

mōdō

MODO LOGO

I STARTED WITH THE "O". I HAVE ALWAYS HAD A FASCINATION FOR PERFECT CIRCLES AND THE WORD MODO SEEMED TO BE A PERFECT PLACE TO PUT THEM TO USE. MY DESIRE WAS TO ACCENTUATE THE "O" SOUND, REPRESENT THE WELL-ROUNDEDNESS (LITERALLY) OF THE DEVICE, AND TO APPEAR FRIENDLY, MODERN AND A PART OF THE NEW DOT.COM WIRELESS LIFESTYLE.

THE TWO DOTS ABOVE THE "D" ARE A GRAPHIC DEPICTION OF INFORMATION BEING RECEIVED BY THE DEVICE. IN THE ANIMATED VERSION OF THE LOGO, THESE DOTS BLINK ON AND OFF RANDOMLY TO GIVE THE IMPRESSION OF THE RECEIVING OF DATA.



lucky charm

Pantone® Process - C=025, M=000, Y=080, K=005
Pantone® - 381
web - R=153, G=204, B=000, #99cc00



pumpin'

Pantone® Process - C=000, M=090, Y=065, K=000
Pantone® - 185 (2X)
web - R=255, G=051, B=051, #FF3333



wide open

Pantone® Process - C=070, M=005, Y=015, K=000
Pantone® - 311
web - R=000, G=204, B=255, #00ccff



granola

Pantone® Process - C=010, M=015, Y=030, K=020
Pantone® - 452
web - R=204, G=204, B=204, #cccccc +
R=153, G=102, B=051, #996633



pick-me-up

Pantone® Process - C=000, M=015, Y=100, K=000
Pantone® - 108
web - R=255, G=204, B=000, #ffcc00



orange you glad

Pantone® Process - C=000, M=070, Y=100, K=000
Pantone® - 021
web - R=255, G=102, B=000, #ff6600



shock-ra

Pantone® Process - C=080, M=100, Y=000, K=000
Pantone® - 2603
web - R=102, G=000, B=153, #660099



candy

Pantone® Process - C=000, M=070, Y=000, K=000
Pantone® - 205
web - R=255, G=102, B=153, #ff6699



today's special

Pantone® Process - C=003, M=000, Y=000, K=030
Pantone® - 877 (428)
web - R=204, G=204, B=204, #cccccc



on the dl

Pantone® Process - C=100, M=100, Y=100, K=100
Pantone® - Process black 2X
web - R=000, G=000, B=000, #000000

MODO BRAND COLORS

I ENJOY DEFINING A BRAND BY COLOR. COLOR CAN COMMUNICATE A LOT. FOR EXAMPLE, I THINK I'M A "SUMMER" AND I COMMUNICATE THAT THROUGH MY CLOTHING CHOICES.

I ALSO LIKE WRITING ABOUT COLOR. TAKE A LOOK AT THE COLOR NAMES AT THE LEFT AND BELOW IS AN EXCERPT FROM THE MODO BRAND COLOR GUIDELINES:

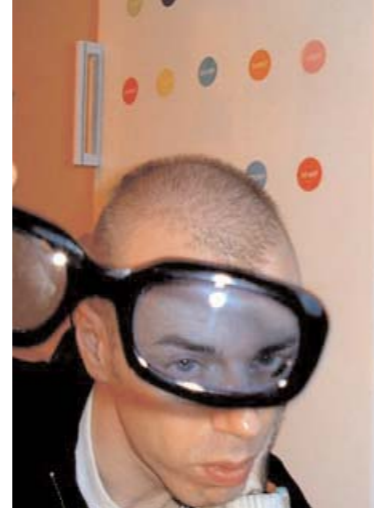
THE LATEST ADDITION TO THE MODO BRAND COLORS IS "CANDY." PLEASE WELCOME PINK TO THE PALETTE. IN OTHER COLOR NEWS, BLACK IS THE NEW BLACK, NOT WHITE. IT IS IMPORTANT TO EMPHASIZE THE USE OF BLACK IN ALL THINGS MODO. USE THE BRAND COLORS TO "PUNCH" THROUGH THE BLACK. WHITE SHOULD BE USED AS THE "BACKGROUND" ONLY WHEN ABSOLUTELY NECESSARY, FOR READABILITY OR PRINTING CONSTRAINTS.

(AND IF YOU DON'T KNOW WHAT "ON THE DL" MEANS, YOU SHOULD ASK SOMEONE.)



MODO IDENTITY SYSTEM

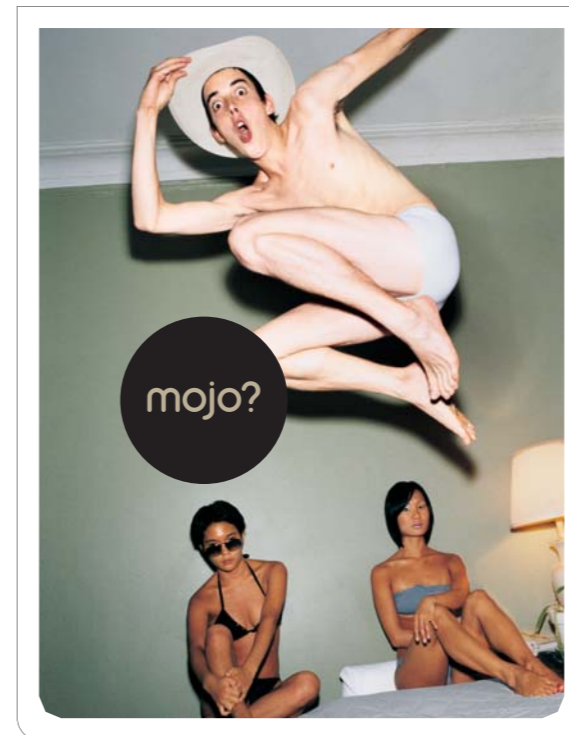
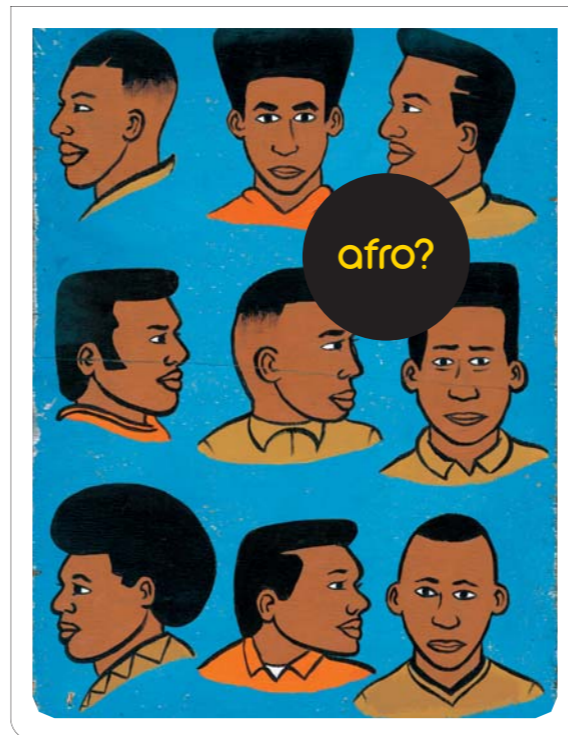
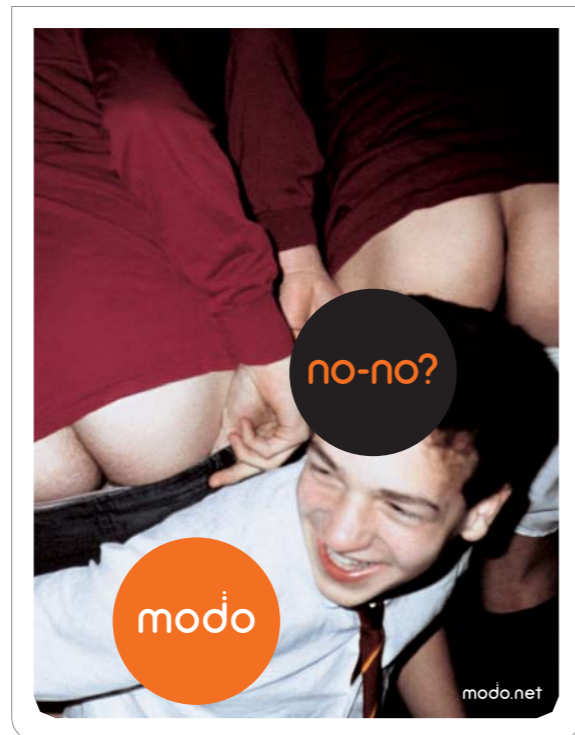
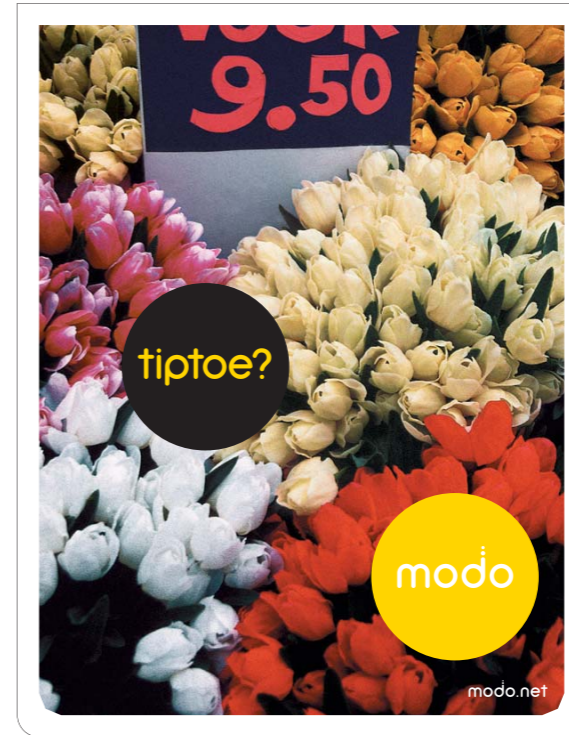
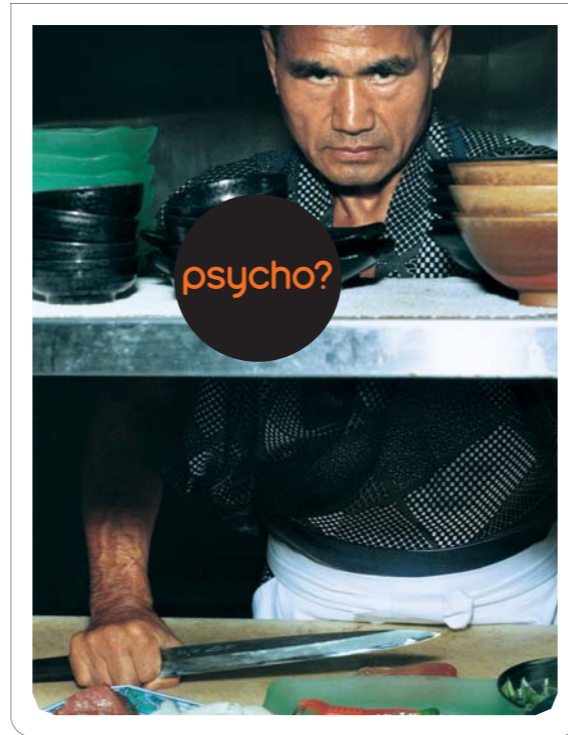
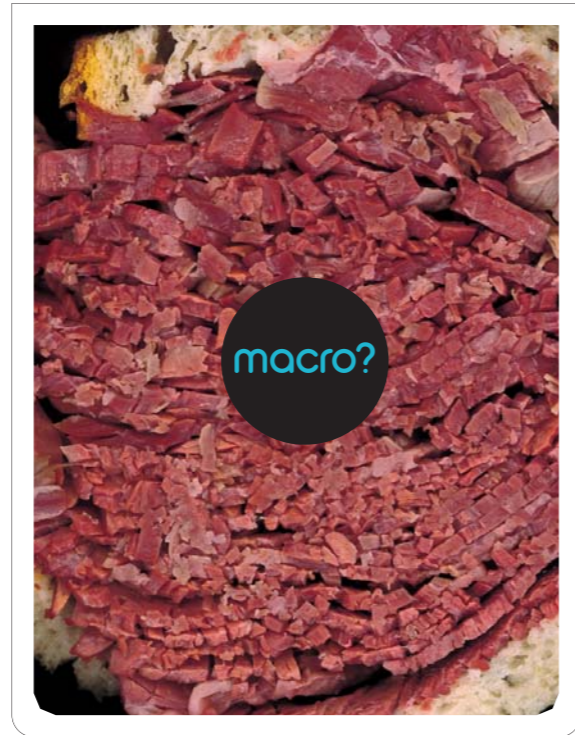
EACH CITY WAS ASSIGNED A COLOR. LOS ANGELES WAS HAPPY WITH "ORANGE YOU GLAD". SAN FRANCISCO WAS "WIDE OPEN". NEW YORK PICKED "PICK-ME-UP". AND THE NATIONAL COLOR WAS "LUCKY CHARM". IN RETROSPECT, PERHAPS IT SHOULD HAVE BEEN CALLED "UNLUCKY CHARM" SINCE THEIR INVESTORS DECIDED TO PULL OUT AFTER THE PRODUCT WAS RELEASED.



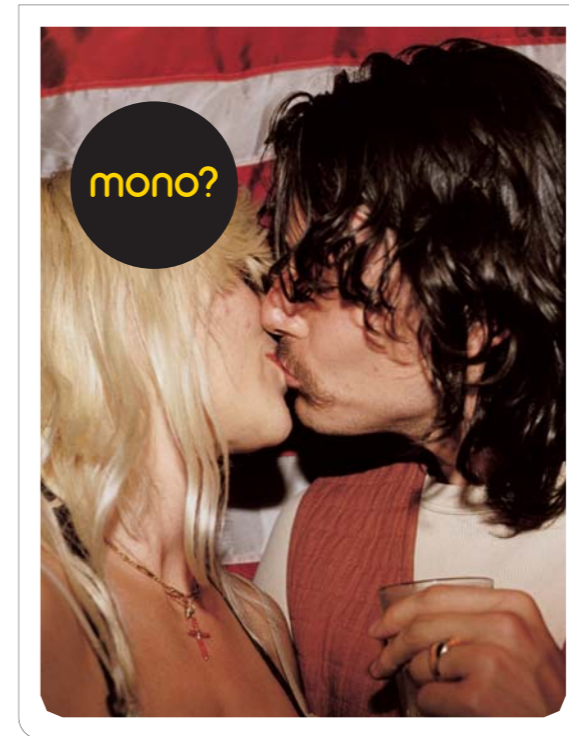
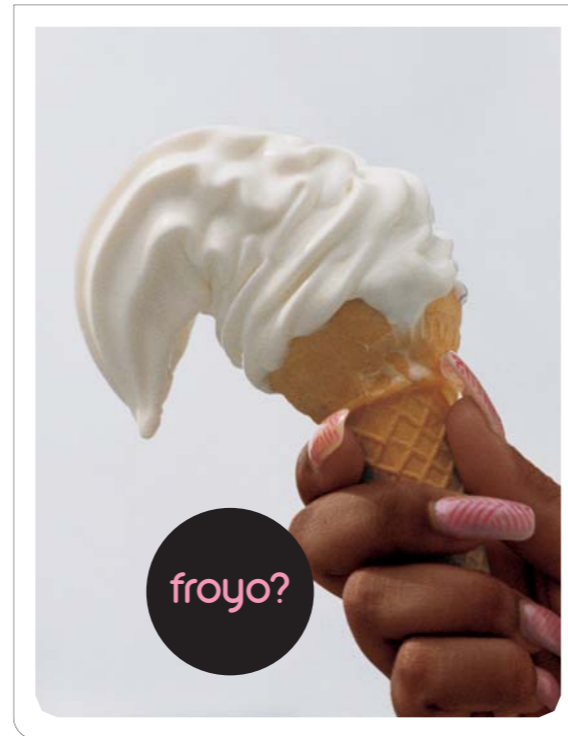
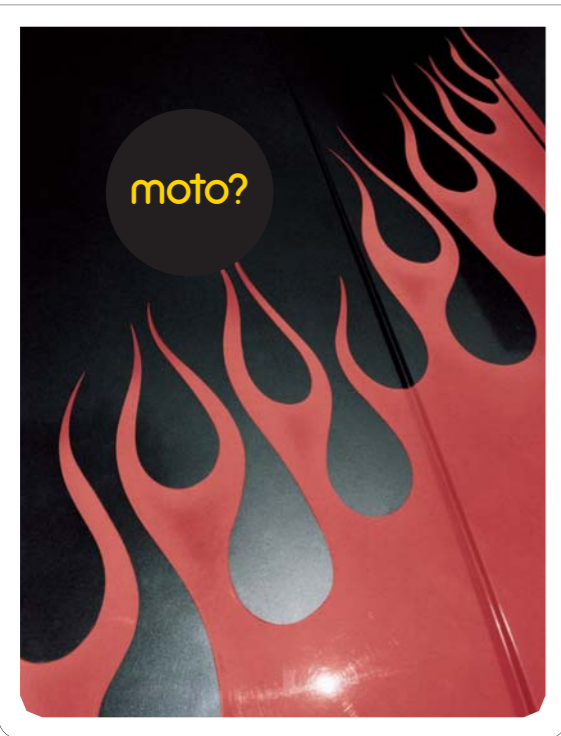
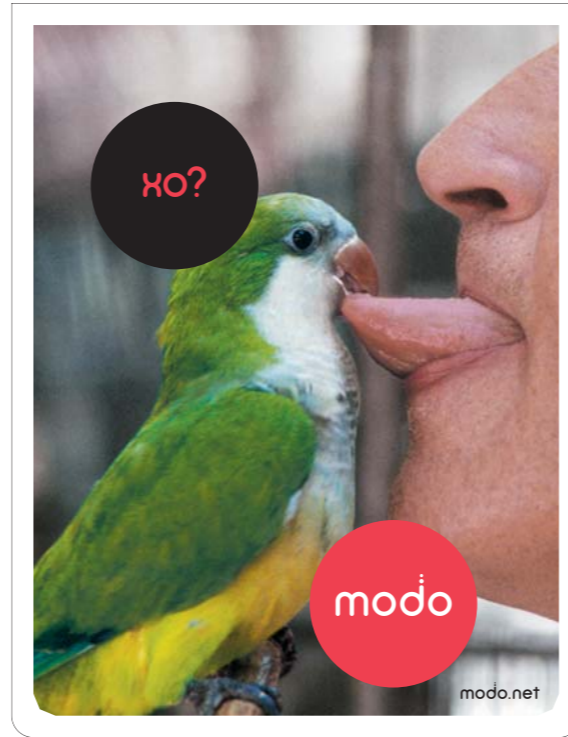
MODO GUERRILLA CAMPAIGN

THIS WAS THE FIRST ELEMENT OF THE LAUNCH IN NEW YORK, LOS ANGELES AND SAN FRANCISCO. IT WAS DESIGNED TO SHOW OFF THE RANGE OF FUN ACTIVITIES THAT MODO COULD CONNECT PEOPLE TO, IN GRAIN THE WORD "MODO" IN PEOPLE'S MINDS AND HAVE THEM EQUATE MODO WITH FUN. THE "REVEAL" ASPECT OF THE CAMPAIGN GENERATED INTRIGUE, STARTED PEOPLE TALKING ABOUT MODO, MADE THEM LAUGH, AND GOT THEM TO QUESTION WHAT IS BEING PRESENTED TO THEM AND ULTIMATELY, BY WHOM.

THESE QUESTION WORDS - LIKE FROYO?, BUCKO?, DISCO? - WERE POSTED IN VARIOUS CREATIVE WAYS THROUGHOUT EACH CITY FOR TWO WEEKS. AFTER THESE TWO WEEKS, WE POSTED SIMILAR CREATIVE THAT BASICALLY ANSWERED THOSE WORDS WITH "MODO". THIS WAS THEN FOLLOWED BY THE BRAND IMAGE CAMPAIGN THAT ENDED UP TELLING THE REST OF THE STORY.



MODO GUERRILLA CAMPAIGN
1 OF 2
THE "HOMO?" ON THE RIGHT?
MÈ.





modo



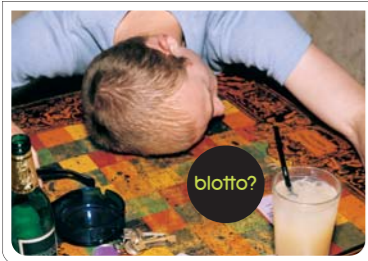
neptune

your guide to whatever you'd rather be doing.

Behold the all-knowing, all-seeing resource for what to do in your city. modo helps you find exactly the right bar, restaurant, club/DJ, live music, movie, sporting event, coffee shop, museum, performance, clothing store, outdoor activity or anything else you're in the mood for. With insightful reviews written by our smart, witty and incredibly lucky staff getting paid to go out and screw around on your behalf. Get the lowdown. Get modo.

Some other tidbits for those of you still reading:

- modo is small, handheld, fits in your pocket
- modo is wireless and not dependent on the web
- free service forever
- modo automatically updates its content every day
- updates if you travel to another modo city



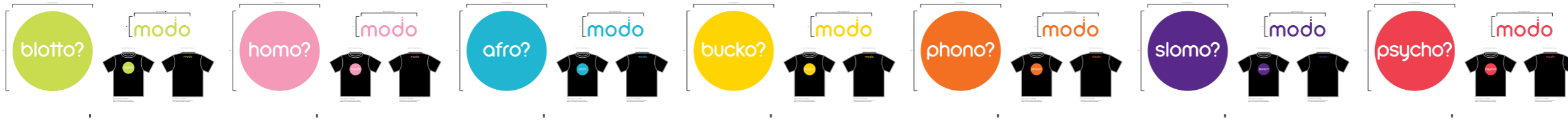
MODO POSTCARDS
 MODO POSTCARDS.
 MODO GO-CARDS.
 MODO KOZMO CARDS.
 MODO LENTICULAR POSTCARDS.
 MODO POS POSTCARDS.
 EVEN A MODO POSTCARD STAND.



FRONT GRAPHIC PLACEMENT:
Homo? artwork centered on front, placed approx. 2.75" down from bottom neck seam.

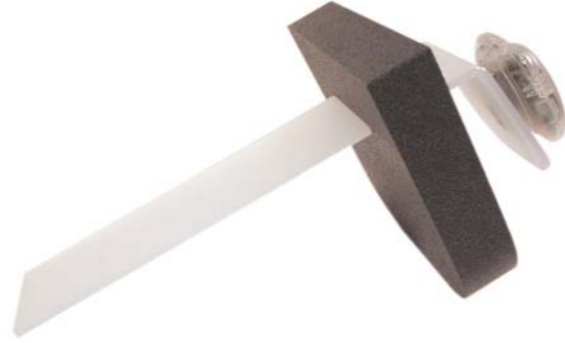


BACK GRAPHIC PLACEMENT:
modo logo centered on back, placed approx. 1.375" down from bottom neck seam.





**MODO MEDIA KIT
AND OTHER VARIOUS KITS LIKE PR KITS, RETAIL KITS, AND VIDEOCASSETTE CASES.
BLACK DE-BOSSED "MODO" LOGO COVERS SURROUNDED IN MODO-ERN CLEAR VINYL.**

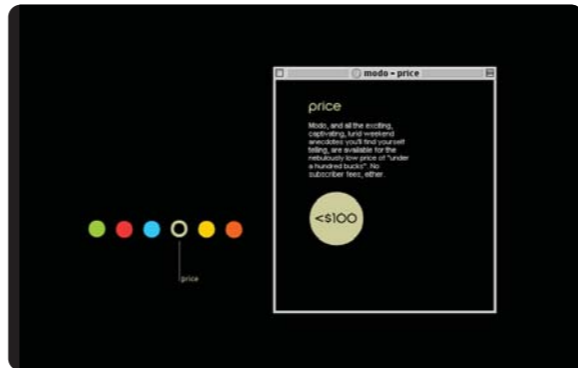
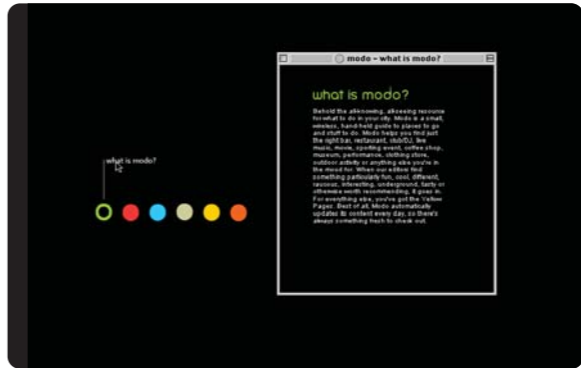
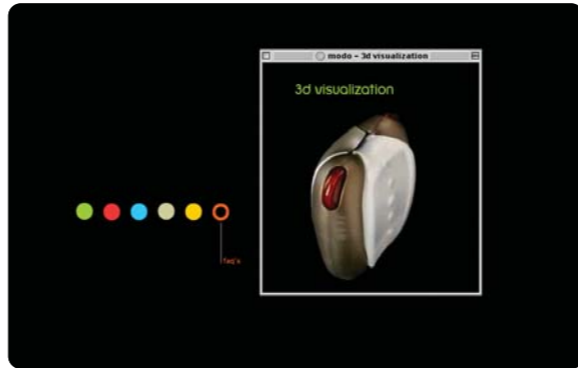
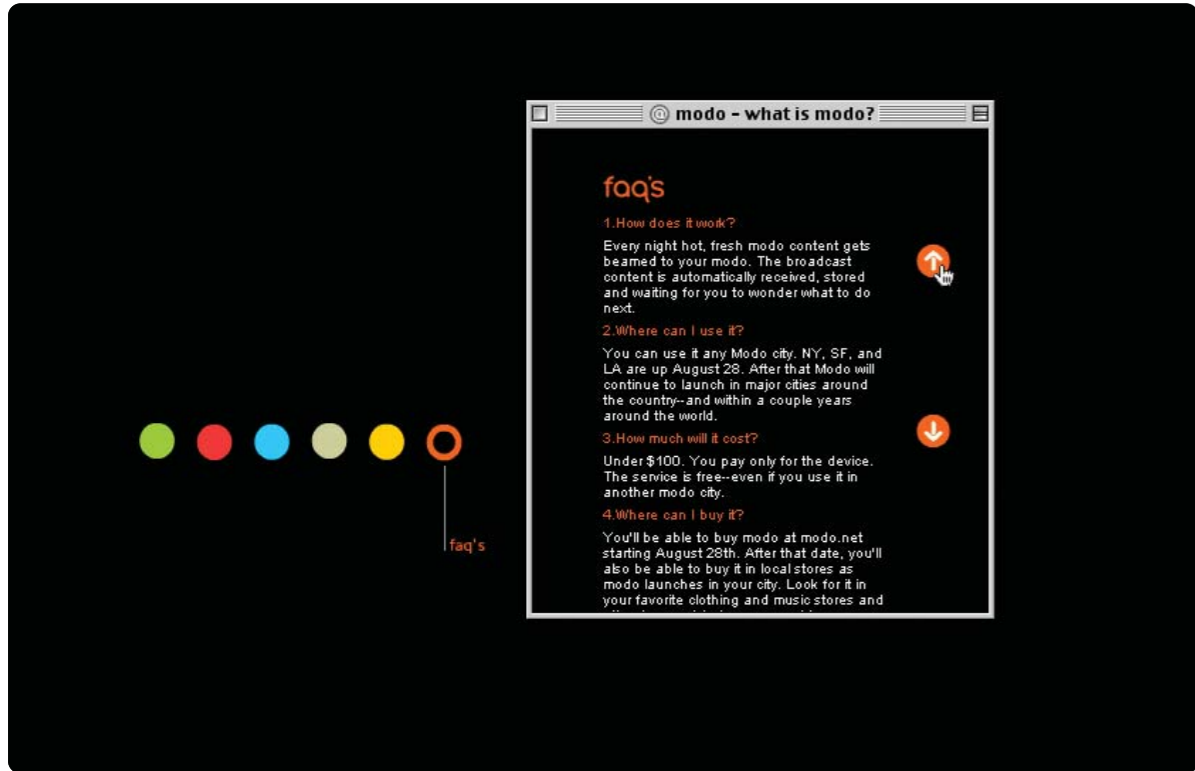
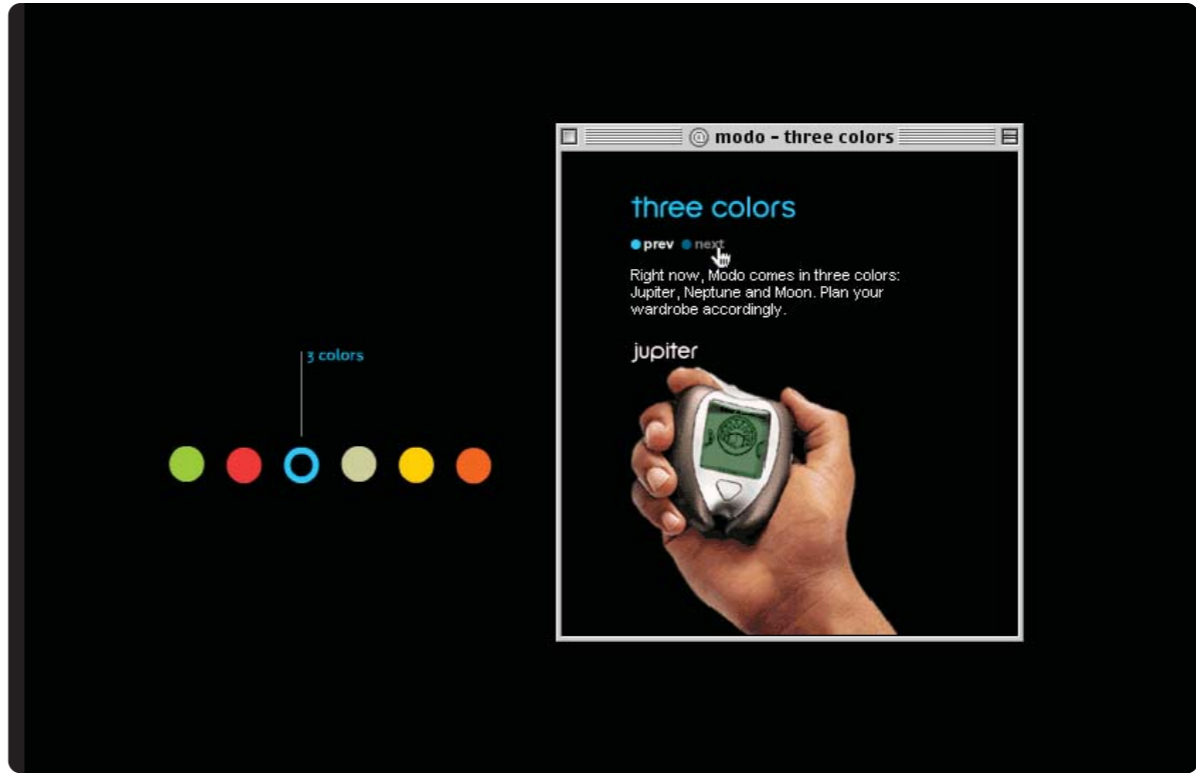


MODO POINT -OF-SALE DISPLAY

ALTHOUGH THIS DESIGN WASN'T ALL MINE (A COMPANY IN PORTLAND CONCEPTED IT AND ANOTHER COMPANY IN PORTLAND PRODUCED IT) I GAVE THEM MY THOUGHTS AND DIRECTION: TRANSLUCENT, NEUTRAL COLORED PLASTIC, DIMENSIONAL (SEXUAL) PROTURSIONS, WEIGHTY AND SUBSTANTIAL BASE, DEVICE FRONT AND CENTER, TEXTURED BLACK "URBAN" COATING). THIS IS THE END RESULT.

QUICK STORY:

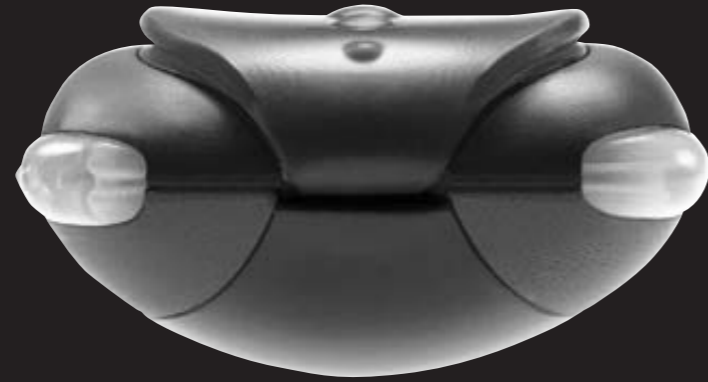
AFTER SEVERAL ROUNDS OF TRYING TO GET JUST THE RIGHT TEXTURE FOR THE BASE AND MANY ATTEMPTS AND EXPERIMENTS WITH MATERIALS, WE ENDED UP TAKING THE SLEW OF THESE WOODEN BASE BLOCKS TO A CUSTOM PICKUP SHOP SOMEWHERE IN PORTLAND, OREGON WHERE THEY SPRAYED THEM ALL WITH THAT GRITTY, NON-SLIP TRUCK BED COATING. THEY THOUGHT WE WERE CRAZY. WE THOUGHT THEY WERE JUST A LITTLE BIT CRAZY TOO.



MODO WEBSITE
 WORKING WITH DEEPIED IN NEW YORK, WE CAME UP WITH THIS SIMPLE WEBSITE TO GET PEOPLE INTERESTED IN ALL THINGS MODO. IT WAS FUN, PLAYFUL, SIMPLE & COMMUNICATED THE VISUAL ATTRIBUTES OF THE BRAND. THE OPENING SCREEN DEMONSTRATES THIS PLAYFULNESS - WHEN YOUR CURSOR ROLLS OVER THE DOTS THEY START BOUNCING UP AND DOWN WITH ACCOMPANYING XYLOPHONE-INSPIRED SOUND EFFECTS.



where
the hell is
everything?



meet modo. A living, breathing,
updated-daily, portable source
of inspiration on the best places
to drink, dance, eat, shop, stare
at a movie screen, hang out or
whatever it is you'd rather be
doing. just \$99.

modo

FRED SEGAL EYES • 500 Broadway, santa monica • 310 394 1975

TRACEY ROSS • 8595 sunset blvd. west hollywood • 310 854 1996

KBOND • 7257 Beverly Blvd. Los Angeles • 323 939 8866

RUDY'S BARBERSHOP • 8300 sunset blvd. west hollywood • 323 650 5669

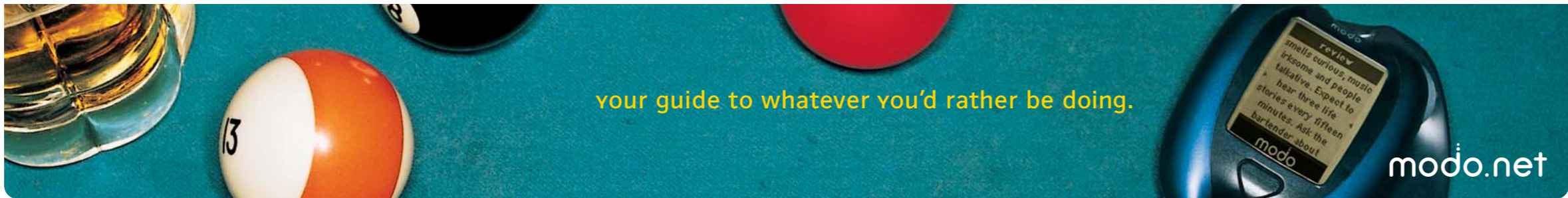
FRED SEGAL Melrose • 8118 melrose ave. west hollywood • 310 815 0606

MODO CO-OP AD

THE HEADLINE ASKS, "WHERE THE HELL IS EVERYTHING?" AND BY THIS POINT, PEOPLE COULD HAVE CARED LESS ABOUT WHERE "EVERYTHING" IS AND WERE MORE CONCERNED WITH WHERE THEIR MODOS WERE. OR, TO MORE APPROPRIATELY STATE, WEREN'T.



even if religious fanatics
are right, at least you'll
have some good stories
to tell in hell.



your guide to whatever you'd rather be doing.

modo.net



a hunger for life is damn
near identical to a
hunger for cheese-fries.

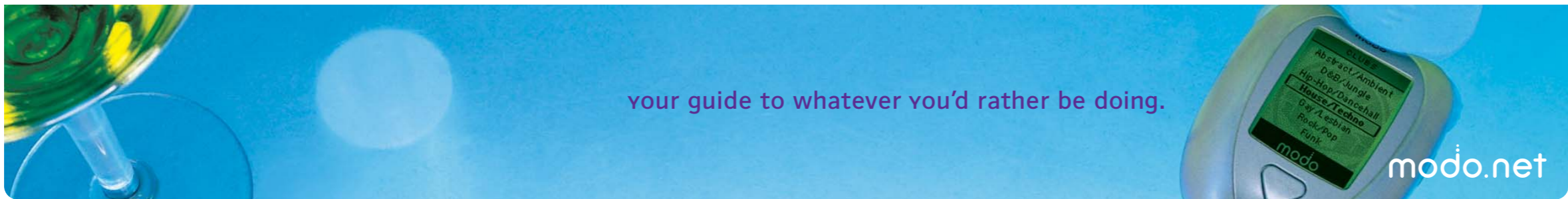


your guide to whatever you'd rather be doing.

modo.net



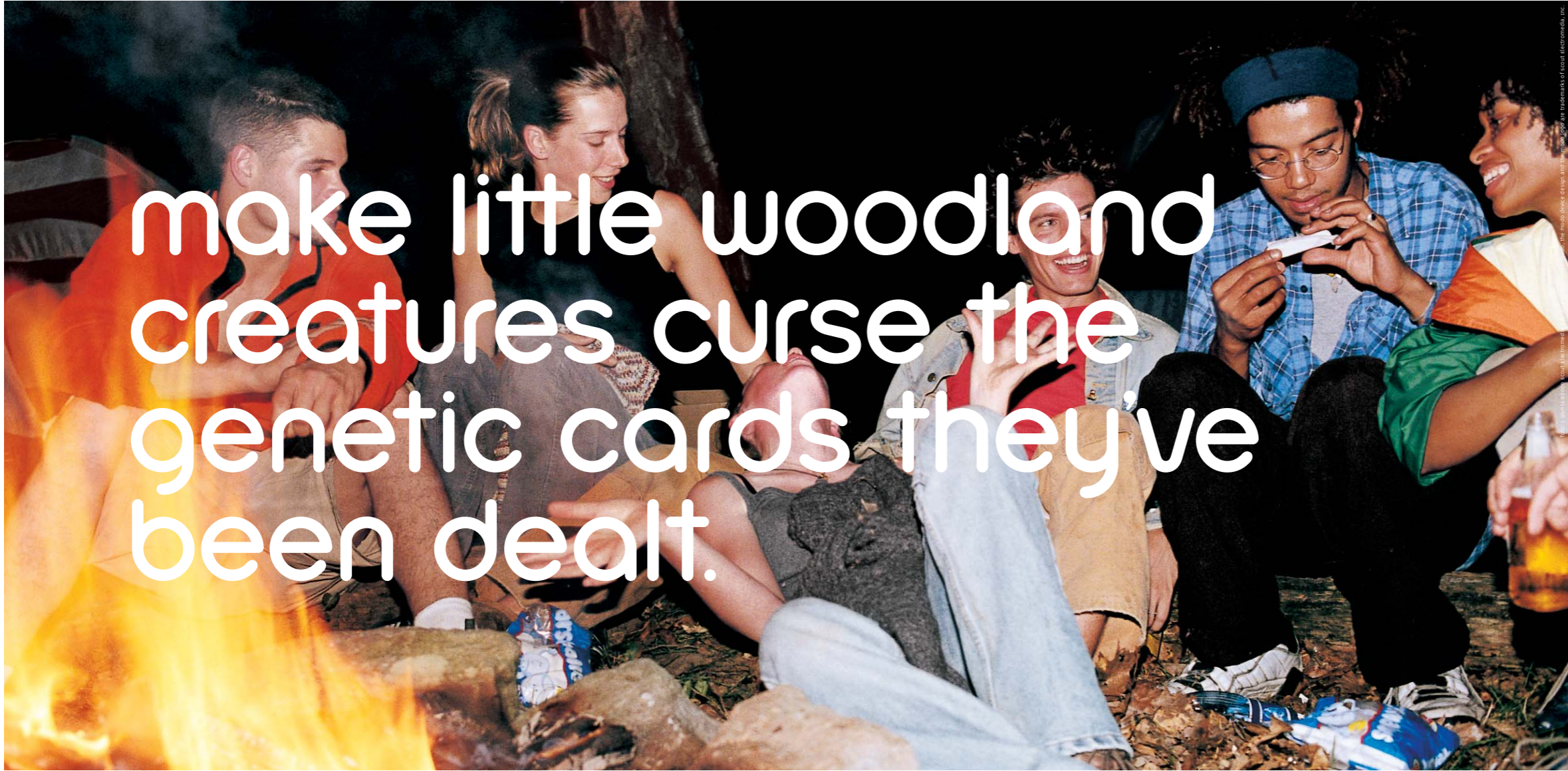
get your eight hours
of sleep. just not all
in a row.



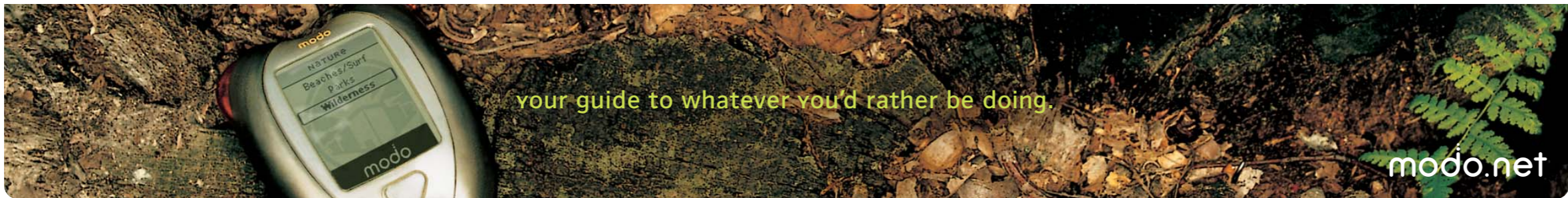
your guide to whatever you'd rather be doing.



modo.net



make little woodland creatures curse the genetic cards they've been dealt.




your guide to whatever you'd rather be doing.

modo.net



way, way better than sex.
but only if it leads to some.



review
crispy, worth the
caloric pain. Belly up
to the bar but make
sure to eat minimum
three rolls or face
evil eye of sushi
sensesis.
modo

your guide to whatever you'd rather be doing.

modo.net



make your brain sexier
to the other brains.

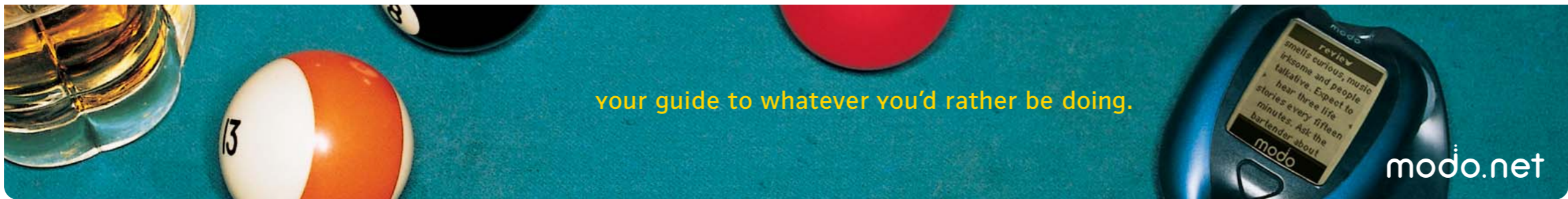


your guide to whatever you'd rather be doing.

modo.net



some people see the
glass half-empty,
some see a free drink
sitting there.



your guide to whatever you'd rather be doing.

modo.net



it's funny until somebody gets hurt. and then it's even funnier.



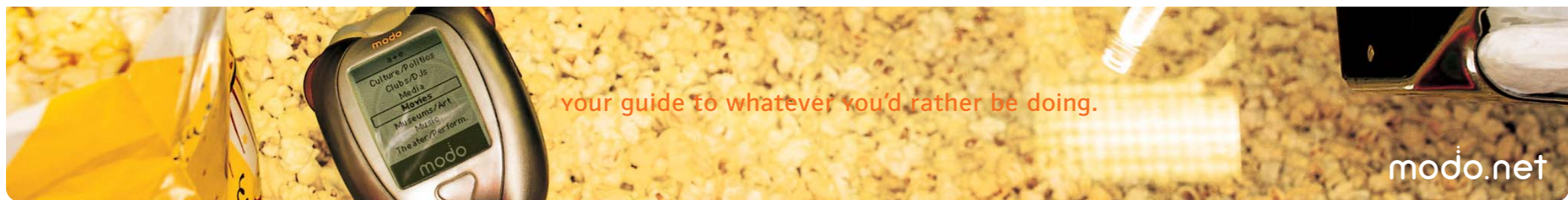
your guide to whatever you'd rather be doing.

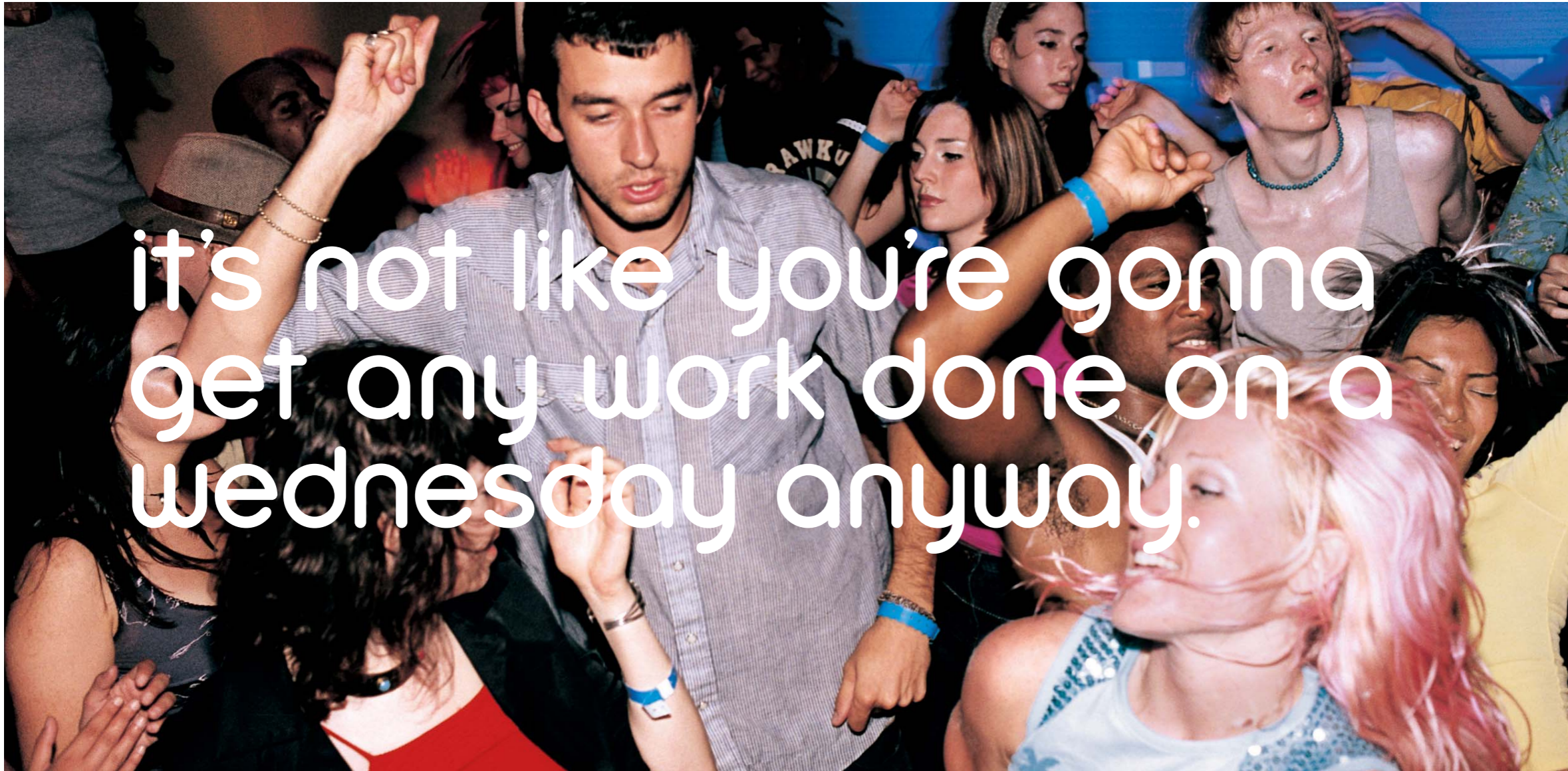
modo.net



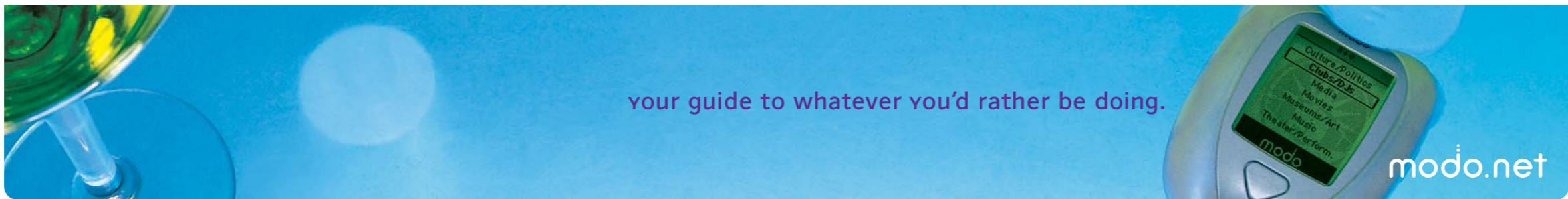


plot twists are essential
in real life, too.





it's not like you're gonna
get any work done on a
wednesday anyway.




your guide to whatever you'd rather be doing.

modo.net

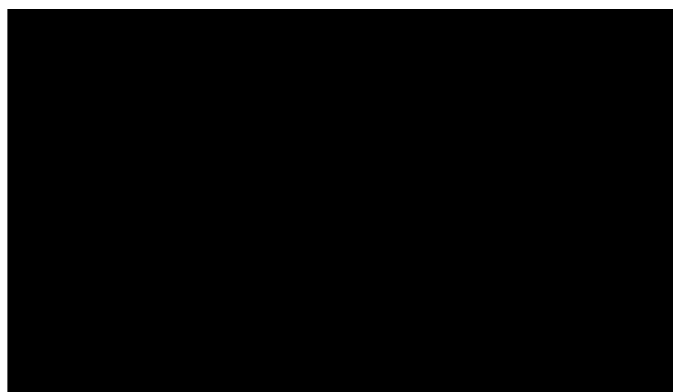


hell, meet yourself
for drinks.



your guide to whatever you'd rather be doing.

modo.net



STOA@JONSTOA.COM