

Brand Standards

For Vendors - v1b | October 2022



modjoul

The consistent use of our logo, marks, colors and typography is important for maintaining consistency and professionalism in all that we do. Please use the following resources when producing materials that utilize the Modjoul brand.



Table of Contents

4 – Brand Story

Section One

6 – Logo

7 – Logo Variations

8 – Logo Guidelines

Section Two

10 – Primary Colors

11 – Secondary Colors

12 – Typography

0.1 Brand Story

Our mission is to prevent workplace injuries. We utilize data to help keep employees safe and on the job, providing companies a way to reduce risks and gain an edge.

We accomplish this through a comprehensive and flexible IOT platform, supported by industry-leading data analysis. With a wide range of technologies from wearables and sensors to RFID, we seamlessly integrate our solutions into the workplace. The result is a safer environment and a measurable, lasting return on investment.

At our core, we are problem solvers. We are driven to find better ways to prevent injuries and make workplaces safer, leading to happy employees and stronger, more profitable companies.

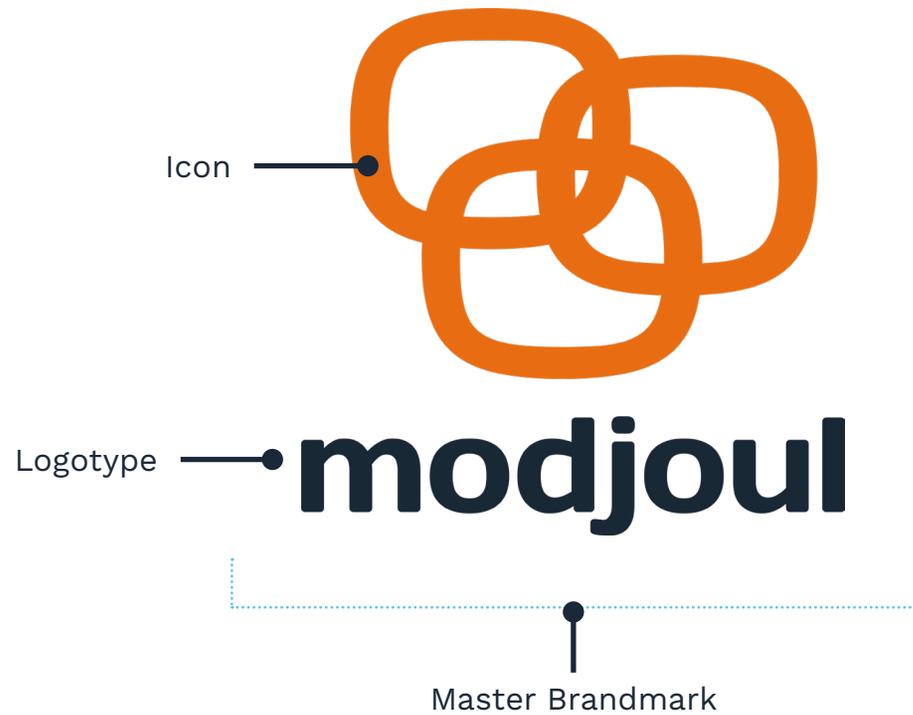
Modjoul – Measured Safety.

A large, thick orange graphic element that starts as a horizontal bar at the top, curves down on the left side, and then continues as a horizontal bar at the bottom, framing the text. The text "Section One" is centered within this frame.

Section One

1.1 Logo

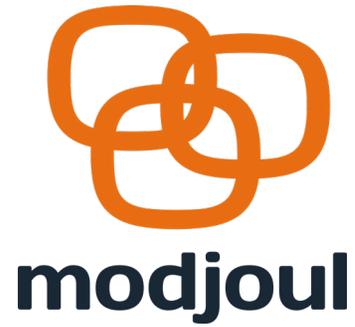
Modjoul's brand is in the process of evolving into a fully developed brand system. The updated logo now features a new color that has more visual clarity and an innovative influence.



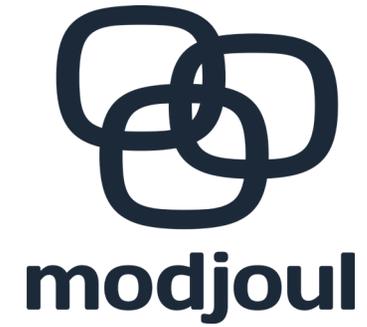
1.2 Logo Variations

FULL COLOR

VERTICAL
LOGO



ONE COLOR



HORIZONTAL
LOGO



ICON

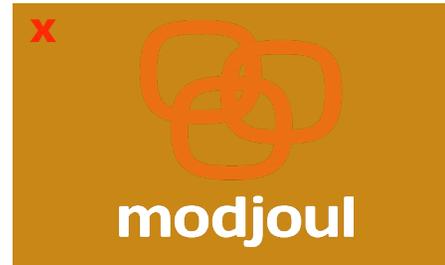


1.3 Logo Guidelines

Do not use legacy versions of the logo or the icon.



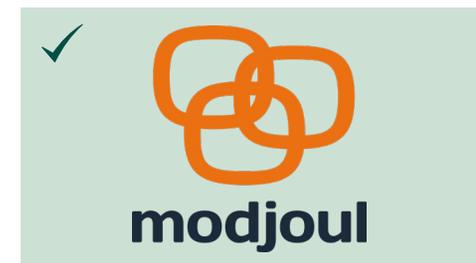
Do not place the logo over busy or poorly contrasted backgrounds, photos, or content.



Do not distort the logo by squeezing or stretching to fit into a certain space.

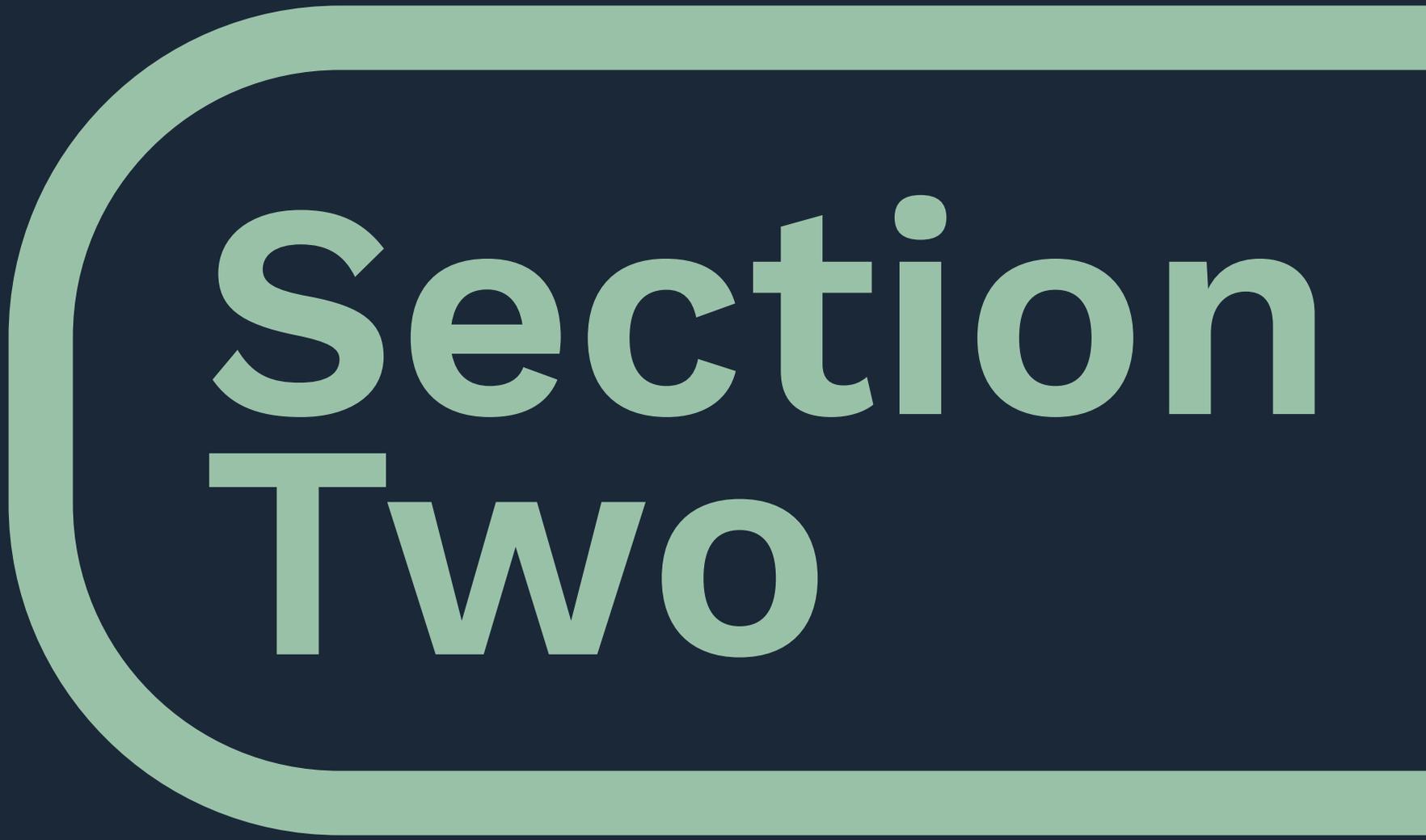


Do not place a JPG (which has a white background) on top of a photo or solid colored background. Use a PNG (which has a transparent background) instead.



Do not use the logotype by itself or change the color of the icon.

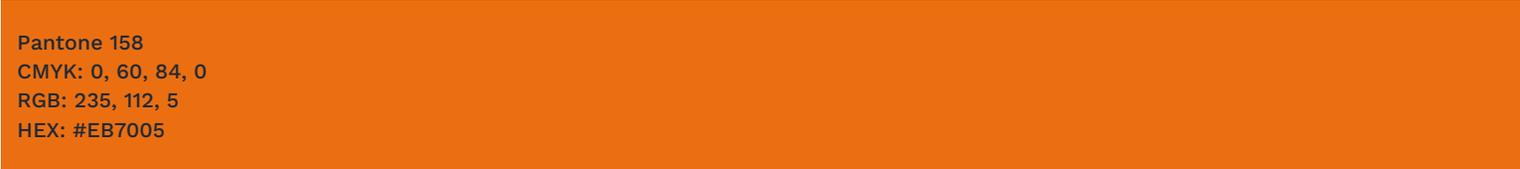




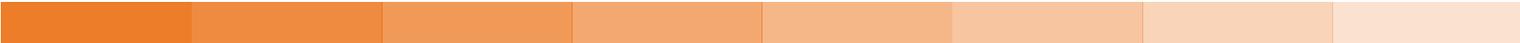
Section Two

2.1 Primary Colors

Primary brand colors are the main, consistent colors used across all materials.



Pantone 158
CMYK: 0, 60, 84, 0
RGB: 235, 112, 5
HEX: #EB7005



ORANGE



Pantone 533
CMYK: 87, 74, 52, 57
RGB: 28, 41, 57
HEX: #1C2939



NAVY

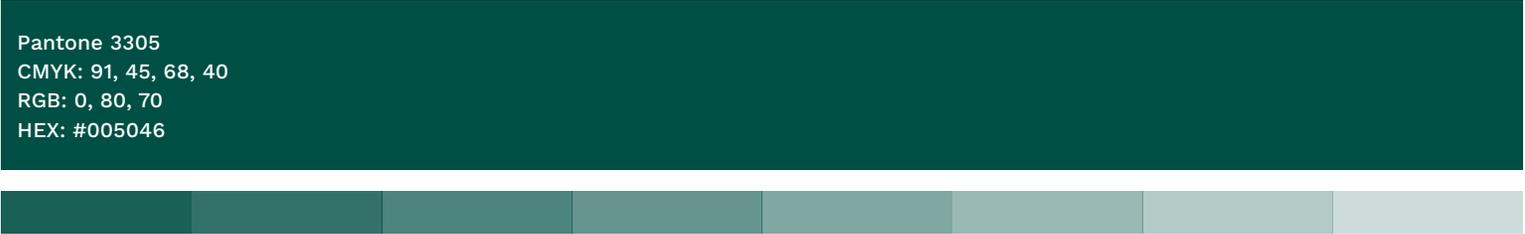


CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

WHITE

2.2 Secondary Colors

Secondary brand colors act as a complimentary color palette to the primary colors. These colors are to be used sparingly and reasonably.



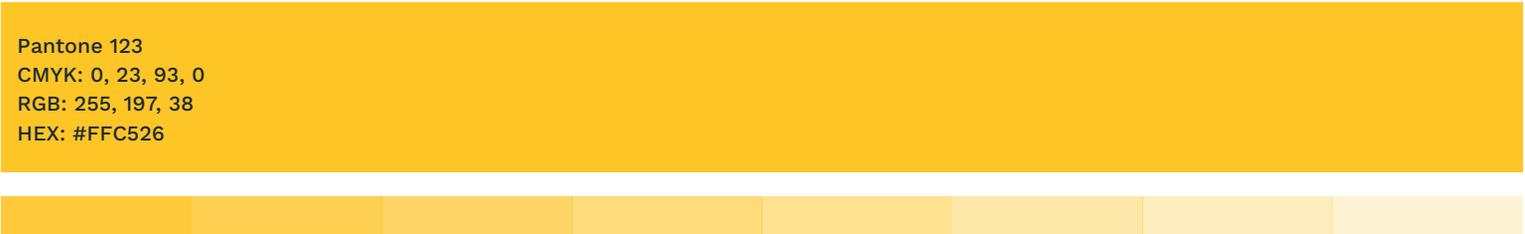
Pantone 3305
CMYK: 91, 45, 68, 40
RGB: 0, 80, 70
HEX: #005046

GREEN



Pantone 558
CMYK: 41, 10, 39, 0
RGB: 154, 193, 168
HEX: #9AC1A8

SAGE



Pantone 123
CMYK: 0, 23, 93, 0
RGB: 255, 197, 38
HEX: #FFC526

YELLOW

2.3 Typography

Work Sans has been chosen as the primary typeface due to its weight range and legibility. This typeface can be downloaded from [Google Fonts](#) via the open font license.

**Work
Sans**

WEIGHTS

Thin
Extra Light
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

CHARACTERS

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890