

MODERN LOVE

P R O D U C T I O N S

BRAND GUIDE

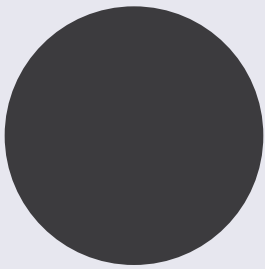
ABOUT US

Modern Love Productions is about bringing together the old and new, applying careful attention to detail to creative expression to produce design that is both an art and a science. Birthed from the idea that **there is beauty in the everyday**, Modern Love believes in drawing inspiration from unexpected places – for example, a song by a certain Starman that helped us get our name.

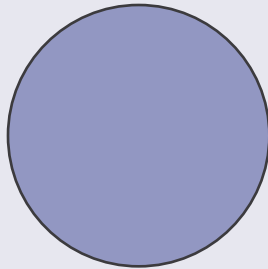
We specialize in working for creative teams – musicians, artists, and writers, to name a few.

When it comes to design, we like to innovate, but we never forge a path without a memory of where we came from. Rooting in the retro while we look forward to the future empowers us to promise our clients creative, detail-oriented design solutions.

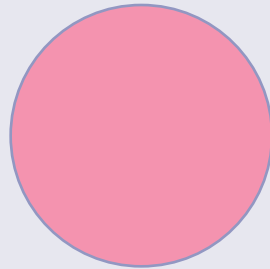
COLOR PALETTE



C = 69
M = 64
Y = 58
K = 49



C = 44
M = 37
Y = 6
K = 0



C = 0
M = 53
Y = 9
K = 0



C = 8
M = 7
Y = 2
K = 0

FONTS

Poppins Bold

Poppins Regular

Playfair Display Black / SC

Playfair Display Bold

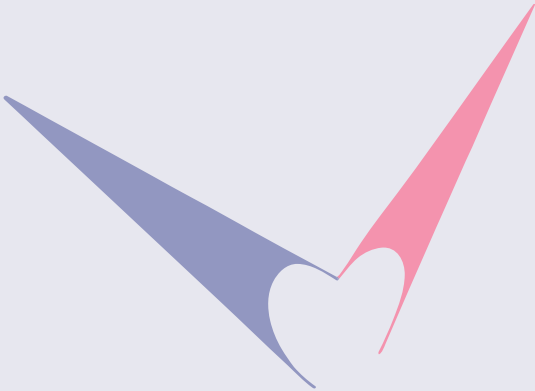
Playfair Display Regular

PLACEMENT



LOGO USAGE...

VERTICAL T+L (PREFERRED)



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HORIZONTAL T+L



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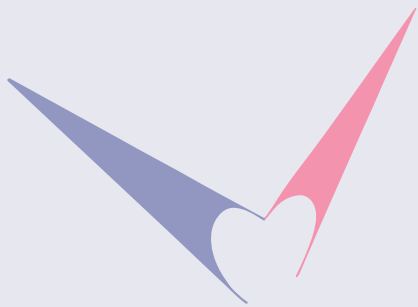
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TEXT ONLY

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PRODUCTIONS

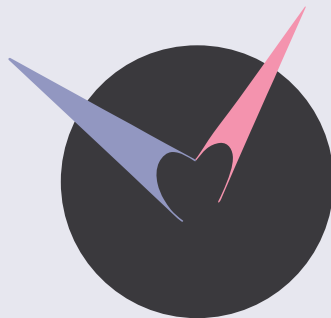
LOGO ONLY



OTHER USAGE

ML

Stylized letters may appear without logo, but underline must be included.



Logo may appear without text over a grey/white circle to imitate a watch face.



When appearing against a dark background, text should be in white instead of grey.

BEHIND THE LOGO

Modern Love Productions

identifies itself as energetic and retro – fun-loving, but with a touch of class. We approach design with a sophisticated mindset, but like to keep a little playfulness in our design.

Take a look at our logo and you'll see the shape of an 'M' with a heart set inside – representing 'Modern Love.' Do a double take and you'll notice that 'M' looks a little like the hands of a timepiece, signaling our connection to the past, present and future of design. An altered variation of Playfair Display Black in our logo provides an air of sophistication that keeps the logo's classic sense.

We balance harsh angles with soft curves to reiterate the past/future blend we're passionate about and use a muted color palette to keep the whole concept feeling bouncy yet romantic, just like us.

INFLUENCED BY...



Bright colors and shape-based patterns of the 1980s.



Music, design, characters, and spirit of great musicians.



Lush, romantic impressionist painters, like Claude Monet.



Current trends in flat logo design and branding.