

# Brand system quick guide

September 2022

**MODIFI**



This document is designed for MODIFI's partner and sponsor activities. When communicating together in various partnership environments, we want to safeguard our brand and assist you in featuring and referencing the MODIFI brand effectively and correctly providing access to the correct brand assets.

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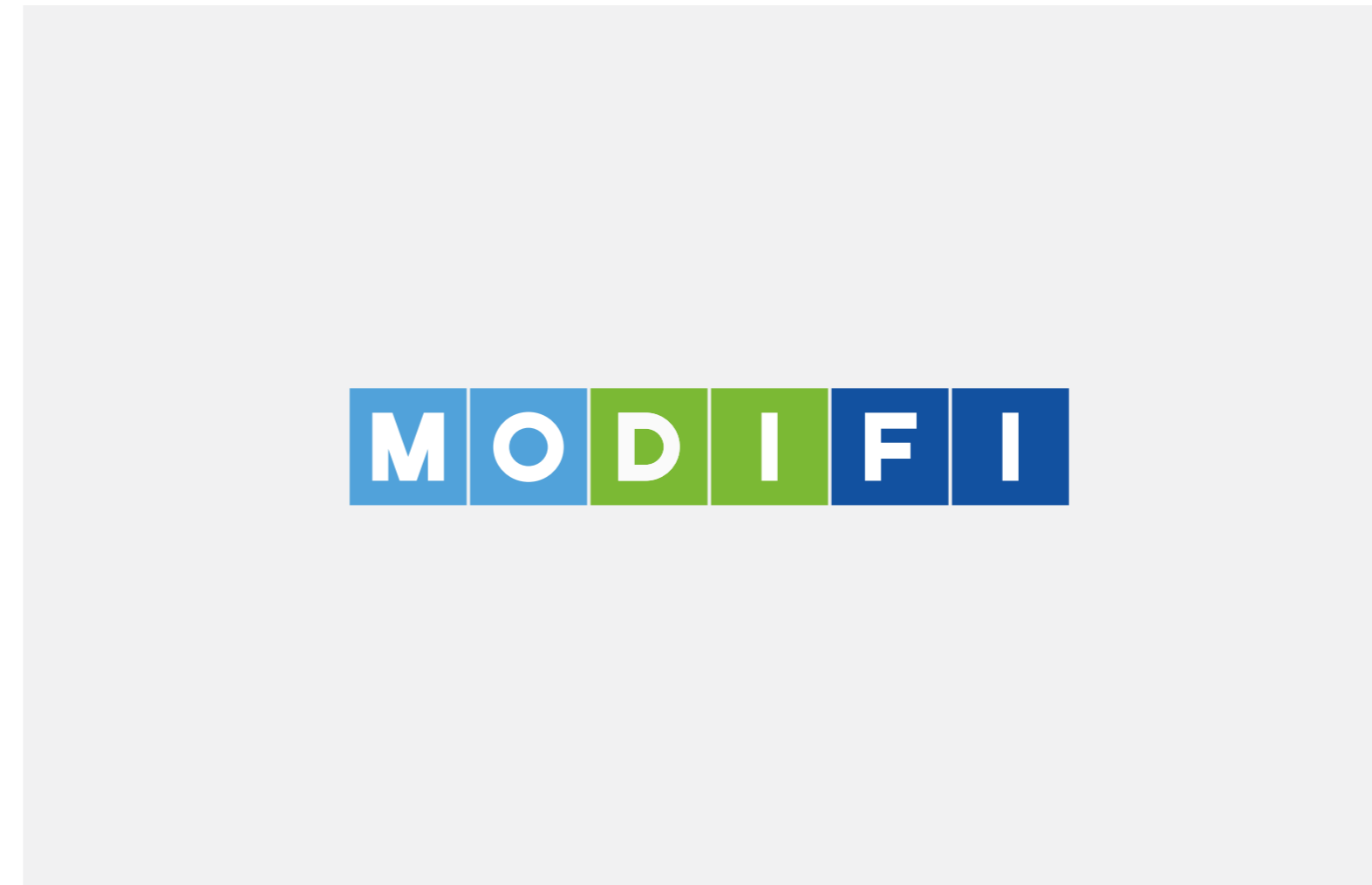
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# Logotype

## Primary Logotype

The first way we signify the presence of MODIFI is with our Primary Logotype. It's the clearest way we can identify our company visually.



Minimum Digital size



2.8 Inches 200 Pixels

Maximum Print size



2.2 Inches 158 Pixels



0.977 Inches 70 Pixels



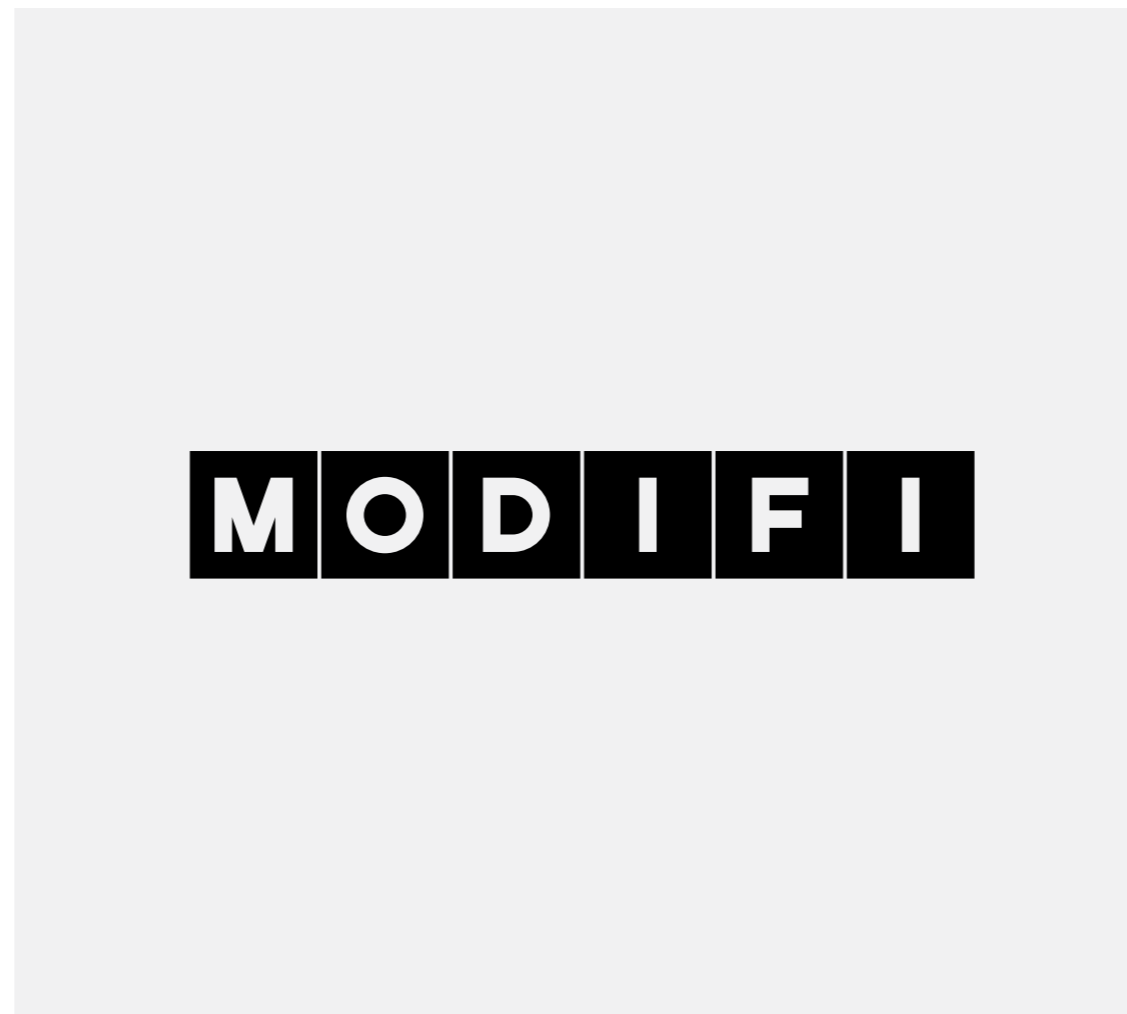
0.700 Inches 50 Pixels

# Logotype

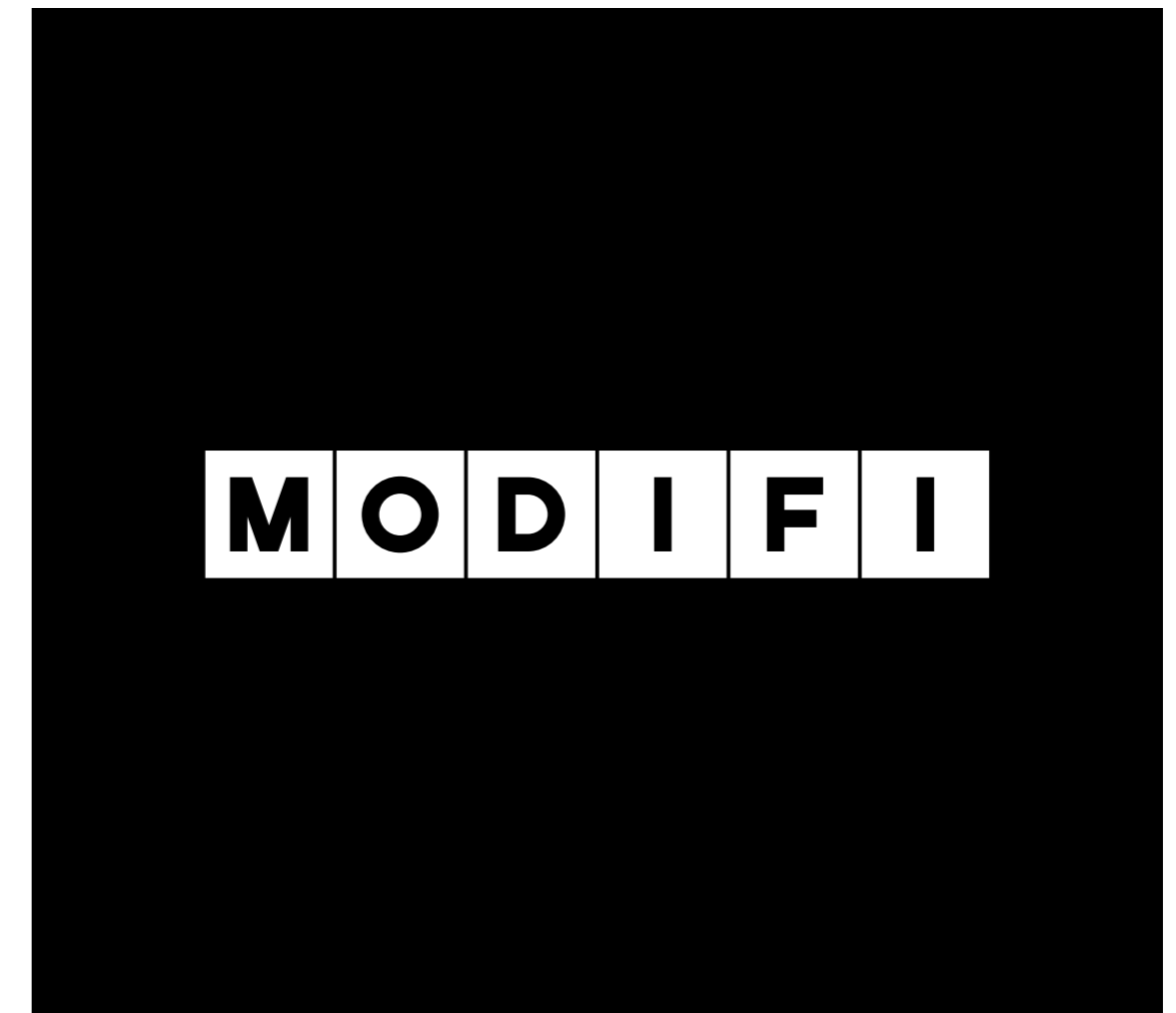
## Monochromatic logotype

should only be used when there are not enough colour's to properly reproduce the Primary Logotype.

Monochromatic Black Logotype



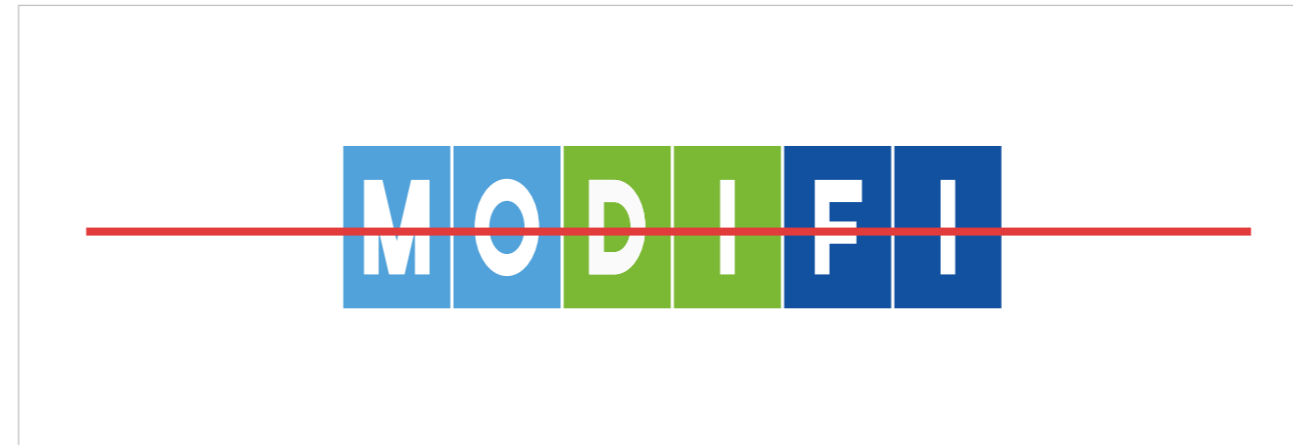
Monochromatic White Logotype



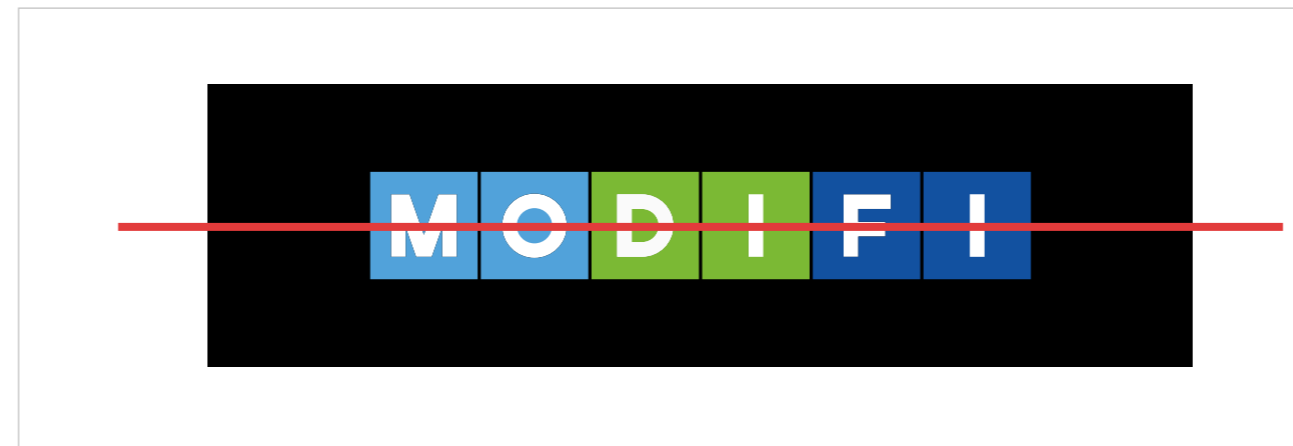
# Logotype

## Logotype Dont's

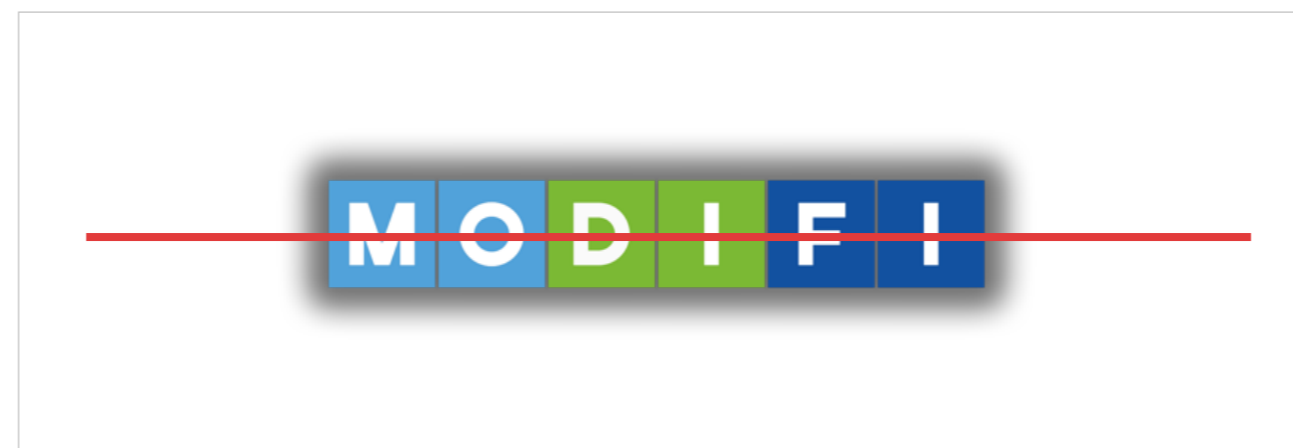
To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.



Don't stretch, skew or bend the logo in any way



Don't use colour logo against a dark background



Avoid stylizing the logotype with outlines, glows, or any other techniques

# Colour

## Primary brand colour's

Our primary brand colour's are Light blue, Light Green and Dark Blue.

They are used to provide accessibility, simplicity, and consistency throughout all brand communications.



Light Blue  
#53A2D9  
RGB 83 162 217  
CMYK 64 23 0 0  
PMS 7702 C



Light Green  
#7BB835  
RGB 123 184 53  
CMYK 57 5 100 0  
PMS 7702 C



Dark Blue  
#15539F  
RGB 21 83 159  
CMYK 97 76 4 0  
PMS 293 U



White  
#FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0

# Typography

## Font

MODIFI's corporate font is Montserrat. Montserrat is preferred for brand and corporate communication.

**Font family: Montserrat**

Regular      Medium

**Semibold    Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345689!?!& abcdefghijklmnopqrstuvwxyz

# Call to action

## Buttons and Links

Use Montserrat Bold for Action and Buttons.

Inactive

Action

**Learn more >**

Button

**JOIN US NOW**