

Brand Identity

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

Client Name

Modular X

Project Duration

2 Months

Project Type

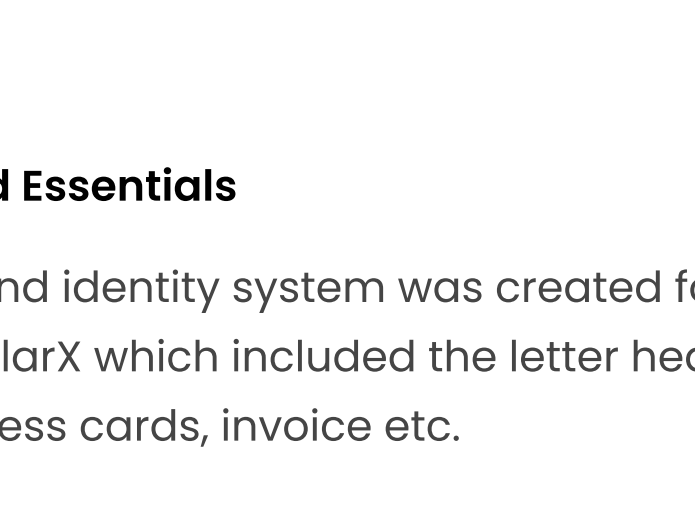
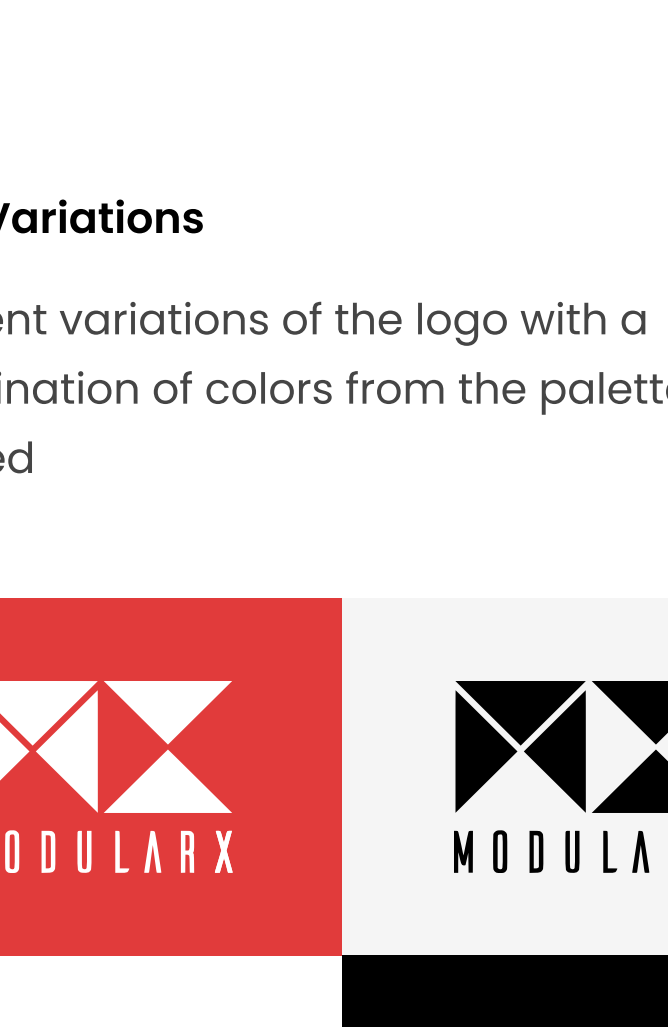
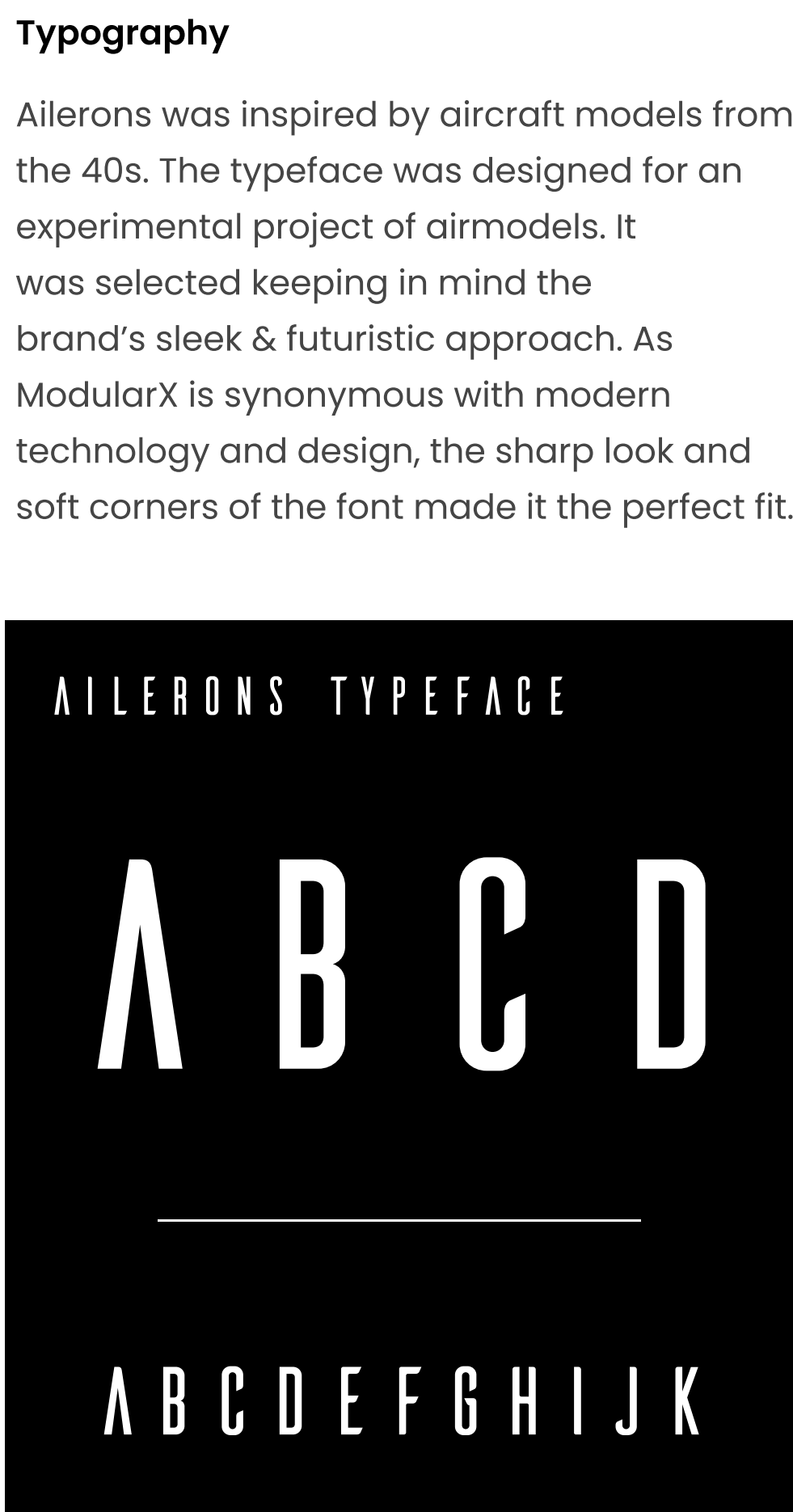
Brand Identity

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.

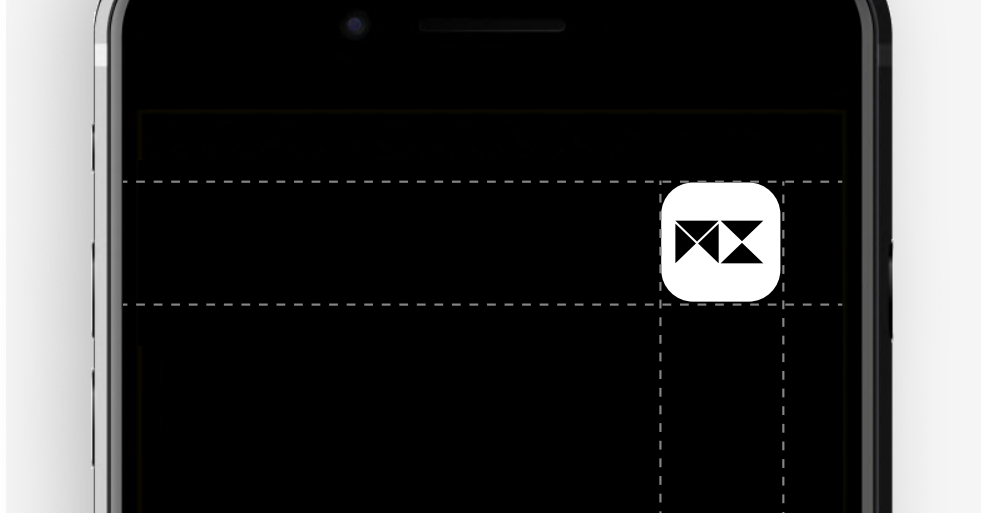
Explorations

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.



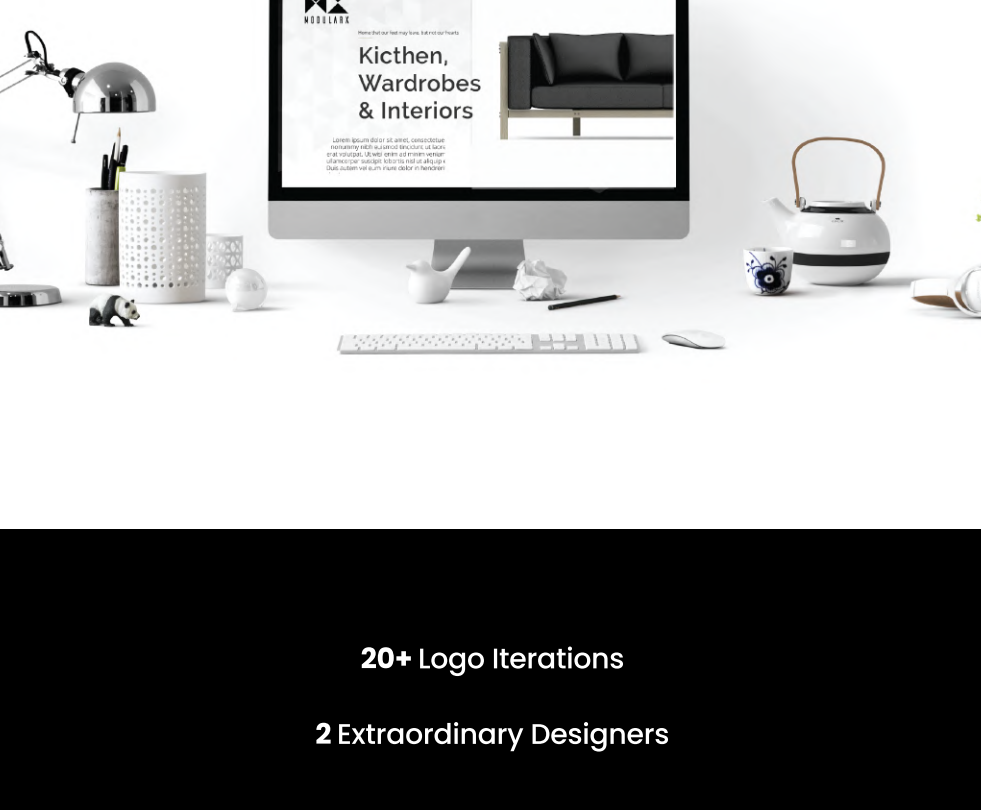
Color Palette

The colors allow the brand to be viewed as modern, 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