



BRAND GUIDELINES

MODERN

LOGO USAGE

CORRECT USAGE

Use the Modern logo only in black or reversed out in white for all communications.

Consistency with color and style will build the Modern brand recognition.

PRIMARY LOGO: RICH BLACK



PRIMARY LOGO: WHITE





BRAND GUIDELINES

MODERN

LOGO USAGE

INCORRECT USAGE

To keep the Modern brand consistent, refrain from modifying the Modern logo.

SLIGHTLY ROTATED



NON BRAND COLOR



SKEWED OR SHEARED



LOW RESOLUTION



COMPLICATED BACKGROUNDS



DROP SHADOW





BRAND GUIDELINES

MODERN

TYPOGRAPHY

Keep it modern with the Sophia typeface family. Headlines and paragraph copy in Sophia Regular sentence case with titles and navigation in Sophia Bold.

HEADLINES + SUBHEADS

OPTION ONE:

SOPHIA REGULAR

Sentence case

EXAMPLES:

Drink.

HEADLINES + SUBHEADS

OPTION TWO:

SOPHIA BOLD

CAPS

CAMPFIRE STORIES

PARAGRAPH COPY:

Sophia Regular

Sentence case

Your dining choices at the Modern Hotel and Bar are as limitless as your cravings. The bar provides simple, elegant cuisine and our top-tier chef prepares handcrafted plates showcasing locally-sourced produce and meats.



BRAND GUIDELINES

MODERN

COLOR + TEXTURE

Red, grey and black keep the color palette simplified and aesthetically modern. Distinctive texture adds depth and interest.

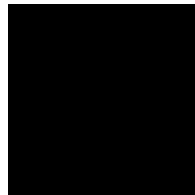
WEB: **MOD RED LIGHT**
HEX: **c0352b**
WEB ONLY



PRINT: **MOD RED DARK**
CMYK: **25-88-87-19**
PMS 1805



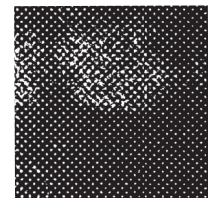
WEB: **MOD BLACK**
HEX: **000000**



PRINT: **MOD BLACK**
CMYK: **60-4-40-100**



TEXTURES:
BLACK + WHITE





BRAND GUIDELINES

MODERN

PHOTOGRAPHY

Display images are featured in full color. With cultural images in black and white specifically for web usage.

Blog images will be a mix of images featuring artists, food, drinks and events at the Modern.

DISPLAY IMAGES:



BLOG IMAGES: EDITORIAL MIX

