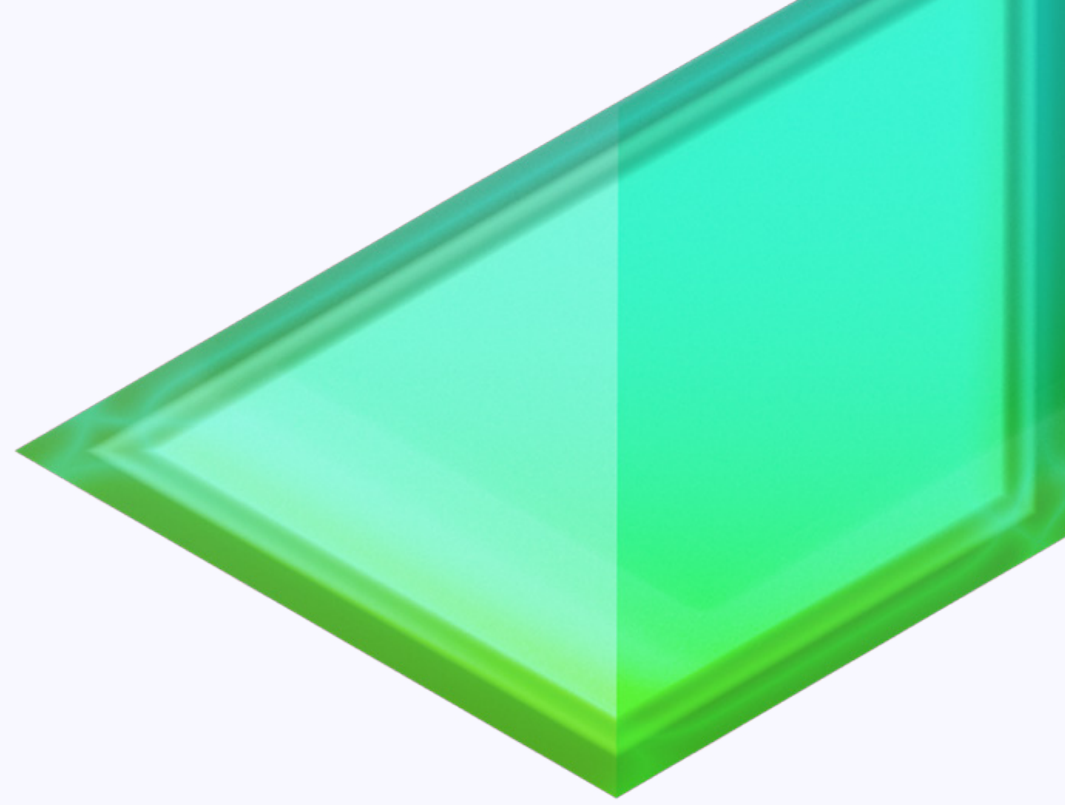
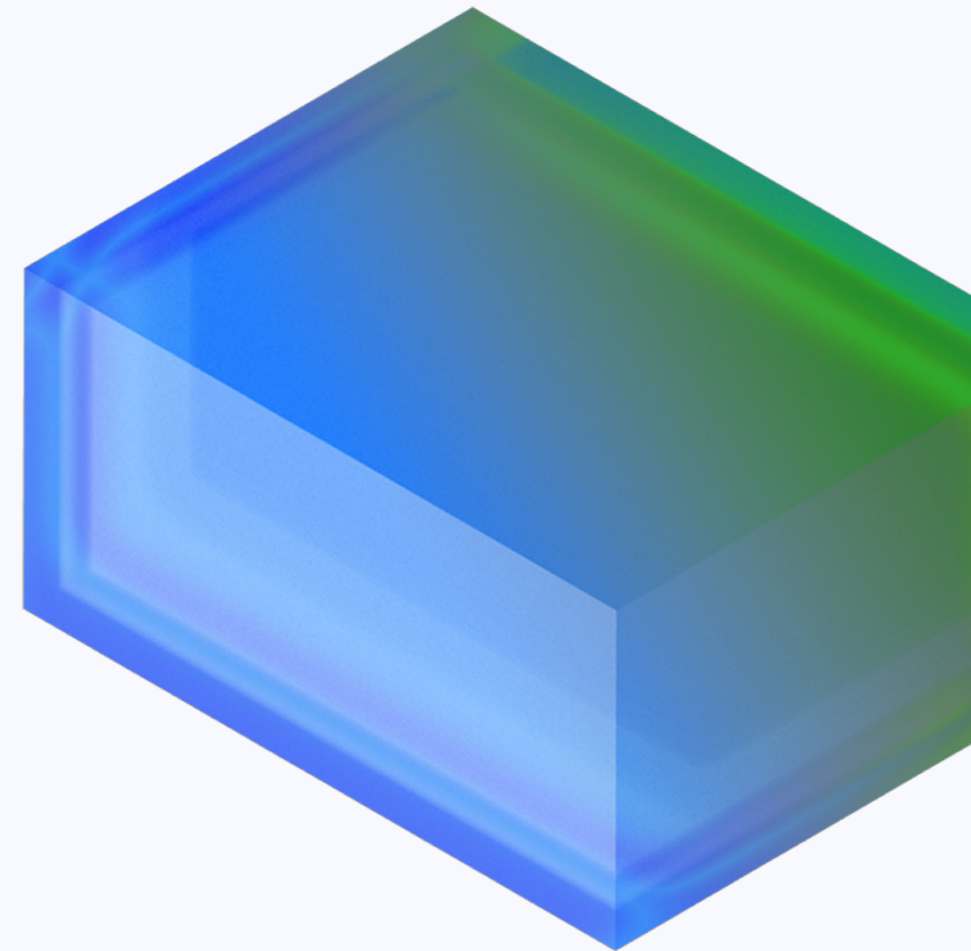


Brand Toolkit

2024

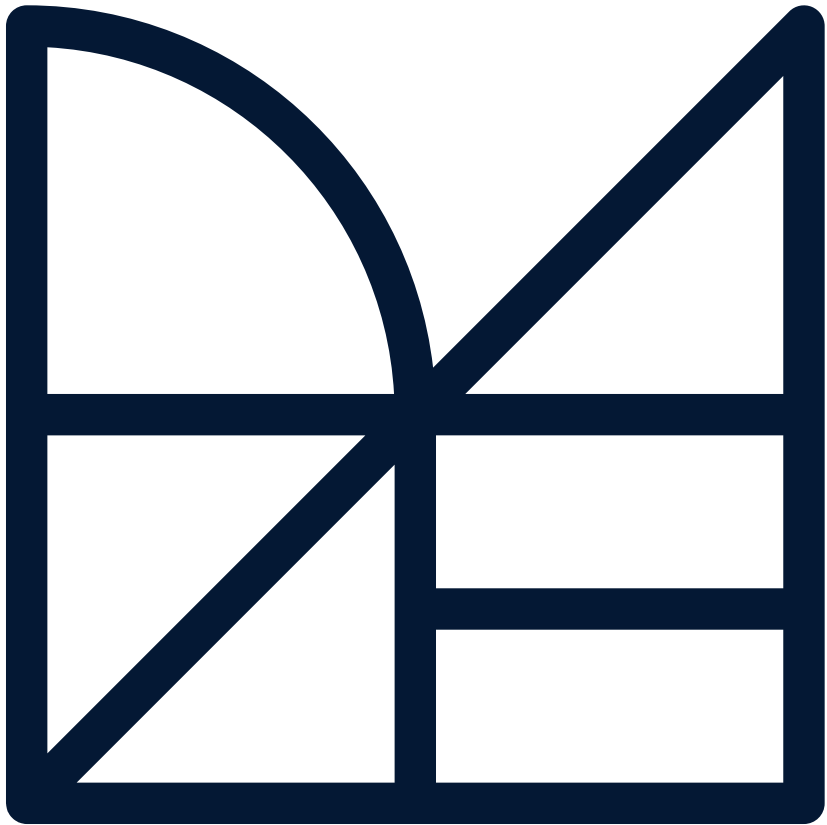


Logo System



The Symbol

The Moderne symbol is the shorthand signifier of the brand. It symbolizes the building blocks that developers create to produce great products, services and brands. The many shapes coming together represent the people, teams and code behind the world's best products.



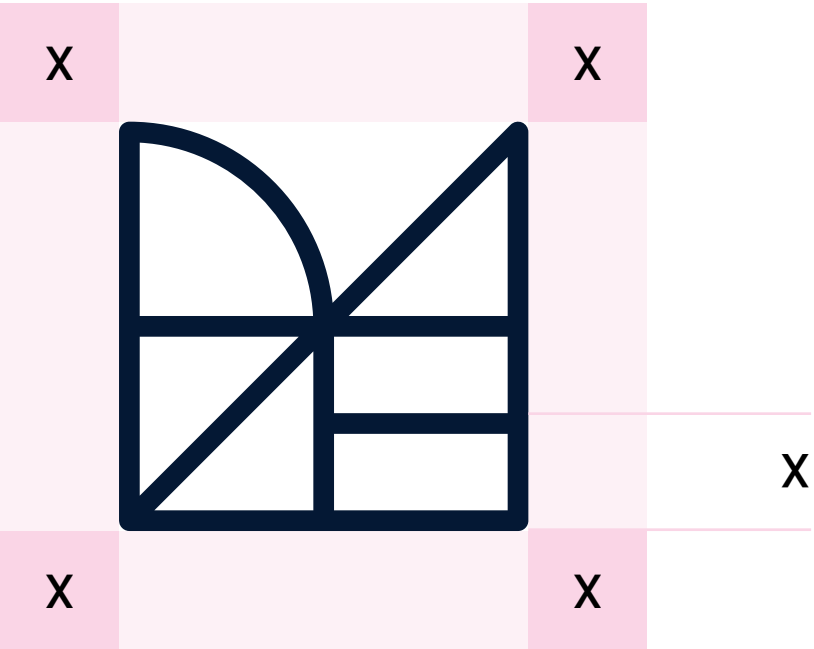
The Wordmark

The full logo lockup consists of the Moderne symbol, as well as an intentionally crafted wordmark, set in the typeface Beausite. A modern humanist sans serif face, Beausite is used to create an approachable logotype — one that sets itself apart from the current tech landscape.



Clear Space

The Moderne logo should always be surrounded by a minimum area of space. Clear space ensures that headlines, text, or other elements do not encroach on the logo. A margin of clear space equivalent to X is drawn around the logo to create a boundary of isolation. In this case, "X" is equivalent to the height shown in the diagrams to the right.



Minimum Size

The Moderne logos should never be scaled smaller than the minimum sizes provided to maintain readability.



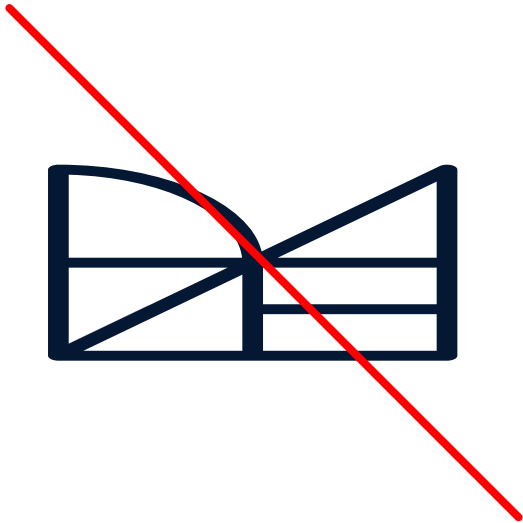
Minimum Screen Size: 25px
Minimum Print Size: .25" wide



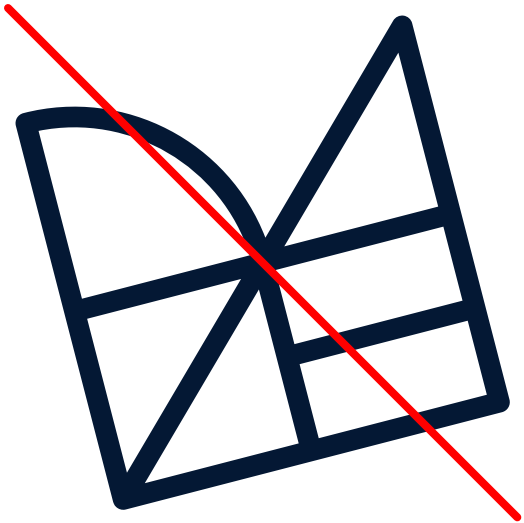
Minimum Screen Size: 100px
Minimum Print Size: .75" wide

Incorrect Uses

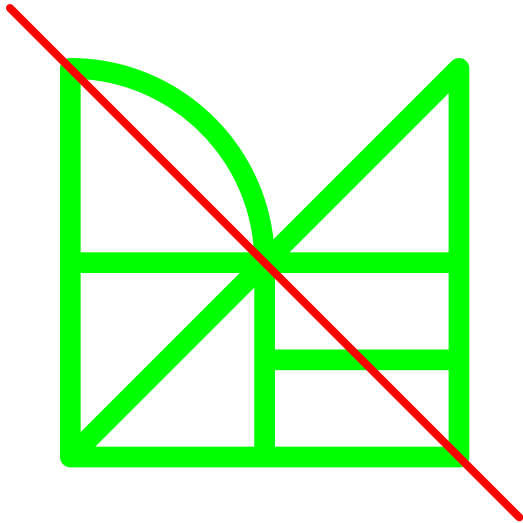
Avoid the following incorrect usages of the logo in order to maintain consistency and clarity across the brand.



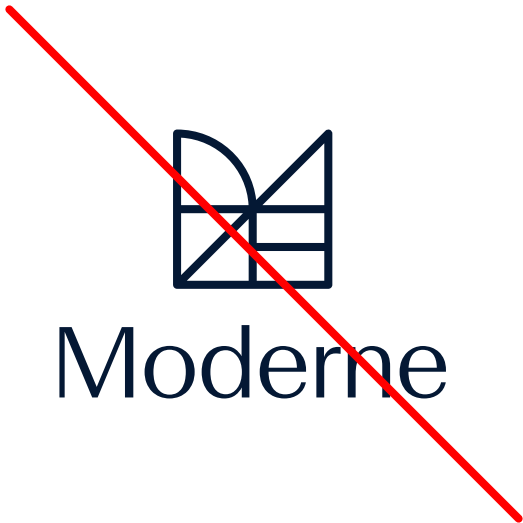
Do not stretch or warp the symbol or wordmark



Do not rotate the symbol



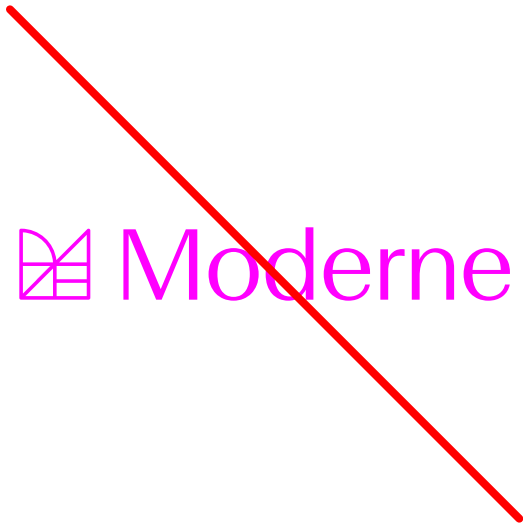
Do not fill the symbol with any colors other than the brand colors



Do not create alternate lockups



Do not add drop shadows, gradients, or effects to the symbol or wordmark



Do not fill the wordmark with color other than black or white

OpenRewrite Logo

The OpenRewrite logo identifies Moderne's first product. It is built from the same visual system used for the primary Moderne logo. The same building blocks are rearranged to create the "R" and Beausite again is used for the wordmark.

The same considerations for clear space, correct and incorrect usage should be used when implementing all instances of the Rewrite logo.



The background features several abstract, three-dimensional geometric shapes. In the top left, there is a light blue rectangular prism. To its right is a vibrant blue, curved, shell-like shape. On the left side, a portion of a purple and pink gradient prism is visible. At the bottom left, there is a blue trapezoidal shape. At the bottom right, a pink and purple gradient rectangular prism is shown. The central text 'Brand Elements' is rendered in a clean, white, sans-serif font.

Brand Elements

Typographic Approach

Two distinct typefaces, Beausite and Poppins, have been chosen to represent our brand voice. Poppins is a geometric sans serif that has a unique personality, while Beausite is a well crafted headline font that is great for editorial usage.

Beausite Text Light

ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

1234567890!@#%&?

Poppins Light

ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

1234567890!@#%&?

Large Headline

Kerning: Optical Alignment
Leading: 86% of font size
(i.e. 70 pt / 60 pt)

Sub Headline

Kerning: Optical Alignment
Leading: 140% of font size
(i.e. 24 pt / 33 pt)

Body Copy

Kerning: Optical Alignment
Leading: 150% of font size
(i.e. 18 pt / 27 pt)

Button Styling

Kerning: Optical Alignment
Leading: NONE
Type sizing should be
same as body copy

Unleash the 100x developer with Moderne

Transform your codebase
in minutes, not months

Moderne is a developer platform for auto-refactoring and analyzing your codebase across 1,000s of projects and millions of lines of code. Our unique IP enables you to accurately transform multiple repos at once and safely leverage artificial intelligence (AI) to improve your code.

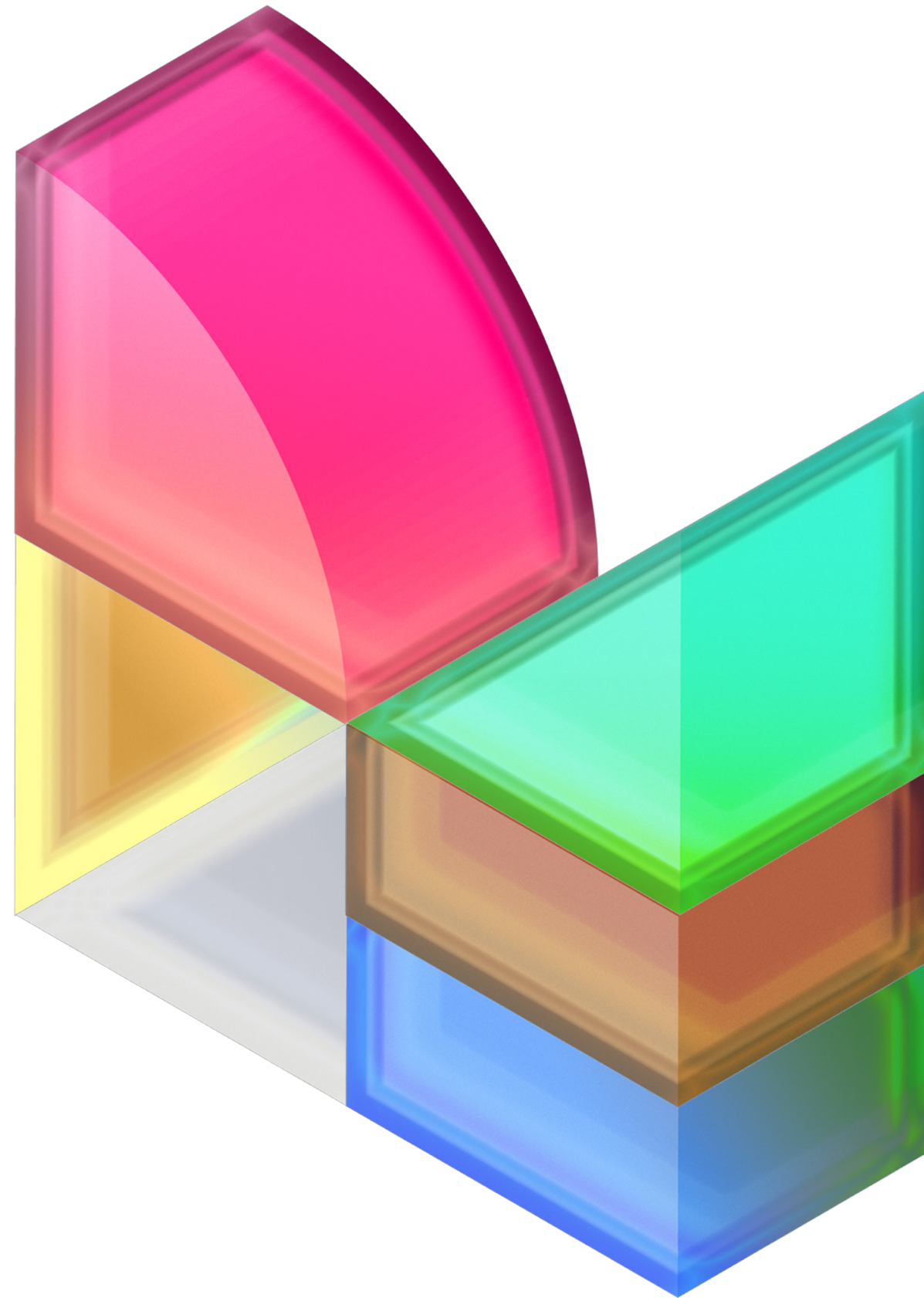
View Github

GREY Used in: Backgrounds RGB248 248 255 CMYK2 2 0 0 HEX#F8F8FF PANTONE663 C	DARK LAVENDER Used in: Backgrounds RGB212 211 228 CMYK15 13 2 0 HEX#D4D3E4 PANTONE5295 C	MIDNIGHT Used in: Backgrounds, shapes, body text, headlines, icons RGB4 24 52 CMYK96 84 47 62 HEX#041834 PANTONE5255 C
DIGITAL BLUE Used in: Backgrounds, shapes, headlines, text highlights, icons RGB40 58 247 CMYK84 74 0 0 HEX#283AF7 PANTONE2728 C	GOLD Used in: Text highlights, icons, shapes RGB231 177 54 CMYK10 31 91 0 HEX#E7B136 PANTONE1235 C	DIGITAL GREEN Used in: Text highlights, icons, shapes RGB133 254 153 CMYK42 0 60 0 HEX#85FE99 PANTONE13-0220 TPG
50% OPACITY	50% OPACITY	50% OPACITY
25% OPACITY	25% OPACITY	25% OPACITY

3D Symbol

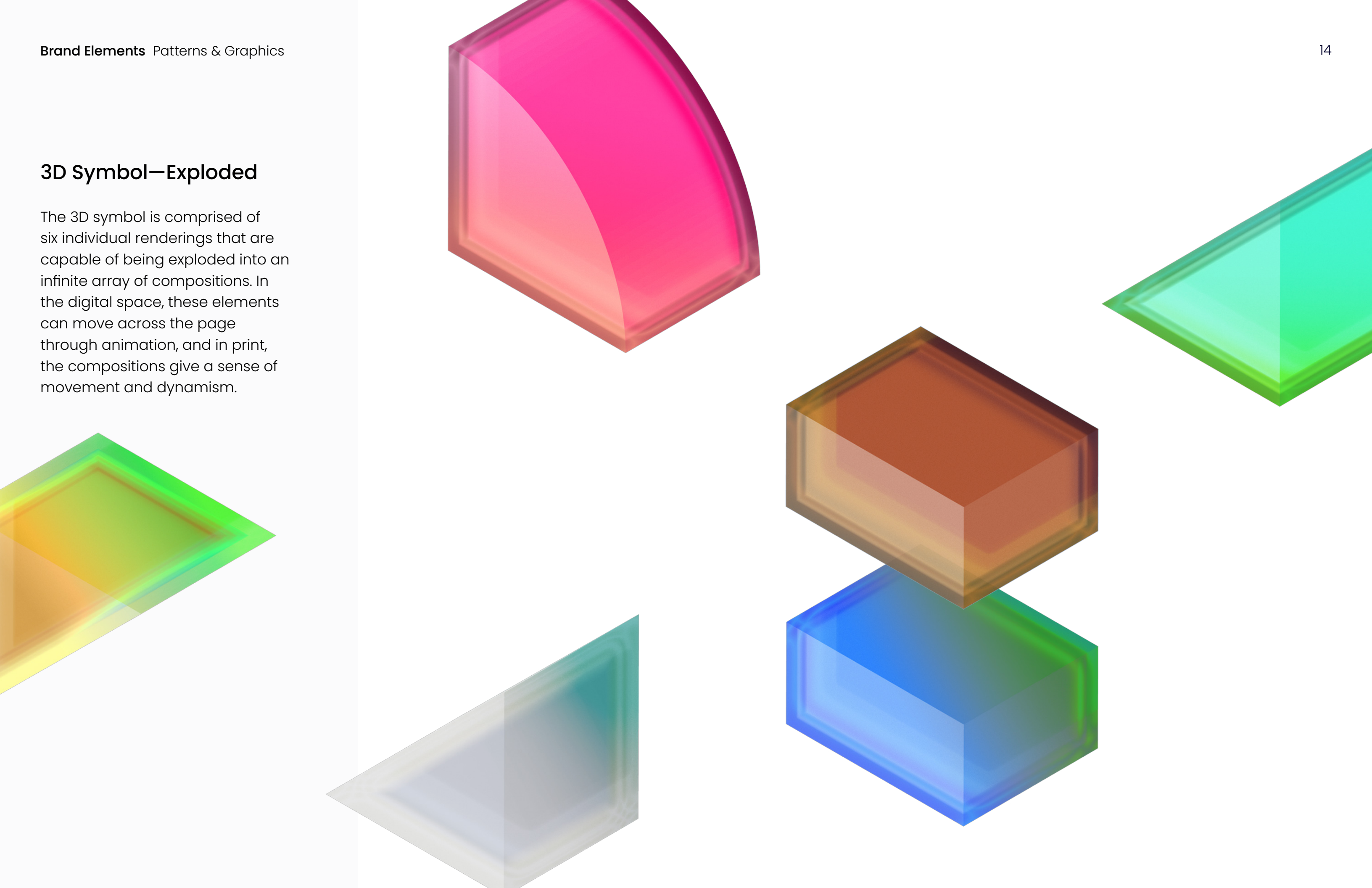
The Moderne symbol exists as a logo mark, as well as a dimensional object that can be used in a variety of instances and touchpoints. Its sculptural quality adds depth and intrigue to visual spaces — giving the Moderne visual identity a more robust set of tools.

The 3D symbol is meant to give communications an added impact, and is never meant to be used instead of the primary Moderne symbol and full logo lockup.



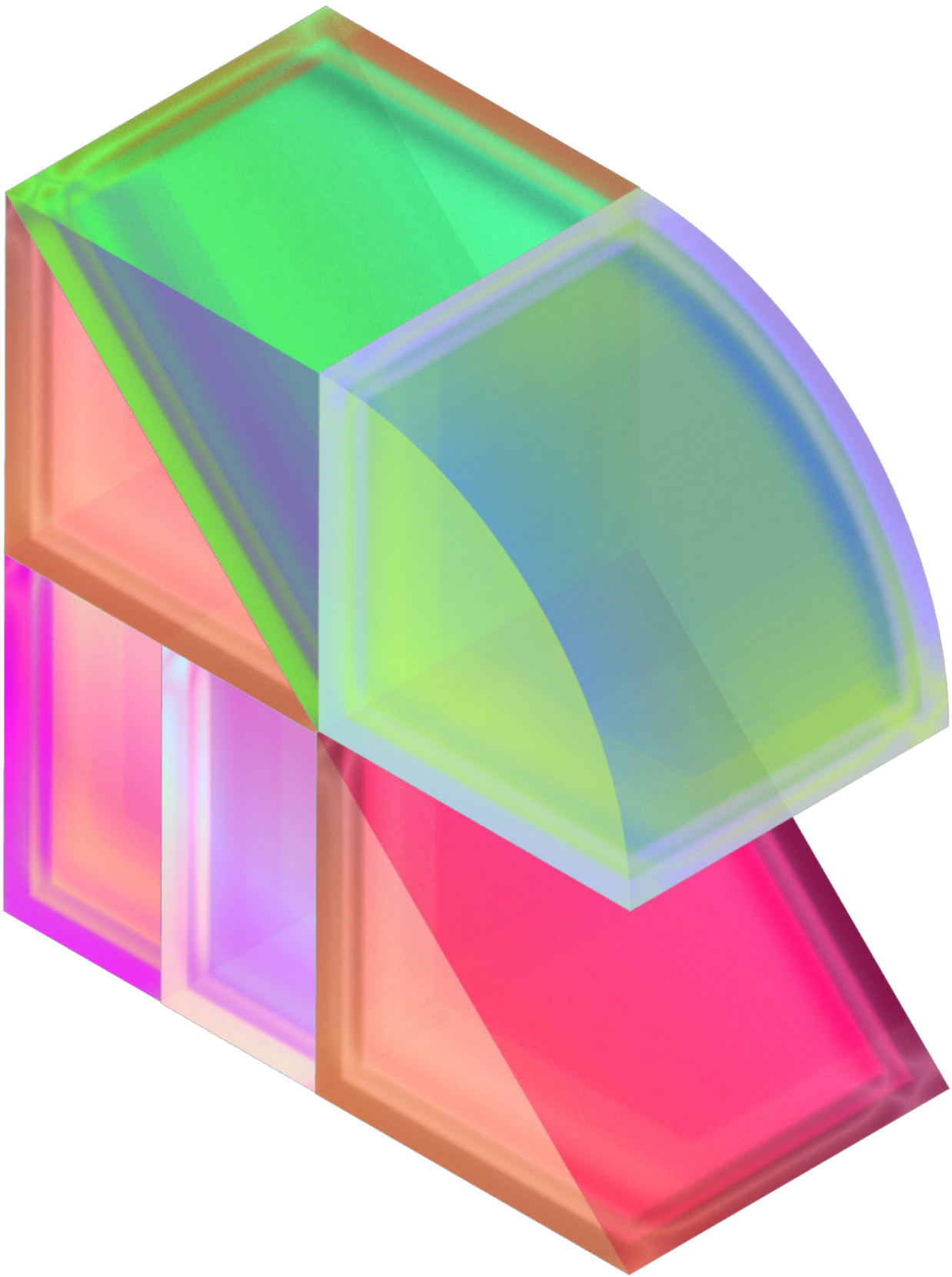
3D Symbol—Exploded

The 3D symbol is comprised of six individual renderings that are capable of being exploded into an infinite array of compositions. In the digital space, these elements can move across the page through animation, and in print, the compositions give a sense of movement and dynamism.



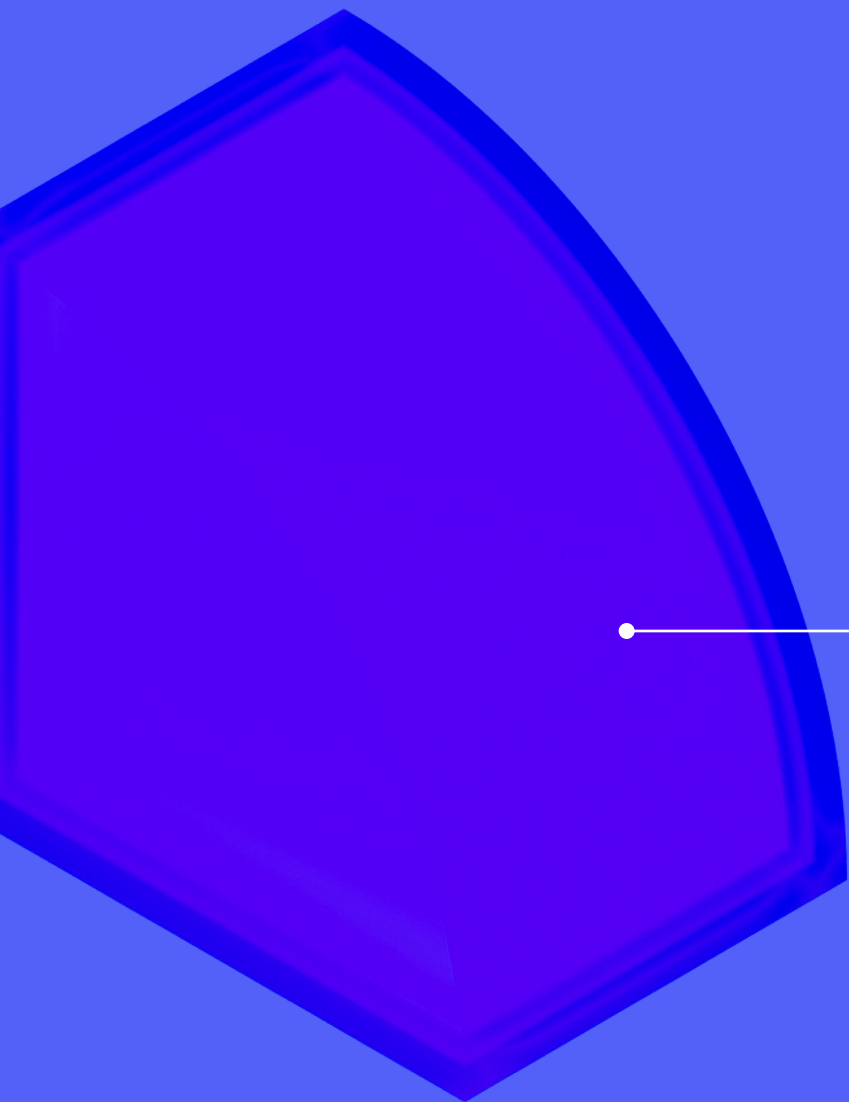
OpenRewrite Logo 3D

Just like the Moderne symbol, the OpenRewrite symbol comes ready with a 3D rendered version. The Rewrite 3D logo is comprised of six individual elements, as well, and can be used whole or exploded to create dynamic layouts for visual communications.





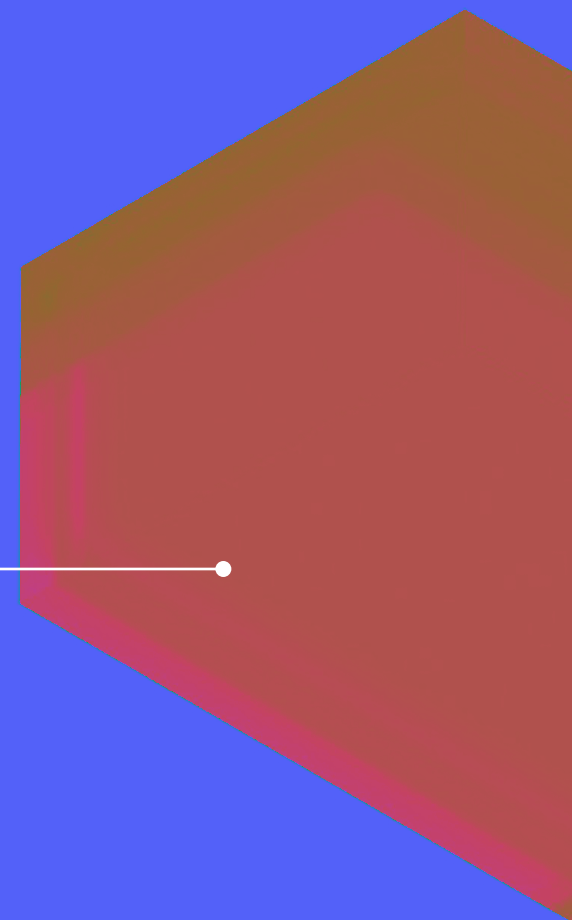
Use Blend Modes for Added Depth



Color Burn

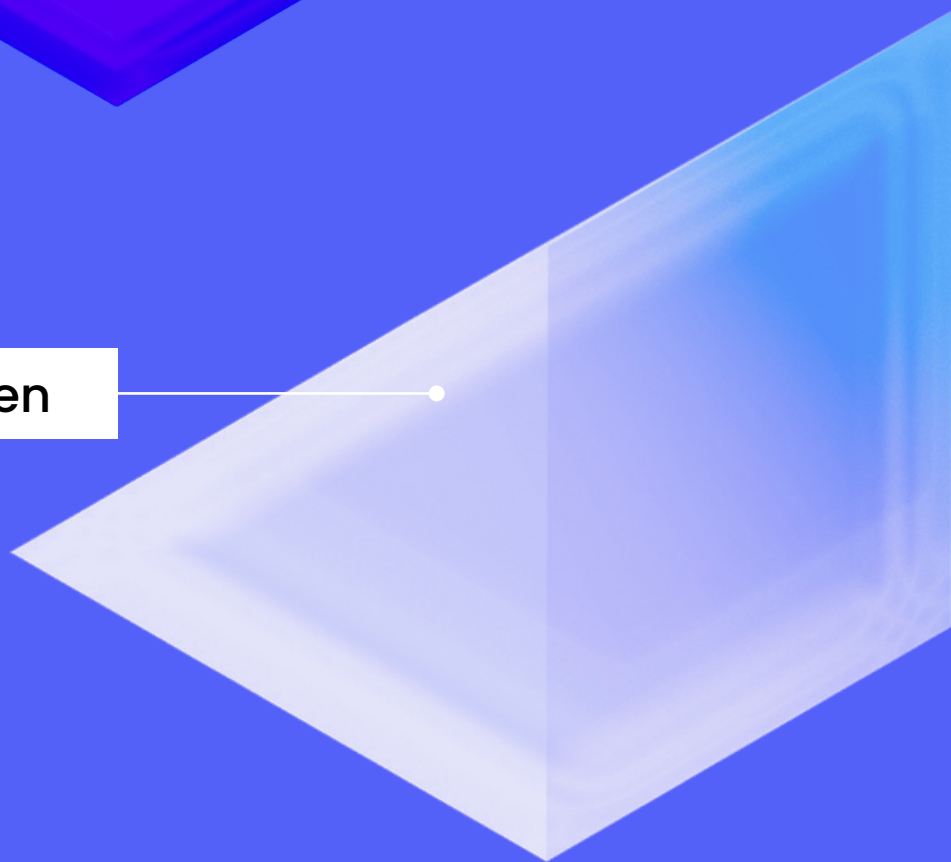


Luminosity

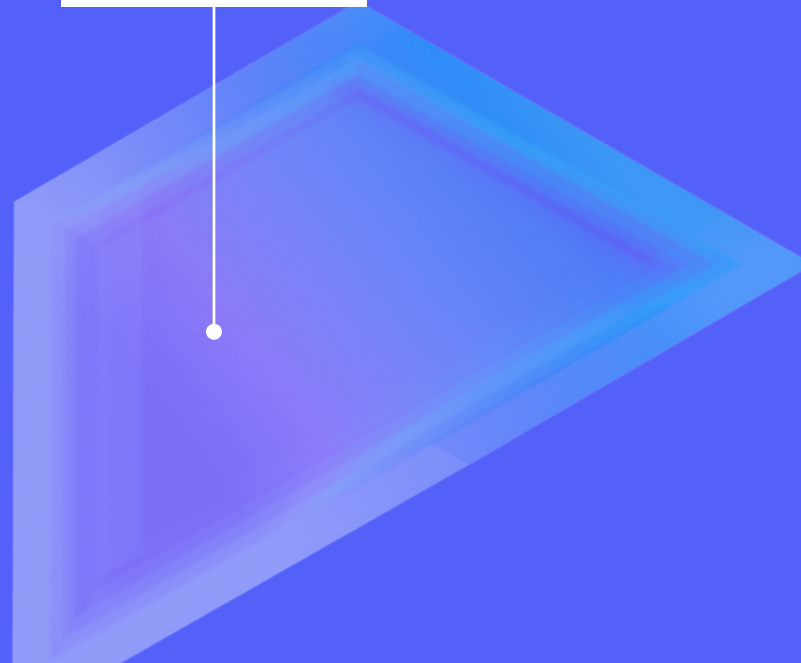


Hue

Lighten



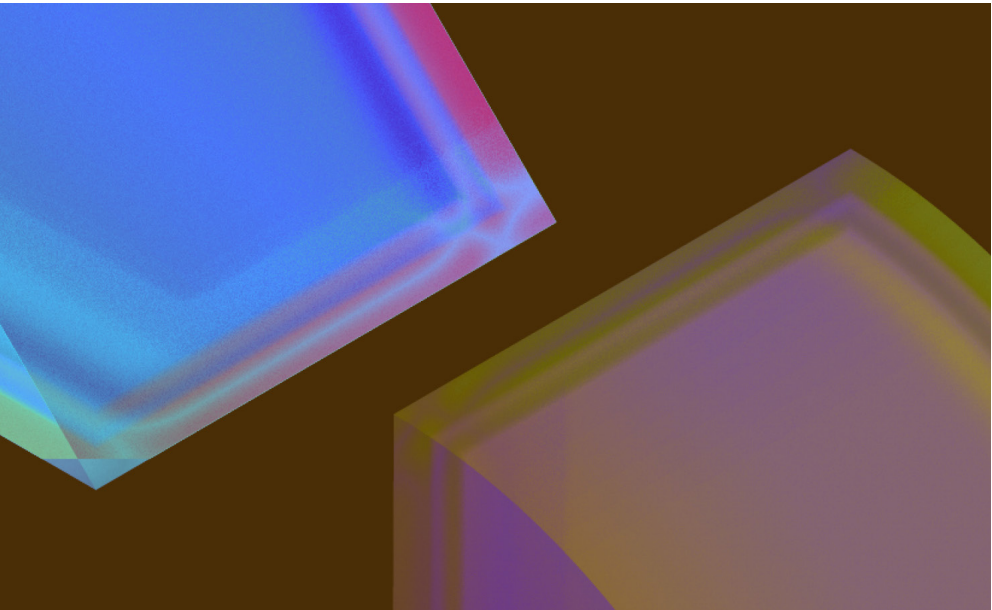
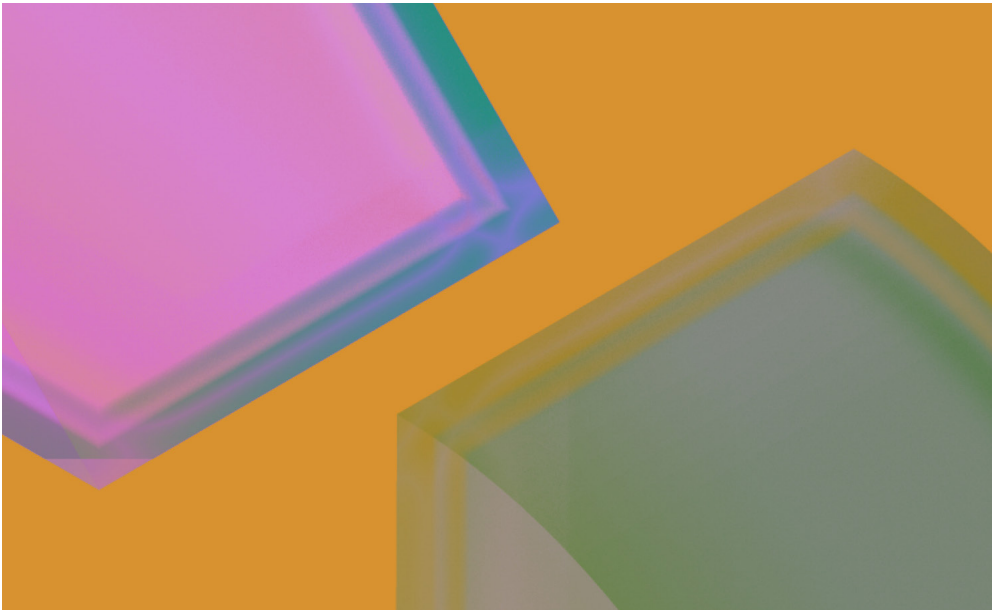
Soft Light



Pattern System

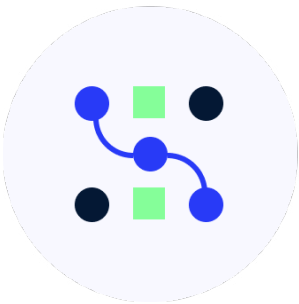
The Moderne brand employs a diverse array of patterns that all reference the simple geometry of the logo — shapes coming together to represent the building blocks of code. These shapes are constructed to meet any number of layout needs for all visual communications.

Pattern use should always been considered and never obstruct legibility of any messaging, ensuring that patterns are always used as supplemental to the message. Below are the five varieties of patterns used in the Moderne brand identity:



Iconography

Custom iconography has been drawn to align with the Moderne visual language. These icons are meant to augment more abstract concepts in descriptions of Moderne's products and services. They should only be used alongside their corresponding descriptions. Any icons that are drawn in addition should adhere to the visual standards of the original set (i.e. color combinations, line weight, etc).



Tech Stack Agility



Align Tech Arch



Cloud Migrations



Consolidate Tech Stack



Dev Productivity



Dev Teams



Engage Tech Talent



Framework Authors



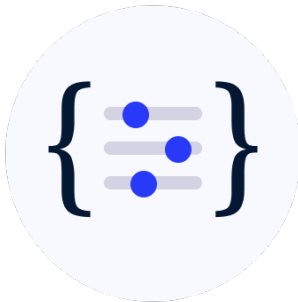
Framework Migrations



Security Teams



Security Vulnerabilities



Code Control

For questions about
design or art direction,
please contact:

SIREN
hello@sirensf.com
1 (415) 596-3005
640 Davis St, #51
San Francisco, CA 94111

SIREN