



**MODS**  
the brand

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## the message



These guidelines provide a framework for consistent application of MODS commercial identity. As MODS expands, it is important that our brand, including all the elements that make up the company's visual identity, remain consistent.

These guidelines provide clear instructions on how to use our identity correctly across digital and print platforms.

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company

# Key Messages

## Tag

Innovative Solutions Delivering Results

## Mission

MODS' mission is to provide bespoke, customer-built specialist software and dimensional control services apply focus, reduce risk and improve the reliability of data. This supports the efficiency of production while implementing cost-saving techniques for operators and contractors.

the logo



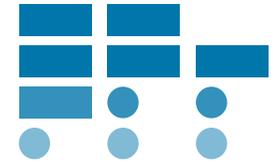
The main logo above should be used wherever possible. Where this is not applicable, the secondary logos can be applied.



secondary logos

# symbol

This symbol may be used in different formats as shown below but must not be split into separate elements.



transparent 50%



overlay



white punch out

# fonts

## Halyard Display Medium

This is the main logo font

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789?!&%\$£  
abcdefghijklmnopqrstuvwxyz0123456789?!&%\$£

Body

## Open Sans

This is the primary font and should be used in all professionally designed and printed materials.

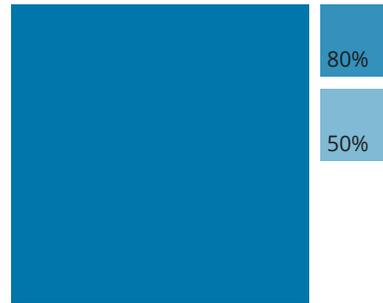
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789?!&%\$£  
abcdefghijklmnopqrstuvwxyz0123456789?!&%\$£

## Arial

This font should be used in all word processed documents, which are created in-house (i.e. Word documents, PowerPoint presentations, etc) and in web design and all digital materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789?!&%\$£  
abcdefghijklmnopqrstuvwxyz0123456789?!&%\$£

# colour



Pantone  
7690c

C	95	R	0
M	41	G	118
Y	10	B	168
K	0		

#0076A8



Black  
90%

C	0	R	60
M	0	G	60
Y	0	B	60
K	90		

#3C3C3B

the identity

# Logo

clearance and size



20mm



minimum print size  
(tag line removed at this size)

90 pixels



minimum online size

the identity

# Logo

What not to do



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the identity

sub-set

group names

apply the same actions  
as main logo

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**DIMENSIONAL**  
**CONTROL**

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**COMMISSIONING**  
**& INTEGRITY**

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**VIRTUAL MANAGER**  
**ENTERPRISE**

## Contact details

For more information on any aspect of these guidelines, please contact:

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