



Brand Guidelines

VERSION 1.0

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Overview

Our food and design practices have always been modern and uncomplicated. They both lean into the innate aspects of a “market” - fresh, natural, and clean with food that speaks for itself - while staying relevant and current.

We are inspired by mid-century modern design and architecture, but our brand identity keeps food and cooking slightly unrefined while grounding it in today and tomorrow.





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Our Approach

“As an analogy, imagine reading Dwell magazine while sitting in your vegetable garden.”

Modern
yet
Natural

Minimal
yet
Warm

Cool
yet
Approachable

Curated
yet
Authentic



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Tenets of Design

These are the core principles that drive Modern-Day Market design. No matter where we are in the design process, our work should always speak to these three tenets:

Clear over cute.

First and foremost, our message should be obvious. At no point should the guest be confused by our communication, no matter how beautiful it may be. Be clear first, then incorporate style next.

Concise over rambling.

Get to the point quickly, in both design and copy writing. Short, succinct communicate that leads with the most important information suites our brand and today’s busy guest much better than rambling, long apologies. Keep it snappy!

Tell our story.

Whenever possible, design and write with our brand story in mind. Ask yourself, how can we slip in a brand pillar? Always look for ways to tell our story.

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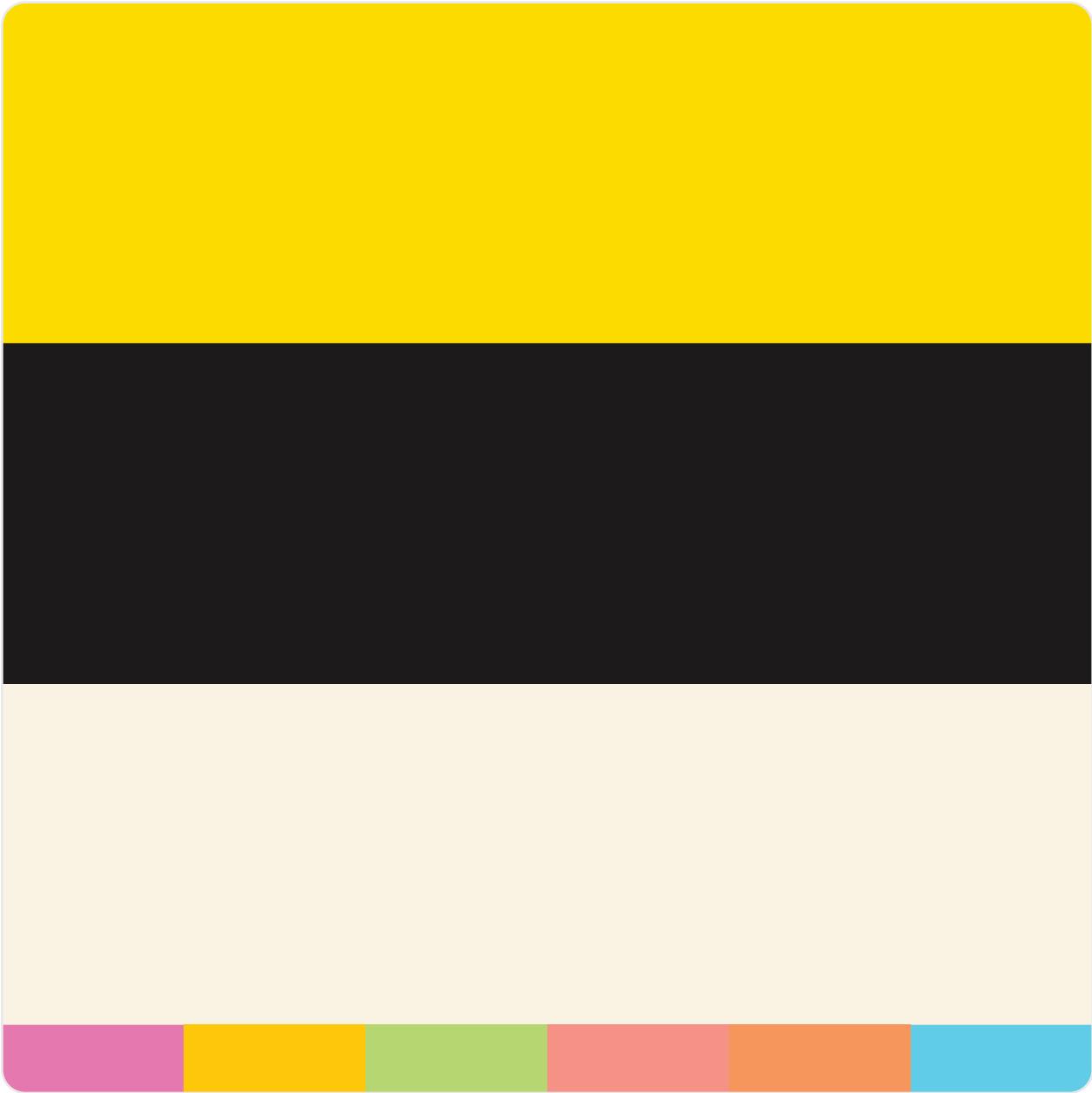
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Brand Visuals

Our visual identity is clean, modern, and ingredient-forward—just like our food. From logo and color to typography and photography, every element is designed to feel fresh, intentional, and unmistakably ours. These visuals work together to tell our story and bring our brand to life across every touchpoint.



Logo



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Logo

Our logo is a visual shorthand for everything we stand for: real food, thoughtful design, and modern simplicity. It should always be used with care and consistency to build recognition and trust. Whether on packaging, signage, or digital, the logo should feel clear, balanced, and right at home.

Downloads

Below are links to downloadable assets, guides, reference materials, and more.

Modern Market Logos



Icon Mark





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Primary Logo

Our primary logo features a stacked wordmark contained within a bold black and yellow rectangular border. It delivers strong brand presence and high contrast, making it ideal for most brand-forward applications. This version communicates structure, confidence, and clarity. Use it whenever space allows for maximum impact and recognition.





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Secondary Logo

Our secondary logo features the stacked wordmark enclosed in a clean black border with subtle yellow accents. It offers a more neutral and flexible alternative to the primary logo while maintaining a strong brand presence. This version is ideal for applications where a lighter touch is needed—such as menus, merchandise, or digital placements—while still reinforcing recognition and structure. Use it when contrast or clarity is key, but the full-color primary logo feels too bold for the context.





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Tertiary Logo

Our tertiary logo is a borderless wordmark accented with signature yellow lines and is available in both stacked and horizontal formats. This version is reserved for special occasions, campaigns, or limited-use moments where a more open and elevated look is desired. Use it sparingly to preserve its impact, and always ensure it appears in clean, uncluttered layouts where it can stand out while still aligning with the core brand identity.

STACKED VERSION



HORIZONTAL VERSION





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Clear Space

To maintain legibility and visual impact, always give our logo room to breathe. Clear space should be equal to the height of the “M” in “Modern” on all sides of the logo. This buffer keeps the logo from feeling crowded and ensures it stands out across any background or layout. Never place text, graphics, or other elements within this protected area.





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Logo Sizing

Our logo should always be sized for clarity and balance. It must be large enough to remain legible, but never so large that it overwhelms the layout. Use scale thoughtfully across applications—ensuring the logo feels appropriately sized in context, whether on packaging, digital, signage, or swag. When in doubt, prioritize readability and brand presence without overpowering surrounding elements.

Print - .25" height



Digital - 24px height



✔ Size the logo for clear visibility and balance.



✘ Don't make the logo too small or too big.



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To ensure clarity and brand consistency, always use the logo color that provides the strongest contrast against its background. On white backgrounds, use the full-color black and yellow logo. On black, use the all-white version. On tan, the all-black logo offers the best visibility. For yellow backgrounds—or over images—either place the logo on a white background container or use the all-black version, depending on what ensures the clearest presentation. Avoid using unapproved colors or applying effects. The goal is always readability, recognition, and a clean, consistent brand presence.





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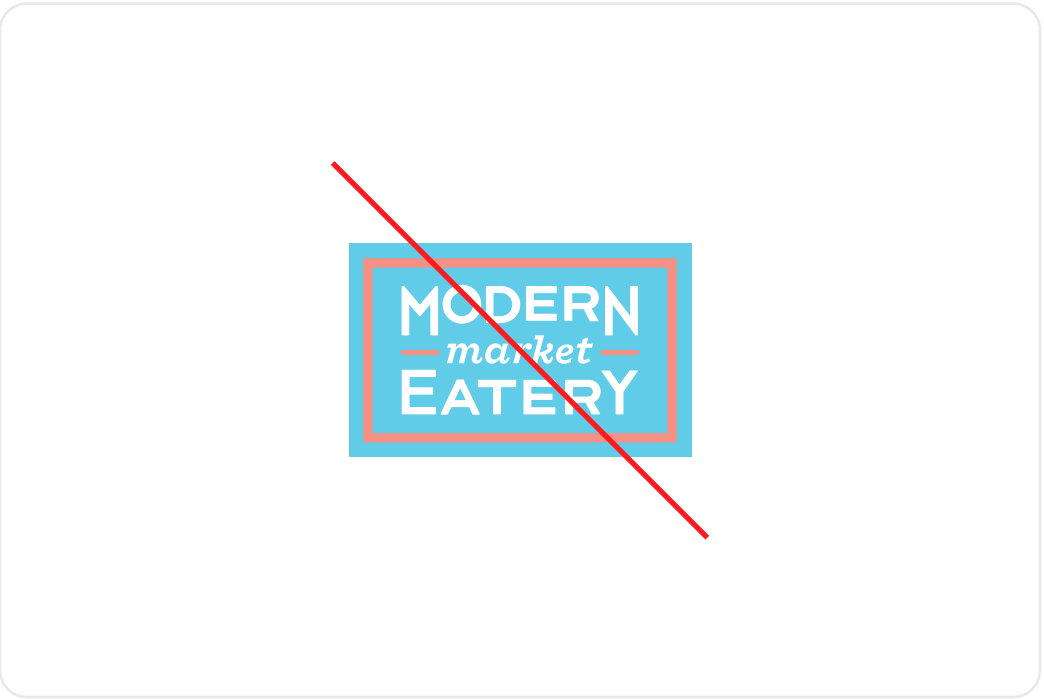
To protect the integrity of our brand, the logo must never be altered or misused. Avoid the following at all times:



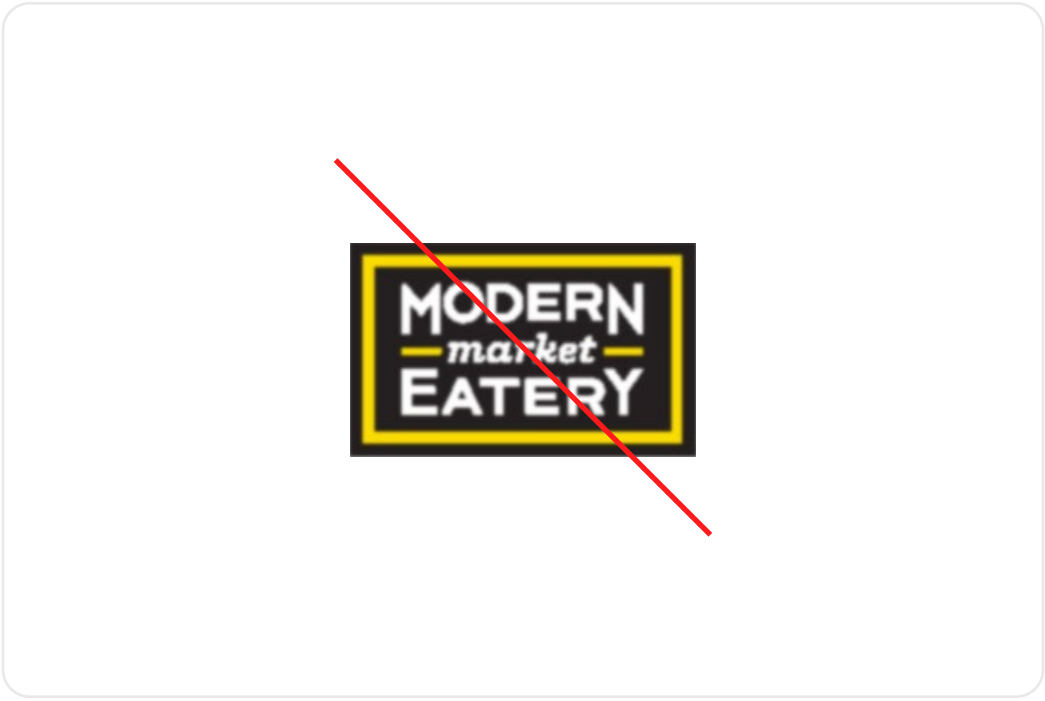
⊗ Never rotate or skew the logotype



⊗ Never alter the proportion of the logotype



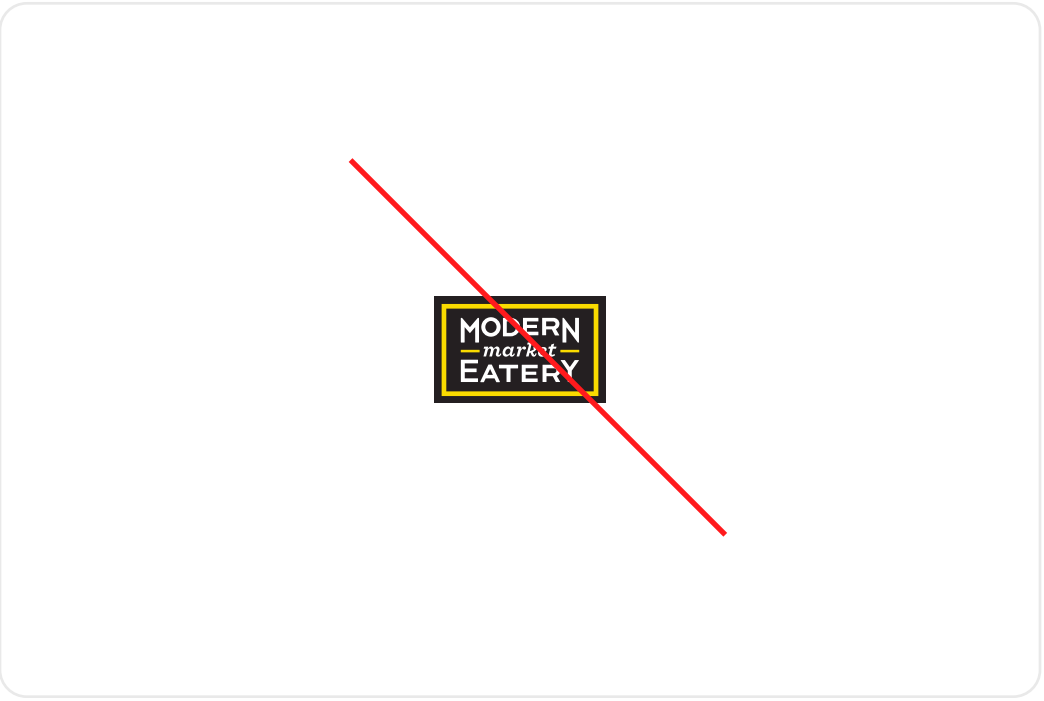
⊗ Never render the logotype in an unapproved color combination



⊗ Never use low resolution logos



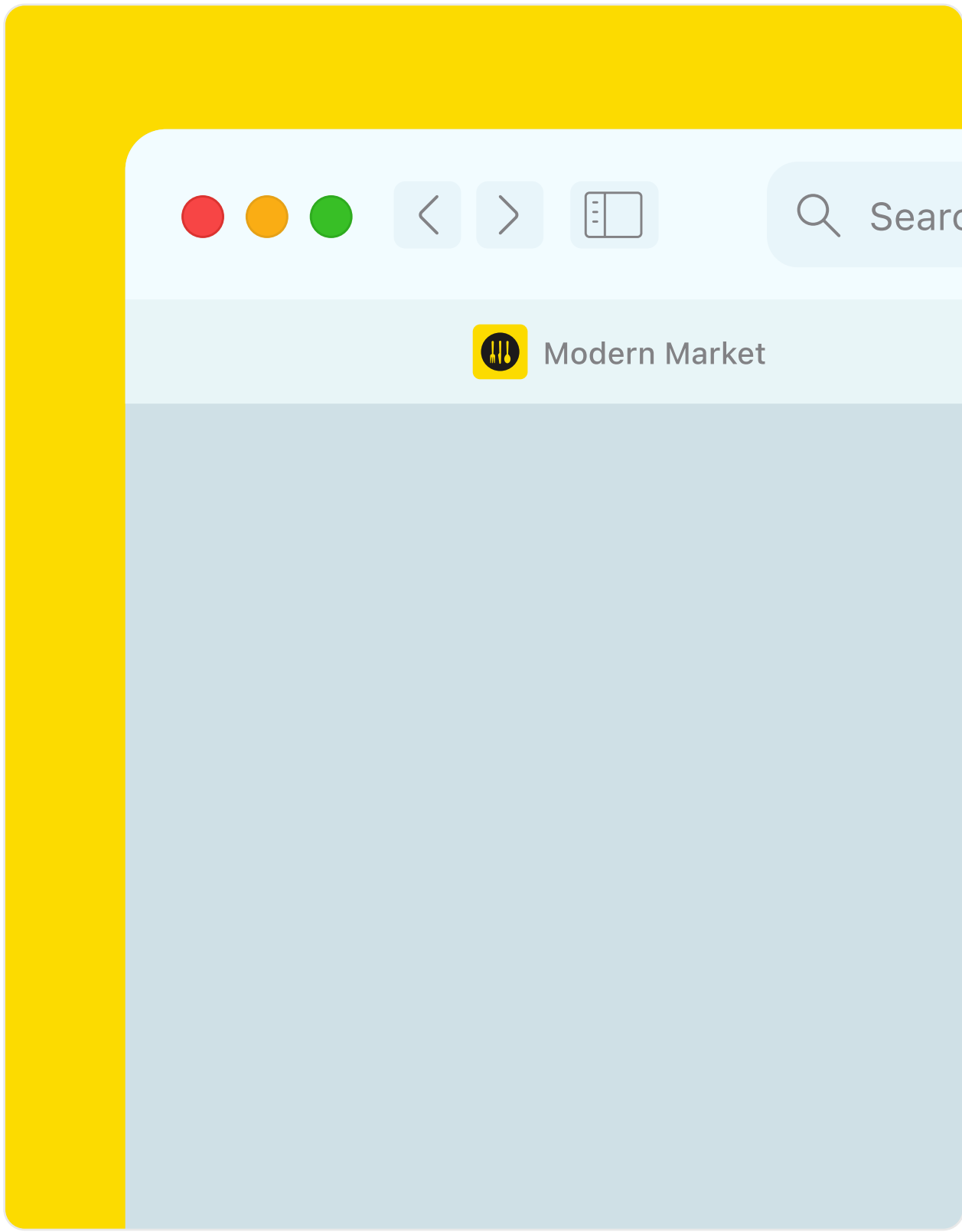
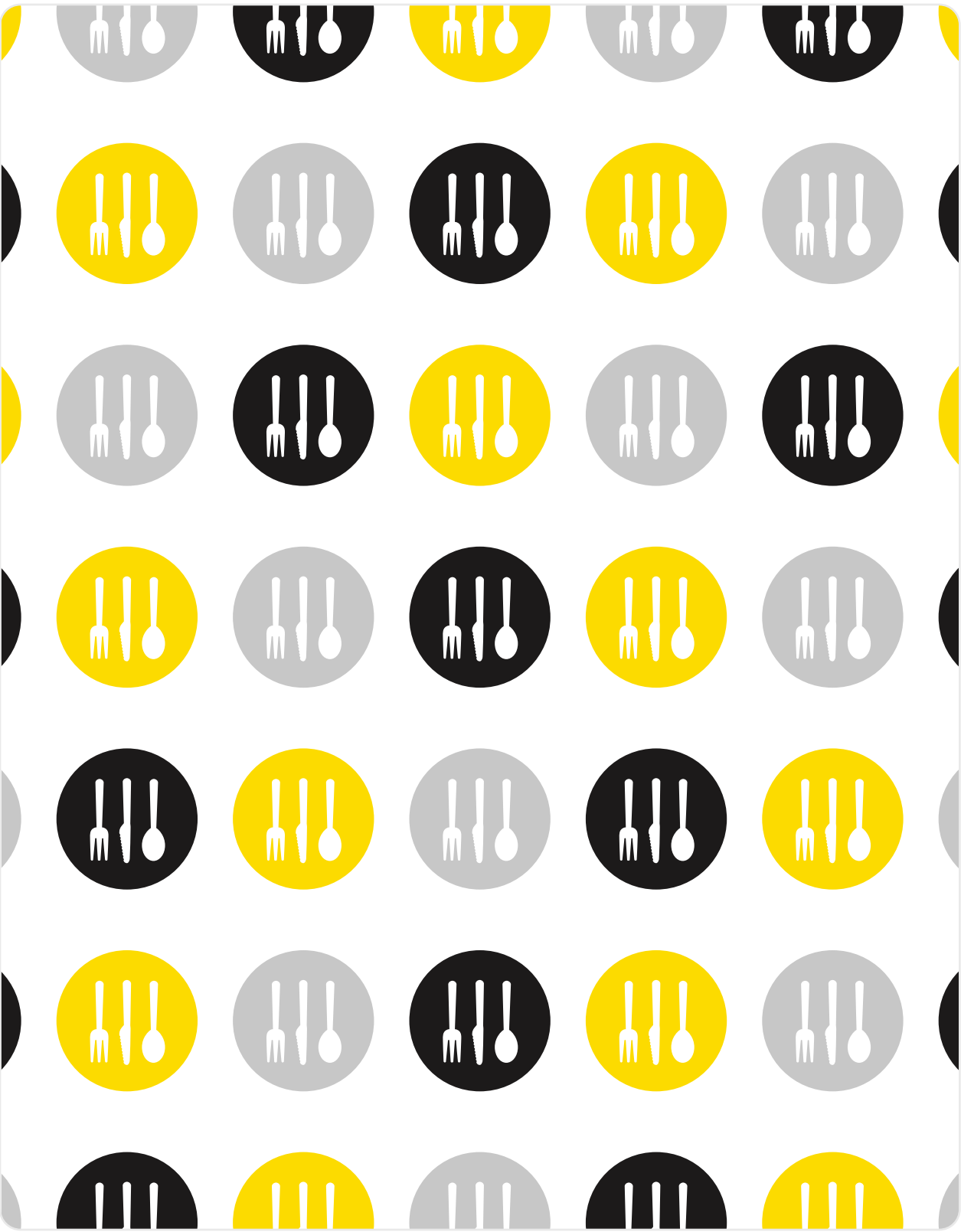
⊗ Please refrain from making the logo too large per logo application.



⊗ Please refrain from making the logo too small per logo application.

Icon Mark

Our icon mark—featuring the fork, knife, and spoon—is a simplified representation of our brand. It’s designed for small-scale use where the full logo may not be practical, like social media avatars, app icons, or subtle branding moments on packaging and merchandise. While minimal, it still communicates our focus on real food and thoughtful design. Use it intentionally, and never in place of the primary or secondary logo in brand-forward applications.



Color

Our color palette is fresh, clean, and grounded—just like our food. It balances natural, earthy tones with vibrant accents to reflect our commitment to real ingredients and modern simplicity. Used consistently, these colors bring energy, warmth, and clarity to every brand touchpoint.





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Primary Palette

Our primary palette is simple, bold, and highly recognizable. Yellow brings energy and optimism, Black grounds the brand with strength and clarity, and Cream adds warmth and balance. Together, these colors create a clean, modern foundation that feels both inviting and distinctive.

Yellow

PMS: --
RGB: 250, 219, 0
CMYK: 4, 9, 100, 0
HEX: #FDDB00

Black

PMS: --
RGB: 27, 25, 25
CMYK: 71, 67, 65, 79
HEX: #1B1919

Cream

PMS: --
RGB: 250, 242, 227
CMYK: 1, 3, 10, 0
HEX: #FAF2E3



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Secondary Palette

Our secondary palette—blue, orange, and green—is used primarily in marketing materials to bring energy, variety, and seasonal flexibility to our brand. These colors complement our core palette without competing with it, helping to highlight promotions, campaigns, and content in a way that feels fresh and on-brand. Use them thoughtfully to add visual interest while maintaining overall consistency.

Blue

PMS: --
RGB: 97, 204, 232
CMYK: 54, 0, 7, 0
HEX: #61CCE8

Orange

PMS: --
RGB: 247, 150, 92
CMYK: 0, 49, 69, 0
HEX: #F7965C

Green

PMS: --
RGB: 181, 214, 112
CMYK: 33, 0, 73, 00
HEX: #B5D670



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Accent Palette

Our accent colors—pink, salmon, and dark yellow—are used sparingly to add moments of surprise, personality, or emphasis. They’re reserved for special campaigns, limited-time promotions, or unique content where a pop of color can enhance visual interest without overwhelming the core palette. Use with restraint to maintain brand clarity and visual balance.

Pink

PMS: --
RGB: 229, 120, 176
CMYK: 5, 66, 0, 0
HEX: #E578B0

Salmon

PMS: --
RGB: 245, 145, 133
CMYK: 0, 53, 40, 0
HEX: #F59185

Dark Yellow

PMS: --
RGB: 255, 199, 10
CMYK: 0, 22, 99, 0
HEX: #FFC70A



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Our color palette works hand-in-hand with our logo to create a clear, consistent brand expression. Always prioritize contrast and readability when placing the logo on color backgrounds. Use the full-color logo (black and yellow) on white. On black, use the all-white logo. On tan or cream, the all-black logo offers the best contrast. For yellow backgrounds or image overlays, use the all-black version.

When using secondary (blue, orange, green) or accent colors (pink, salmon, dark yellow), the all-black logo should be used to ensure accessibility and visibility. Never apply unapproved color treatments or place the logo on backgrounds that compromise legibility or dilute brand impact.





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Accessibility is key to ensuring our brand is inclusive and easy to interact with. When using our primary colors—black, yellow, and white—always maintain strong contrast for readability. Avoid placing yellow text on white or cream backgrounds, as it lacks sufficient contrast. For body text or critical information, use black on light backgrounds or white on dark backgrounds. Yellow is best used as an accent, not for dense copy or small text.

Always test digital designs against WCAG contrast standards to ensure they’re clear and accessible for all users.



AAA

Headline



AA

Headline



AAA

Headline



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Headline

Type

Our typography is clean, modern, and approachable—just like our brand. It helps communicate ideas clearly while adding personality and consistency across all touchpoints. From headlines to body copy, our type system is designed to be flexible, legible, and aligned with our visual voice. Used thoughtfully, it brings structure, energy, and clarity to everything we create.





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Gelica

Work Sans

Gelica

Gelica is our primary typeface, chosen for its modern elegance and approachable character. Its clean lines and subtle personality make it ideal for headlines, large type treatments, and key brand moments. Gelica brings warmth and refinement to our visual identity, helping us strike the right balance between boldness and simplicity.

Styles and weights

We primarily use Gelica in Regular, Medium, SemiBold, and Bold weights, depending on context and visual hierarchy. It works best at larger sizes and should be reserved for headlines, key messaging, and short-form statements.

Regular
Medium
SemiBold
Bold



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GELICA

Character Sets

Gelica includes a full set of upper- and lowercase characters, numerals, punctuation, and diacritics. It supports clean, legible typography across various applications while maintaining the distinct personality of the brand.

Uppercase & Lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Punctuation

% # & “ ‘ ^ ° * ! i ? ¿ @ () / | | \ [] { } % % ¢ † ‡ § ¶ © ♦ 1 ® ™ . • - – — _ . : ; ... , , , “ ” ‘ ’ « » < >

Symbols

∫ Ω Δ Π Σ √ ∂ ∓ + − × ÷ = ≠ > < ≥ ≤ ± ≈ ~ ¬ ∞ ¤ ¢ ¤ ¤ \$ € ¤ ¤ ¤ ₣ ¤ ¤ ¤ ₧ ₹ £ ¤ ¤ ¤ ¥ ↑ ↗ → ↘ ↓ ↙ ← ↘ ¤ ¤



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Work Sans

Work Sans

Work Sans is our supporting typeface, used primarily for body copy and secondary text. It’s clean, highly legible, and versatile—ideal for delivering information clearly across digital and print formats.

Styles and weights

We use Work Sans in Light, Regular, Medium, SemiBold weights for most applications, with Bold reserved for emphasis. It performs well at smaller sizes, making it perfect for menus, descriptions, footnotes, and long-form content.

Light
Regular
Medium
SemiBold
Bold



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Work Sans

WORK SANS

Character Sets

Work Sans includes a comprehensive character set with multilingual support, numerals, punctuation, and symbols. Its geometric simplicity ensures consistency and readability across all brand communications.

Uppercase & Lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Punctuation

% # & “ ‘ ^ ° * ! i ? ¿ @ () / | ; \ [] { } % ‰ † ‡ § ¶ © ♦ □ ℓ ® ™ · • – — — _ . : ; … , „ “ ” ‘ ’ « » ‹ ›

