



modulo

Feel Your Sound



modjulo

Inviting , Nestolgie , Professional

1. About The Brand

“**Modulo**” feels like a name pulled from a dusty synth manual or a label on a reel-to-reel tape. It carries the **spirit of modular gear**, patchable, personal, and built for hands-on control. The name suggests a system of parts that speak to each other, a language of switches, signals, and sonic intent. It’s a nod to creative independence and the quiet power of well-made tools

Mission statement

Modulo exists to restore the **intimacy between creator and machine**. It's about tactile control, sonic clarity, and cultural resonance. Designed for those who build, tweak, and perform with intent, Modulo helps you stay in flow, without digital clutter or sterile interfaces. It's gear that feels lived-in, like something passed down

Target Audience

Musicians who want tools that respond like vintage companions, warm, expressive, and emotionally tuned.

Makers who build with their hands and think in systems, drawn to modular setups, retro textures, and creative freedom.

Tactical professionals who need reliable, minimal gear that performs under pressure and speaks in symbols, not noise.

Modulo is for those who **create with culture** in mind. It's not just functional, it's familiar, evocative, and ready to be part of your creative ritual.

Inspiration

I took inspiration from some of the most influential audio tech across time taking elements from them and pulling together the most attractive parts of each.



2. Brand Logo

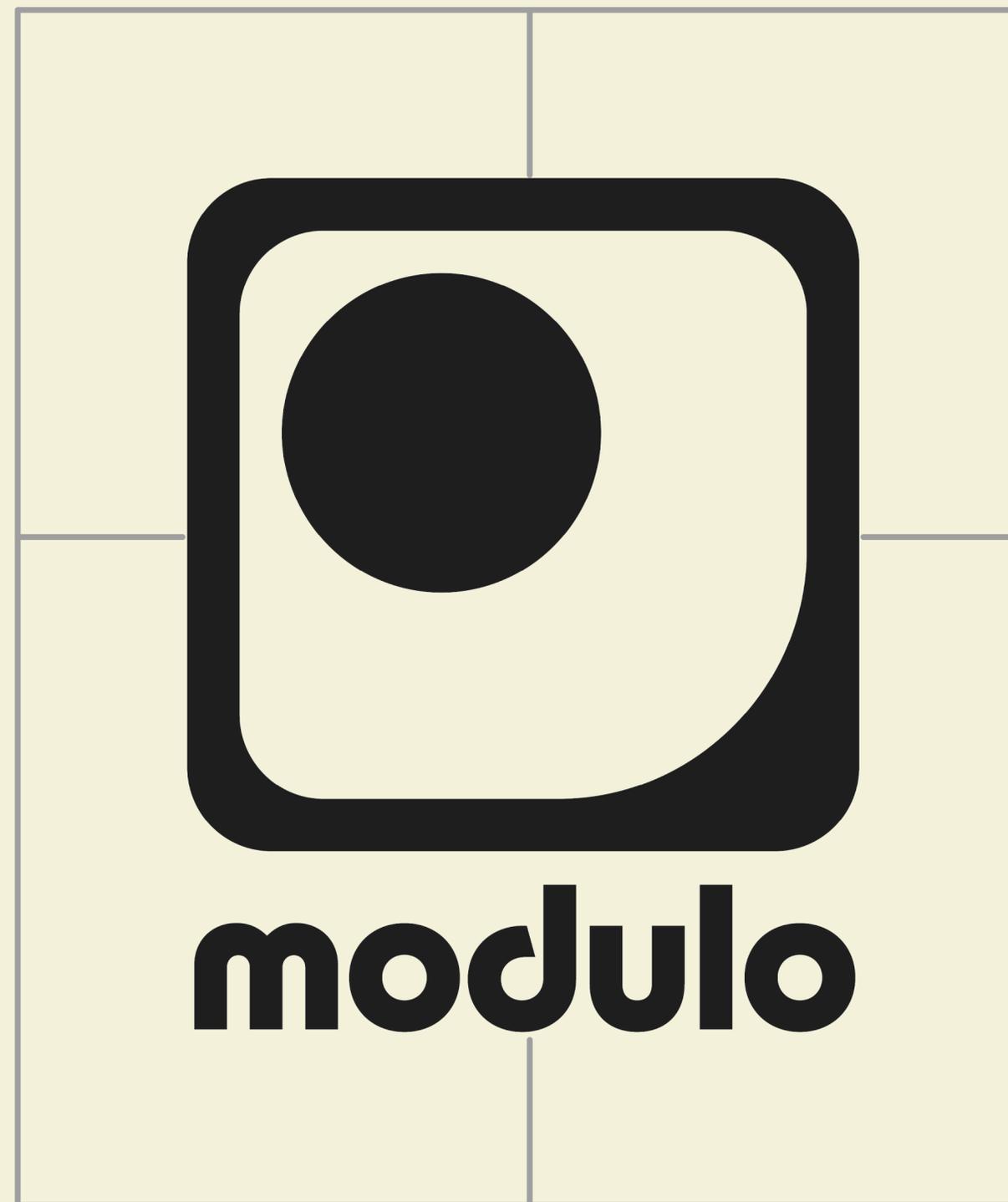
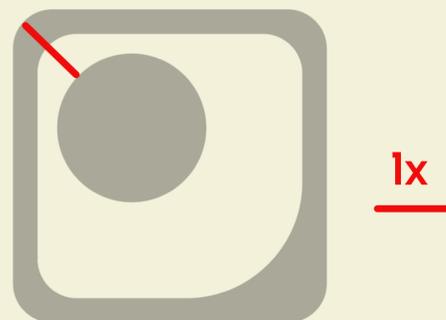
Primary logo

Use Case: Hero placement across flagship touchpoints—packaging, product interface, website header, launch decks.

Purpose: Establish brand identity with full symbolic and typographic clarity.

Design Notes: Combines emblem and logotype in balanced proportion. Ideal for first impressions and high-visibility contexts.

Unit of Measure



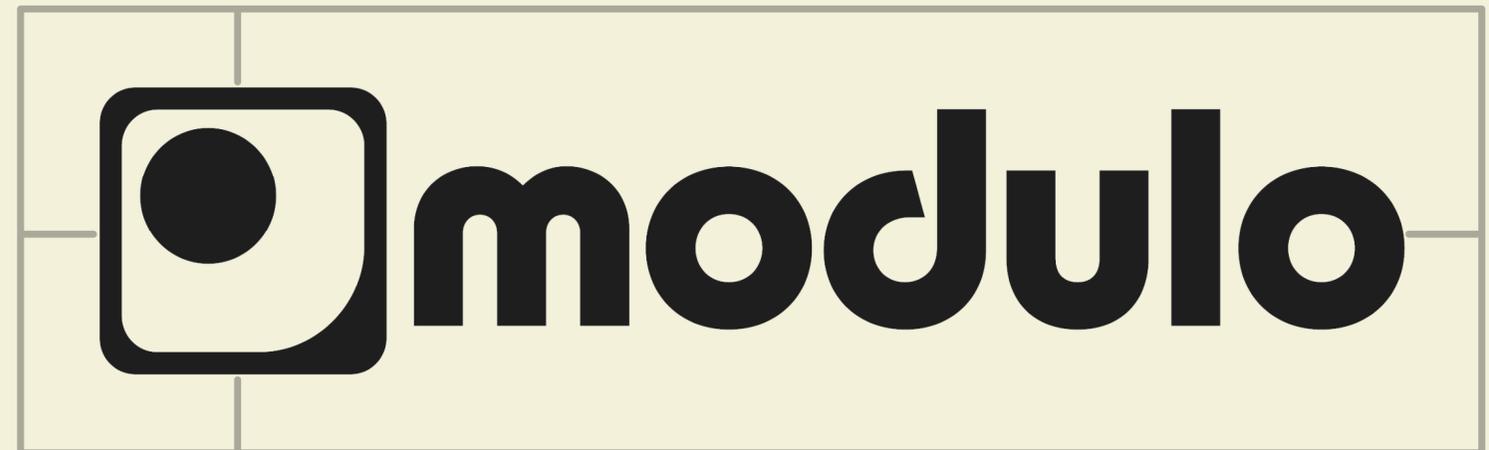
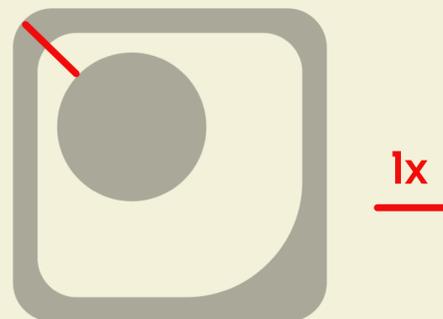
Horizontal compact

Use Case: Tight vertical spaces—mobile UI, app splash screens, product side panels, social avatars.

Purpose: Maintain brand recognition in constrained layouts without sacrificing modular symbolism.

Design Notes: Stacked or condensed arrangement of emblem and logotype. Prioritizes legibility and spatial efficiency

Unit of Measure



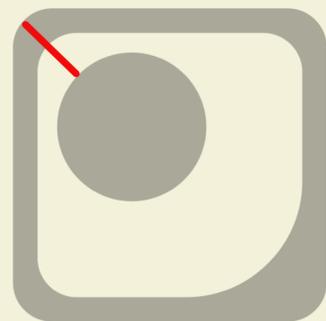
Emblem

Use Case: Hardware engraving, knob caps, patch cables, stickers, favicon, watermark.

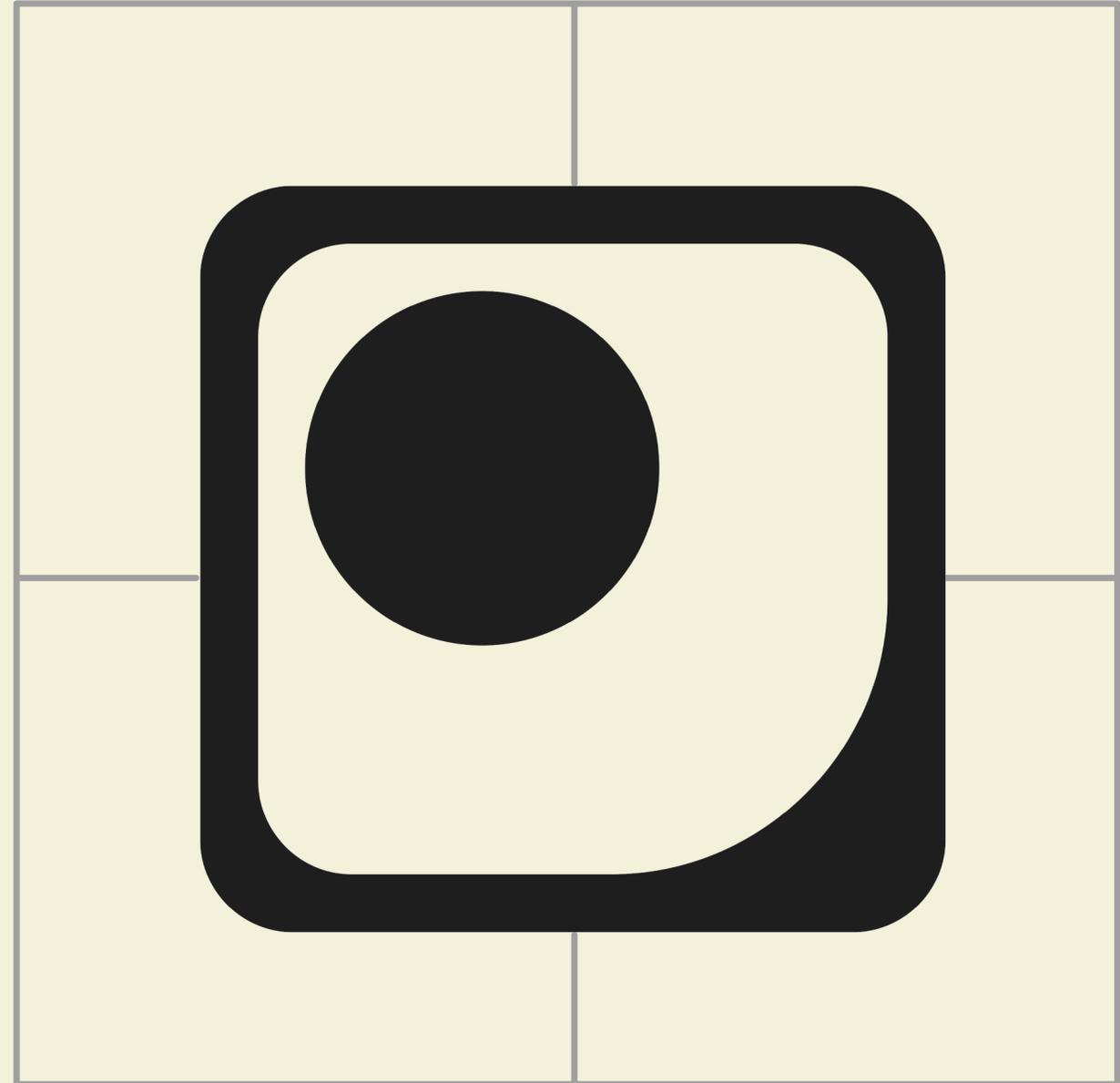
Purpose: Symbolic shorthand for Modulo's modular logic and emotional resonance.

Design Notes: Pure icon—no text. Must evoke modularity, clarity, and sonic flow in a single mark.

Unit of Measure



1x



Logotype

Use Case: Typography-driven contexts—documentation, UI menus, brand guidelines, email footers.

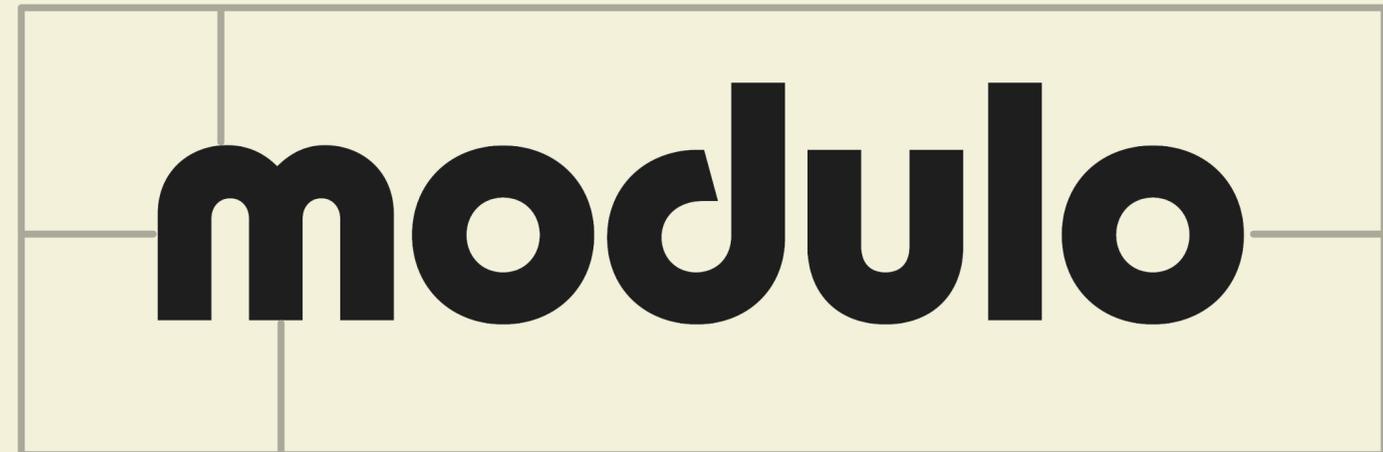
Purpose: Reinforce brand voice through typographic clarity and rhythm.

Design Notes: Wordmark only. Can flex between full name and abbreviated forms (e.g., MODULO vs. MOD).

Unit of Measure

1x

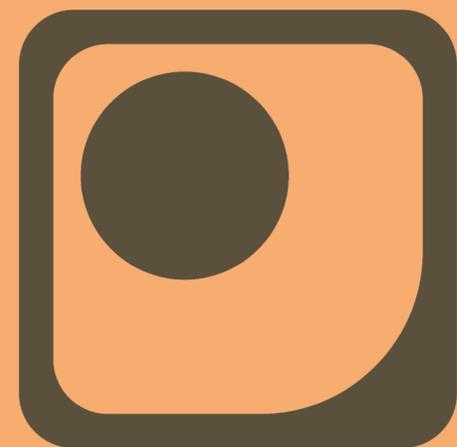
modulo



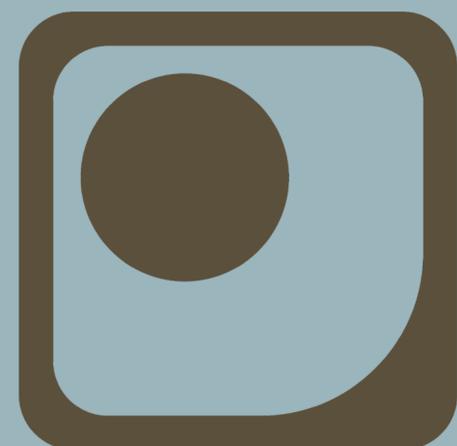
Logo Color Variation



modulo



modulo



modulo



modulo

3. Brand Colors

Primary Palette

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Use of other colors for specific products following the same color profile [pastel yet vibrant].

Use of the Pantone Matching System is highly recommended to ensure color consistency

7532-c
#5d533c

Olive Drab Camouflage

705-c
#f3f1da

Beige

5503-c
#9bb5bc

Cadet Blue

Accent Colors

7508 C
#d3bd74

Light French Beige

7515-c
#f7ad70

Muted Orange

Black And White

419-c
#202020

Mine Shaft

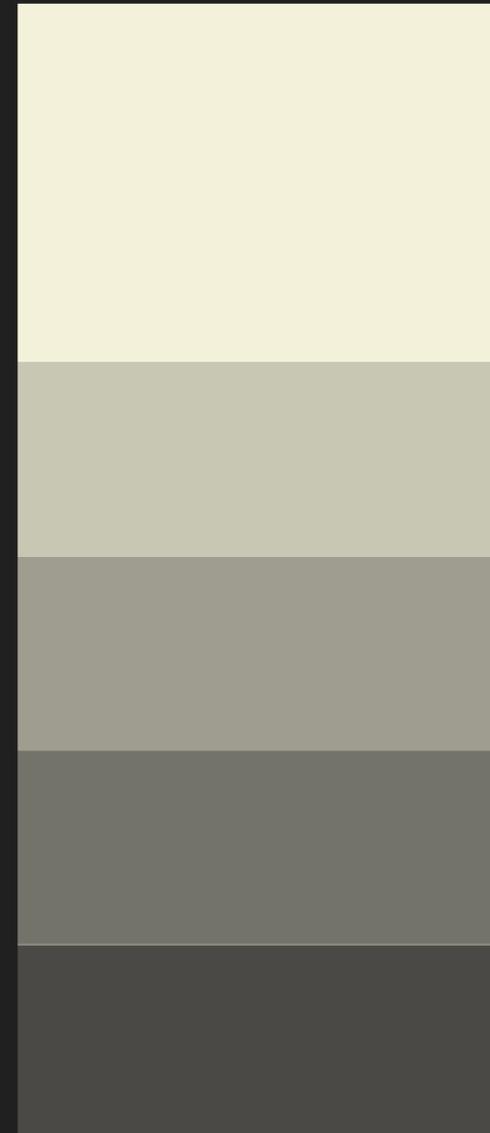
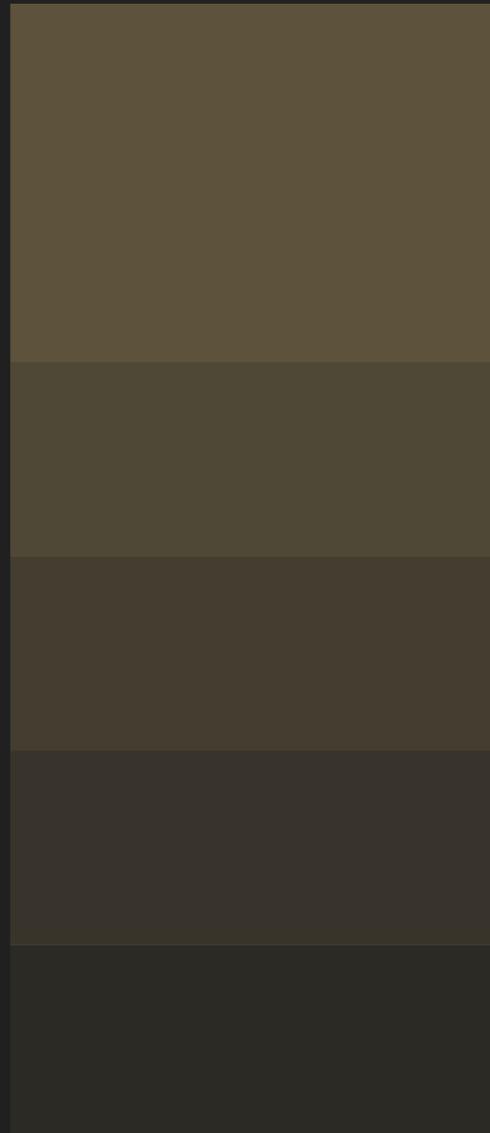
7515-c
#656 C

Milk

Tints

some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text



4. Typography

Body Text

Century Gothic - Regular

the quick brown fox jumps over the lazy dog

Accents

Century Gothic - Italic

the quick brown fox jumps over the lazy dog

Sub-headers

New Order - Regular

the quick brown fox jumps over
the lazy dog

Headers

New Order - Semi-bold

**the quick brown fox jumps over
the lazy dog**

5. Deliverables





Feel
Your
Sound



modulo



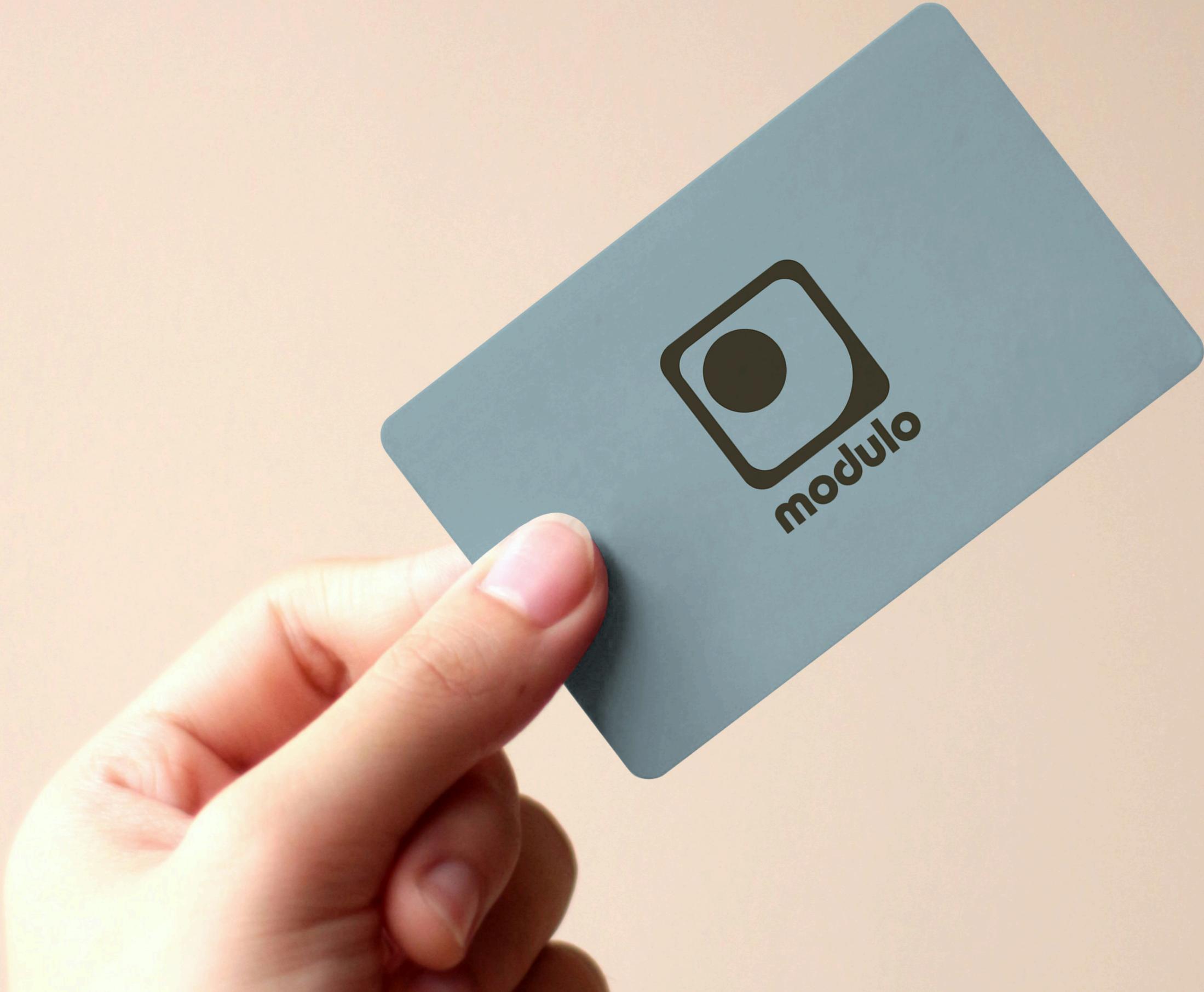
Vol. 1

Calm &
Energetic

modulo

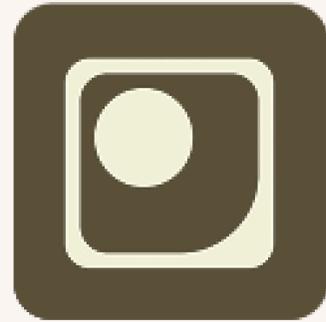




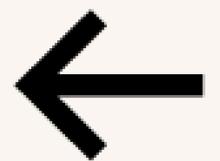




modulo



Modulo - Feel Your



modulo-audio.com



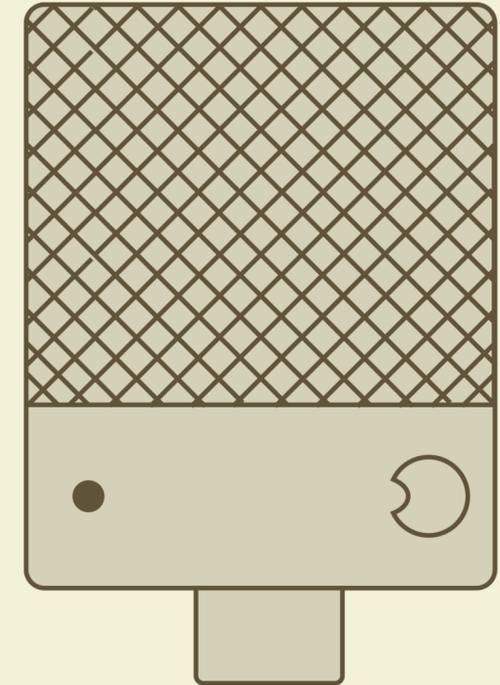
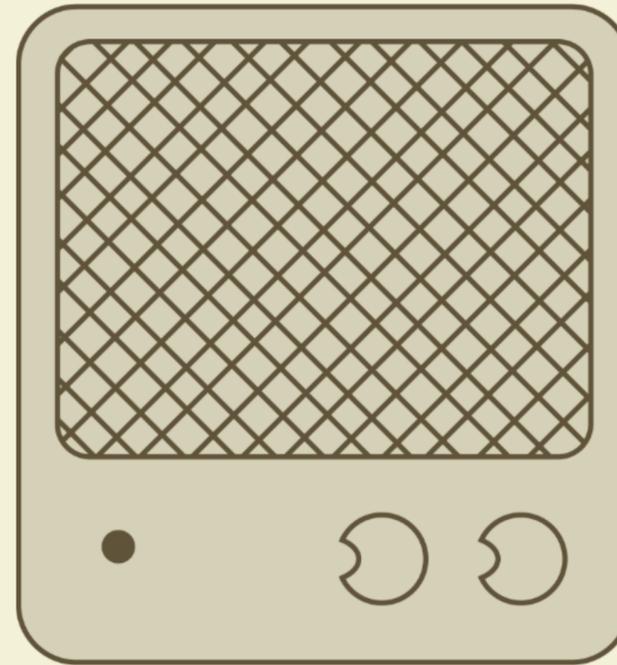


6. Visual Elements

Illustrations

Illustrations must maintain a mild contrast with the remaining visual identity of rounded shapes, by using geometric shapes with sharp coners.

The illustrations should mainly use duo tone colors and should have a comic like taper accentuating the form of each object.



Lines and Containers

The containers must be simple with rounded rectangle shape with a radius that is not too rounded as shown.

Lines and dividers must be "floating".

Example Header

Duis vulputate mauris sit amet purus. Duis vestibulum. Fusce ac erat. Curabitur sagittis. Pellentesque ultricies, ante id lobortis feugiat, ipsum magna congue risus, pulvinar euismod arcu nunc ac turpis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam vel quam ut tellus gravida faucibus. Vivamus justo est, elementum vitae, malesuada eu, fermentum in, sapien. Donec sit amet justo. In velit. Vivamus turpis pede, dignissim sed, scelerisque nec, pretium sit amet, dui. Nam nec felis non turpis hendrerit varius. In ultrices

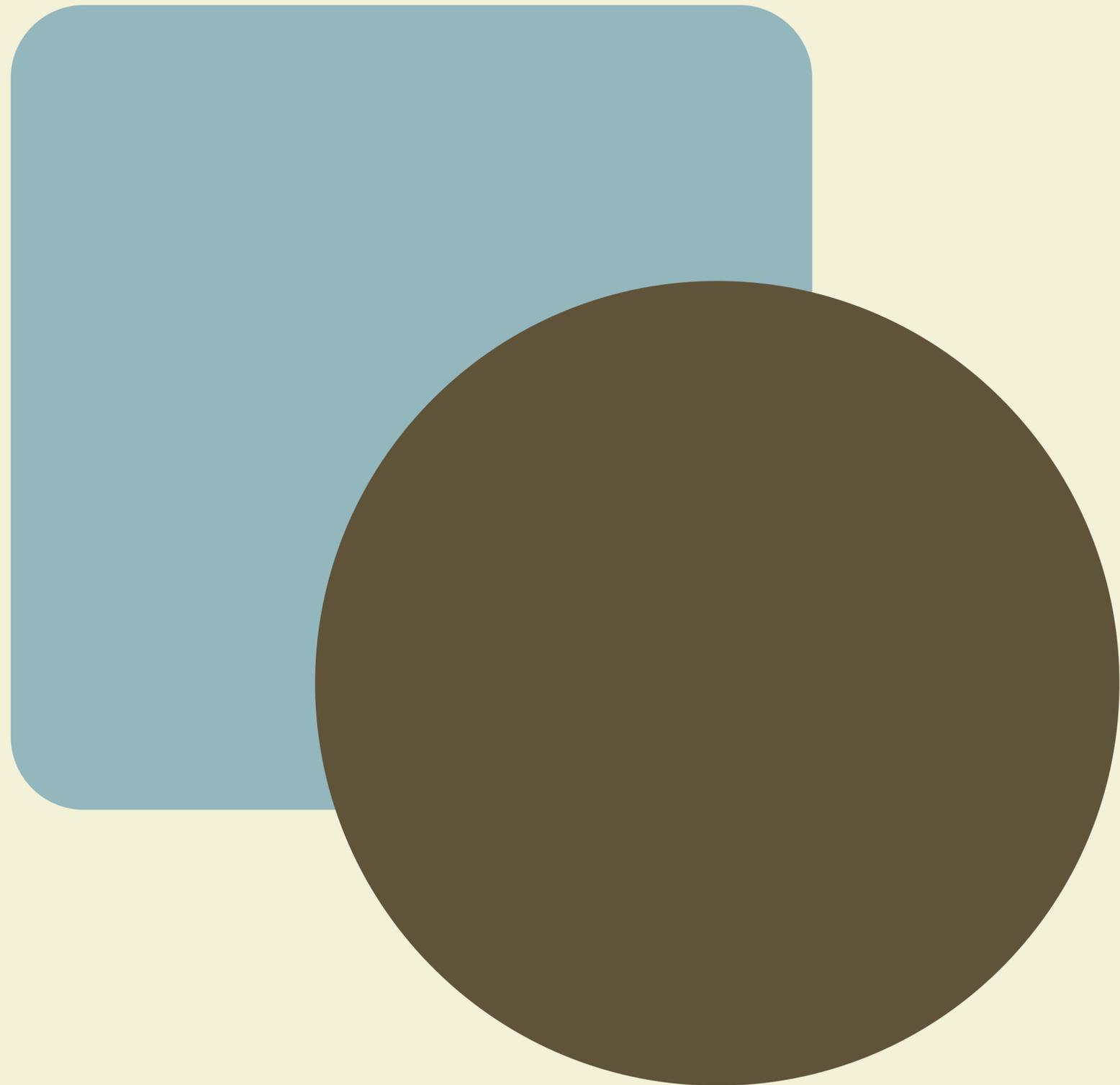
Example Header

Text | Text | Text

Shapes

Modulo has a very strong and particular brand identity a huge part of it is the shapes.

The shapes used in the designs should primarily be only rounded rectangles and circles and its to be maintains that while interacting with product or user interface or advertising material the user must have atleast one of each shape visible at all times.



Modulo's photography style is one designed to stand out its designs to be nostalgic, photographing real world users instead of models focusin on the environment the product is used in - Professional and Bedroom studios.

The style of the photographs should be retro with a bit of grain brownish tint and vivid yet muted colors

