

Final project Multimedia

BRAND STYLE GUIDE.

Building identity of **architectural studio MODUL** through
recognizable designs.

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CORE VALUES.

MODUL is an architectural design studio specialized in the planning of residential and commercial structures.

Studio is committed to making innovative architectural solutions that push boundaries and embrace modern design principles.

It strives to follow contemporary and modern trends, incorporating streamlined forms, as well as contemporary technologies and materials.

CORE VALUES.

Studio is dedicated to understanding and meeting the unique needs of clients, emphasizing a client-centric design philosophy.

Studio pays attention to detail in every aspect of the design process, ensuring precision and excellence in the final output.

Studio showcases the ability to seamlessly blend traditional architectural elements with modern design concepts, offering a **unique** and **timeless** approach.

VOICE AND TONE.

Studio's voice should maintain a professional and authoritative tone, conveying expertise in architectural design. The brand's voice and tone should strike a balance between professionalism and approachability.

By maintaining a balance between professionalism, innovation, and approachability, MODUL's voice and tone can effectively communicate its values, expertise, and dedication to creating exceptional architectural experiences.

NAME.

The name unambiguously denotes the profession.

The name reflects their design approach, where the module serves as the fundamental unit. The term *MODUL* may evoke associations with modular design, suggesting a focus on structured, adaptable, and well-thought-out solutions.

The name is simple and clear, making it easy to remember. Its straightforwardness can help people recall the brand effortlessly.

“Where precision meets modernity”

The **tagline:** "Where precision meets modernity" communicates that the architectural studio *MODUL* combines careful attention to detail with a contemporary design approach.

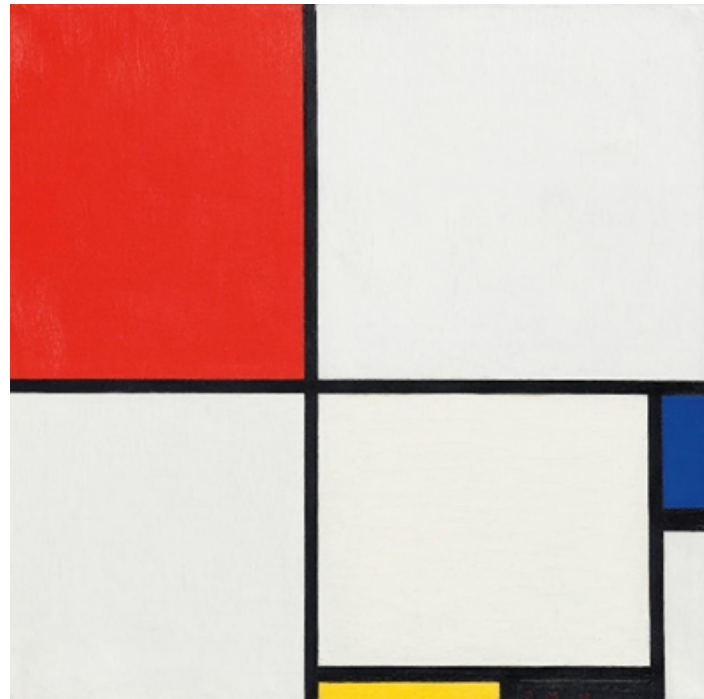
It highlights the studio's commitment to both accuracy and innovative modern solutions in the architectural field of work.

INTENDED AUDIENCE.

The studio caters to a range of buyer personas, each with unique needs and preferences in the world of architecture and design. The majority of clients include young to middle-aged families, as well as businesses and government institutions.

From **trendsetters** with a passion for contemporary design or a **family-oriented individual** focused on creating functional living spaces to **community-focused firms** and government institutions interested in architecture that enhances the local environment and promotes social engagement.

PIET'S PAINTING



Our Brand Logo.

The logo gives us a clear **dual association**.

One association is of the famous painting by the painter **Piet Mondrian**, which is often used in architecture, and is certainly an association to art and therefore to architecture.

Inspiration is found in the works of Piet Mondrian, in the clarity of lines and colors of his work. The straight, mutually orthogonal lines of his paintings are more reminiscent of architectural drawings than of works of art.

LOGO.

Second association is the house, the object as an association with the work that the studio deals with - designing construction objects.

A simple and clear form of the logo, in black and white, with expressive and striking accents in three basic colours, emphasizes the basic architectural unit - the square, module.



BAUHAUS.

Bauhaus principles often incorporate asymmetry while maintaining balance.

Incorporating Piet Mondrian colors and Bauhaus influences on the MODUL logo can convey specific symbolism related to modernism, precision, and design principles.

Mondrian's use of geometric shapes, particularly squares and rectangles, signifies precision, order, and a structured approach. In the context of architectural studio MODUL, these shapes represent the attention to detail and the modular nature of the designs.



TYPOGRAPHY.

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TYPEFACE: Bauhaus 93

The letters are in accordance with the theme and style of the logo, the BAUHAUS 93 typeface of the famous school and direction in architecture.

A clear name on the logo unequivocally speaks of the company's activities. The name itself is incorporated into the form of the logo and forms an inseparable part.


A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z À Á Ê Ë Ì Ï Ñ Ò Õ Ö Ù
a b c d e f g h i j k l m n o p q
r s t u v w x y z à á ê ë ì ï ñ ò ã ö ù &




COLOURS.



PRIMARY BLUE
PMS:
HEX COLOUR: #0000FF
RGB: (0,0,255)
CYMK: (100,100,0,0)



BANANA YELLOW
PMS:
HEX COLOUR: #FEDD00
RGB: (254,221,0)
CYMK: (0,1,100,0)

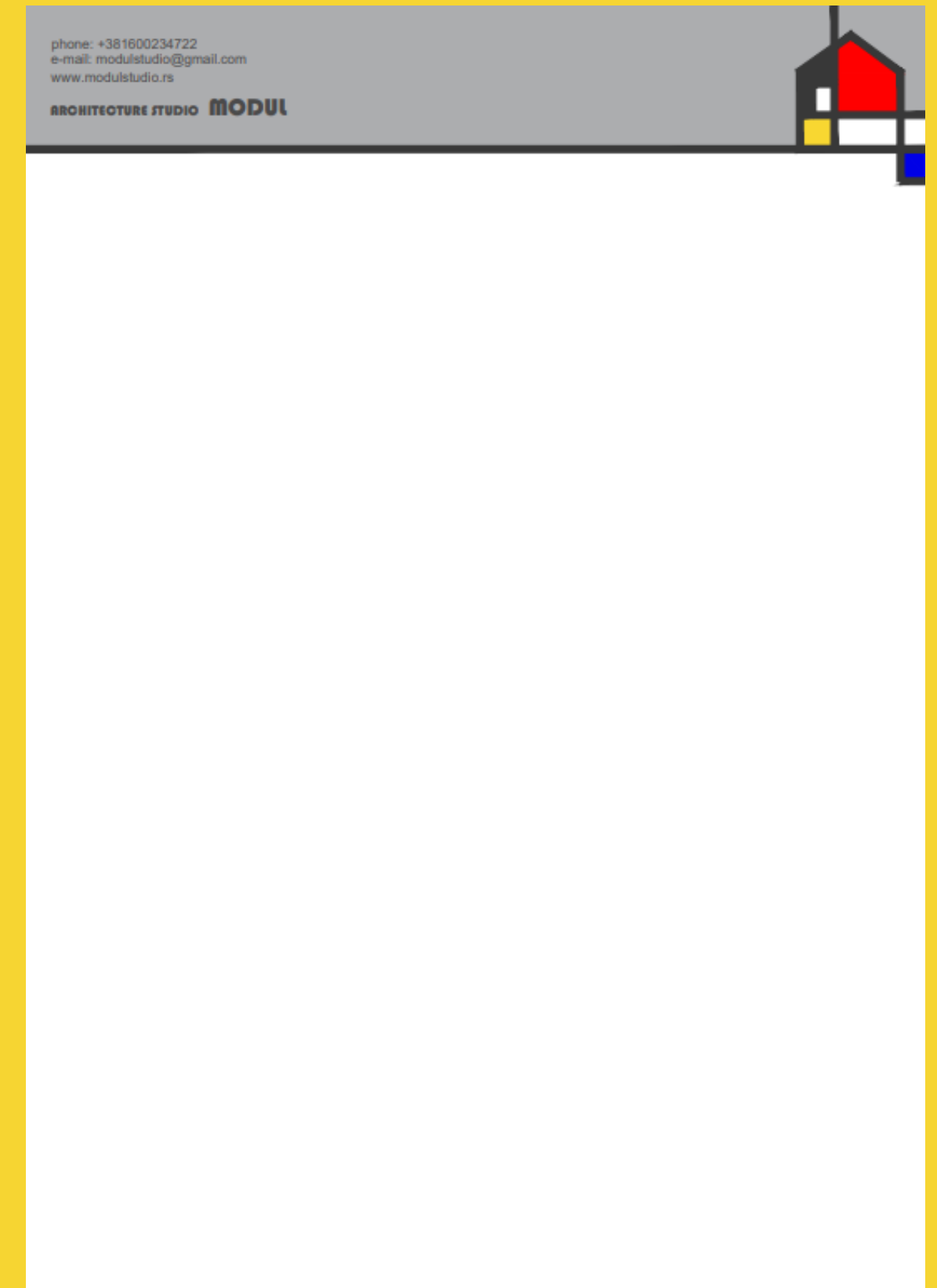


AMARANTH
PMS:
HEX COLOUR: #F4364C
RGB: (244,54,76)
CYMK: (0,86,66,0)

MEMORANDUM.

Memorandum is a legal document prepared during a company's formation and registration process.

For MODUL, we found a way to incorporate logo into the memorandum, in the upper-left corner, so it is easily recognizable and distinguishable as soon as we see it.

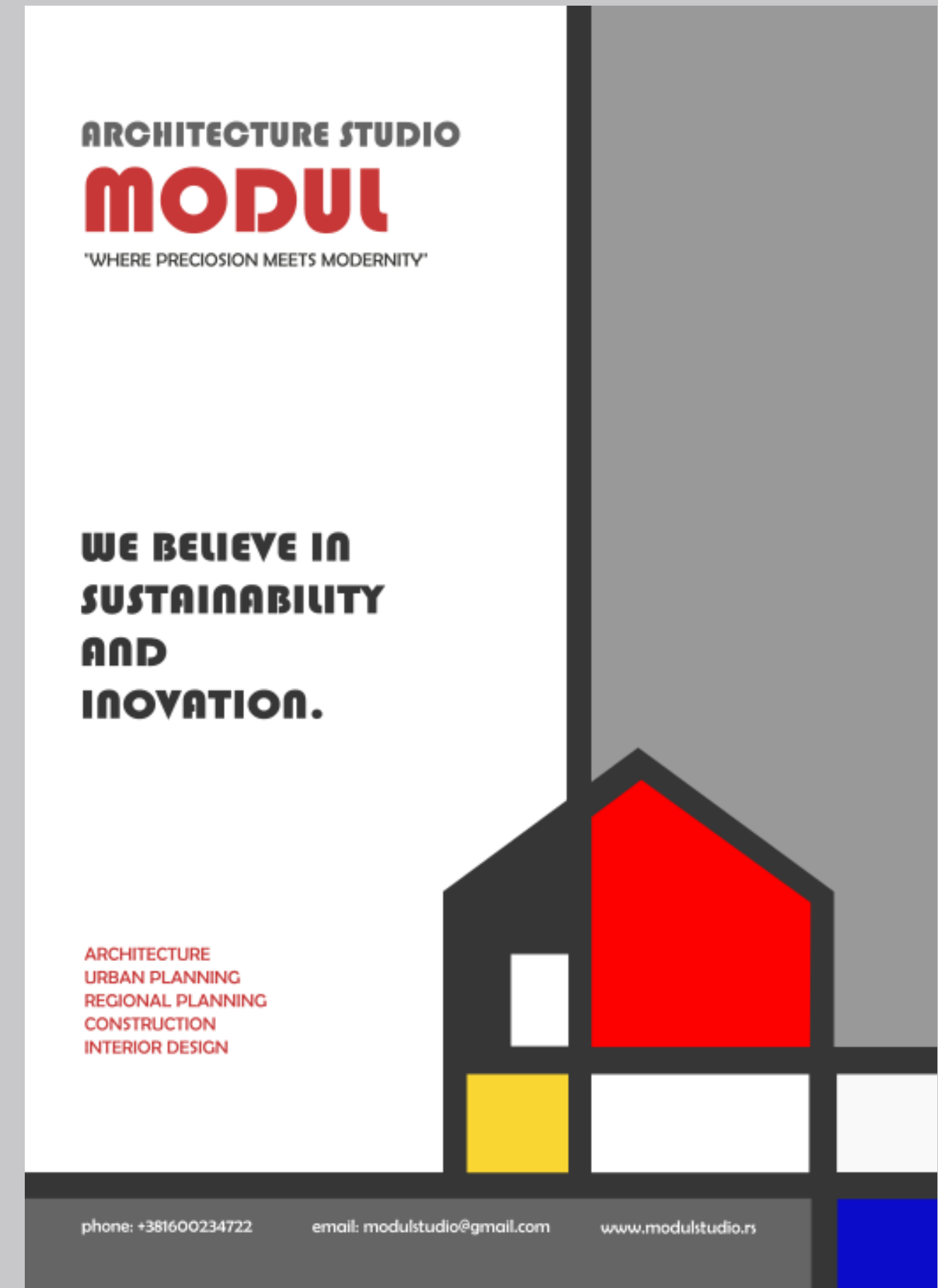


Our Poster.

Poster that complements MODUL's logo, colors, and composition while involving key information and maintaining the overall aesthetic.

With the curated palette inspired by Piet Mondrian, we provide a spectrum of design variations.

Each color combination gives something new to the poster, while also preserving the underlying structure and giving dynamicity to the design.



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MODUL
"WHERE PRECIOSION MEETS MODERNITY"

WE BELIEVE IN
SUSTAINABILITY
AND
INOVATION.

ARCHITECTURE
URBAN PLANNING
REGIONAL PLANNING
CONSTRUCTION
INTERIOR DESIGN

phone: +381600234722email: modulstudio@gmail.comwww.modulstudio.rs

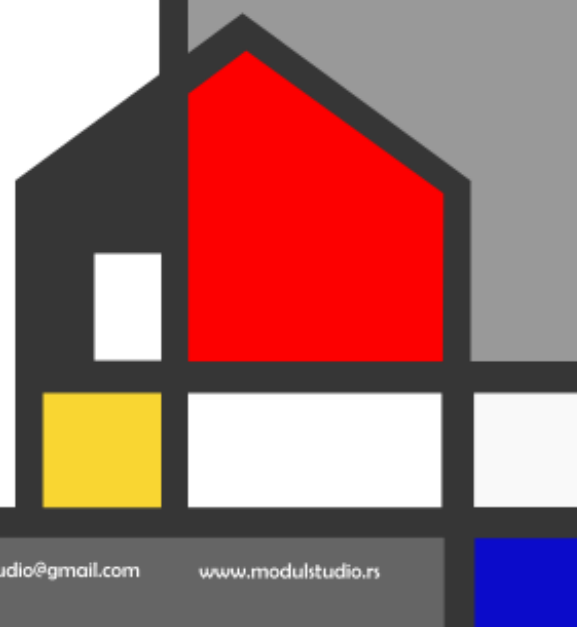


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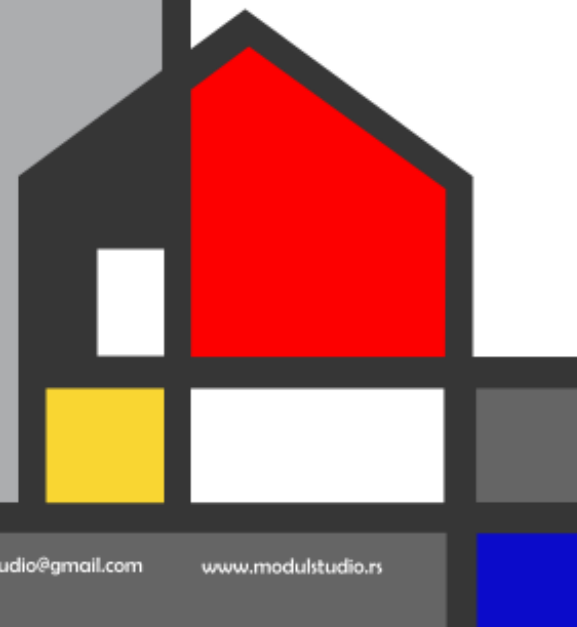


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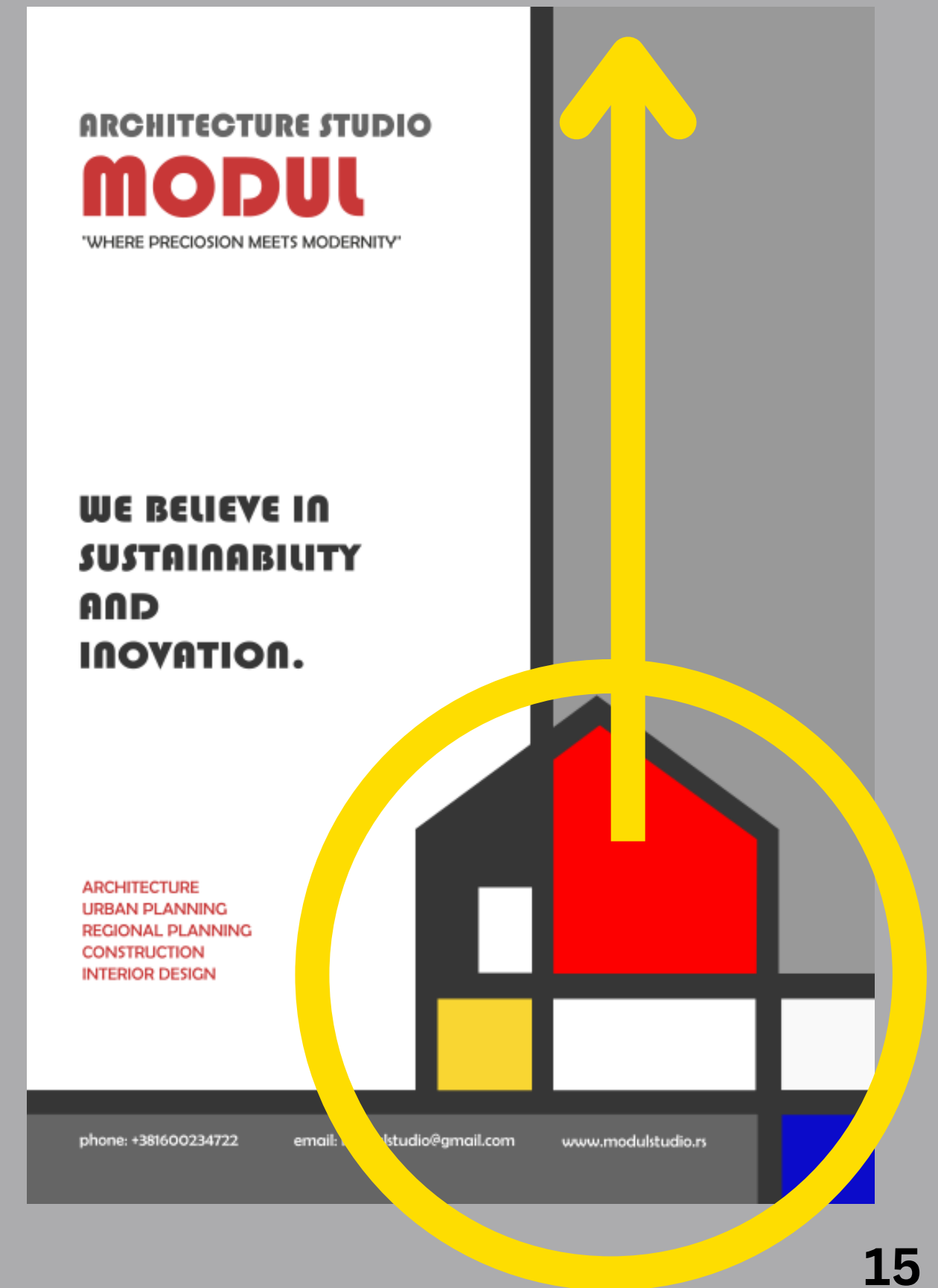


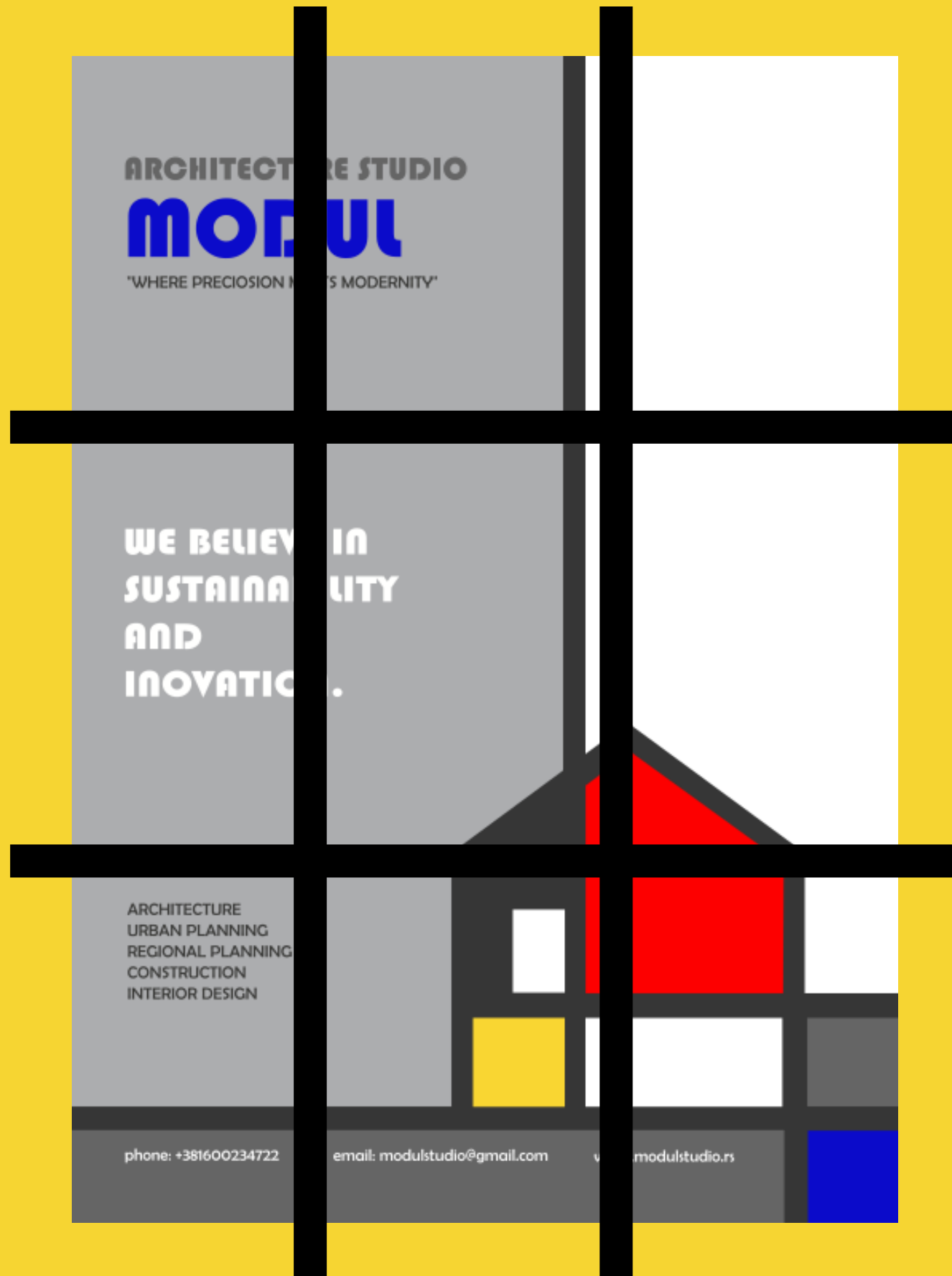
COMPOSITION.

The poster has a vertical division of the whole. There is a vertical line that drags the view from bottom to top.

The accent is in the lower right quadrant where the architectural object, reminiscent of our logo, is placed.

As the house aligns with our logo, it provides the unity within our brand identity. The logo symbolizes an object, a house, so that is why it is placed at the bottom on a pedestal.





COMPOSITION.

On the poster, the Rule of Thirds involves dividing an image into a 3x3 grid, creating nine equal parts.

Placing key elements along these intersecting points or along the grid lines produces a visually balanced and harmonious composition.

TYPOGRAPHY.

TYPEFACE: Bauhaus 93

For the poster also, we maintain a consistent and cohesive visual identity by employing the Bauhaus 93 font.

TYPEFACE: BERLIN SANS FB

Berlin Sans FB is visually impactful and easy to read, making it suitable for tagline and also for places where we want to change the font from our regular Bauhaus, but not to go overboard and not to contrast too much.



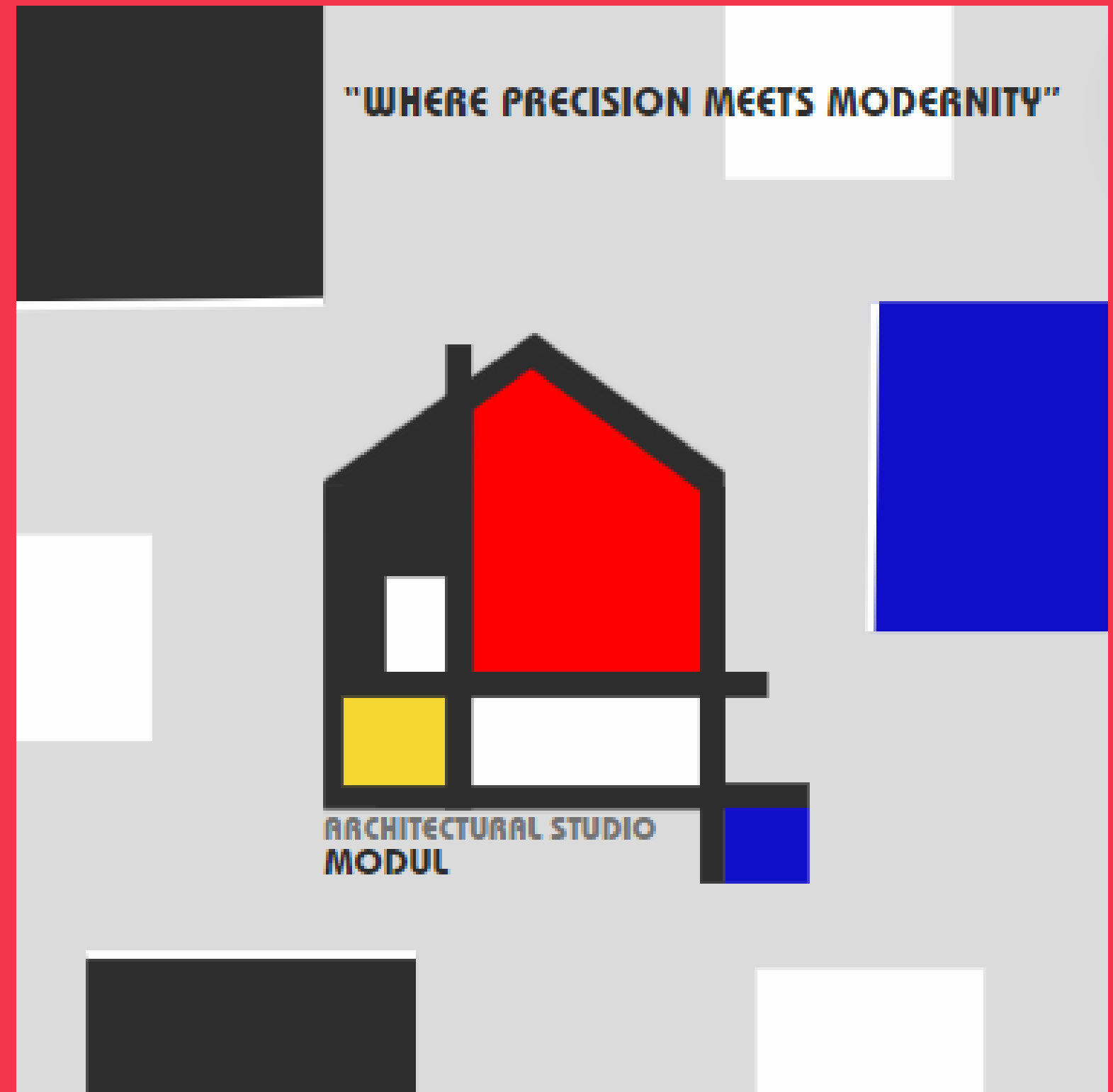
Berlin Sans Regular

COLOURS.



Some of the colours that we can incorporate into the design of the poster to get as much colour combinations and designs as possible, without escaping our, already established palette, too much.

LOGO ANIMATION.

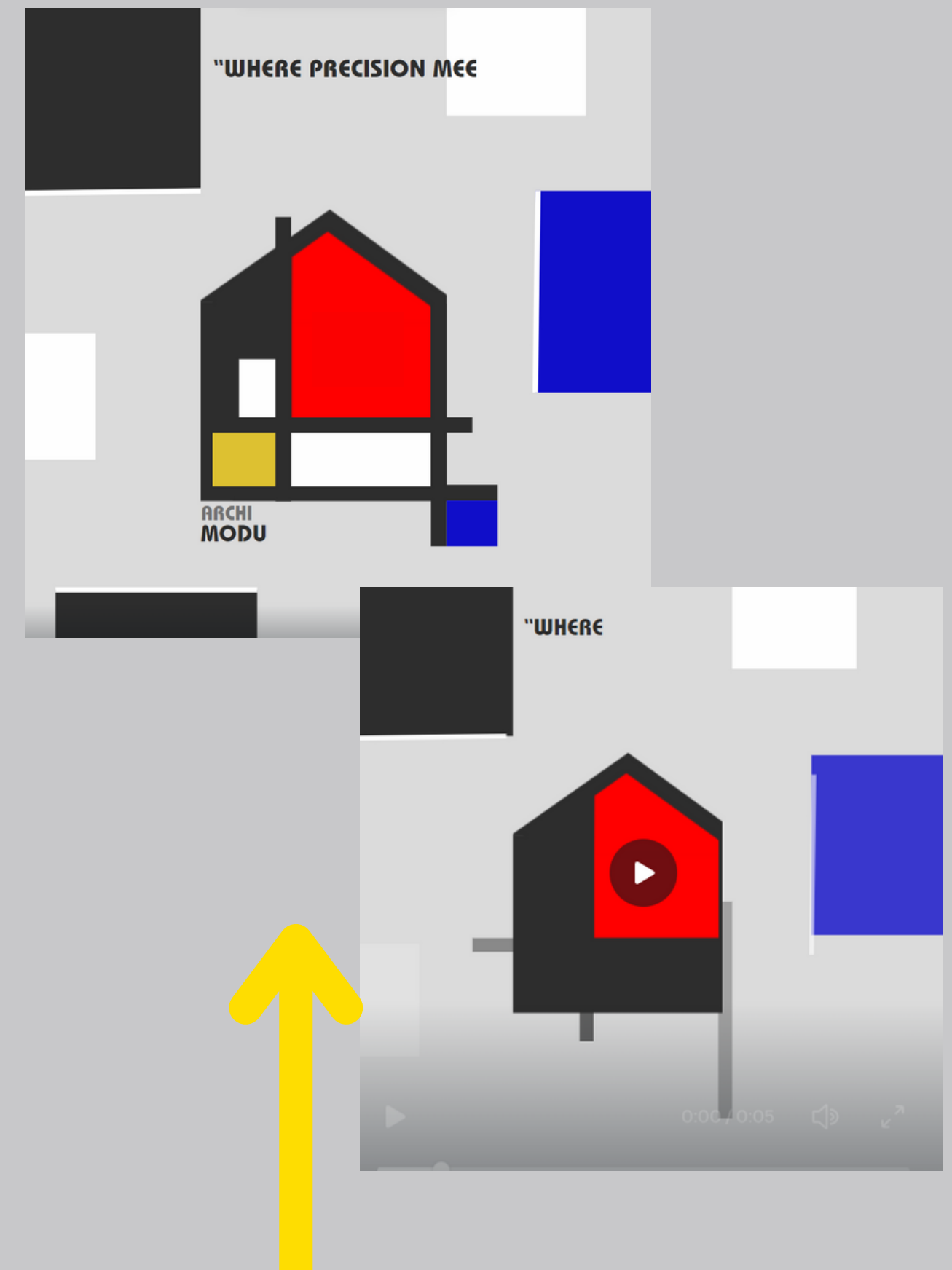


ANIMATION.

Animation brings logo to life. Squares, modules, floating upwards give us an association to construction, on process of constructing an object in architecture.

Throughout the animation, we stay true to the vibrant color palette inspired by Piet Mondrian, ensuring a consistent visual identity.

The Bauhaus typeface remains a constant, reinforcing our commitment to timelessness and modern design principles.



CONCLUSION.

In the world of architecture, design is a powerful language and one of the most important things.

This presentation's goal was to showcase the creative concept and vision behind all the designs.

The newly established graphical identity serves as a cohesive representation of the architectural studio MODUL.