

m o d a

# Brand Visual Identity

for MODA

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群眾 · 訊號 · 雲端連結，從基礎平台到數位發展多樣性

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**Concept** Crowd, signal & connection. A platform facilitating diversity

**Composition** a Perspective from plane to space/ connection & progress

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logo\_solo/dou — Figure (+Chinese/English)

logo\_threesome — Figure + Chinese + English

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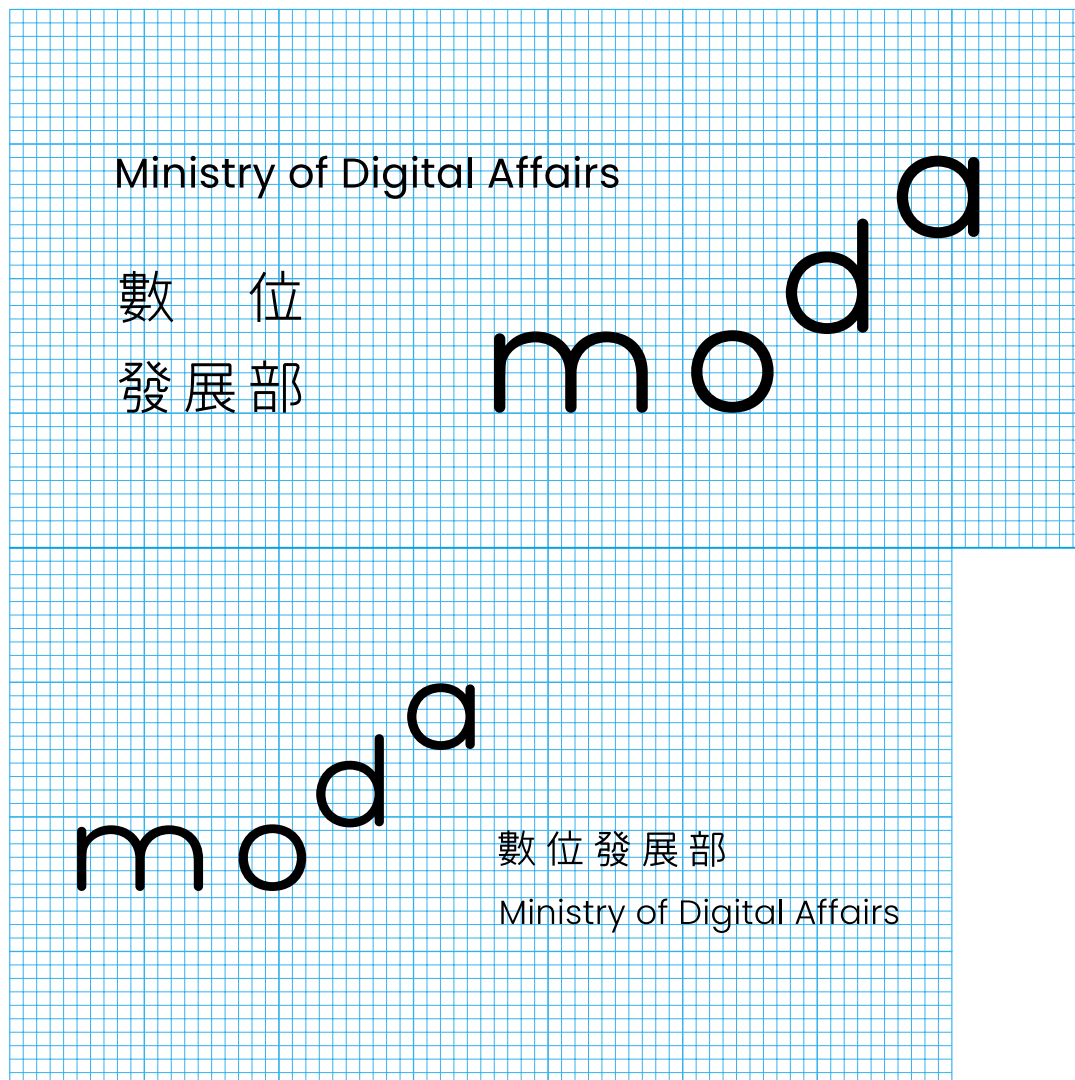
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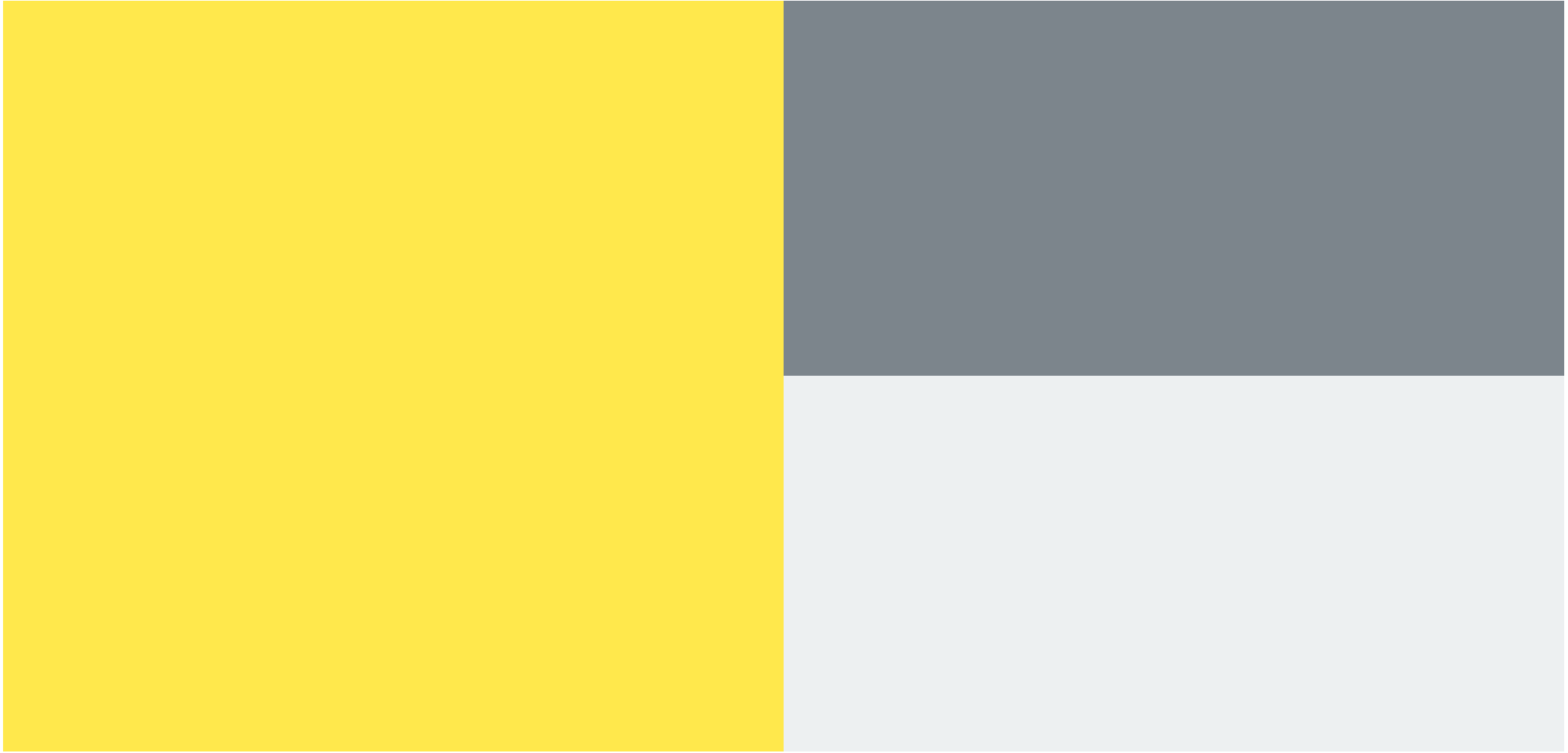
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Principal colour

**PANTONE 101**

R244 G234 B90  
C11 Y77

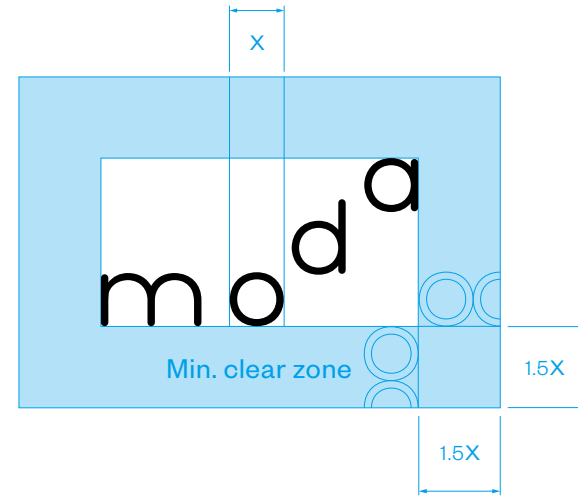
Support colour

**PANTONE 430**

R123 G134 B140  
O60 M45 Y40

**Material white**

別於以往對科技皆為藍色系的刻板印象，主色調訂定為明快、清透的黃色，傳達數位發展部本於人文，帶給民眾溫暖、親和的形象。



Minimum clear zone  
distancing from other elements 最小淨空範圍

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minimum height no less than 7mm

Minimum size of logo on physical objects 最小尺寸限制



# Poppins

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## Poppins — Light

One of the positioning of the newly established Ministry of Digital Affairs is to manage the development of the national digital industry in a coordinated manner. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

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## Poppins — Regular

One of the positioning of the newly established Ministry of Digital Affairs is to manage the development of the national digital industry in a coordinated manner. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

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## Poppins — Medium

One of the positioning of the newly established Ministry of Digital Affairs is to manage the development of the national digital industry in a coordinated manner. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

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