

## Brand Identity

**ModularX is a popular interior design brand specializing in modular kitchens and furnishings**

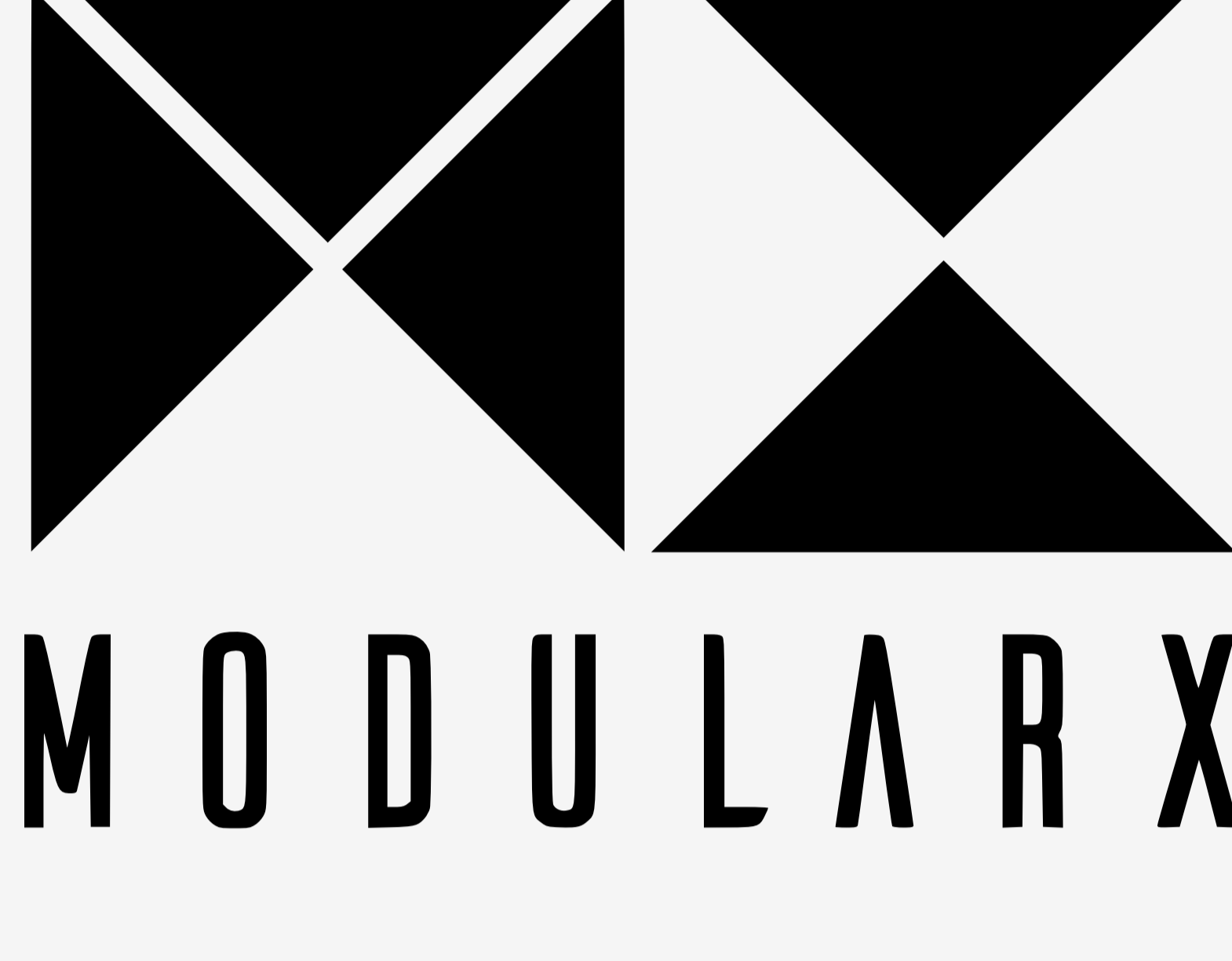
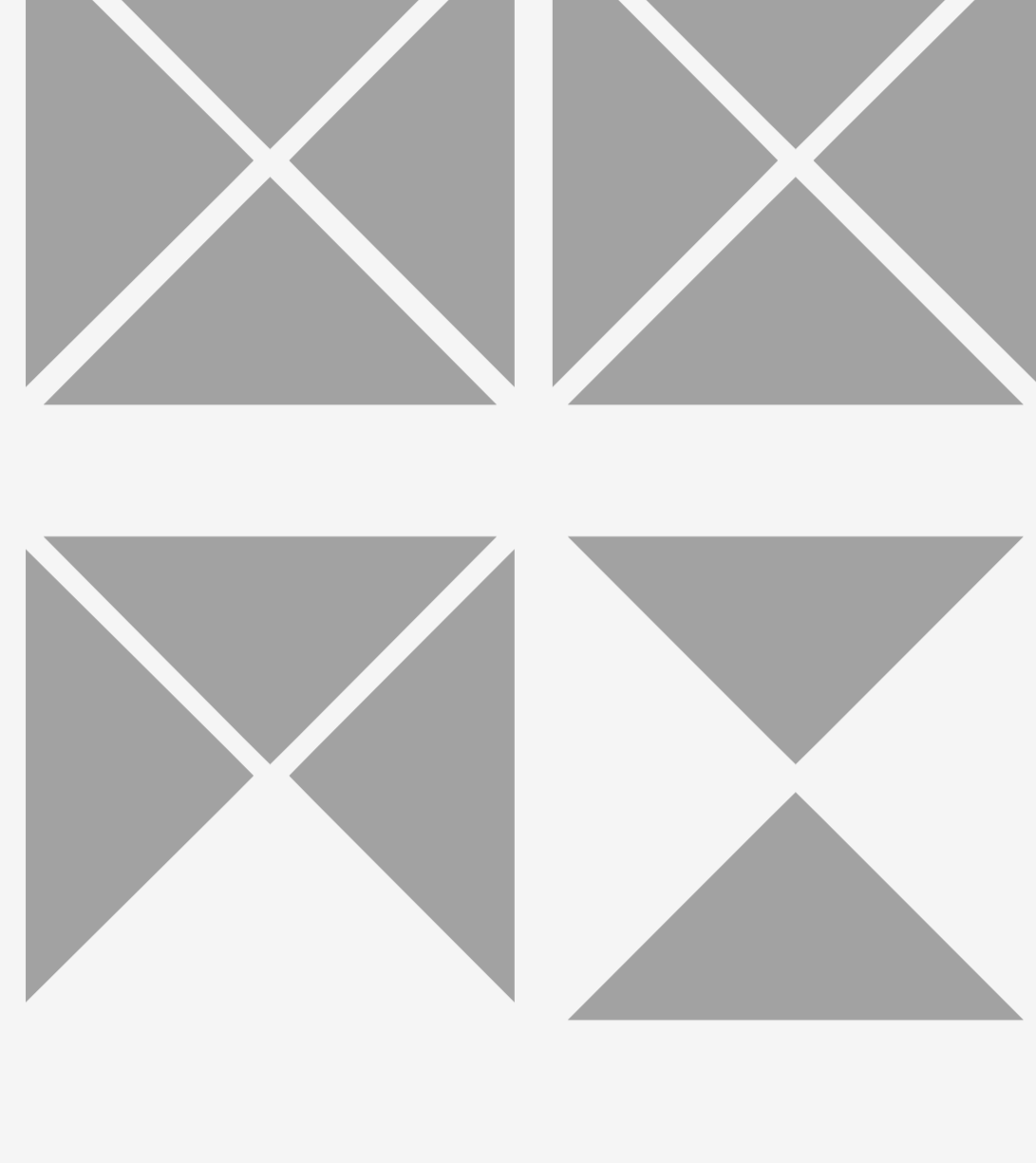
Client Name	Project Duration	Project Type
Modular X	2 Months	Brand Identity

### Design Brief

ModularX needed a logo that represented their core brand values. It needed to be impactful enough to communicate what they do and attract their target audience. Something slick, modern, robust and trendy but with a touch of corporate restraint.

### Explorations

The logo has a geometric and edgy look to suit the bold look of the brand. We took inspiration from the origami folding technique, to give it minimal and efficient look.

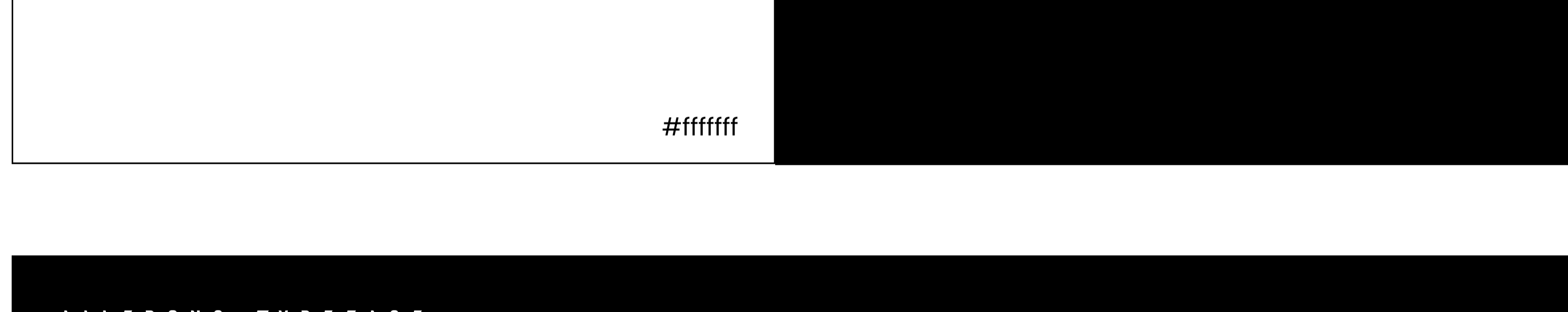


### Color Palette

The colors allow the brand to be viewed as modern and bold. The underlying tones speak to their aesthetic.

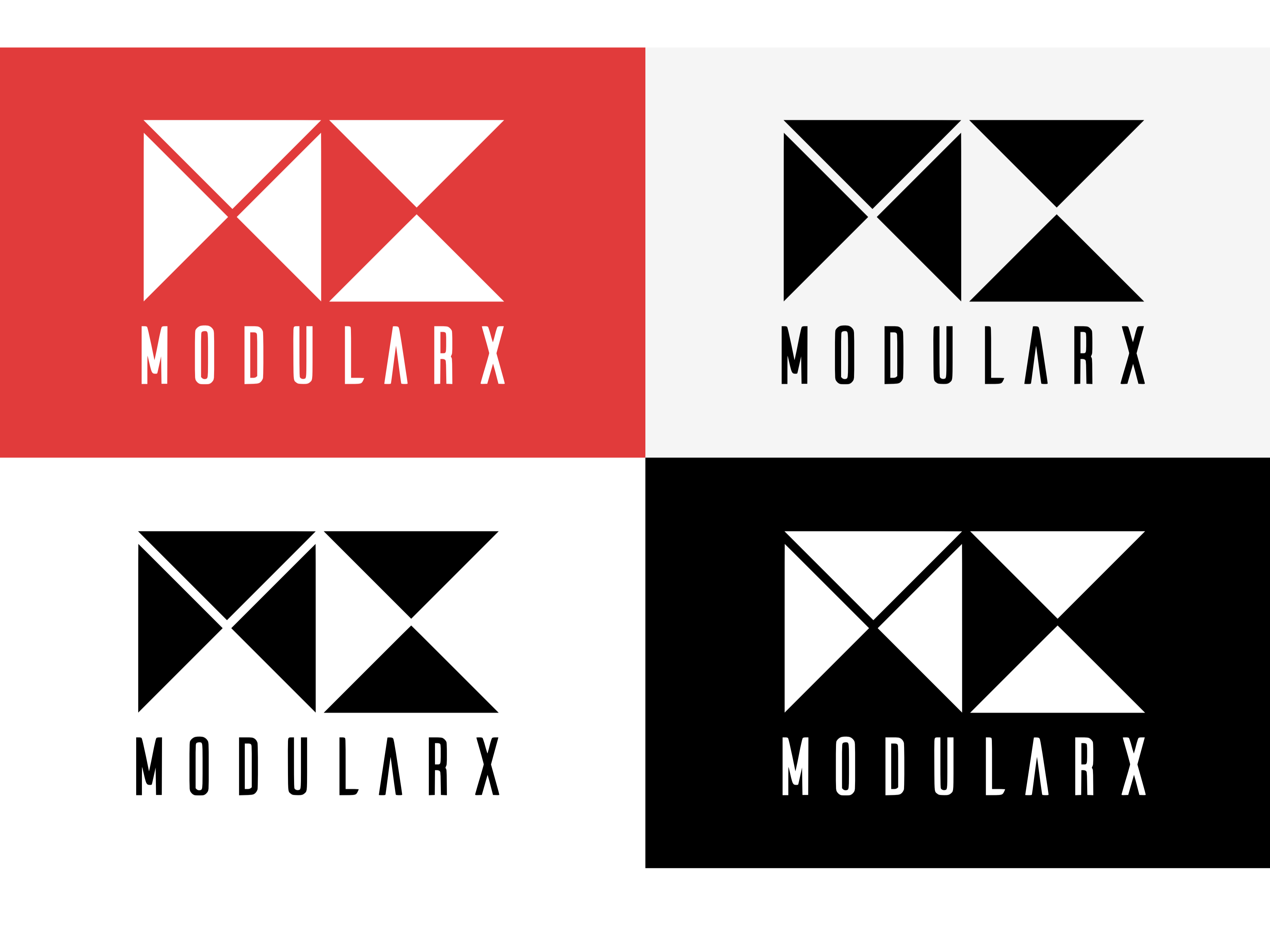
### Typography

Ailerons was inspired by aircraft models from the 40s. The typeface was designed for an experimental project of airmodels. It was selected keeping in mind the brand's sleek & futuristic approach. As ModularX is synonymous with modern technology and design, the sharp look and soft corners of the font made it the perfect fit.



### Logo Variations

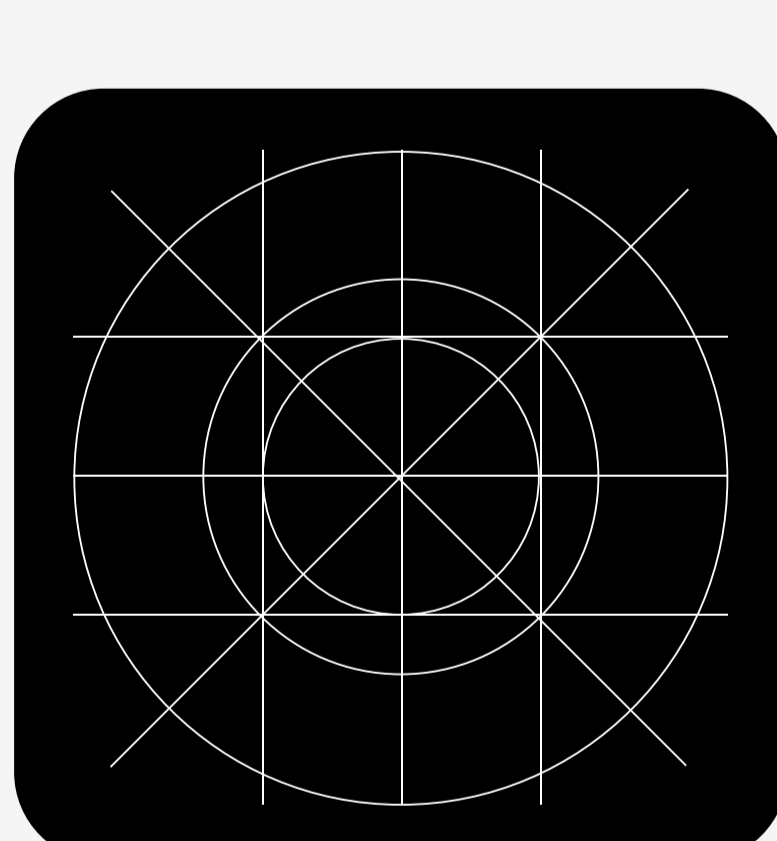
Different variations of the logo with a combination of colors from the palette were created.



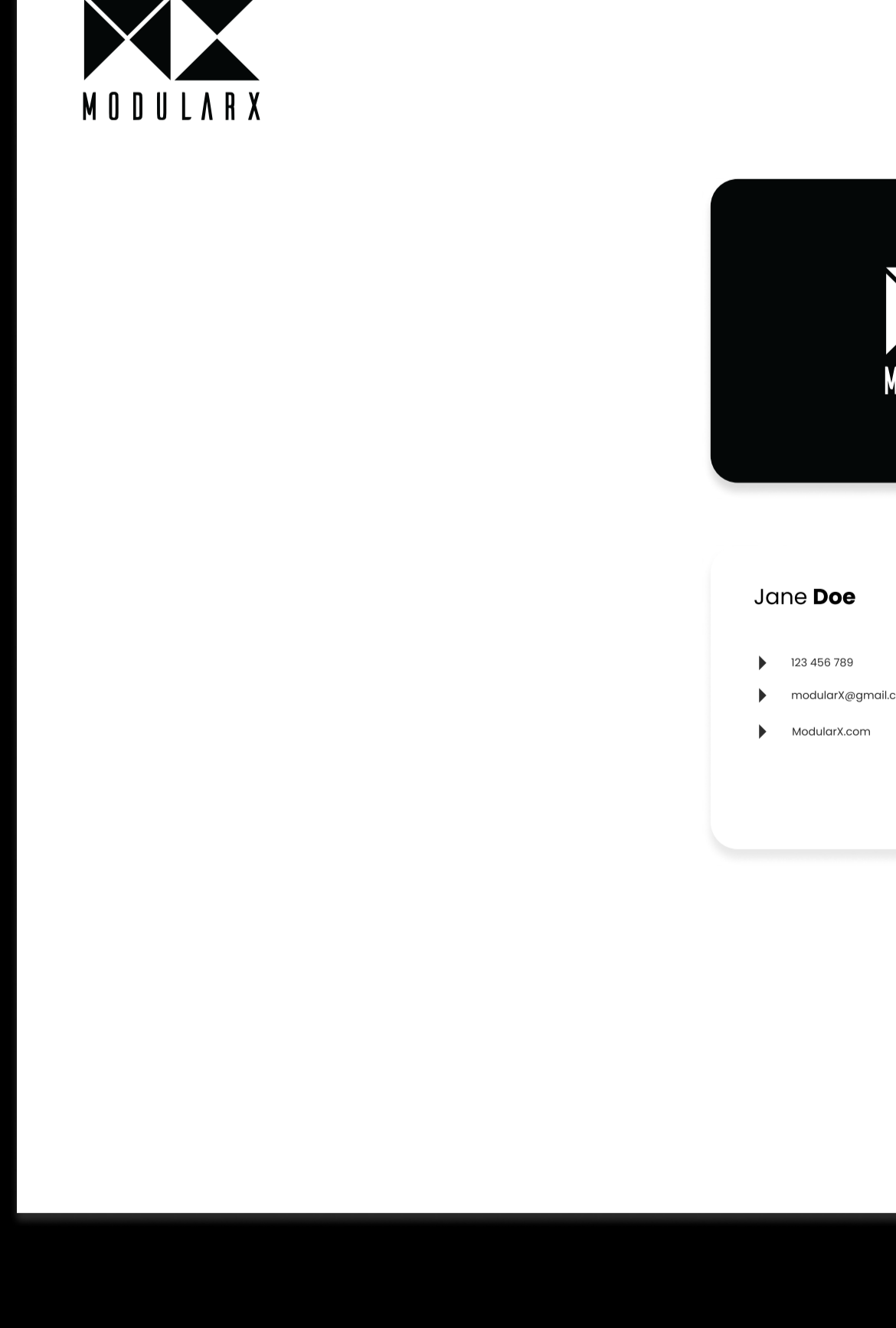
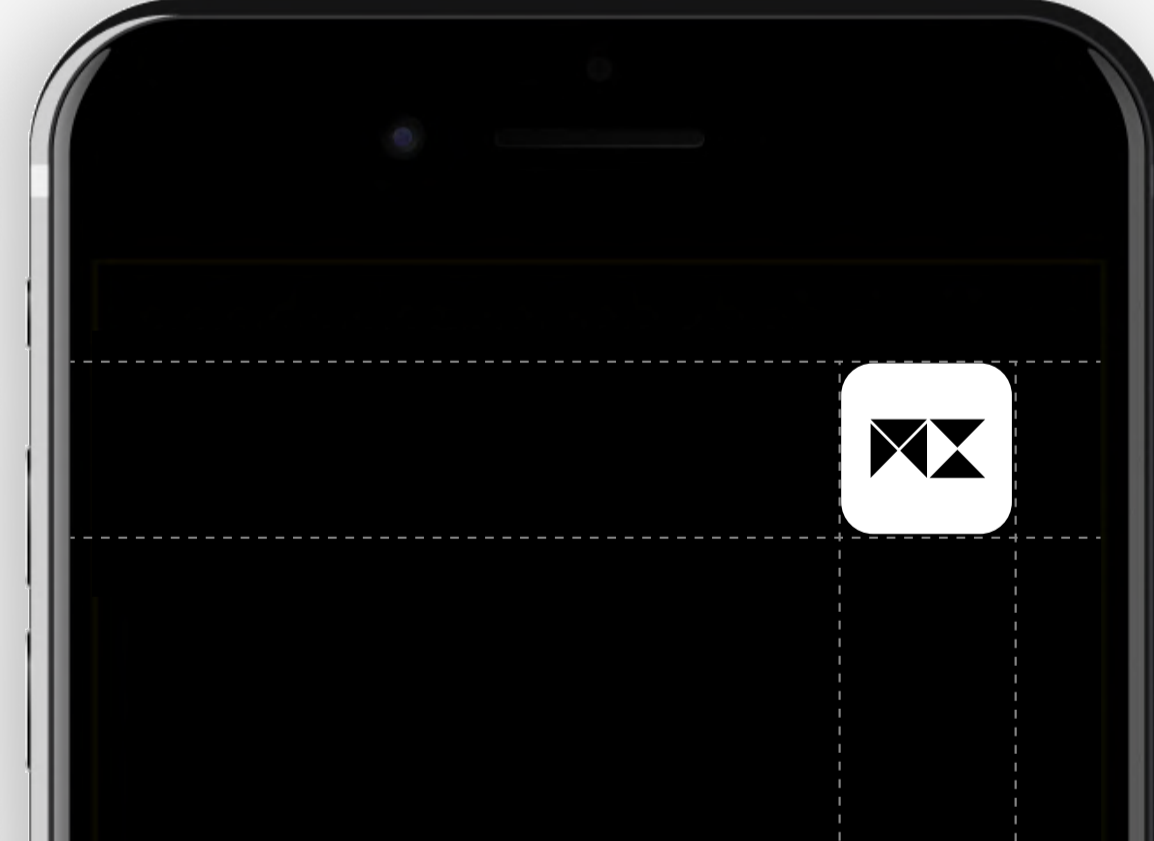
### Brand Essentials

A brand identity system was created for ModularX which included the letter head, business cards, invoice etc.

#### App icon Grid



#### App Icon



20+ Logo Iterations

2 Extraordinary Designers