MODOLUX

PRECISION SUPPLY · ARCHITECTURAL CRAFT



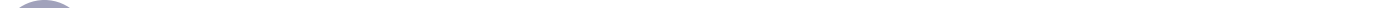
PRECISION SUPPLY · ARCHITECTURAL CRAFT

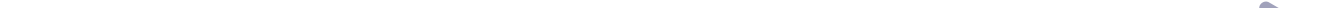
Where Specification Meets Craft

Architectural balustrades, screens, battens, cladding, shrouds, canopies, and complementary products supplied for builders and architects across Australia.

START A MODOLUX PROJECT

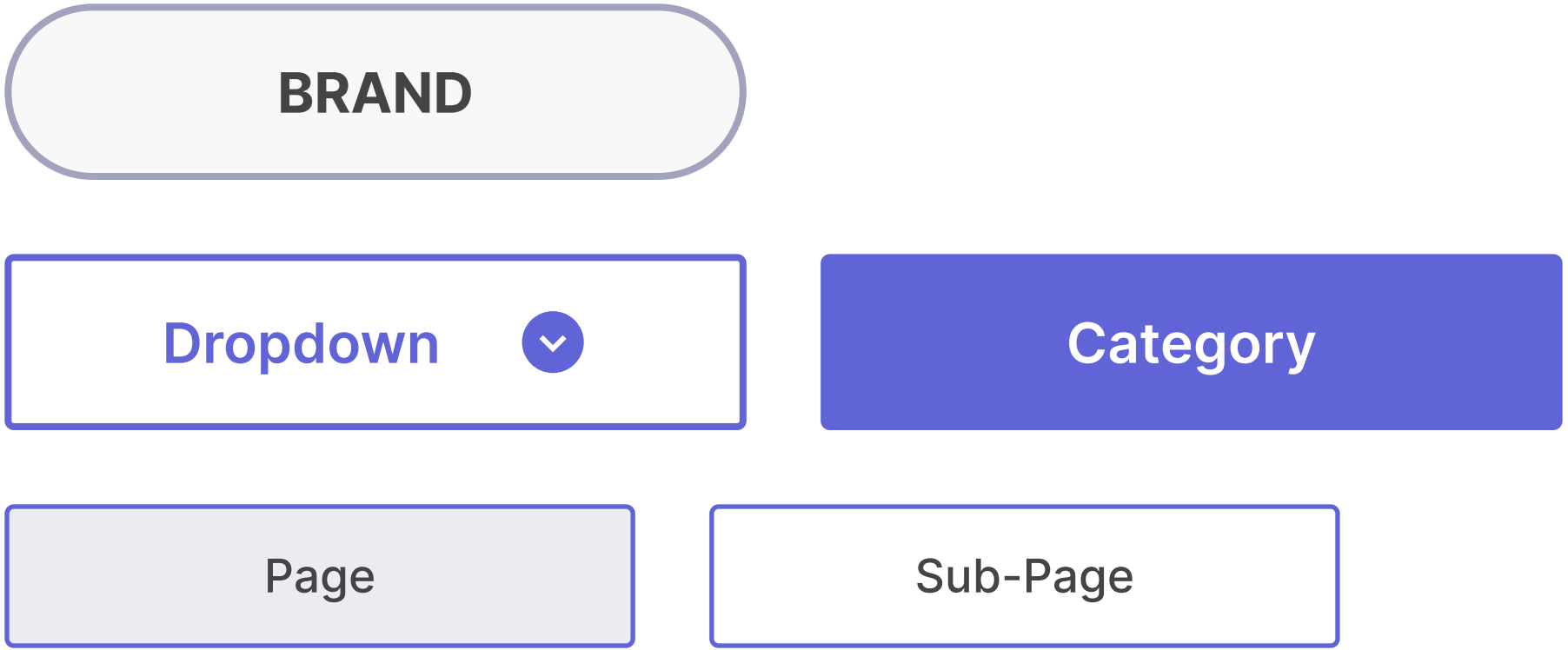
EXPLORE PRODUCTS





MODOLUX

PRECISION SUPPLY · ARCHITECTURAL CRAFT


BRAND
Dropdown
Category
Page
Sub-Page

MODOLUX

PRECISION SUPPLY · ARCHITECTURAL CRAFT

MODOLUX

PRECISION SUPPLY · ARCHITECTURAL CRAFT

BRAND IDENTITY SYSTEM · VERSION 1.0

MODOLUX
Brand Pack

Identity, Colour, Typography, Voice & Application Guidelines

CLIENT	VERSION	CLASSIFICATION	PREPARED BY
Modolux Pty Ltd	1.0 — April 2026	Confidential	Modolux Design

01 — LOGO IDENTITY

The Modolux Wordmark

The Modolux wordmark uses Playfair Display — a high-contrast geometric serif — set in tracked uppercase. The contrast between "MODO" (warm white) and "LUX" (gold) creates a deliberate visual split: the process (MODO — the way) and the outcome (LUX — light, luxury, quality). The ligature should never be separated, distorted, or recoloured outside the defined palette.

MODOLUX
PRECISION SUPPLY · ARCHITECTURAL GRADE
Primary — Dark Background

MODOLUX
PRECISION SUPPLY · ARCHITECTURAL GRADE
Primary — Light Background

MODOLUX
PRECISION SUPPLY · ARCHITECTURAL GRADE
Reversed — Gold Background

✓ APPROVED USAGE

- On deep charcoal (#141414)
- On warm white (#F5F2ED)
- On Modolux Gold (#C9A96E)
- On pure black (#0A0A0A)
- At minimum 120px wide (digital)

✗ NEVER DO THIS

- Recolour either wordmark component
- Apply drop shadows or effects
- Use on busy photographic backgrounds
- Stretch, skew, or rotate
- Use below 80px wide (digital) / 22mm (print)

02 — COLOUR PALETTE

The Modolux Palette

The palette is drawn from the materials themselves — the warmth of oiled timber, the cool precision of brushed aluminium, the depth of a shadow gap detail. It is intentionally restrained: five core colours that can be combined with infinite confidence.

PRIMARY PALETTE

Deep Black	Charcoal	Dark	Modolux Gold	Warm White
#0A0A0A	#141414	#1C1C1C	#C9A96E	#F5F2ED
Backgrounds, text	Primary background	Section contrast	Brand accent, CTAs	Primary text on dark

SECONDARY & FUNCTIONAL PALETTE

#2E2E2E	#141E1E	#B4A49A	#C4A875	#D5CDBD	#E4A761
Mid dark	Tertiary text	Secondary text	Gold hover state	Dividers, tint	Off-white bg

DARK CONTEXT
Heading in Warm White
Body text at 70% opacity for warm white. Gold for emphasis and labels only.

LIGHT CONTEXT
Heading in Charcoal
Body text in mid-tone warm grey. Gold for labels, links, and accents.

GOLD CONTEXT
Heading in Black
Used for CTA sections only. Black text, no gold elements. Reserve for maximum impact.

03 — TYPOGRAPHY SYSTEM

Type Hierarchy & Usage

DISPLAY & HEADING TYPEFACE

Playfair Display
Aa Bb Cc

A high-contrast editorial serif with strong vertical stress. Used for all headlines, manifesto quotes, product names, and the logotype. The Italic variant in gold creates warmth and emphasis within body copy.

BODY & UI TYPEFACE

Inter
LABELS

A geometric grotesque used for all body copy, navigation, UI labels, captions, and data. Weight 300 for body, 400 for UI, 500 for labels/buttons. Always uppercase for micro-labels with generous tracking (0.16–0.22em).

TYPE SCALE

H1DISPLAY / 72PX	Precision
H2 / 48PX	Where specification meets *craft.*
H3 / 36PX	Curated for the architecture it serves.
H4 / 28PX	Timber Battens & Screens
BODY / 16PX	Modolux exists for one reason: to give architects, designers, and builders access to architectural-grade materials without compromise.
LABEL / 11PX	PRODUCT SYSTEMS
CAPTION / 11PX	Sydney, NSW. — Architect's Sill Architects — 2024

04 — UI COMPONENTS

Interface Elements

NAVIGATION BAR

MODOLUX · PRODUCTS · PROJECTS · SPECIFY · ABOUT · GET A QUOTE

BUTTONS

EXPLORE PRODUCTS
VIEW PROJECTS
START SPECIFYING

FORM INPUTS

Your Name
name@address.com
SUBMIT ENQUIRY

TAGS & LABELS

SYSTEM 01
BALUSTRADE · BATTENS
Order (20% gold opacity)
Pale (full gold)

PRODUCT CARDS — SYSTEM STYLES

SYSTEM 01
Timber Battens

SYSTEM 02
Balustrade Systems

SYSTEM 03
Aluminium Screens

SYSTEM 04
Louvres & Cladding

05 — TONE OF VOICE

How Modolux Speaks

BRAND MANIFESTO STATEMENT

"We supply the materials that define spaces. No installation. No conflict. No compromise — just precision products for the architects who demand the extraordinary."

We Are

- ✓ **Confident, not arrogant.** We know our product is exceptional. We don't need to shout.
- ✓ **Precise, not clinical.** We use technical language correctly, but never to exclude.
- ✓ **Warm, not casual.** We speak to peers, not to customers. Architects to architects.
- ✓ **Direct, not blunt.** We say what we mean. Short sentences. No padding.
- ✓ **Editorial, not promotional.** Our content teaches, inspires, and informs.

We Are Not

- ✗ **Salesy.** We never use urgency tactics, discount language, or pushy CTAs.
- ✗ **Jargon-heavy.** We don't hide behind technical complexity to sound credible.
- ✗ **Hyperbolic.** "World-class", "best in class", "leading" — avoid. Show, don't claim.
- ✗ **Casual.** No contractions in formal contexts. No slang. No emojis in branded comms.
- ✗ **Passive.** Active voice. We supply, we specify, we deliver — not "products are supplied."

✓ WRITE LIKE THIS

"Specify with precision. Our Glass Balustrade Suite is engineered to AS 1170 and delivered with full compliance documentation."

"We don't install. That's the point."

✗ NOT LIKE THIS

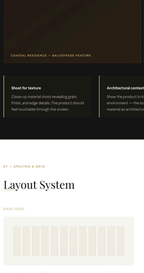
"Check out our AMAZING balustrade systems — the best quality at unbeatable prices! Order today and save BIG!"

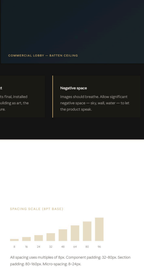
"Our world-class products are industry-leading solutions for all your architectural needs."

06 — PHOTOGRAPHY DIRECTION

Visual Language

Every image Modolux uses should feel as though an architect took it — considered, purposeful, and in love with the material. We never use stock photography. All imagery must be original, shot professionally in real-world installations.


COASTAL RESIDENCE — BALUSTRADE FEATURE


COMMERCIAL LOBBY — BATTEN CEILING

Short for texture
Close-up material shots revealing grain, finish, and edge details. The product should feel touchable through the screen.

Architectural context
Show the product in its final, installed environment — the building as art, the material as architecture.

Negative space
Images should breathe. Allow significant negative space — sky, wall, water — to let the product speak.

07 — SPACING & GRID

Layout System

BASE GRID

SPACING SCALE (4PT BASE)

12-column grid · 80px gutters (desktop) · 24px (mobile) · Max width 1440px
Page padding 80px (desktop) / 24px (mobile)

All spacing uses multiples of 4px. Component padding: 32–80px. Section padding: 80–160px. Micro-spacing: 8–24px.

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MODOLUX WEBSITE

FUTURE STRUCTURE - NOT IN MAIN NAV YET

Homepage

High-end brand introduction and primary entry point for builders, architects, and specifiers.

- **Hero / brand positioning**
  "Where specification meets craft."
- **What Modolux supplies**
  Balustrades, screens, battens, cladding, shrouds, canopies, companion products
- **Built for builders and architects**
  Supply-only, documented, site-ready, no install conflict
- **Product systems overview**
- **Specification confidence**
  Supply-only, documented, site-ready, no install conflict
- **Reference work preview**
- **How the process works**
- **Primary CTA - Request a Quote**
  Start a Modolux project / Request a quote

Products

Product system overview page that routes users into the right category.

- **Product systems introduction**
- **Core product groups**
- **Balustrades**
  - Overview
  - Range: Edge, Axis, Contour
  - Applications
  - Materials and finishes
  - Compliance notes
  - Downloads / Inquiry CTA
- **Screens & Fences**
  - Overview
  - Range: Divide, Glazed Divide, Outline
  - Applications
  - Patterning / privacy / solar control
  - Materials and finishes
  - Downloads / Inquiry CTA
- **Battens & Cladding**
  - Overview
  - Range: Rhythm, Surface
  - Applications
  - Timber-look and aluminium finishes
  - Installation / fixing approach
  - Downloads / Inquiry CTA
- **Shrouds & Canopies**
  - Overview
  - Range: Linea Canopies, Linea Shrouds
  - Applications
  - Custom geometry
  - Warranty / coating info
  - Downloads / Inquiry CTA
- **Companion Products**
  - Shower screens
  - Planter systems
  - Mirrors
  - Architectural glass
  - Inquiry CTA
- **Specification support CTA**
- **Request quote CTA**

Projects

Show proof, visual quality, and capability.

- **Reference work introduction**
- **Featured project grid**
- **Project detail template**
  - Product system
  - Scope
  - Finish
  - Application
  - Builder / architect if available
  - CTA: Discuss a similar project

Specification Hub

Technical and compliance hub for architects, builders, and specifiers.

- **Specification support overview**
- **Technical data sheets**
- **Compliance documents**
- **Material finishes**
- **CAD drawings**
- **Downloads**
- **Sample request**
- **Contact technical team / start specifying CTA**

How We Work

Explain the supply process and reduce buyer uncertainty.

- **Tender to handover intro**
- **Step 1: Enquire**
- **Step 2: Detail**
- **Step 3: Engineer**
- **Step 4: Fabricate**
- **Step 5: Deliver**
- **What builders receive**
  Documentation support, sample matching, spec confidence
- **CTA: Send drawings / Request quote**

About Modolux

Build trust around a new brand with established fabrication capability.

- **Company overview**
- **Provenance**
  New brand, established craft
- **Capability**
- **Standards**
- **Supply-only positioning**
- **Australian project experience**
- **CTA: Work with Modolux**

Get a Quote

Primary conversion page.

- **Quote request intro**
- **Project details form**
- **Product category selection**
- **Upload drawings**
- **Timeline / programme**
- **Site location**
- **Contact details**
- **Message / requirements**
- **Confirmation message:**
  Technical lead responds within one business day

Client Portal

Future private client access area.

- Client Login
- Project Dashboard
- Drawings
- Technical Files
- Quotes
- Site location
- Project Tracking

LEGEND

Website Name — WEBSITE NAME

Page — Page

Section

Sub-Section



PRECISION SUPPLY · ARCHITECTURAL CRAFT

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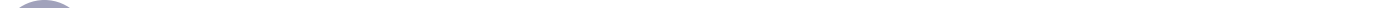
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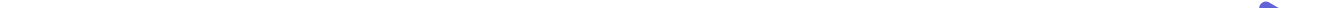
EXPLORE PRODUCTS

SCOPE
Supply Only

DOCUMENTATION
Drawings, Certificates, & Samples

DELIVERY
Palletized, Labelled, & Sequenced







Page



Content

BRAND IDENTITY SYSTEM · VERSION 1.0

MODOLUX
Brand Pack

Identity, Colour, Typography, Voice & Application Guidelines

CLIENT	VERSION	CLASSIFICATION	PREPARED BY
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LABEL / 11PX	PRODUCT SYSTEMS
CAPTION / 11PX	Sydney, NSW. — Architect's Sill Architects — 2024

04 — UI COMPONENTS

Interface Elements

NAVIGATION BAR

MODOLUX · PRODUCTS · PROJECTS · SPECIFY · ABOUT · GET A QUOTE

BUTTONS

EXPLORE PRODUCTS
VIEW PROJECTS
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TAGS & LABELS

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PRODUCT CARDS — SYSTEM STYLES

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Timber Battens

SYSTEM 02
Balustrade Systems

SYSTEM 03
Aluminium Screens

SYSTEM 04
Louvres & Cladding

05 — TONE OF VOICE

How Modolux Speaks

BRAND MANIFESTO STATEMENT

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We Are

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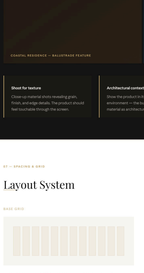
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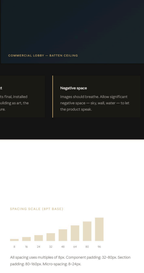
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Visual Language

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COASTAL RESIDENCE — BALUSTRADE FEATURE


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Architectural context
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07 — SPACING & GRID

Layout System

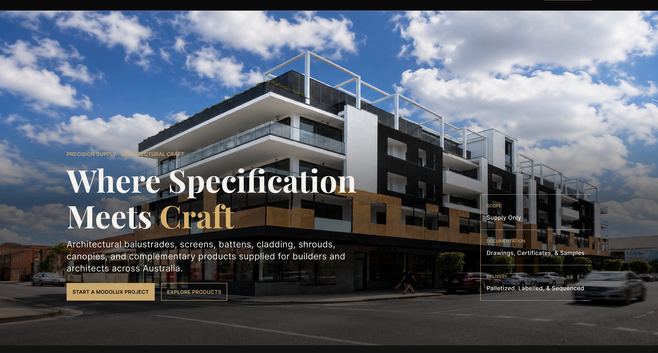
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SPACING SCALE (4PT BASE)

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PRECISION SUPPLY · ARCHITECTURAL CRAFT

Where Specification Meets Craft

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START A MODOLUX PROJECT | EXPLORE PRODUCTS

SCOPE
Supply Only

DOCUMENTATION
Drawings, Certificates, & Samples

DELIVERY
Palletized, Labelled, & Sequenced

BUILT FOR THE PEOPLE WHO BUILD

We Supply The Materials That Define Spaces

Modolux exists for architects, designers, and builders who need architectural-grade materials without handover friction, product substitution, or scope confusion.

Every consignment is packed to suit the programme, with the drawings, compliance documents, finish samples, and replacement-part discipline expected on professional projects.

ONE SUPPLIER · ONE SCOPE · ONE STANDARD

Designed For Builders And Architects

On Spec. On Time. On Site.

Every consignment is packed to suit the programme, with the drawings, compliance documents, finish samples, and replacement-part discipline expected on professional projects.

No Substitution. No Erosion.

Detailing input, documentation support, and sample matching help the specified product land on site exactly as drawn.

THE RANGE

One Standard Across Every Product System

VIEW ALL PRODUCTS →



SYSTEM 01
Ballustrades
Frameless glass, semi-frameless glass, and aluminium slat systems.



SYSTEM 02
Screens & Fences
Privacy, solar control, facade articulation, gates, and boundary systems.



SYSTEM 03
Battens & Cladding
Linear aluminium systems for facades, soffits, ceilings, and feature walls.



SYSTEM 04
Shrouds & Canopies
Precision-fabricated facade depth, weather protection, and entry definition.

SPECIFY WITH CONFIDENCE

The Technical Proof, In One Place

A specification hub for documentation, finishes, compliance notes, drawings, and sample requests. Built now as a clear resource pathway, ready to deepen as the technical library expands.

START SPECIFYING →

01 **Technical Data Sheets**
Product-specific information for builders, architects, and site teams.

02 **Compliance Documents**
Structural certification, glass standards, aluminium design notes, and warranties.

03 **Material Finishes**
Powder-coat, anodised, timber-look, hardware, and sample matching support.

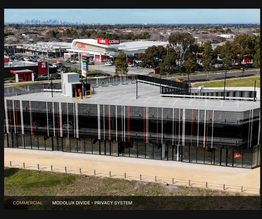
04 **CAD Drawings**
A future-ready pathway for drawings, details, and technical file access.

REFERENCE WORK

Proven Capability, Built Into Every Detail

Selected examples of work delivered by the team and fabrication capability behind Modolux, demonstrating the materials, finishes, and standards available for your next project.

EXPLORE REFERENCE WORK →



COMMERCIAL · MODOLUX DIVIDE · PRIVACY SYSTEM

TENDER TO HANDOVER

How Modolux Works

01
Enquire
Send drawings, programme, and performance requirements.

02
Detail
Shop drawings, finish samples, and documentation are developed against spec.

03
Engineer
Structural certification, heat-soak, and testing are coordinated where required.

04
Fabricate
Components are manufactured to tolerance and packed to the install sequence.

05
Deliver
Materials arrive palletized, labelled, documented, and ready for site.

NEW BRAND · ESTABLISHED CRAFT

Built On Experience, Not Promises

Modolux is a new name backed by a working fabrication standard, live supply chain, documented plant capability, current compliance work, and finish partners already delivering on Australian projects.

AS 1170 | AS/NZS 2208 | 15-YEAR COATING WARRANTY

BUILDER & ARCHITECT ENQUIRIES

Start A Modolux Project

Start the conversation early. From specification support to project delivery, our team works alongside architects and builders to ensure every system is supplied with confidence.

YOUR NAME
Enter Your Name

COMPANY
Company/Practice

EMAIL
Enter Your Name

PRODUCT INTEREST
Select Product

PROJECT REQUIREMENTS
Project Location, Timeline, Drawings, Performance requirements etc.

SUBMIT ENQUIRY

CONTACT US

Speak With The Modolux Team

Have a product question, need specification support, or want to discuss an upcoming project before requesting a quote? Get in touch directly.

BUILDER & ARCHITECT ENQUIRIES
Sales@Modolux.Com.Au

PROJECT SUPPORT
Drawings, compliance, finishes, samples, and supply enquiries.

SERVICE AREA
Architectural supply across Australia.

EMAIL MODOLUX

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