
FOR USE IN BOTH DIGITAL AND PHYSICAL



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

