



Modisoft™

Brand Guide
2023

Intro

This document contains the brand assets and guidelines for Modisoft. This provides the structure needed to present Modisoft's personality and values to the business community.

Following these guidelines will ensure that Modisoft looks the same from beginning to end. Deviations will weaken the brand and create inconsistency.

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01 Introduction

Purpose

Equipping growing businesses with a strong support network, point of sale system and administrative interface that streamlines all their business functions.

Modisoft's highest priority is to help independent businesses flourish. Competing against big-name corporate stores is a challenge, but with the right tools, entrepreneurs can open successful businesses, grow and expand to multiple locations and enjoy smooth logistical operations.

02 Logo, symbol & tagline

Concept

Modisoft's wordmark is made using a san-serif typeface, Albert Sans. This typeface allows the logo to seamlessly blend into the identity and integrate within compositions. Sans-serif typography in the logo radiates openness and simplicity.

The Modisoft logo is the official signature of the Modisoft brand – it's confident, simple and trustworthy. Our logo and icon are our most essential assets, serving as the primary expression of the brand.



Modisoft™



Modisoft™

Logo variants

Logos are integral parts of brand identity at Modisoft. Consistency is vital, so any modifications should never be made to it.

The wordmark is our main logo and should be used in most cases. The lockup can be used on layouts when there is sufficient space and it becomes part of the design.

The icon should be used in contexts where the full logo may lose its impact due to size limitations.

The Modisoft logo is the official signature of the Modisoft brand – it's confident, simple and trustworthy.

Our logo and icon are our most essential assets, serving as the primary expression of the brand.

Lockup



Wordmark

The wordmark logo features the word "Modisoft" in a bold, dark blue sans-serif font, followed by a small trademark symbol (TM).

Icon



Lockup variants

Optimal proportions are used for both small and large lockup sizes to enhance legibility.

It is recommended to use the small version when the lockup width is less than 300 pixels.

If the lockup width is greater than 300 pixels, use the large version of the logo.

Vertical



Horizontal



Scale

Logo lockup should never be smaller than 140px wide for digital or 20mm wide for print.

Wordmark should never be smaller than 120px wide for digital or 14mm wide for print.

Icon should never be smaller than 60px wide for digital or 10mm wide for print.

140 px



120 px



60 px



Clearspace

Make sure the logo always has enough breathing room. You can use the 'M' in the logo as a frame of reference. For the monogram variant, use its height as a unit of measure.



Outline variants

You can combine a monogram with a wordmark. It should not be combined with the full logo, as it will result in an unbalanced design and a less impactful logo.

There are two versions. Please select the one that best fits the situation.

The layout section of this guideline contains more information on how to use wordmarks in compositions.

Vertical



Horizontal



Usage

Modisoft's logo is typically black by default. However, the logo can live with different colors. Here, you will find an overview of possible color combinations.

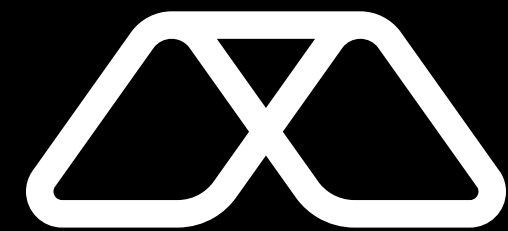
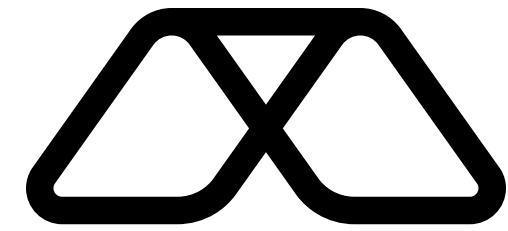


The image shows the word "Modisoft™" in white text, centered on a solid dark blue background within a rounded rectangle.



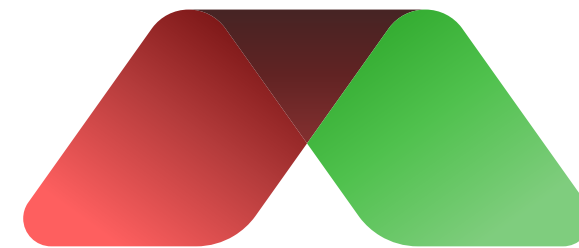
Monochrome

When color isn't an option,
you can use the logo in
black or white, monotone.



Unsuccessful logo usage examples

The following examples show what you cannot do with the logos of Modisoft. Do not change the logo in a way that is not permitted in the guide.



✗ Don't use off-brand colors



✗ Don't apply effects



✗ Don't distort or rotate the logo



✗ Don't rearrange the logo

03 Brand colors

Primary color palette

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

The main colors are Tuscany yellow, turquoise, and deep blue. These colors should be used in most cases.

HEX	0B1932
RGB	11 25 50
CMYK	95 84 49 62
PMS	296 C

HEX	2E595A
RGB	46 89 90
CMYK	82 49 56 30
PMS	5477 C

HEX	4DC1B4
RGB	77 193 180
CMYK	64 00 36 00
PMS	3258 C

HEX	A4CF5C
RGB	164 207 92
CMYK	40 00 83 00
PMS	367 C

HEX	F8BC2E
RGB	248 188 46
CMYK	02 28 93 00
PMS	123 C

Additional colors

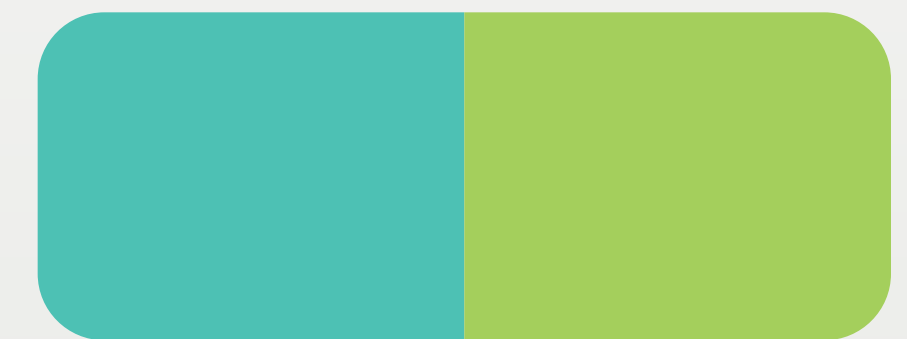
These colors can be used together with the main color palette when you feel like the main colors are not enough in a certain situation.

HEX 0B1932	HEX 172F30	HEX 10685C	HEX 87B140	HEX BA7F10	HEX 2E2E2D	HEX 53261C
HEX 13213A	HEX 233F40	HEX 17907F	HEX A4CF5C	HEX E5A224	HEX 5B5C5A	HEX A64B38
HEX 13324E	HEX 2E595A	HEX 27A593	HEX C2EA7F	HEX F8BC2E	HEX 898A88	HEX D97E6B
HEX 2978A7	HEX 2B6F71	HEX 4DC1B4	HEX DFEDC2	HEX FFCC66	HEX B6B8B5	HEX ECBFB5
HEX 99DBF9	HEX 408080	HEX 7ECDC4	HEX EDF5DE	HEX FFEBC2	HEX E5E6E2	HEX FFFFFFFF

Note: The Red hue was added as a UX/UI tool, for error messages and other uses. This is not a brand color and shouldn't be used as one.

Color combinations

Here are some color combinations you can use. The colors complement each other well and provide sufficient contrast.



Color proportions

Our color palette contains a variety of colors, some of which are used more frequently than others (see example).



Gradients

Smooth gradients using brand colors are one of Modisoft's hallmarks.

Please avoid this technique when using deep blue. The optimal ones are as follows:

HEX FFCC66

HEX F8BC2E

HEX E5A224

HEX 408080

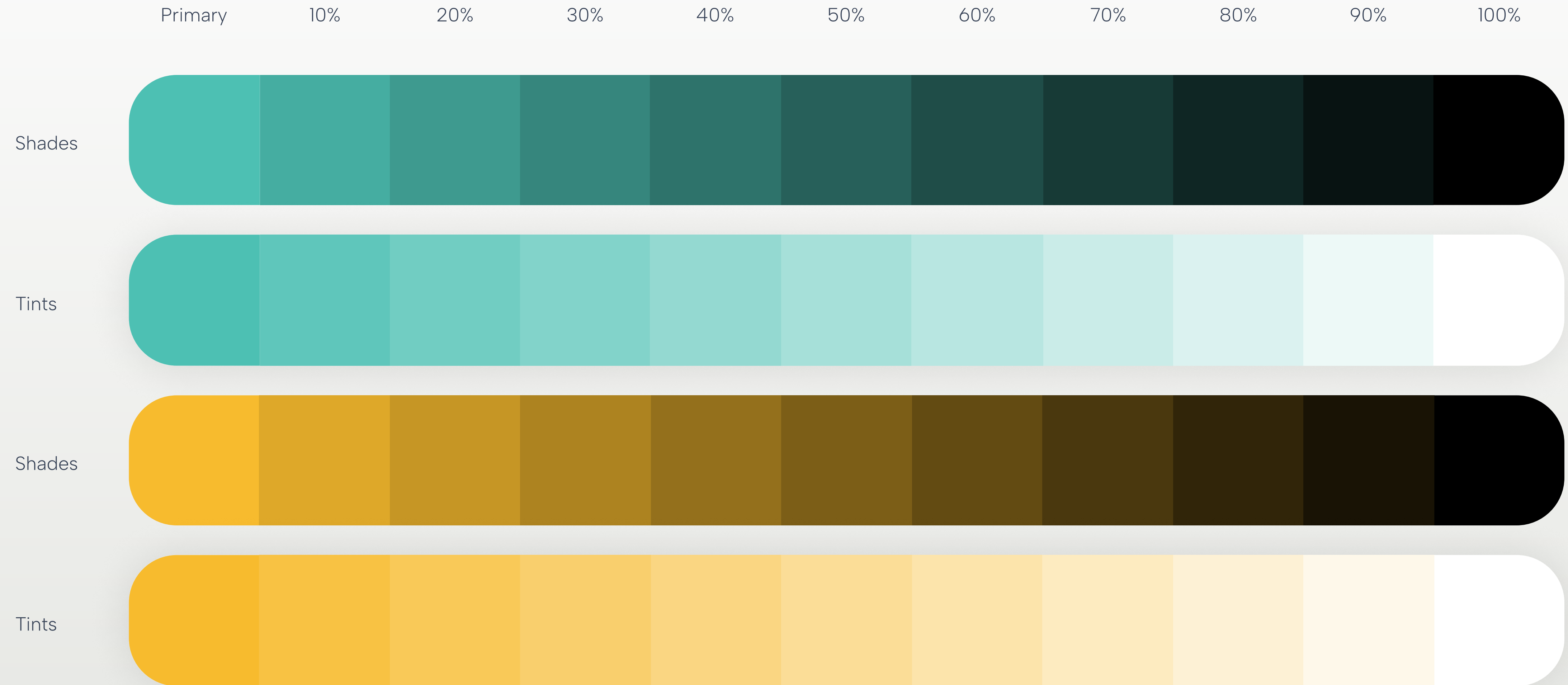
HEX 2B6F71

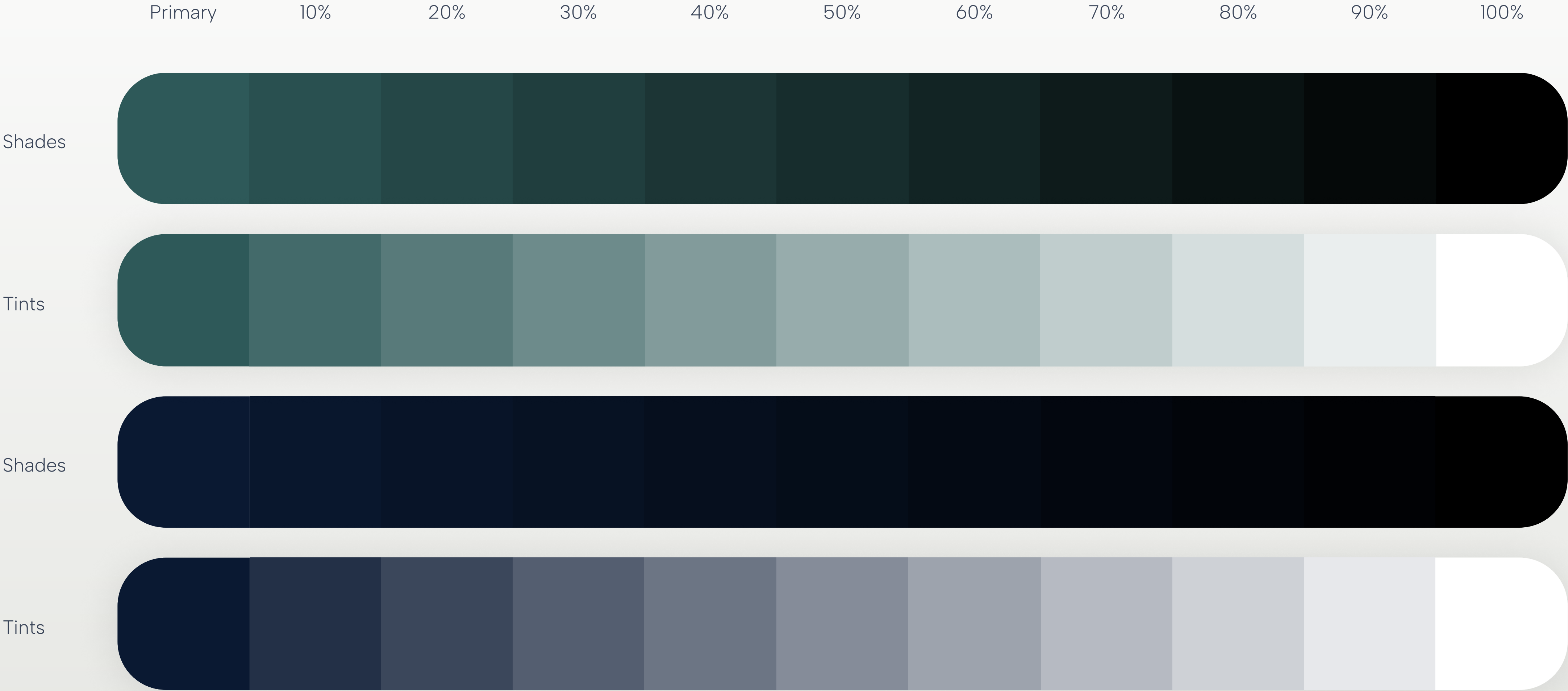
HEX 2E595A

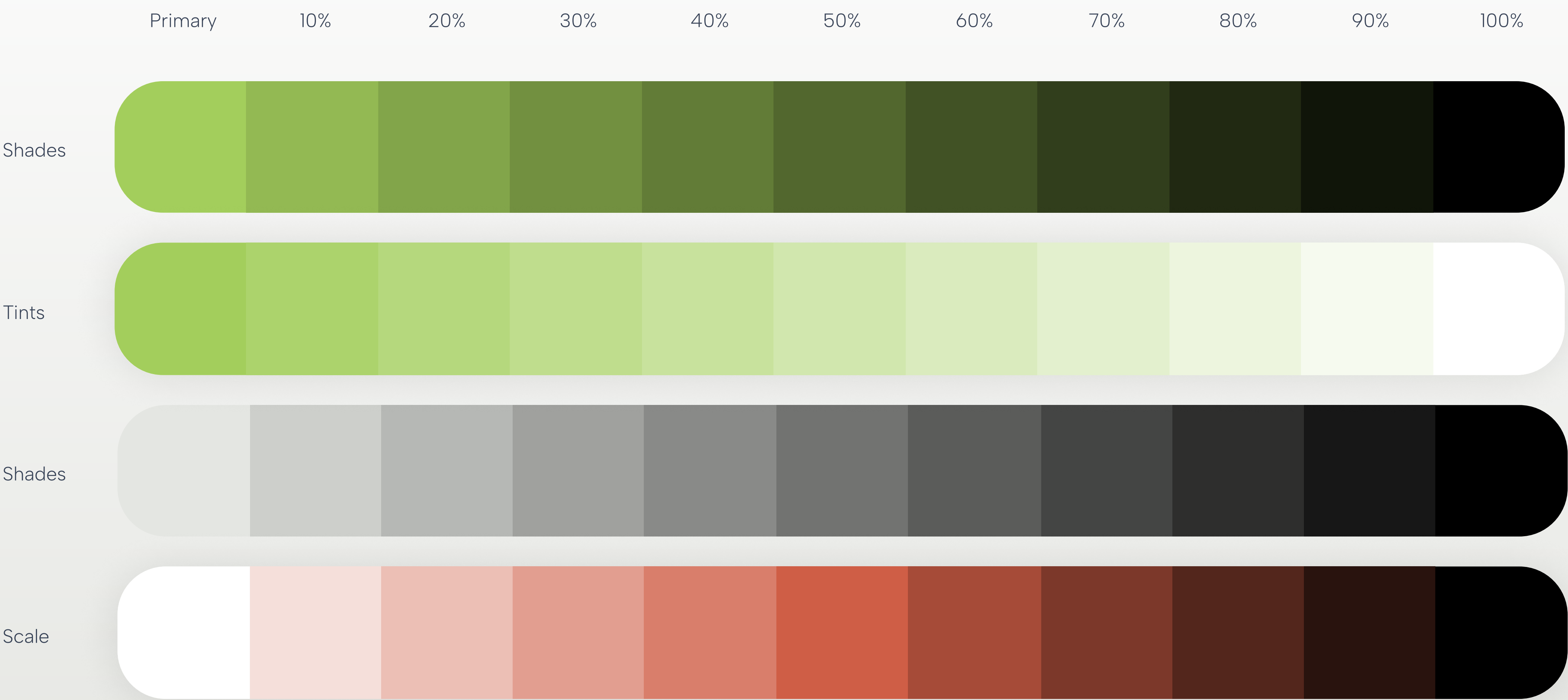
HEX 7ECDC4

HEX 4DC1B4

HEX 27A593







Note: The Red hue was added to the shades & tints as a UX/UI tool, for error messages and other uses. This is not a brand color and shouldn't be used as one.

04 Brand typography

Typography

Albert Sans is our brand font. The primary typeface is Albert Sans Bold, used for headlines.

The secondary typeface is Albert Sans Light, used for functional and body texts.

Typeface

Albert Sans

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?,./,:;'"

Aa

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?,./,:;'"

Aa

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?,./,:;'"

Aa

Type styles

Hierarchical content architecture should follow these recommendations.

Content should be made bold to regular in descending order in the hierarchy. The largest text and most important titles should use Albert Sans Bold while the smallest content and body text should use Albert Sans Light, and Albert Sans Medium in uppercase should be used in between.

Albert Sans Bold
96 pt size
110% leading
Optical kerning

Albert Sans Medium | Upper case
18 pt size
140% leading
Optical kerning

Albert Sans Light
16 pt size
150% leading
Optical kerning

This is a
big headline

THIS IS A LESS IMPORTANT SECONDARY HEADLINE.

Paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sollicitudin suscipit dolor, nec bibendum mauris. Quisque justo justo, dapibus in vulputate ac, accumsan vitae neque. Cras condimentum id mauris et suscipit. Suspendisse vulputate viverra sem, eu convallis mi rhoncus et. Cras ex ante, gravida in sollicitudin id, hendrerit et felis. Duis vestibulum neque non dapibus rhoncus.

Alternative
Typeface

Varela Round is our alternative brand font. Only depart from Albert Sans when absolutely necessary, but if the Albert Sans typeface is not ideal for a given audience, use Varela Round.

The Modisoft website and online marketing materials will use Albert Sans and not Varela Round.

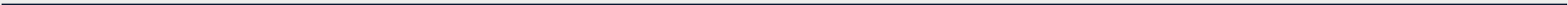
Typeface

Varela Round

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?,.:;‘“

Aa



Alternative
Type styles

When Varela Round must be used, hierarchical content architecture should follow these recommendations.

As there is no bold version of Varela Round, content should be sized according to importance. Headlines should be the largest at 96 pt size, secondary headlines should be at 18 pt in all uppercase, and regular text should be the smallest at 16 pt.

Varela Round Regular 96 pt size 110% leading Optical kerning	
Varela Round Regular Upper case 18 pt size 140% leading Optical kerning	
Varela Round Regular 16 pt size 150% leading Optical kerning	

This is a
big headline

THIS IS A LESS IMPORTANT SECONDARY HEADLINE.

Paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sollicitudin suscipit dolor, nec bibendum mauris. Quisque justo justo, dapibus in vulputate ac, accumsan vitae neque. Cras condimentum id mauris et suscipit. Suspendisse vulputate viverra sem, eu convallis mi rhoncus et. Cras ex ante, gravida in sollicitudin id, hendrerit et felis. Duis vestibulum neque non dapibus rhoncus.

05 Brand elements

Modisoft stadium (rounded rectangle)

Modisoft's primary icon itself, formed by two rectangles, represents server- and client-facing screens like the POS system. A line can be drawn through both shapes to link them and form an "M".

The rounded rectangle carries themes of organization and efficiency. Used in turquoise, the rectangles represent data management and technical agility.



Modisoft stadium (rounded rectangle)

In grey, the rectangles are reminiscent of keyboard keys, tying the design into office spaces and business processes. Stacked and aligned like in this example, they can also represent credit cards and transactions.

Modisoft stadium (rounded rectangle)

The gold in the tuscan
yellow represents success
and wealth. It is an energetic
color that signifies both
optimism and prosperity.

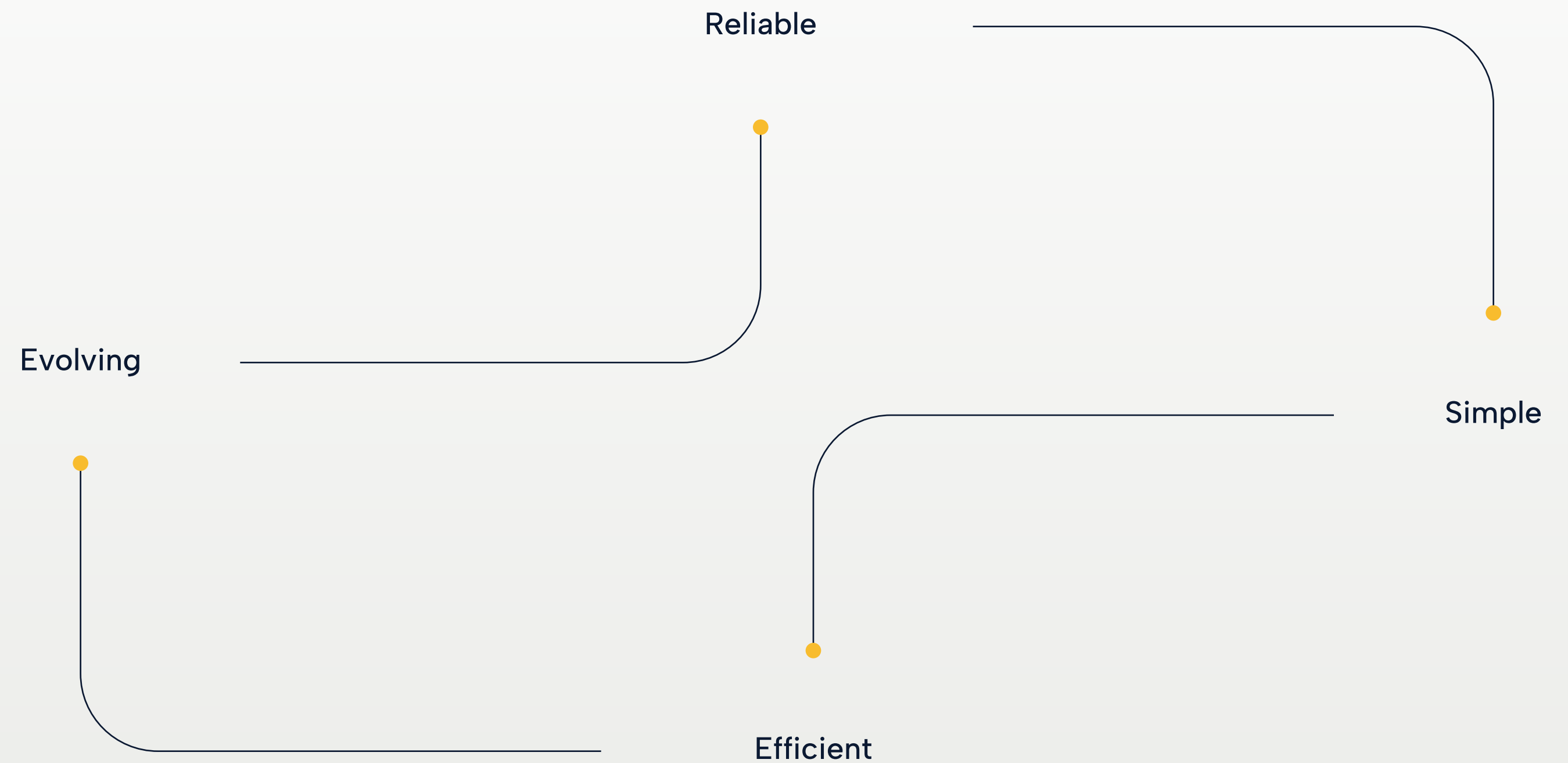
Modisoft stadium (rounded rectangle)

Dark slate gray is well-suited to sit next to vibrant, punchy colors like the bright turquoise and tuscan yellow. As it is a more muted and tonally flatter color, it serves as a good background to more vibrant elements. It is a calm, cool, professional color that is ideal for the tech industry.

Infographic style

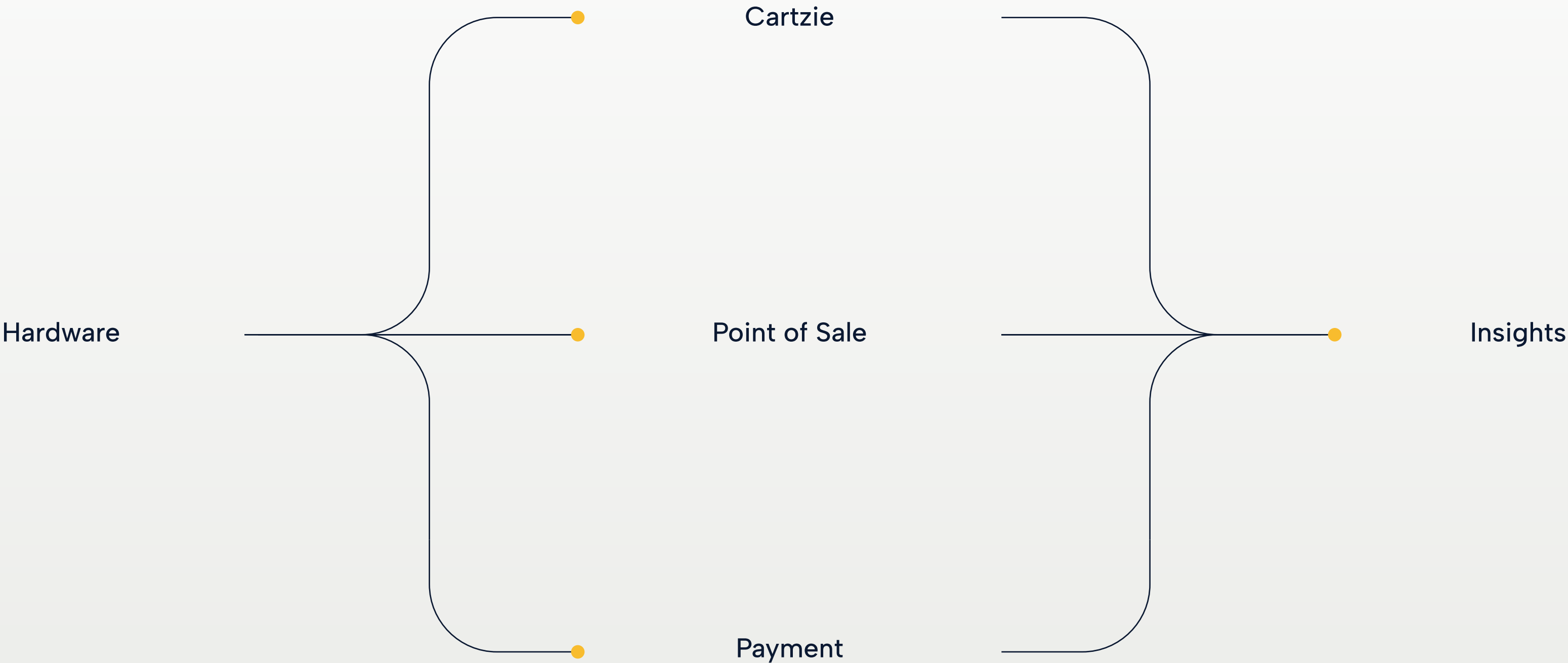
Using simple linear graphics to illustrate the main ideas is an effective method of visual information representation.

It is important to keep them visually clean so that the data represented in them can be easily understood.



Infographic style

Here is another example of how this infographic style can be used.



06 Photography style

People

Modisoft's theme of community and friendliness is supported by images of real people in retail and restaurant environments. Including people, especially faces, gives viewers something to relate to and communicates a sense of openness and honesty.

Motion blur gives the effect of efficiency. Adding movement to the images implies action and progress, and it can help ground Modisoft's brand in the present.



Inviting

The overall feeling of the images should be inviting and welcoming. Use photos that show connection through features like smiles or outstretched hands.

The images you use should portray spaces that clients and viewers can easily picture themselves. Use what people know and what they want it to be; the ideal version of the familiar makes for the most inviting spaces. Keep it relatable but clean and contemporary.



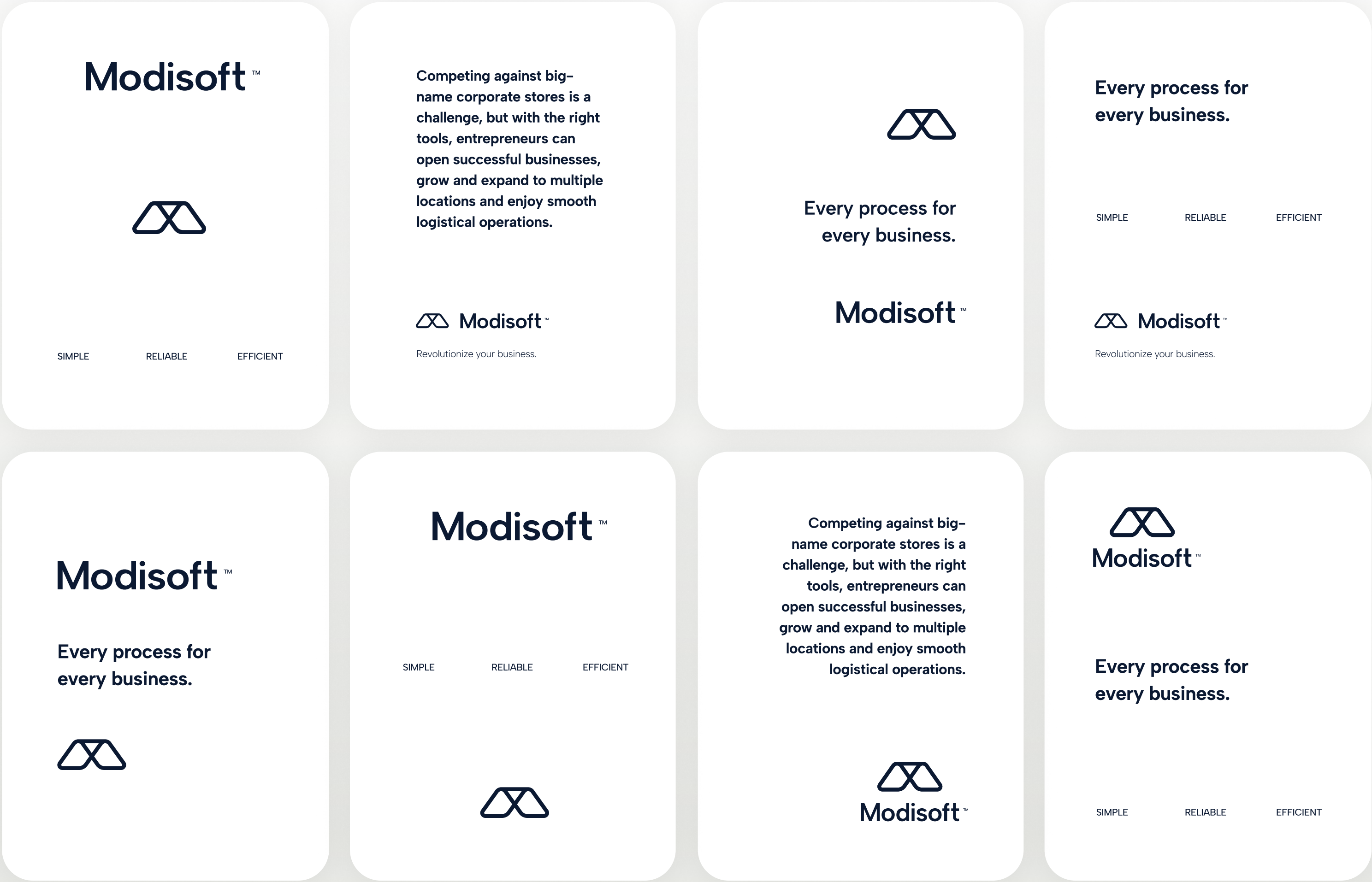
07 Layout

Layout

When laying out typography, don't be afraid to keep things simple. Avoid using extra timesteps and make sure to keep things tight and organized.

The Modisoft slogan can be used in a position of any text shown in the examples.

Keep in mind that these compositions are recommended but not mandatory. Changing layouts is possible as long as you stay consistent with the general principles behind the brand identity.



Graphic elements
in layout

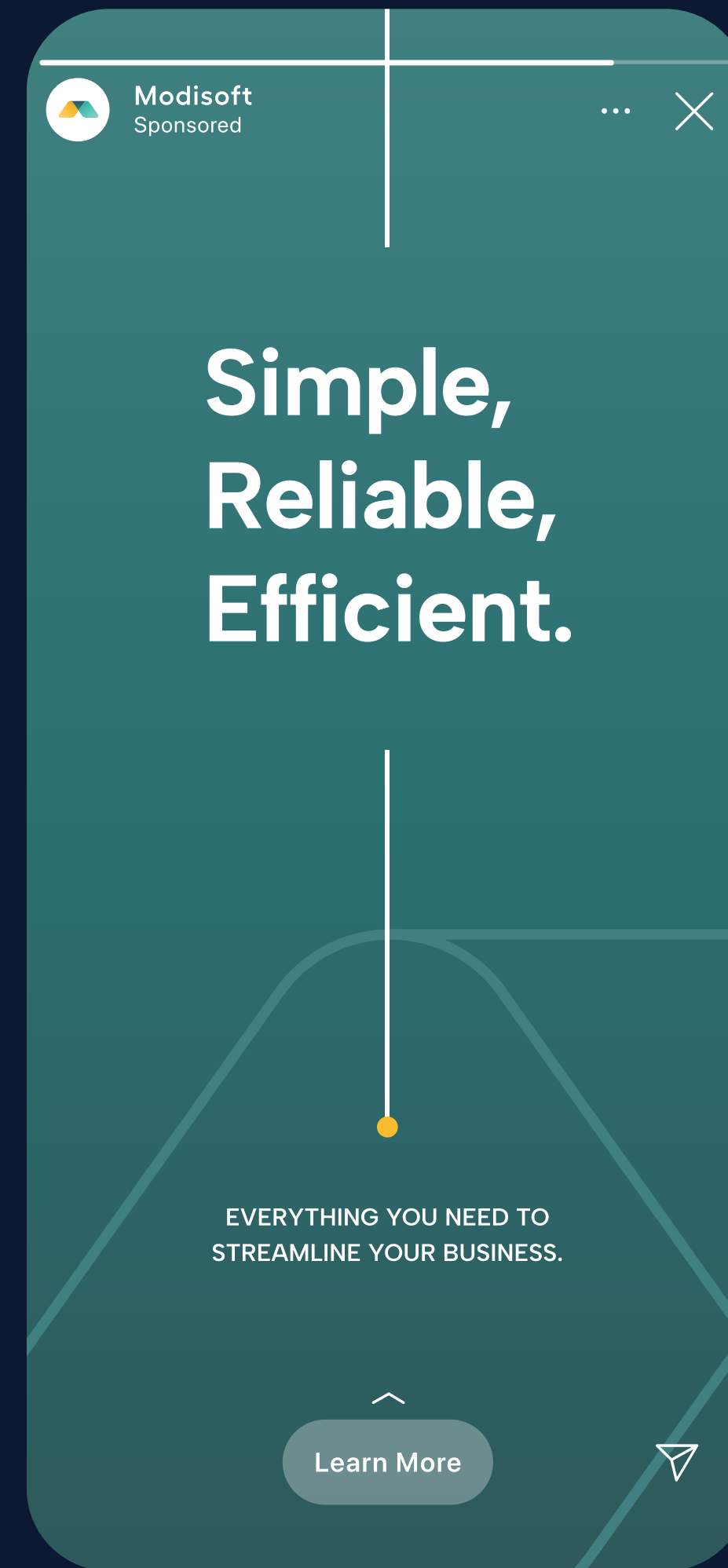
There is a general logic to the layouts, regardless of whether graphic elements are present. Compositions can be enhanced by adding the rounded rectangles or they can be used to replace the presented elements.

Use different orientations and sizes of rectangles if you are using two. Don't use more than two rectangles in a composition.

Keep in mind that these compositions are recommended but not mandatory. Changing layouts is possible as long as you stay consistent with the general principles behind the brand identity.



08 Brand in use



Modisoft™

THURSDAY,
JUNE 1, 2023

REVOLUTIONIZE
YOUR BUSINESS.

17:00
2.5HR · ONLINE



Simple,

Reliable,

Efficient.

 Modisoft

Revolutionizing
Businesses.



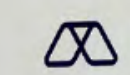
Revolutionizing
Businesses.

Revolutionize your business.

Thursday, June 1, 2023

Every process for every business.

17:00 · 2.5hr · Online

 Modissoft™



Contact

If you have any questions or need further support please contact your local brand and marketing team.

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