

MODEM RECORDINGS

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SOCIALS
@MODEMRECORDINGS



MODERN
RECORDINGS

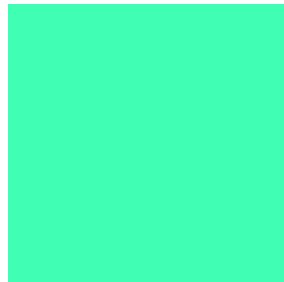
Modem Recordings

Modem are a start up recording company. The logo needed to reference audio recording in some way, so we took inspiration from mixing desk meters. Sound waves and sound bars underpin the design.



Logo concept

The 'M' in the logo is represented in the shape of a sound wave and the 'E' references sound bars - the 'E' also links to the sound bar in the additional logo elements (overleaf). The widely tracked text below the logo adds an established feel to a modern and fresh brand.



Bright Green
R=63 G=255 B=180



Black
R=40 G=40 B=41



Colour palette

Sound bars and sound waves traditionally display as green in colour on a black backdrop. We highlighted the sound bar elements in the logo in an exceptionally fresh and bright RGB green against a 95% black.



Modem

Fonts

Title font

SALDEA

Subtitle font

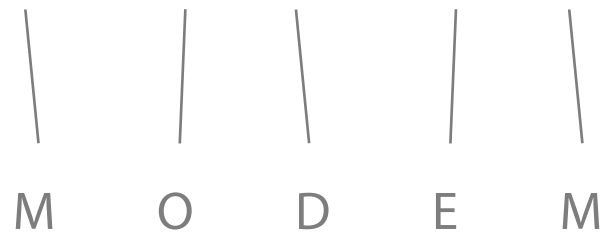
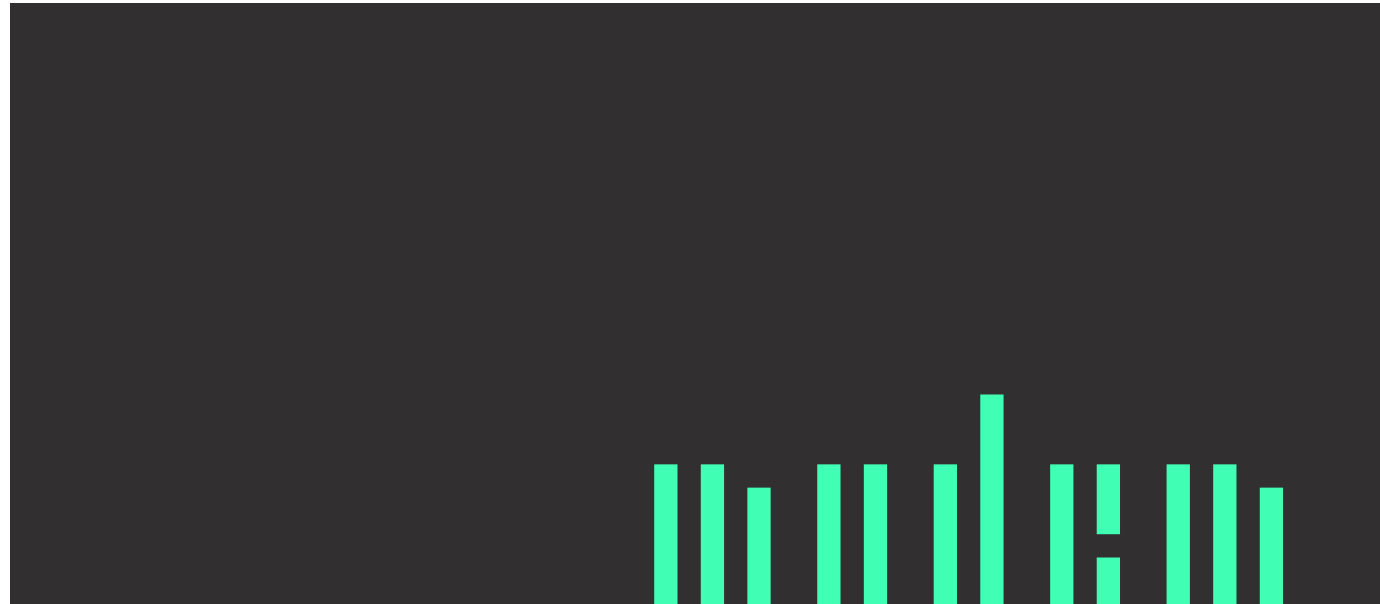
B A B E L S A N S (1400 TRACKING)

Fonts

The main font was selected due to the similarities drawn between sound bars and the curves of the 'M'. The font is also modern and interesting and works well as part of this new brand.

Modem

Additional logo elements



Additional logo elements

A sound bar was created that subtly reads 'Modem'. This can be used as an additional element alongside the logo on social media cover photos or on apparel.

