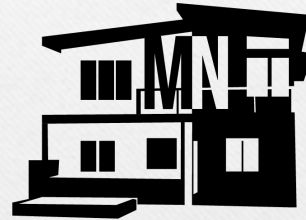# MODERN NATURE

Modern homes from Mother Nature

Home Building Company

- **MODERN NATURE** is a home building company that specializes in Natural Modern style designs. These types of homes combine the warmth and elegance of a traditional home with the sleek and clean designs of a modern home.

- **MODERN NATURE** focuses on creating a warm environment for families whose ideal homes are luxurious and grand. They are a company who specializes in the exterior designs of homes, that blend naturally into its organic surroundings.

- **The target audience** of Modern Nature are people who work in corporate settings, are attracted to a comforting yet clean design, and are looking for luxurious homes for their families. Their main goal is to build homes that can aesthetically integrate into any neighborhood.

Initial B/W Designs

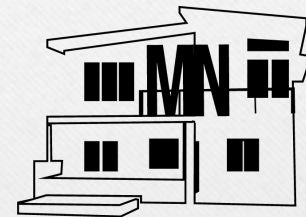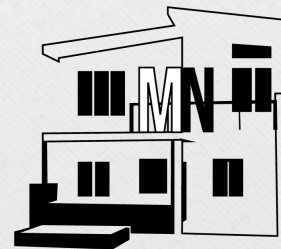- Three (3) variations of Logos with Lockups

Designs with Color

The three (3) B/W variations with color applied.
As well as a close up on the tagline + company name.

MODERN NATURE
MODERN HOMES FROM MOTHER NATURE

Business Cards

Three (3) business card mockups with the three (3) lockup variations.

These business cards would be used to give contact/basic information about the company.
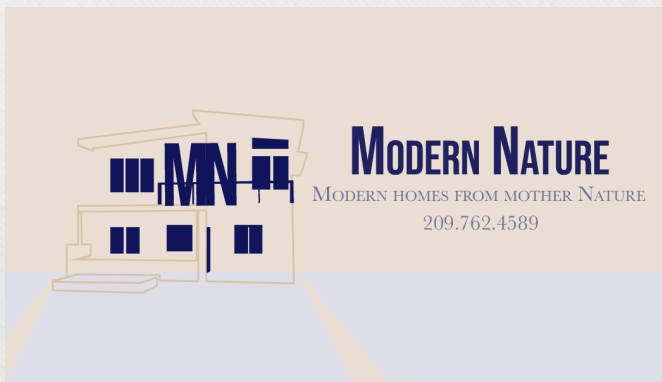

Modern Nature
Modern homes from mother Nature
209.762.4589

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Construction Helmets

These are the various construction helmet designs that will be worn by employees when working on the homes.

Magazine #1

Magazine advertisement in a Home Building magazine, each with the three (3) different designs

Magazine #2

Magazine advertisement in a Home Building magazine, each with the three (3) different designs

IDENTITY GUIDELINES

The following is initial typefaces and color treatments used in the lockups as well as the guidelines of acceptable alternatives.

Typography

- Primary:

BEBAS NEUE (SANS SERIF)

ABDCEFGHIJKLMNOPQRSTUVWXYZ

1234567890

- Secondary:

Baskerville (Serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

12345678910

Acceptable Typefaces

- Primary:

Franklin Gothic Std (Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

12345678910

- Secondary:

Sabon LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567891O

- Primary:

Gothic 13 Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

12345678910

- Secondary:

Aldus LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

12345678910

- Primary:

Universe (Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

12345678910

- Secondary:

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

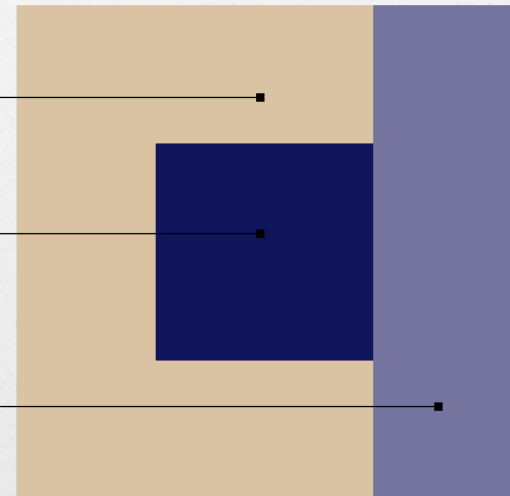Abcdefghijklmnopqrstuvwxyz

12345678910

Color Treatment

Dominant Color Compliment
PMS 16-10 U

Dominant Color
PMS 101-8 U

Dominant Color Tint
PMS 101-12 U

MODERN NATURE

MODERN HOMES FROM MOTHER NATURE

Pantone 101-8 U is representative of the blue used in building blue prints, showing a focus in construction. Pantone 16-10 U is used to express the warm emotions often felt in Natural Modern home designs. Pantone 101-12 U creates a calm and welcoming mood to connect these two very different colors and intentions.

Alternate Colors

PMS 121-3 U

PMS 43-16 U

PMS 23-10 U

1.

PMS 158-10 U

PMS 94-8 U

PMS 93-4 U

2.

PMS 103-8 U

PMS 179-16 U

PMS 179-11 U

3.
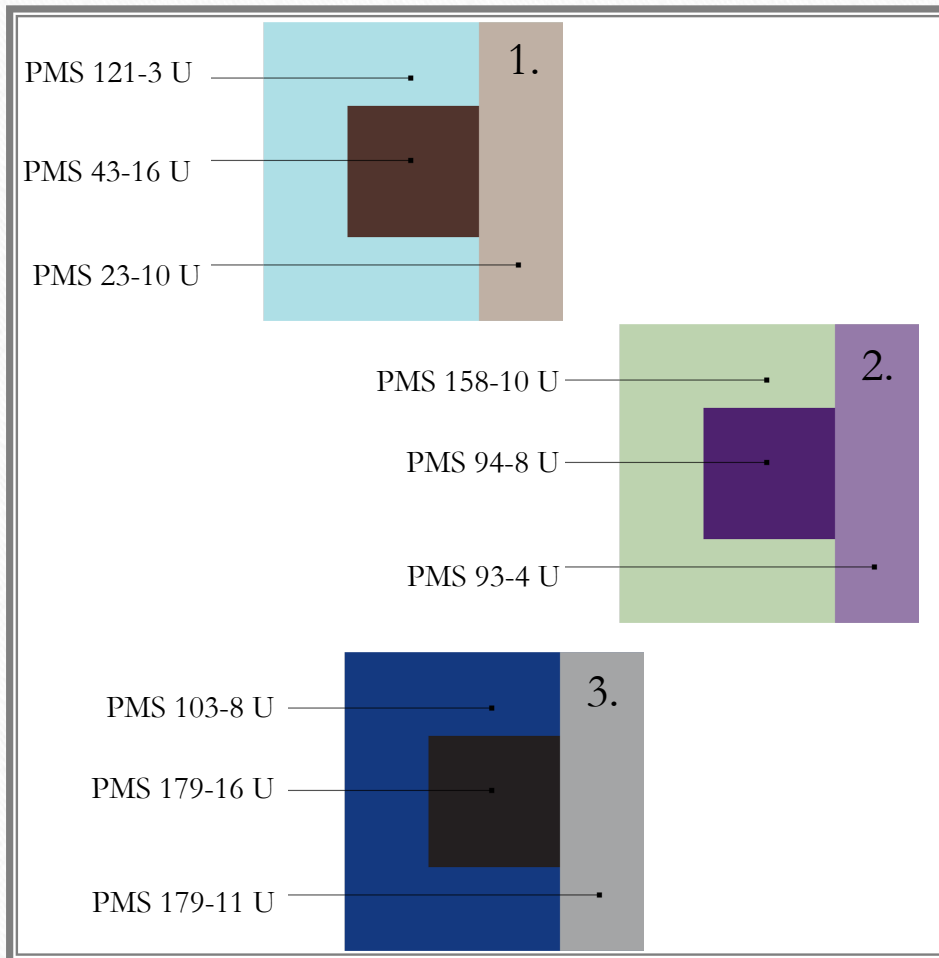
1. This color application would primarily be used to connect with warm emotions but also create a focus on self expression with Pantone 121-3 U.
2. This is the color application that can be used to create a focus on wealthy and luxurious homes.
3. The combination of these colors should only be used when working for a *corporate* oriented client.