

Brand Guide

Mission Statement

Modern Brands bridges the gap between fashion design and technology... making it easier, faster, and more cost-effective for brands, design professionals and factories to make fashion products.

Logo Construction

The logo contains a wordmark. This elements has been exactly positioned and proportionally fine-tuned.



WORDMARK

LOGO

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

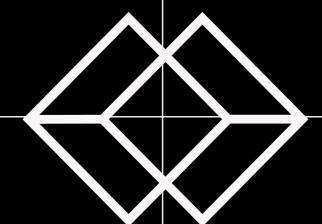
In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.





Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



Logo on Alternative Backgrounds

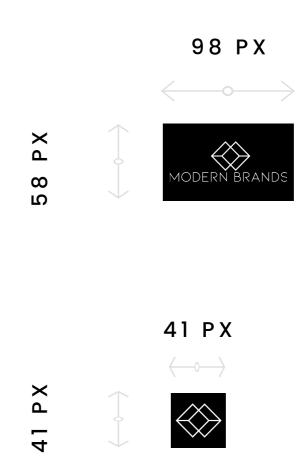
Alternative color combinations

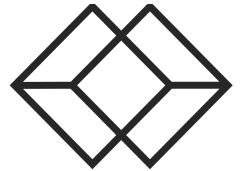




Minimal Size

When significantly reduced, the logo will become illegible. There are the pixal size units we recommend staying within to preserve quality of the logo.

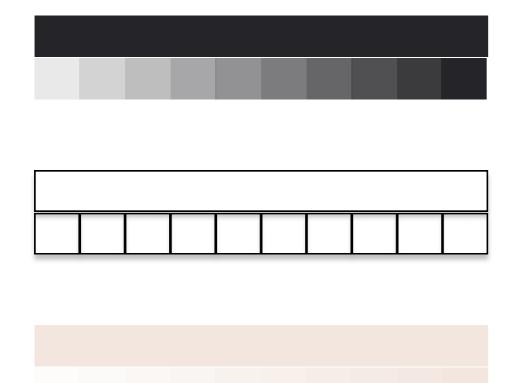


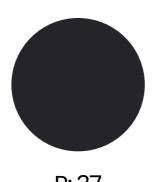


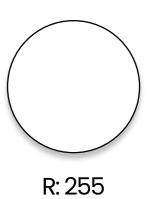
Main Colors

The main color palette will cover the majority of your needs, it's intentionally small in variety so asto not dilute the brand visuals, which adds confusion.

Main Colors Shades







R: 37 G: 37

B: 41

G: 255

HEX #252529

HEX #FFFFFF

B: 255

R: 242

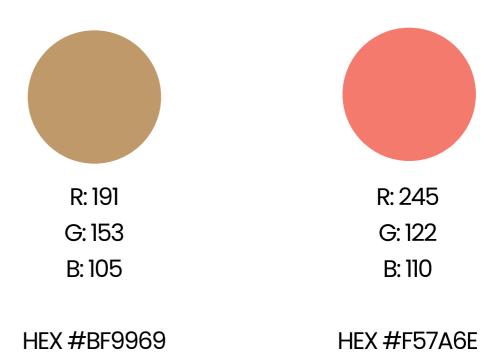
G: 230

B: 223

HEX #F2E6DF

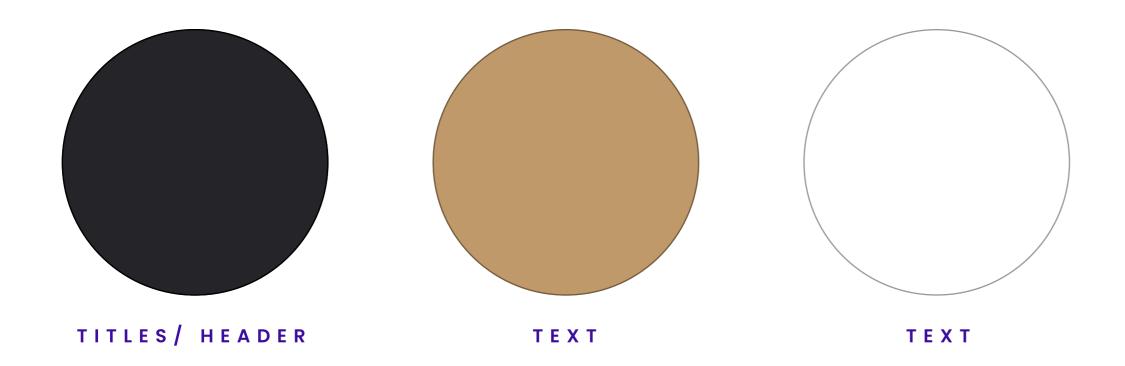
Secondary Colors

Secondary Color Shades

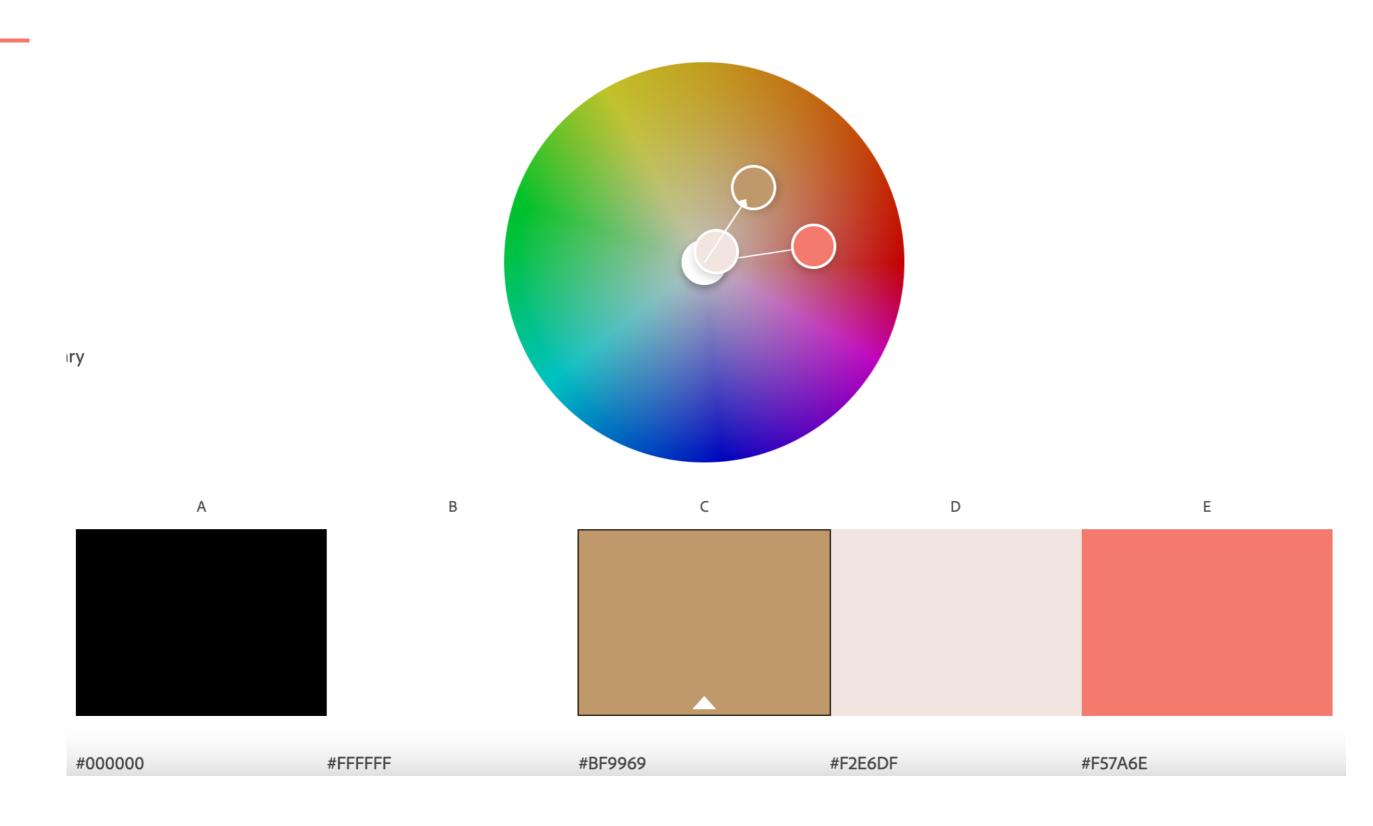


Typography Colors

Colors utilized for applications copy and collateral only, Never use for background.



Colors



Typography

Fonts

As web font you should use Didot and Poppins for all headlines and Montserrat for body text. and for any informational text or alerts. Every graphic design artwork should be made using these fonts.

Secondary Headlines

Poppins - Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition.

Body Text

Montserrat for body text. Every graphic design artwork should be made using these two fonts Montserrat and Poppins. https://fonts.google.com/ specimen/Poppins

https://fonts.google.com/specimen/Montserrat

Alerts/Informational Text

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

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 '?' "!" (%) [#] {@} / & \< - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

oppins

Didot

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz '?'"!"(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz '?'"!"(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.* THIS IS HEADER H1 BOLD 60PX

This is header H1

Regular

60px

This is header H2

This is header H2

This is header H2

This is header H2

Regular

Medium

Bold

Light

55px

55px

55px

55px

This is header H3 This is header H3

This is subtitle

This is subtitle

BUTTON TEXT

BUTTON TEXT

Medium Regular Light

Regular

MEDIUM

REGULAR

50px 50px

36px

22px

18px

18px

This is header H3 This is header H3

This is subtitle

This is subtitle

BUTTON TEXT

BUTTON TEXT

Medium Regular Light

Regular

MEDIUM

REGULAR

50px50px36px

22px

18px

18px

Body Big - Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type	Regular	150%	16px
Body Semi Bold - Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type	SemiBold	150%	16px
Body Small - Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type	Regular	150%	14px
Body Small Semi Bold - Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type	SemiBold	150%	14рх

TYPOGRAPHY-BODY TEXT

Body Big - Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type	Regular	150%	16px
Body Bold - Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type	SemiBold	150%	16рх
Body Big - Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type	Regular	150%	14px
Body Bold - Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type	SemiBold	150%	14рх































































































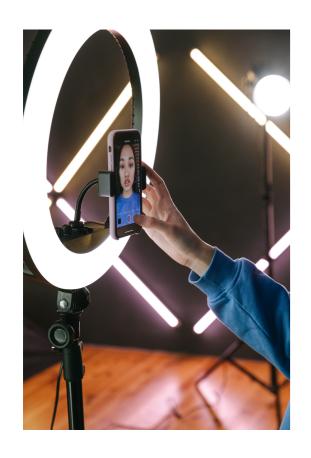


















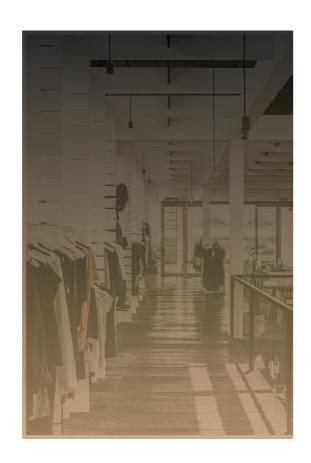
PHOTOGRAPHY













PHOTOGRAPHY





