



Style Guide

February 2021



LOGO GUIDELINES

PRIMARY LOGO - FULL COLOUR



This is the primary logo for Mod - the logo we prefer to use whenever we have the opportunity to present our logo in full colour.

The logo is an evolution from the original Mod Productions logo, marking and celebrating the 10th year of Mod. Shapes and elements have been simplified, forming a cleaner and bolder graphic filled with strong and vibrant new colours.

SECONDARY LOGO - REVERSED WHITE



For instances where the logo may need to appear on a busy or dark background, use the secondary logo - reverse white. The logo form has been designed to work well reversed out of any colour.

SINGLE COLOUR LOGO



When full colour reproduction is not available or appropriate, this single colour logo can be used. This version should only be applied to a white background.

GREYSCALE LOGO



When printing or production is limited to black and white or greyscale, use the greyscale logo shown above.

LOGO GUIDELINES

LOGO ISOLATION AREA



The logo isolation area refers to the clear space surrounding the logo which ensures it remains easily legible and appears uncluttered in every instance it is used.

For our Mod logo, we use the width of the center of the “O” as a guide to the minimum amount of clear space we need from the edges of the logo, as shown above.

LOGO MINIMUM SIZE



Sometimes there won't be a lot of space for the logo, for example, for an email footer where the space assigned is small in size.

Different screen sizes and resolutions make it difficult to determine an exact pixel size that will ensure the logo remains legible for all digital applications. A good rule of thumb is not to go below 100 pixels in width (from the left edge of the 'M' to the right edge of the 'D') but use common sense in determining legibility.

INCORRECT LOGO USE



The above examples demonstrate some incorrect usages of the logo.

- Do not squash or distort the logo.
- Use the logo in its entirety, do not crop the logo.
- Always use the correct logo colours.

To ensure a consistent and professional brand, always use the logo properly.

LOGOMARK

LOGOMARK GUIDELINES

A logomark for Mod has been designed using the 'M' from the Mod logo and the colours of the Mod gradient.

The 'M' logomark should be used when the brand context is clear and/or there is insufficient space to show the full logo. Examples when this would apply include: App icon, loading screen icon, social platform icon and thin side bar.

M LOGOMARK



The logomark is used when the brand context is clear and when there is insufficient space to display the full logo e.g. document headers/ footers, loading screens, thin side navigation bar.

M ICON: CIRCLE



The circle icon is used to maintain consistency across social platforms, as some platforms require circular icons e.g. twitter, discord.

M ICON: SQUARE



The square icon has been designed for use as an app icon, or where a square icon is required.

COLOUR PALETTE

PRIMARY COLOURS

The primary colour palette for Mod comprises of magenta, orange, deep purple and the Mod Gradient. The Mod Gradient is created from Mod Magenta and Mod Orange.



Mod Magenta

CMYK 10 95 10 0 (BC print)
RGB 212 3 126
HEX d4037e



Mod Orange

CMYK 0 70 95 0 (BC print)
RGB 255 97 0
HEX ff6100



Mod Deep Purple

CMYK 92 100 30 50
RGB 36 2 68
HEX 240244

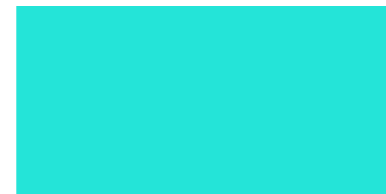


Mod Gradient

Diagonal transition from
Mod Orange (top left) to
Mod Magenta (bottom right)

SECONDARY COLOURS

Secondary colours can be used to support primary colours in communications where more colour diversity is required, for example charts, diagrams or icons. The Mod Hyperlink Blue has been chosen for WCAG AA compliance.



Mod Bright Aqua

CMYK 59 0 26 0
RGB 36 228 216
HEX 24e4d8



Mod Hyperlink Blue

CMYK 86 38 26 2
RGB 3 128 160
HEX 0380a0



Mod Bright Purple

CMYK 53 84 0 0
RGB 165 39 213
HEX a527d5



Mod Yellow

CMYK 0 20 100 0
RGB 255 202 0
HEX ffca00

COMPLEMENTARY GREYS

The complementary greys can be used when more neutral colours are needed. They can typically be used for text (Mod Dark Grey) and tables. Mod Light Grey can also be used as an alternative background colour to white.



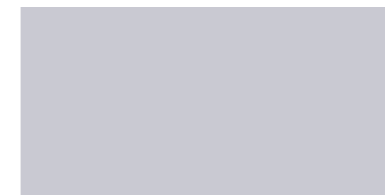
Mod Dark Grey

CMYK 74 68 58 65
RGB 39 39 45
HEX 27272d



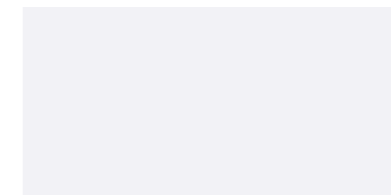
Mod Grey

CMYK 62 53 49 21
RGB 98 98 102
HEX 626266



Mod Mid Grey

CMYK 21 17 11 0
RGB 201 201 210
HEX c9c9d2



Mod Light Grey

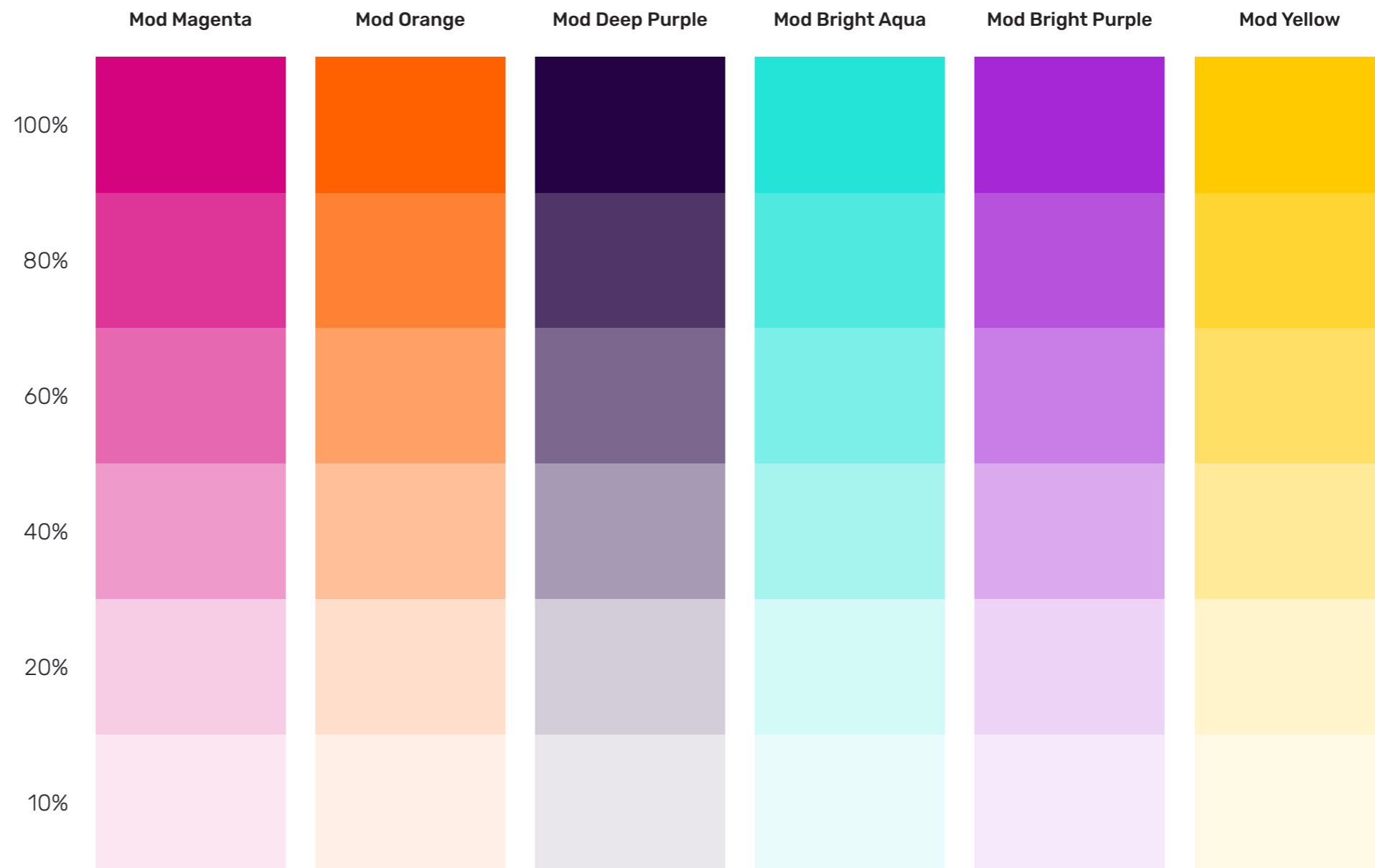
CMYK 4 3 1 0
RGB 242 242 246
HEX f2f2f6

COLOUR PALETTE

TINTS

Where tints are required, we recommend limiting them to the tints shown right.

Example uses include: illustration, icons, graphs, infographics and call-out panels.



TYPOGRAPHY

PRIMARY TYPEFACE: RUBIK

Rubik is the preferred font for use in Mod communications. It is a strong font that is softened by slightly rounded corners to make it more approachable. The font is open source, can be used through Google fonts and has five weights which makes it very versatile. As a general rule, for body copy use Rubik Light.

RUBIK LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?

RUBIK REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?

RUBIK MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?

RUBIK SEMI-BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?

RUBIK BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?

RUBIK ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?*

Allow text to breathe. Give type, especially body copy, generous margins and line spacing.

TYPOGRAPHY - ALTERNATIVE

SYSTEM TYPEFACE: ARIAL

In cases where it is not practical to use a custom typeface, for example shared MS Word documents that may be edited by third parties, the replacement typeface is Arial. Of the system fonts available, Arial is the closest to Rubik in shape and size.

ARIAL REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?

ARIAL BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?

ARIAL ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () _ + < > ?*

WALLPAPER PATTERN

WALLPAPER PATTERN

Sometimes our communications need a little extra something to add visual interest. This wallpaper pattern has been designed to complement the 2020 visual identity update for Mod and to evoke a sense of fluidity and movement.

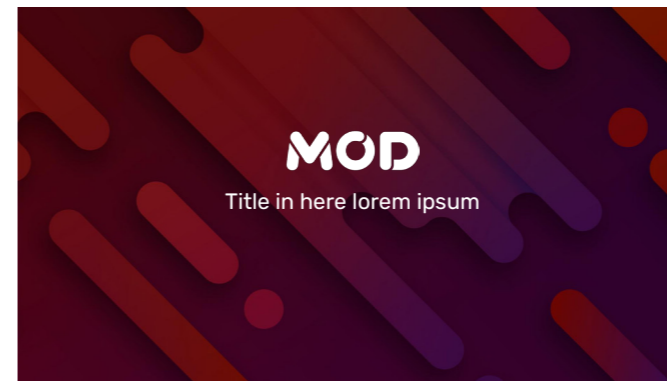
Use this pattern to create impact, for example as a presentation cover slide. If using the pattern as a background use the white reversed logo and white text.

This pattern is available in a light and dark version in the one PSD file with scaleable vector elements (illustrator vector smart object).

File: mod-pattern-treated-1.psd
(using light background)



E.g. with white reversed logo and white text



File: mod-pattern-treated-1.psd
(using dark background)



IMAGERY

IMAGE TREATMENT

To create a consistent look and feel and add impact to documents and presentations, an image treatment has been devised to customise Mod imagery.

Note: The style is not intended to be used on images that are illustrating Mod projects, but rather to add colour and interest.

The image files are available as PSDs. Included in the PSDs are notes on how to create the image effect, with options for a light or dark background.



Above: Example of image before treatment

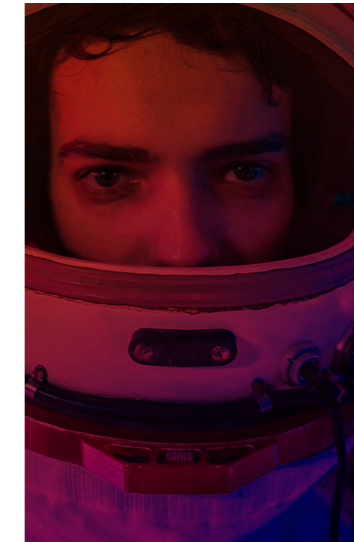
File: mod-image-treated-2.psd
(using dark background)



mod-image-treated-2.psd
(using light background)



mod-slide-image-rhs-1.psd
(using dark background)



mod-slide-image-rhs-1.psd
(using light background)



This file has been set-up to generate images to fit on the right hand side of slides in Google slides and Powerpoint presentations.

Refer to notes in 'mod-image-treated-2.psd' on how to use this file.

GRAPHIC DEVICE

THE MOD LOZENGE

The lozenge shape taken from the logo forms and filled with the Mod Gradient can be used as a graphic device to add interest and function to communications and layouts.

The lozenge should only be used on dark (deep purple/dark grey) or very light (white/pale grey) backgrounds.

It should only appear once on any given page. (Repeating the device will lose impact).

The lozenge can be used either in its complete horizontal form, or on a diagonal - cropped to sit on the top left or bottom right corner of a layout.

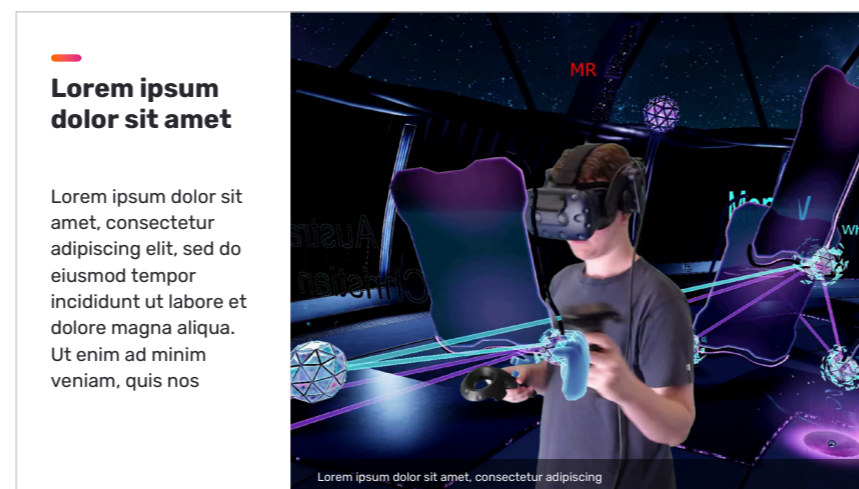
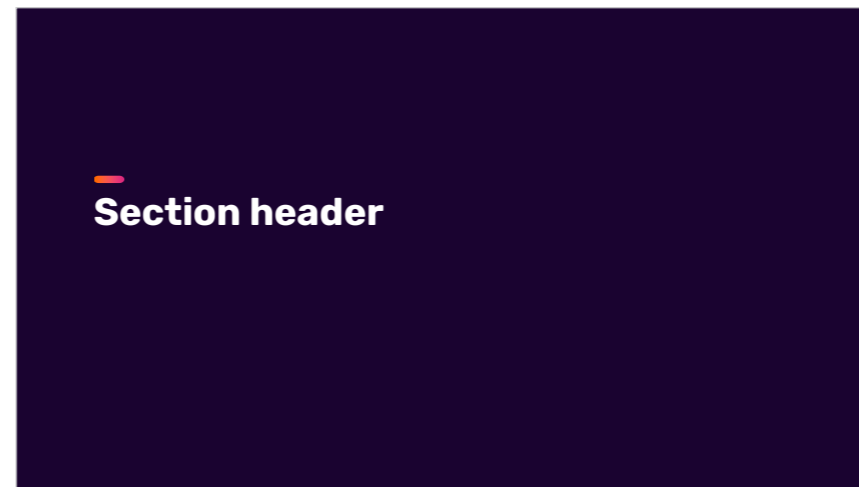
Use the complete horizontal lozenge to draw attention to key information or mark the start of a section.

Use of the cropped diagonal lozenge to add visual interest to a page with no other imagery, such as a cover or page.

COMPLETE HORIZONTAL LOZENGE



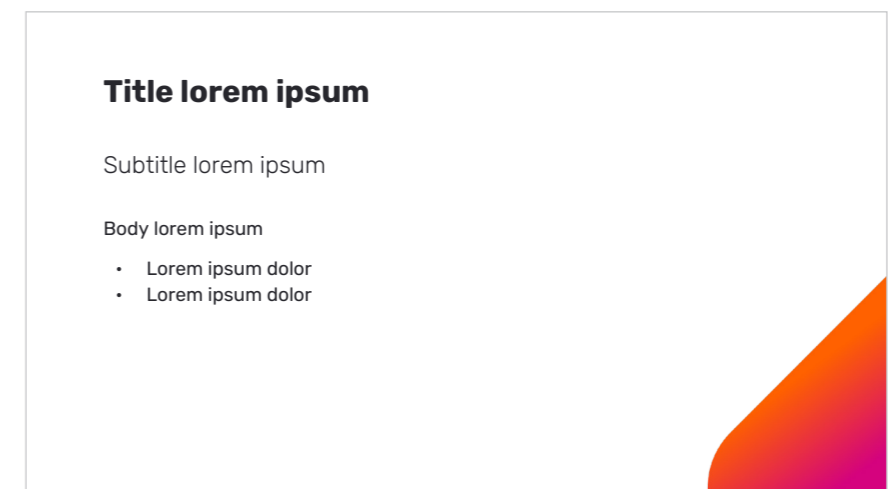
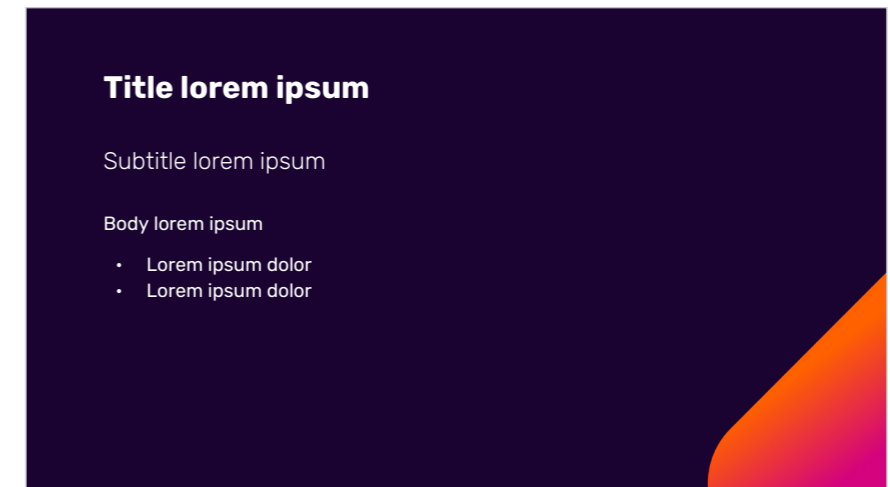
Application examples:



CROPPED DIAGONAL LOZENGE

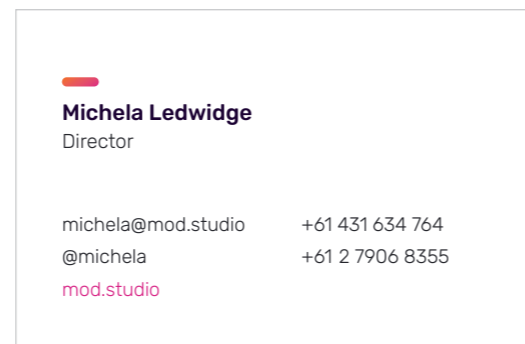


Application examples:



EXAMPLES OF BRAND IN USE

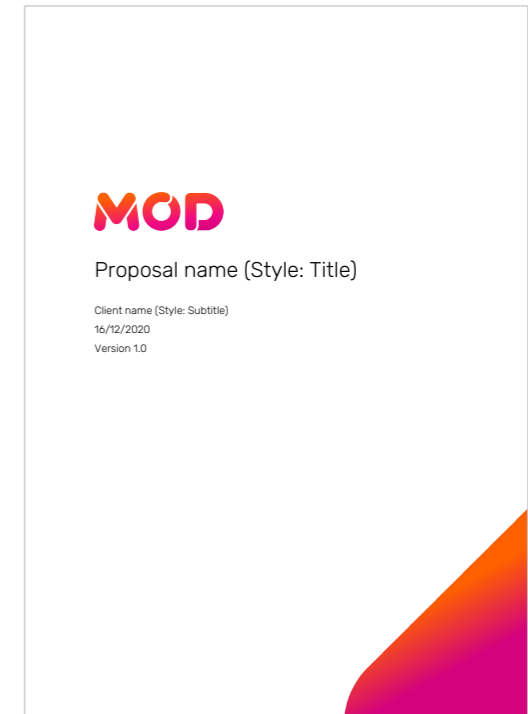
Here are some examples demonstrating the updated Mod logo and brand in use.



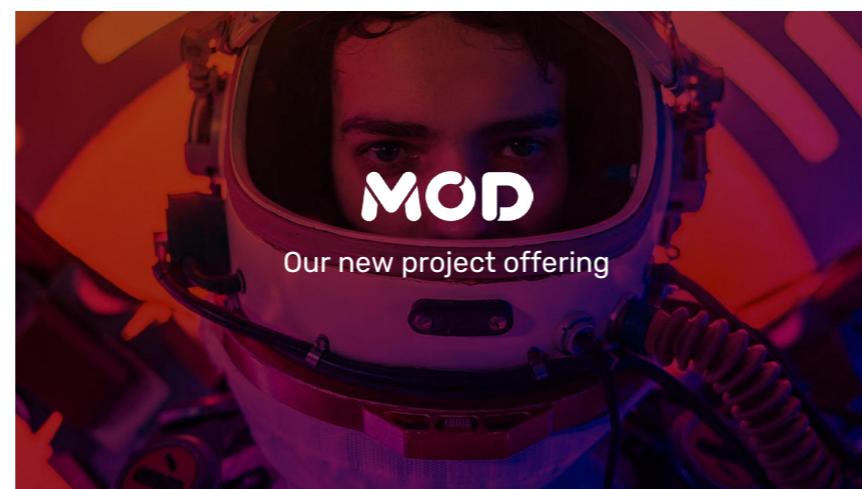
Business card



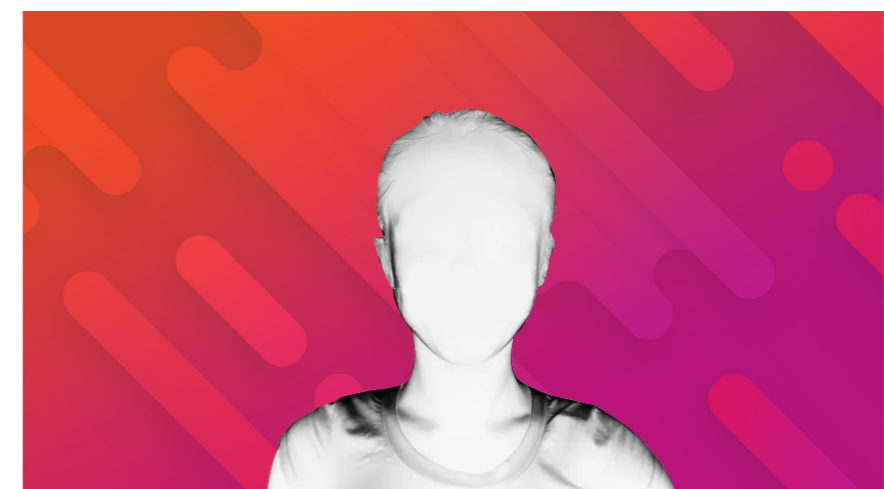
Letterhead



Proposal (cover)



Slide presentation cover



Video call background