MODERN BRANDS

Modern Brands
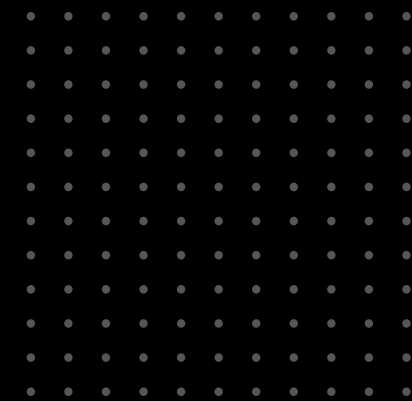
Brand Guidelines

MODERN BRANDS

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.
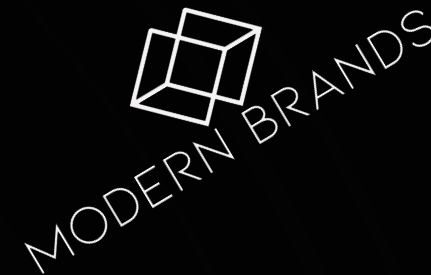
2022

01

Logo

Security space

Incorrect uses

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WORDMARK

The minimum distance between
other elements and the logo is 50%
of the logo height.

❌ **Do not alter the proportion**

❌ **Don't change the angle**

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❌ **Don't change colors**

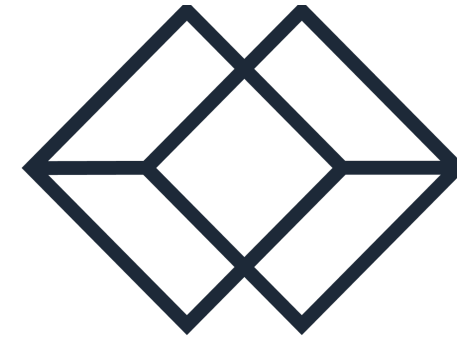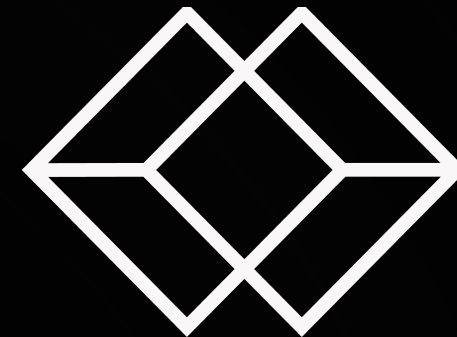MODERN BRANDS

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.
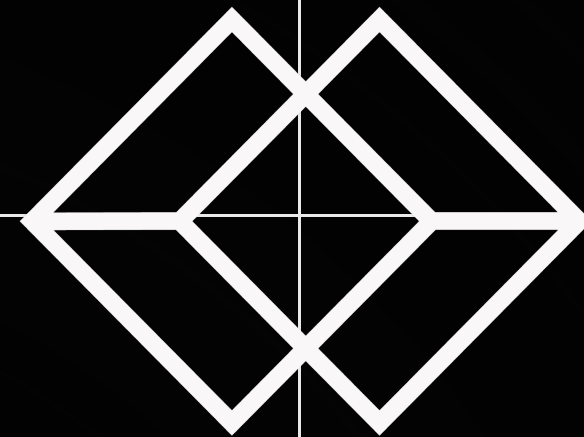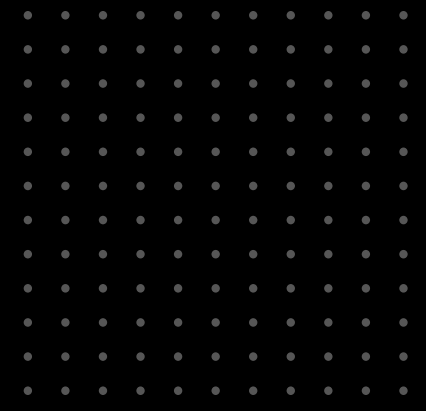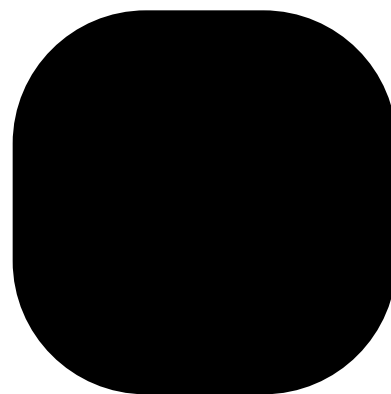
Logomark Construction

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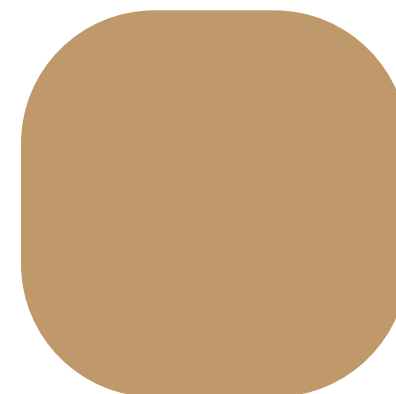
Color palette

Color palette

Primary color

rgba(0,0,0)
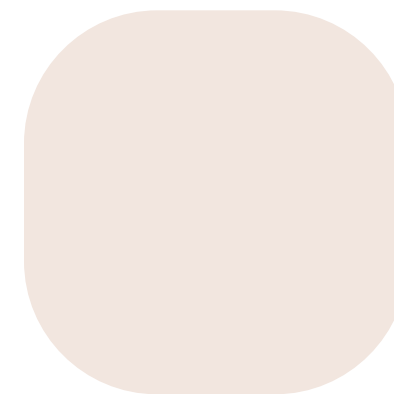
#000000

Secondary Color
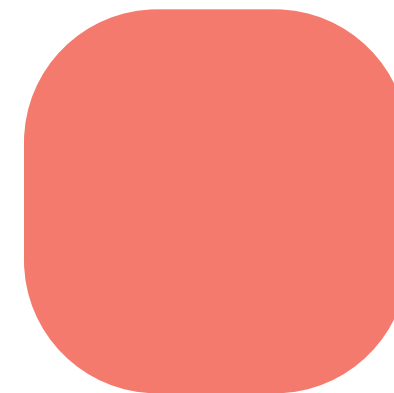
rgb(191,153,105)

#BF9969
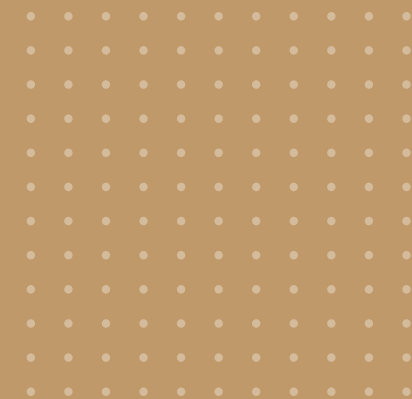
Complementary color

rgb(242,230,223)

#F2E6DF

Complementary color

rgb(245,122,110)

#F57A6E

03

Typography

Main typography
Montserrat

ABCDEFGHIJKLMNÑOPQRSTUVXYZ
abcdefghijklmnñopqrstuvxyz
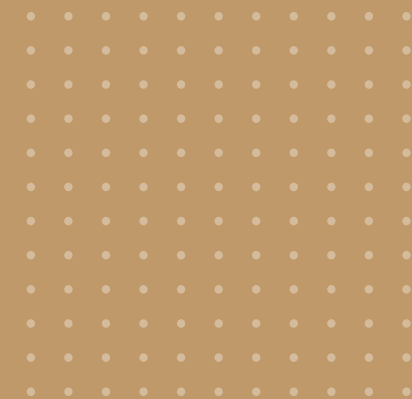1234567890

Secondary typography
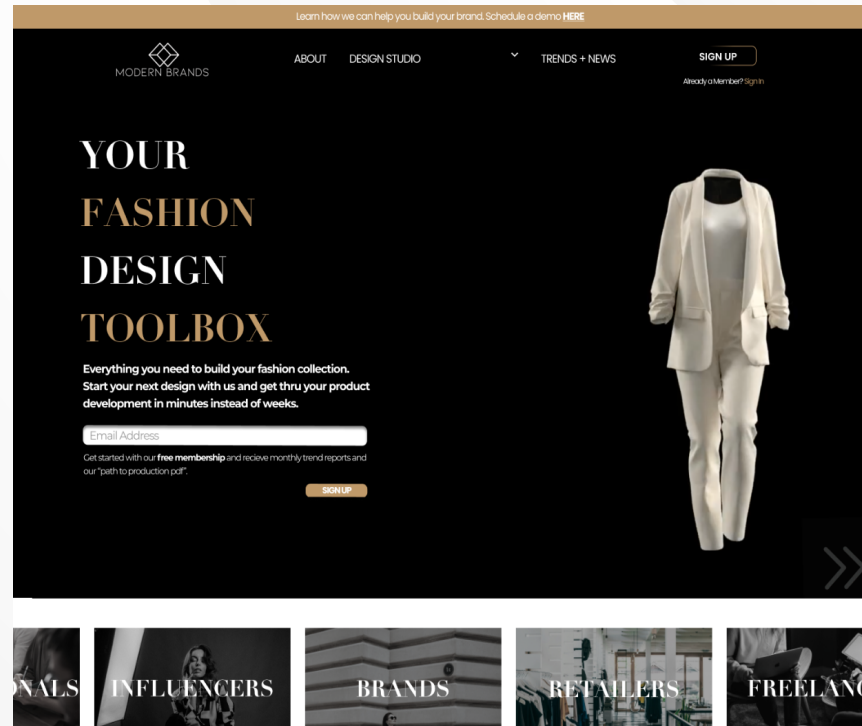# Didot

ABCDEFGHIJKLMNÑOPQRSTUVXYZ
abcdefghijklmnñopqrstuvxyz
1234567890

Applications

Website

Emails

MODERN BRANDS

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YOUR
FASHION
DESIGN
TOOLBOX

Everything you need to build your fashion collection. Start your next design with us and get thru your product development in minutes instead of weeks.

Email Address

Get started with our **free membership** and recieve monthly trend reports and our "path to production pdf".

SIGN UP

NALS   INFLUENCERS   BRANDS   RETAILERS   FREELANC

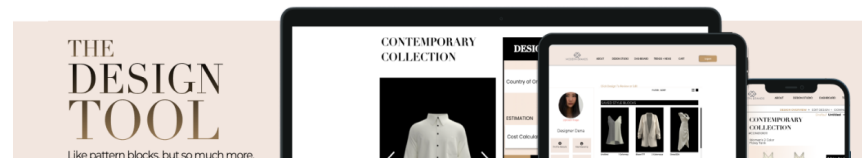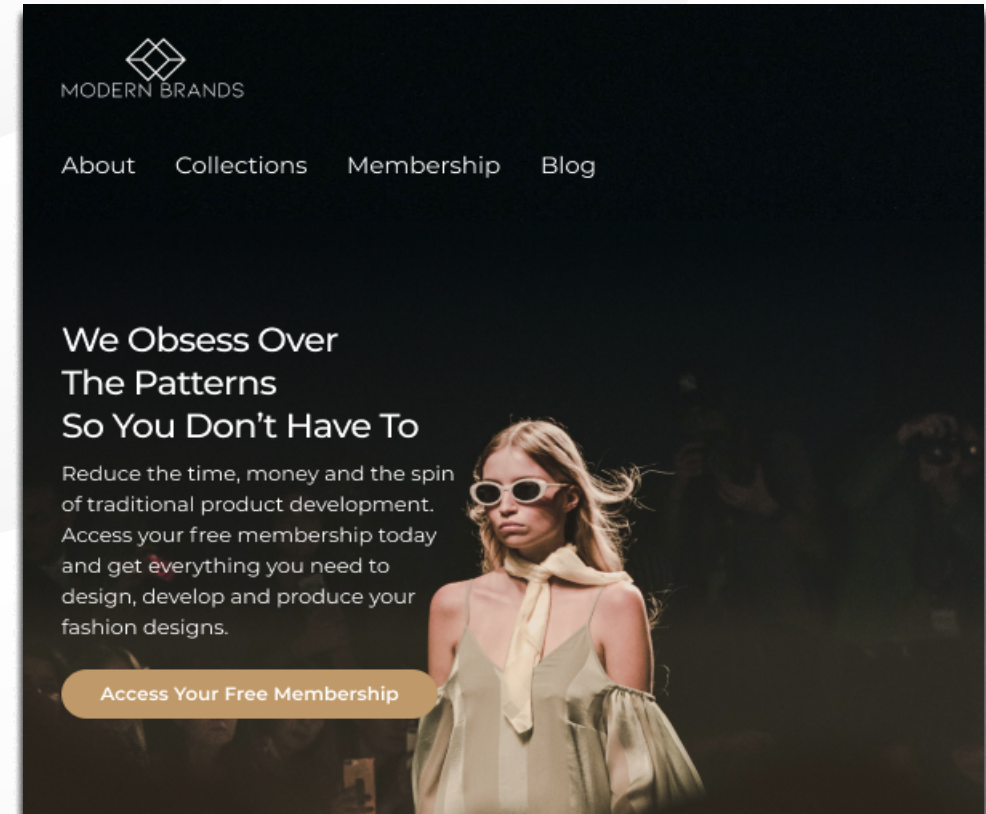## Who Uses Modern Brands?

We are an apparel design and development platform for anyone who is creating fashion. It doesn't matter if you started yesterday, or if you have been in business for 20 years.

If you are making fashion products, we can help you.

THE
DESIGN
TOOL

CONTEMPORARY
COLLECTION

MODERN BRANDS

About   Collections   Membership   Blog

We Obsess Over
The Patterns
So You Don't Have To

Reduce the time, money and the spin of traditional product development. Access your free membership today and get everything you need to design, develop and produce your fashion designs.

Access Your Free Membership

Let's pretend this says something really deep and insightful and interesting that makes you say wow that was amazing I must read on I must see what this is and let's not pay much mind to the face this was an insanly long run on sentence but since your'e reading this is where some content would go to accompany used visual.