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# Modo Identity Guidelines

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identity guidelines

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# 1. Introduction

In order to establish an association between a concept and its audience, it is essential that the concept has visual attributes. Keeping this fact in mind, a visual identity for Modo language is designed.

## 1.1. About the document

This document contains rules and regulations that will aid the audience who will benefit from the visual identity of Modo for any purpose. In this first chapter, Introduction, the acknowledgement and the general information about the document is mentioned.

The rest of the document contains the following chapters:

**Dimensions** chapter covers dimensional specifications of Modo logo.

**Colors** chapter covers the color related specifications of Modo logo.

**Variations** chapter covers the various possible uses of Modo logo.

**Misuses** chapter lists possible modifications to Modo logo that are not allowed.

## 1.2. Scope

This document contains specifications of Modo logo for both digital media and print purposes.

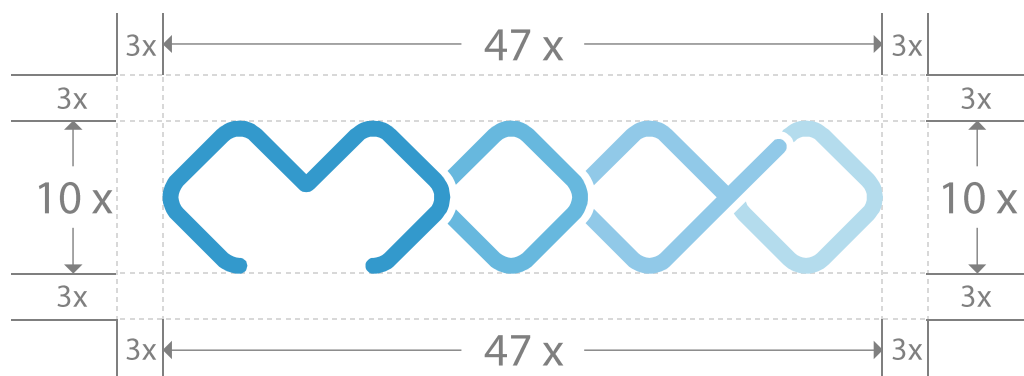
## 1.3. Conformance

This document is intended for individuals who will benefit from the Modo visual identity for any purpose. Since Modo logo is presented in various vector formats, audience is assumed to have basic knowledge of vector processing applications of any kind.

## 2. Dimensions

Since Modo logo is presented in vector format, it can be used in various sizes. However, any use of Modo logo cannot be sized smaller than the minimum width and height, which are mentioned below. One must also apply the proportional relations between the width, height and clear space of Modo logo.

Proportional relations between the width, height and clear space of Modo logo are as follows:



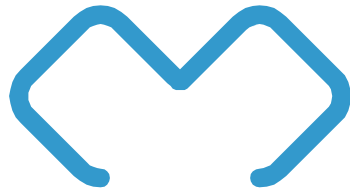
**Note:** The width of logo is 4.7 times its height. The clear space padding the logo is 0.3 times its height.



**Warning:** Minimum dimensions allowed are **94 x 20 pixels**, **24.8 x 5.3 millimeters** or **1.25 x 0.27 inches**.

## 3. Colors

Modo logo consists of four shades of blue. CMYK, RGB and Pantone values of these colors are as follows:



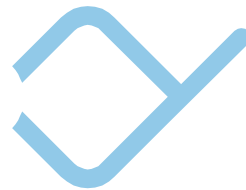
CMYK: 73 - 26 - 5 - 0  
 RGB: 51 - 153 - 204  
 Pantone: 542 PC



CMYK: 27 - 3 - 4 - 0  
 RGB: 180 - 220 - 2  
 Pantone: 290 PC



CMYK: 56 - 11 - 4 - 0  
 RGB: 103 - 184 - 222  
 Pantone: 292 PC



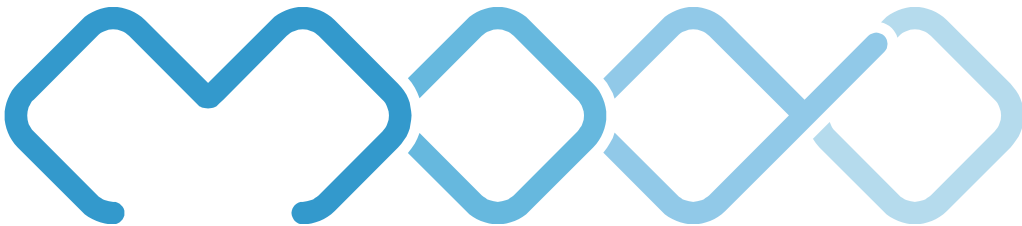
CMYK: 40 - 8 - 3 - 0  
 RGB: 145 - 201 - 232  
 Pantone: 283 PC

## 4. Variations

When necessary, Modo logo can be modified in order to degrade gracefully depending on environmental variations.

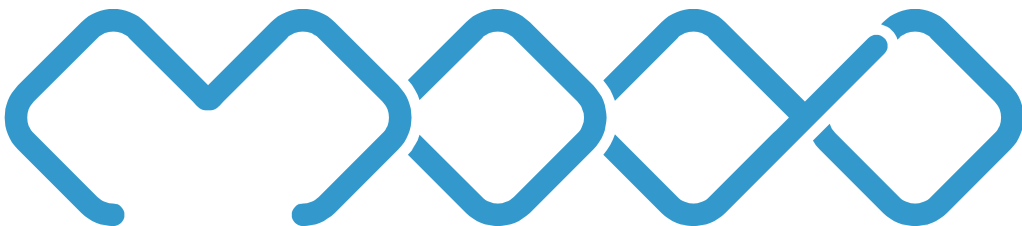
### 4.1. Full color usage

Full color usage of Modo logo is as follows:



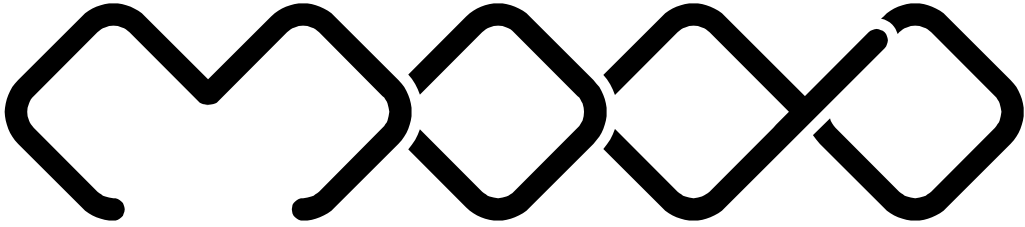
### 4.2. Single color usage

Single color usage of Modo logo is as follows:



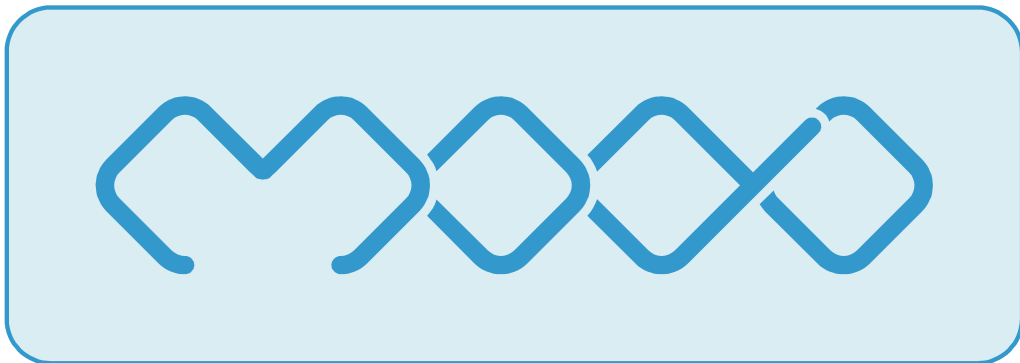
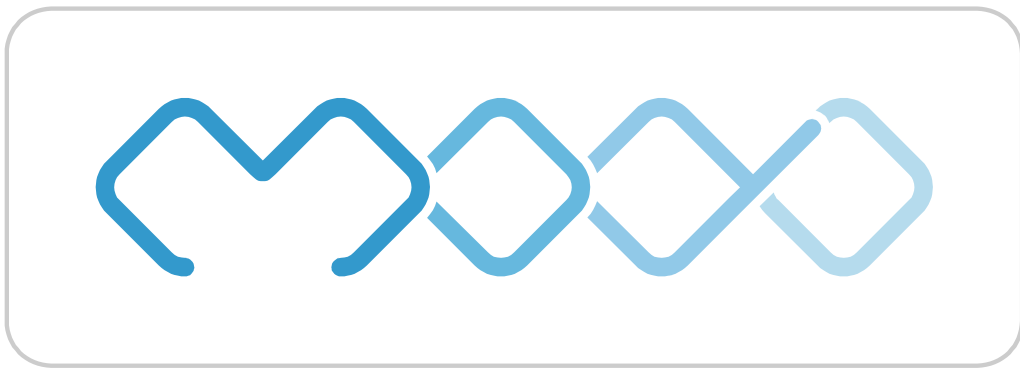
## 4.3. No-color usage

No-color usage of Modo logo is as follows:

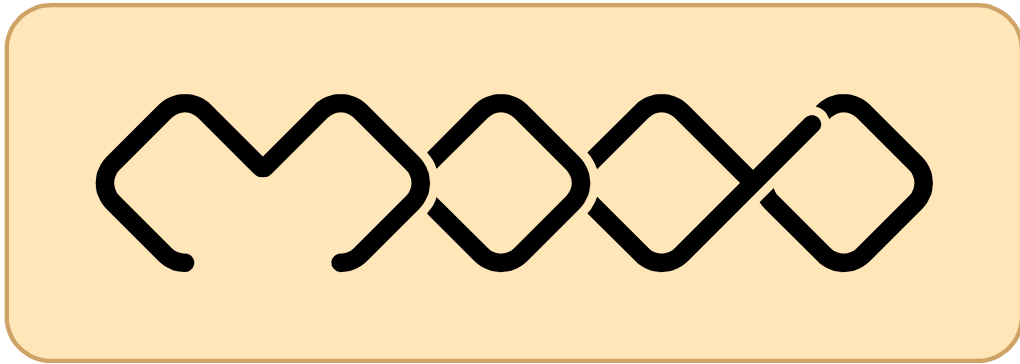


## 4.4. Usage on light background

Full color usage, single color usage or no-color usage must be applied when using Modo logo over light backgrounds.

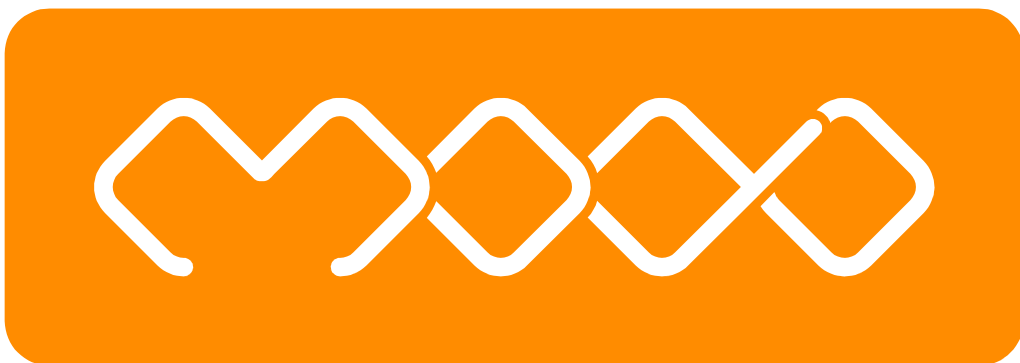
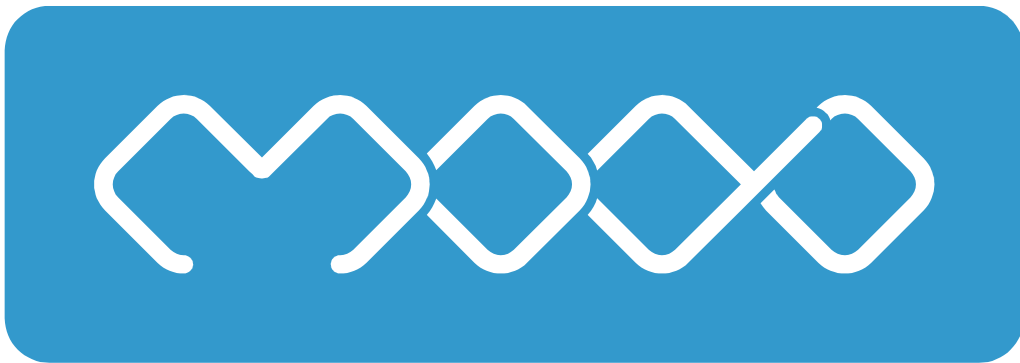
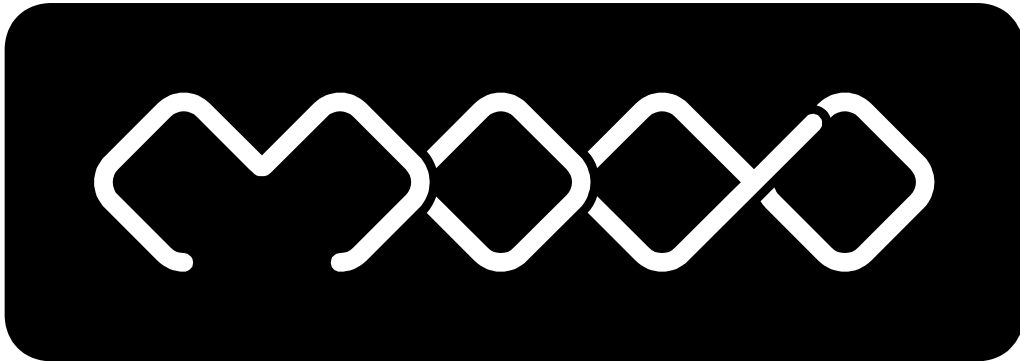






## 4.5. Usage on dark background

No-color (white) usage must be applied when using Modo logo over dark backgrounds.



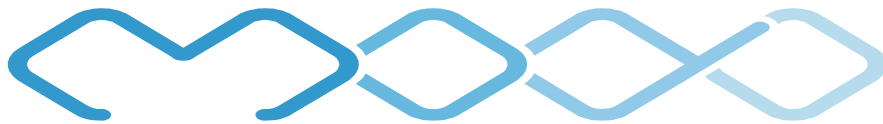
## 5. Misuses

Any modifications to Modo logo that are not addressed in “variations” chapter are considered misuse. Some of the misuses are as follows:

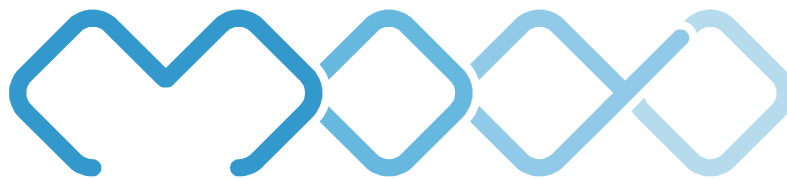
### 5.1. Misuse of dimensions

Please do not modify the proportional relations between width and height of the Modo logo.

**✘ Wrong**



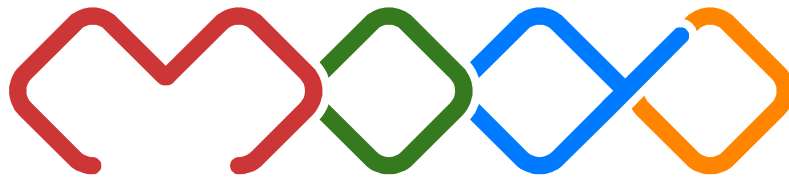
**✔ Correct**



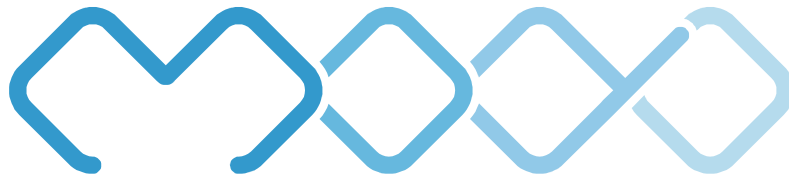
## 5.2. Misuse of colors

Please do not modify the colors of the Modo logo.

 Wrong



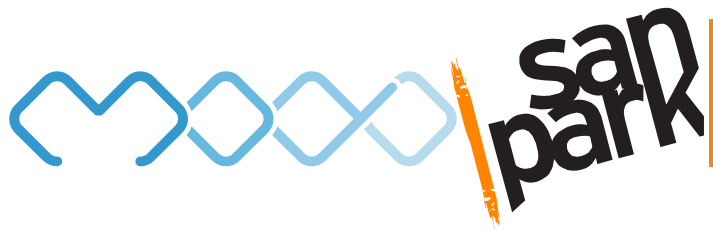
 Correct



## 5.3. Misuse of clear space

Make sure you are paying attention to the clear space dimensions mentioned in the [2. Dimensions](#).

**✘ Wrong**



**✔ Correct**

