modiüs®

CASE STUDY

Website and Branding 2025

JAKE LOUDERBACK

415.301.0213

2jlouderback@gmail.com

jlouderbackcreative.com

linkedin.com/in/jakelouderback/

FINDING THE OUTER EDGE OF MODIUS

CHALLENGE:

Modius tasked our team with updating their corporate site—giving it a more modern and dynamic aesthetic while utilizing the current branding elements and guidelines.

We set out with some basic principles in mind:

1. Use the current style guide and tool set in a more strategic, consistent and engaging manner
2. Optimize the responsive layout
3. Develope a design system that would create efficiencies and ensure future development had clear instructions
4. Create content and pathways that align with desired outcomes for user interaction

ROLES

Creative Director
Writer
Creative Strategist
UX/UI Designer
Presentation Designer

TOOLS

Figma
Adobe Photoshop
Adobe Illustrator
Adobe Firefly
pencil/sharpie + paper

METHODS

Research
Competitive Analysis
Heuristics Evaluation
Mobile Survey
Site Map
Client Work Sessions
Wire-framing
Customer Journey Mapping
Design System
Annotated Mockups

ORIGINAL SITE: 2024

UX/UI CONCEPTS—R1

After high-level wireframes were developed, we moved to a blend of detailed wireframes and visual design. I presented a series of options that represented distinctly different interpretations of their brand influenced by current modern design trends and competitive analysis. The comps also expanded on content and functionality for the areas not detailed in high-level wires.

MESSAGING

In the spirit of evolving the brand and knowing content was still largely unbaked, I added some editorial suggestions to the visual comps—including new headlines that could give new conceptual footing to the visuals. These high-level messages were a shift away from diving directly into product specs and features toward articulating a simple, focused message relating the Modius central value prop—albeit in a way that would seem both obvious and unexpected. The updated language draws inspiration from outside the tech category—including healthcare and athletic equipment—to establish a differentiated, relatable positioning that resonates more effectively with the audience.

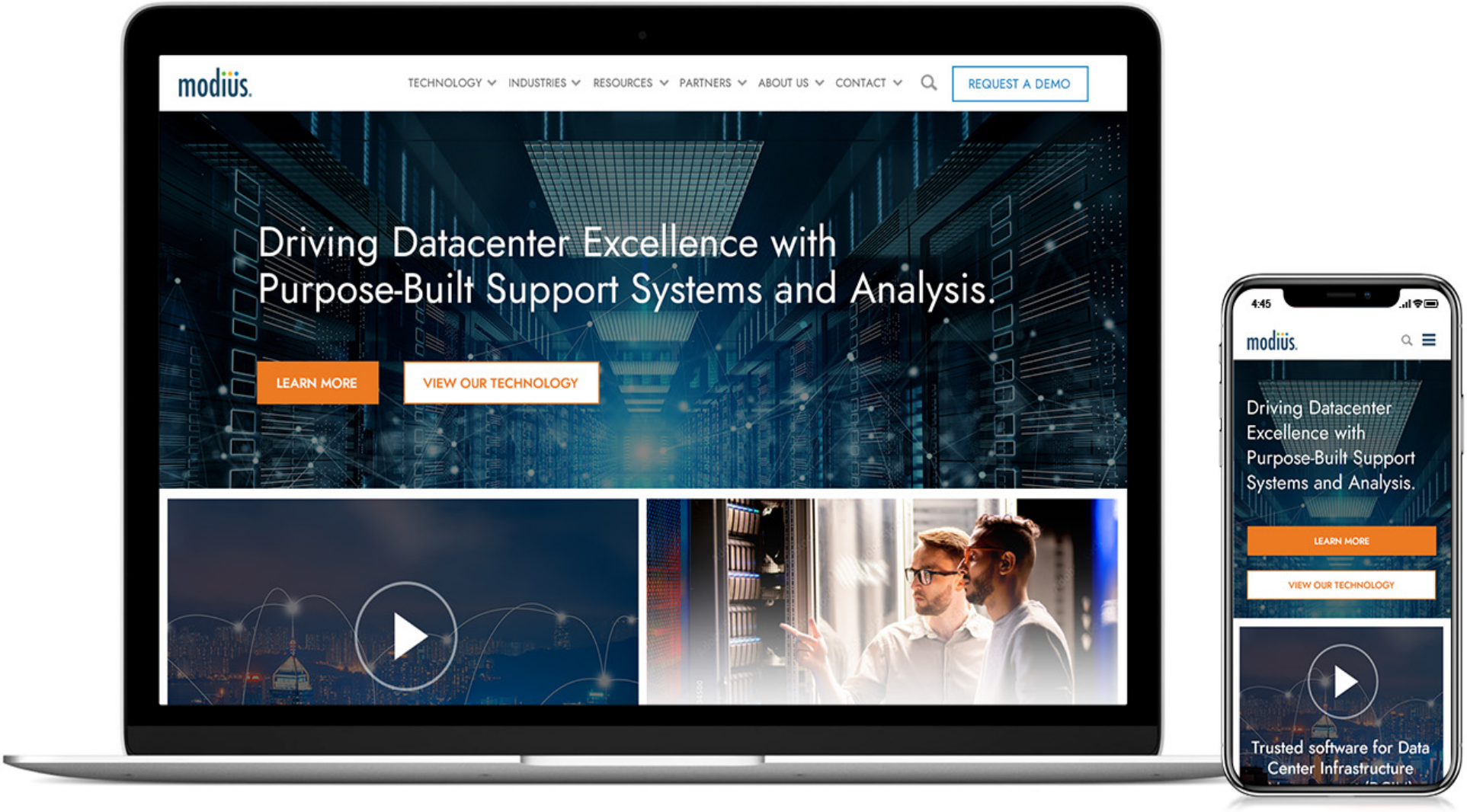
"Health Management for Data Center Technologies and Critical Facilities"

"Custom Care and Coverage Keeps Data Centers Humming at Peak Efficiency"

"Driving Datacenter Excellence with Purpose-Built Support Systems and Analysis."

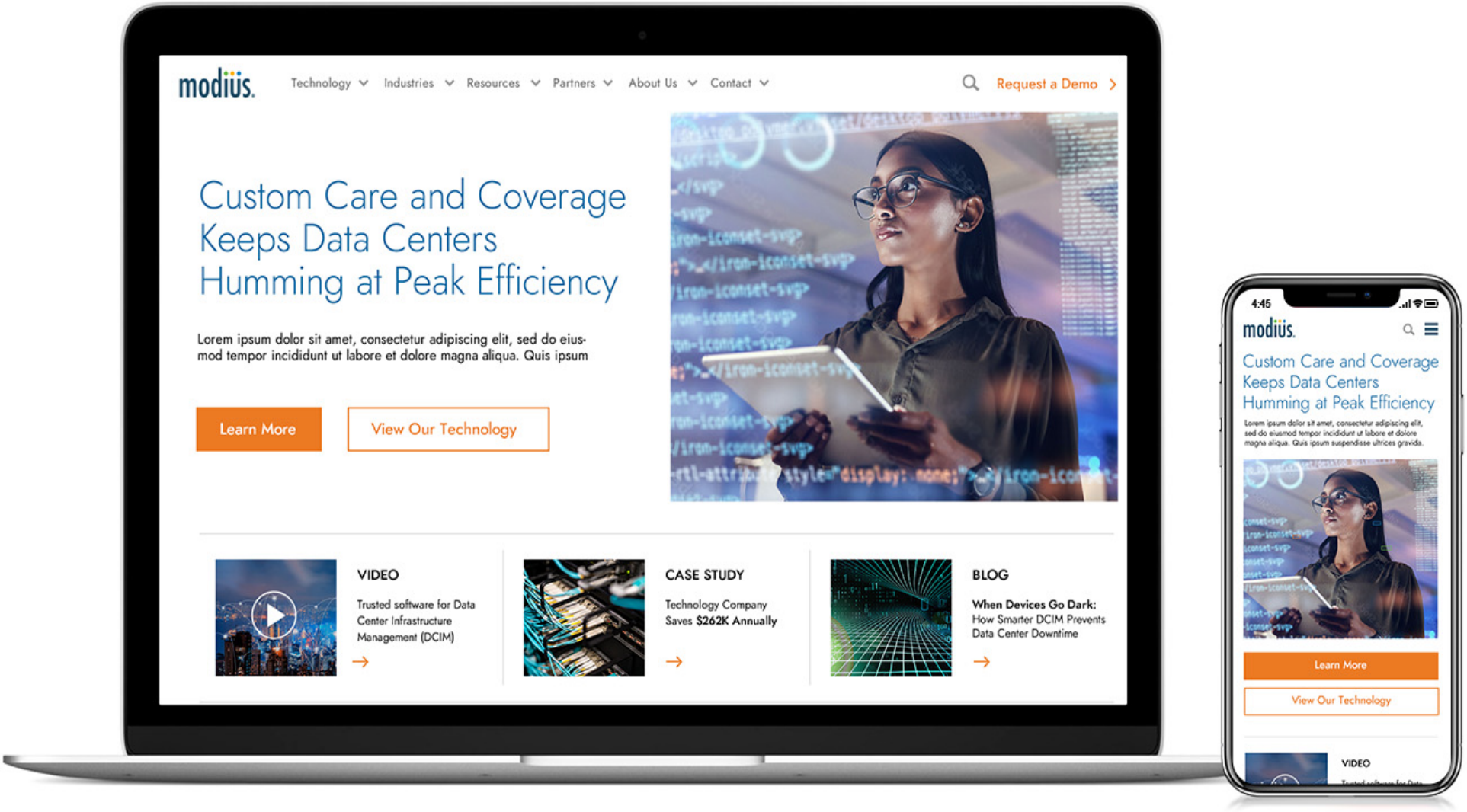
R1–CONCEPT 1

Plug ‘n Play



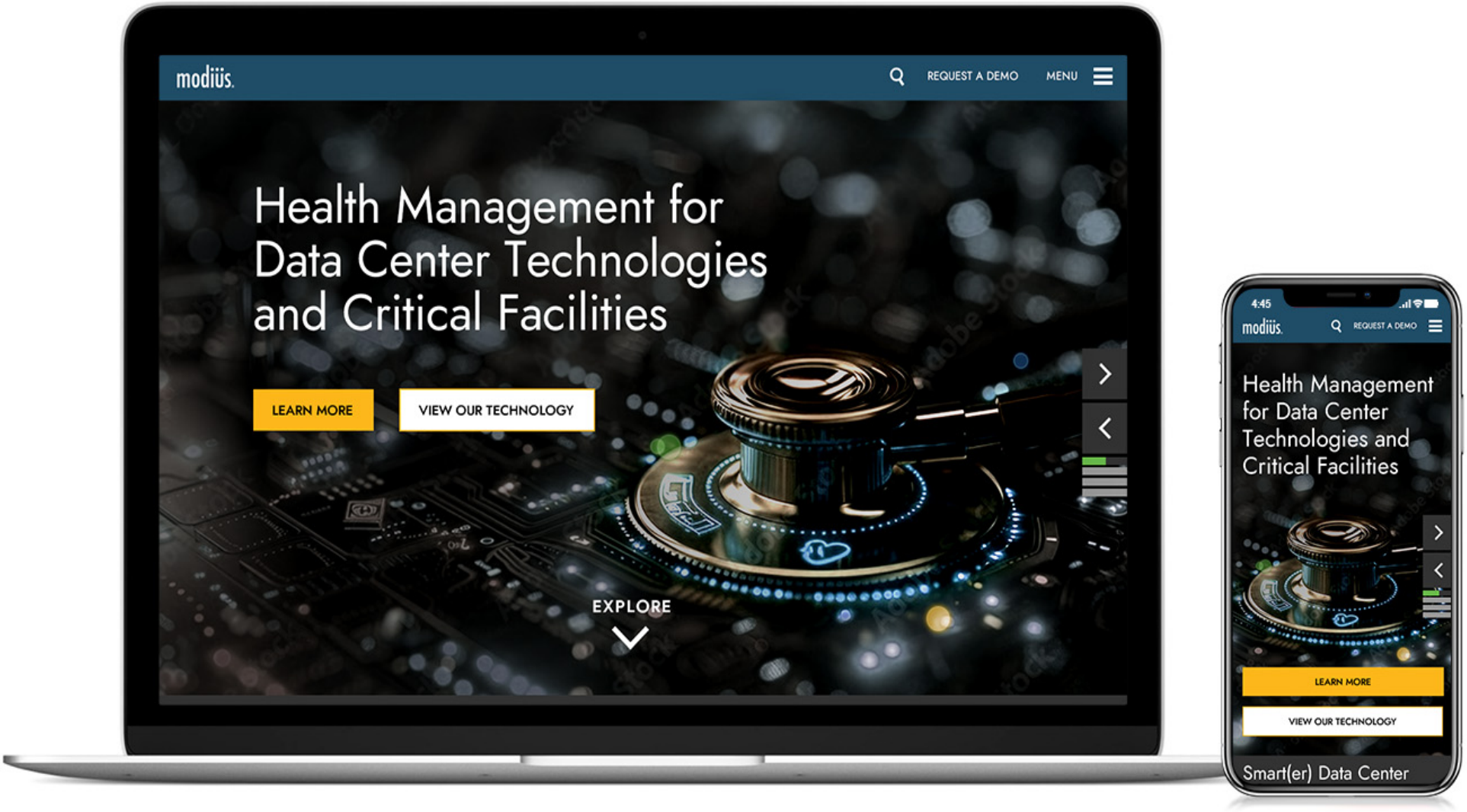
R1–CONCEPT 2

Breathing Room



R1–CONCEPT 3

Panoramica



UX/UI CONCEPTS: R2-3

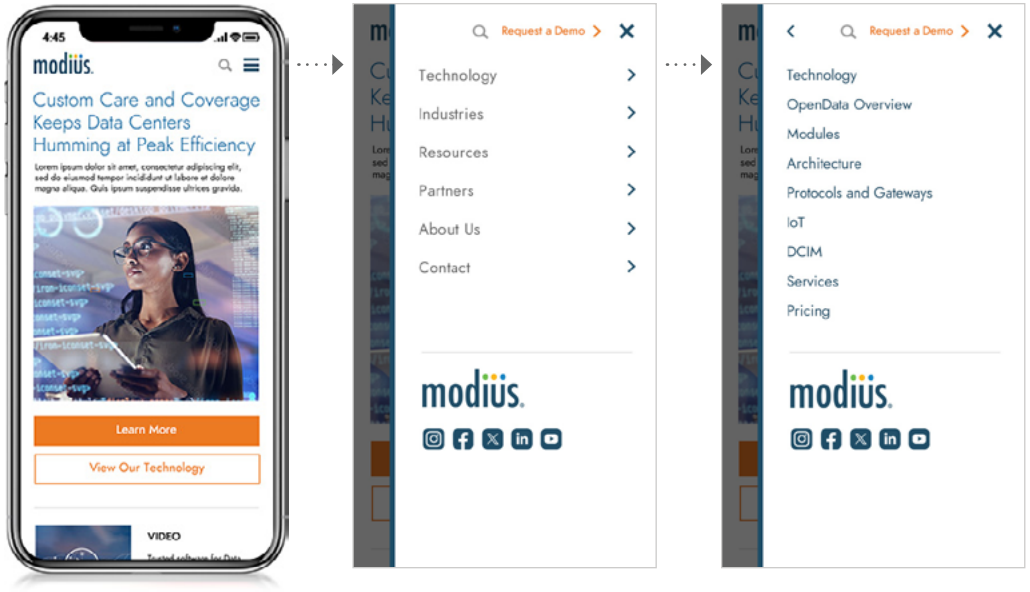
Concept #2—”Breathing Room” expands

- Define and codifying styles, text hierarchies, graphic systems and functionality
- Develop family of icons and graphics
- Design 2-3 level pages/templates
- Create image library
- Establish editorial tone

DOCUMENTS: R4

- Content and visual updates

STYLE GUIDE/SPECS (PARTIAL)



FONT

Renner

H1: Renner Lite	H1: Renner Med	H1: Renner Bold
H2: Renner Lite	H2: Renner Med	H2: Renner Bold
H3: Renner Lite	H3: Renner Med	H3: Renner Bold
H4: Renner Lite	H4: Renner Med	H4: Renner Bold

BODY COPY

18pt Renner Lite
18pt Renner Medium
18pt Renner Bold

14pt Renner Lite
14pt Renner Medium
14pt Renner Bold

BUTTONS + LINKS

	default: #0483c1	over: #ec7a23	press: #204d66
Button 1	Learn More	Learn More	Learn More
Button 2	Learn More	Learn More	Learn More
Text Links	Learn More	Learn More	Learn More
Misc	→	→	→

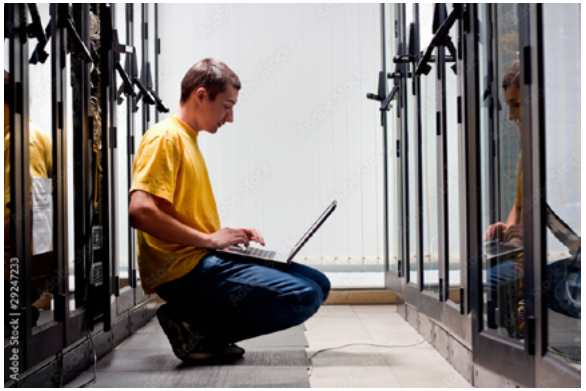
ICONS

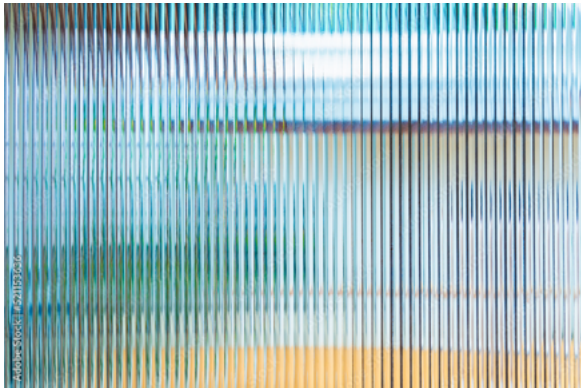
SECURITY REALTIME SCALABLE LOCATION PHONE EMAIL

COLOR GUIDE:

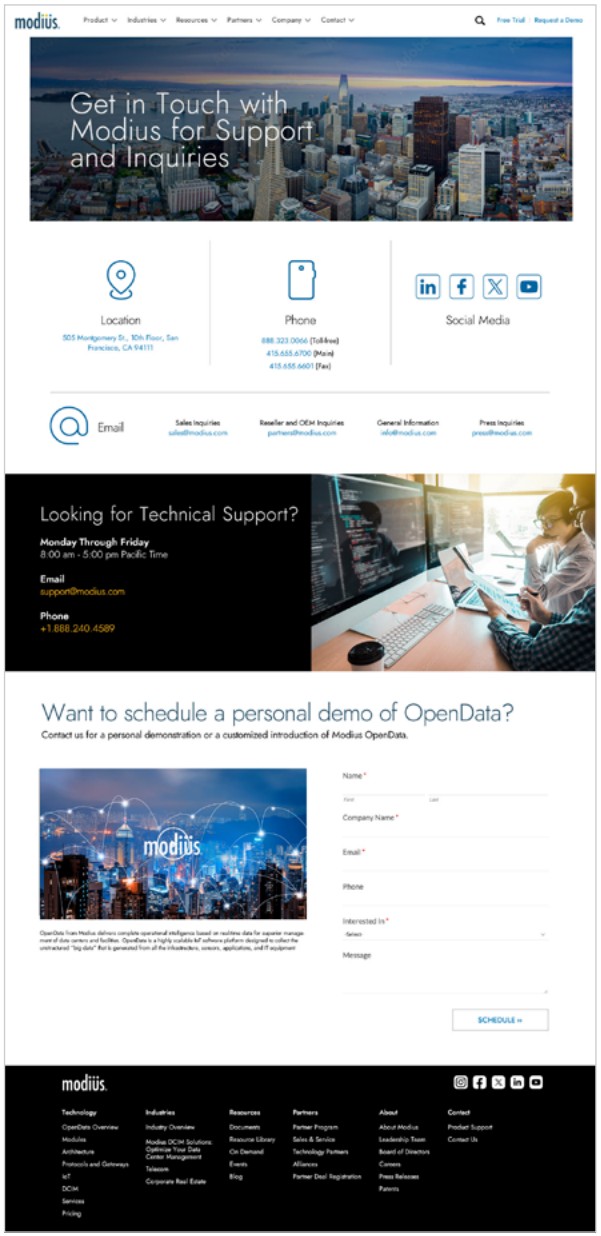
IMAGE LIBRARY/GUIDELINES

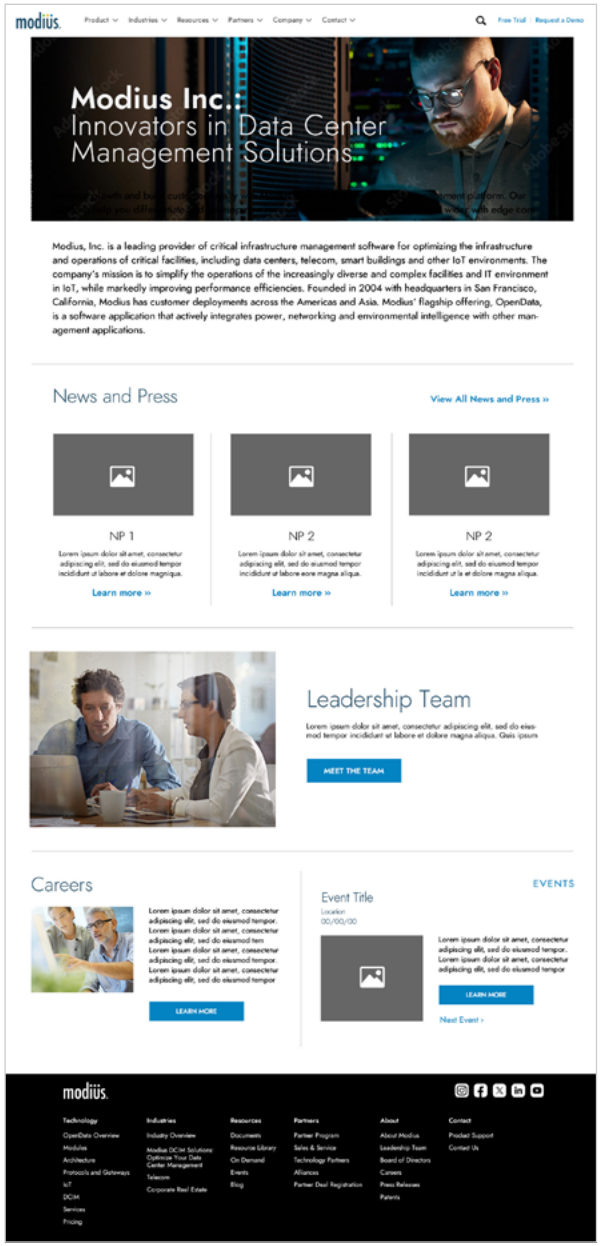
Pair people with technology. Information should feel dynamic. Should fee dramatic yet down-to-earth—natural settings, expressions and lighting are preferred.

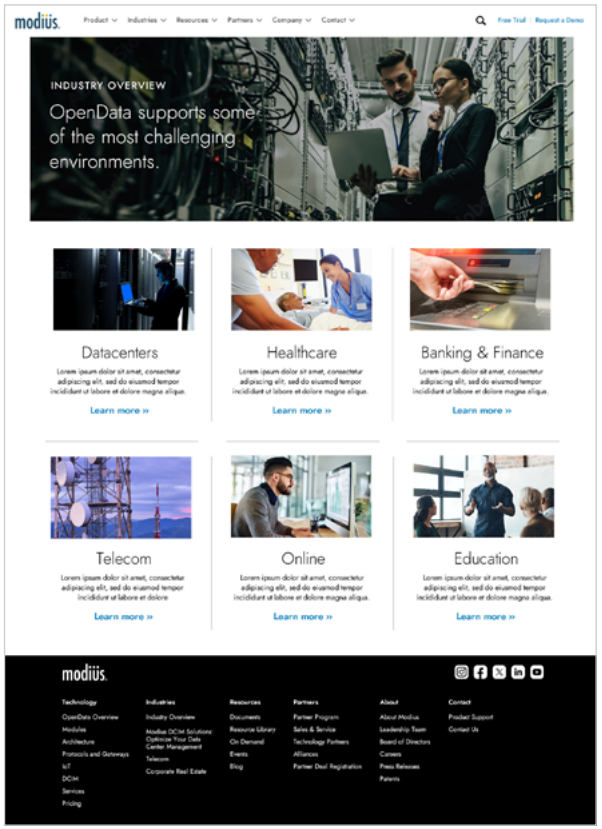




ADDITIONAL PAGES/TEMPLATES (EXAMPLES)



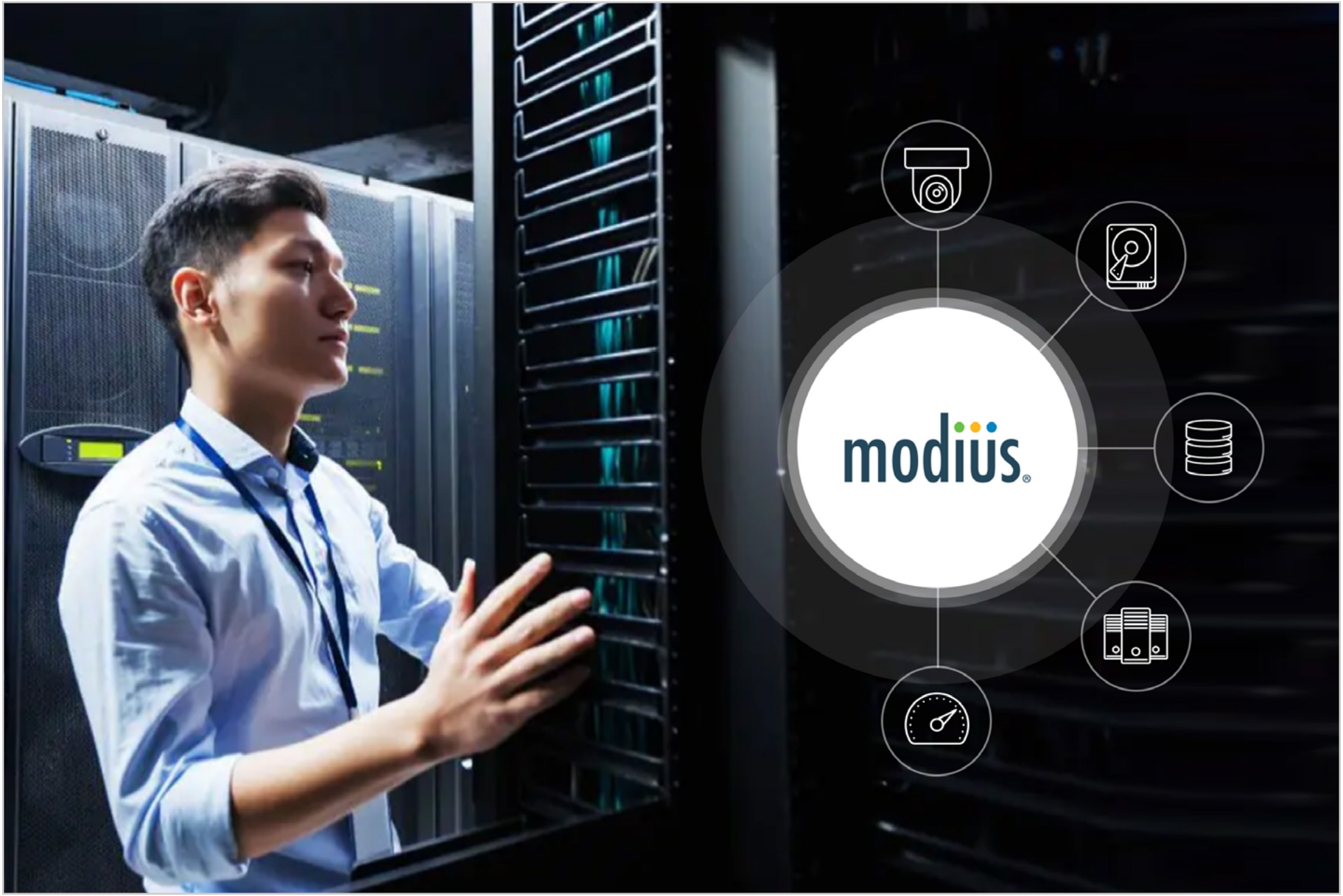




MARKETING AND DESIGN CONCEPTS

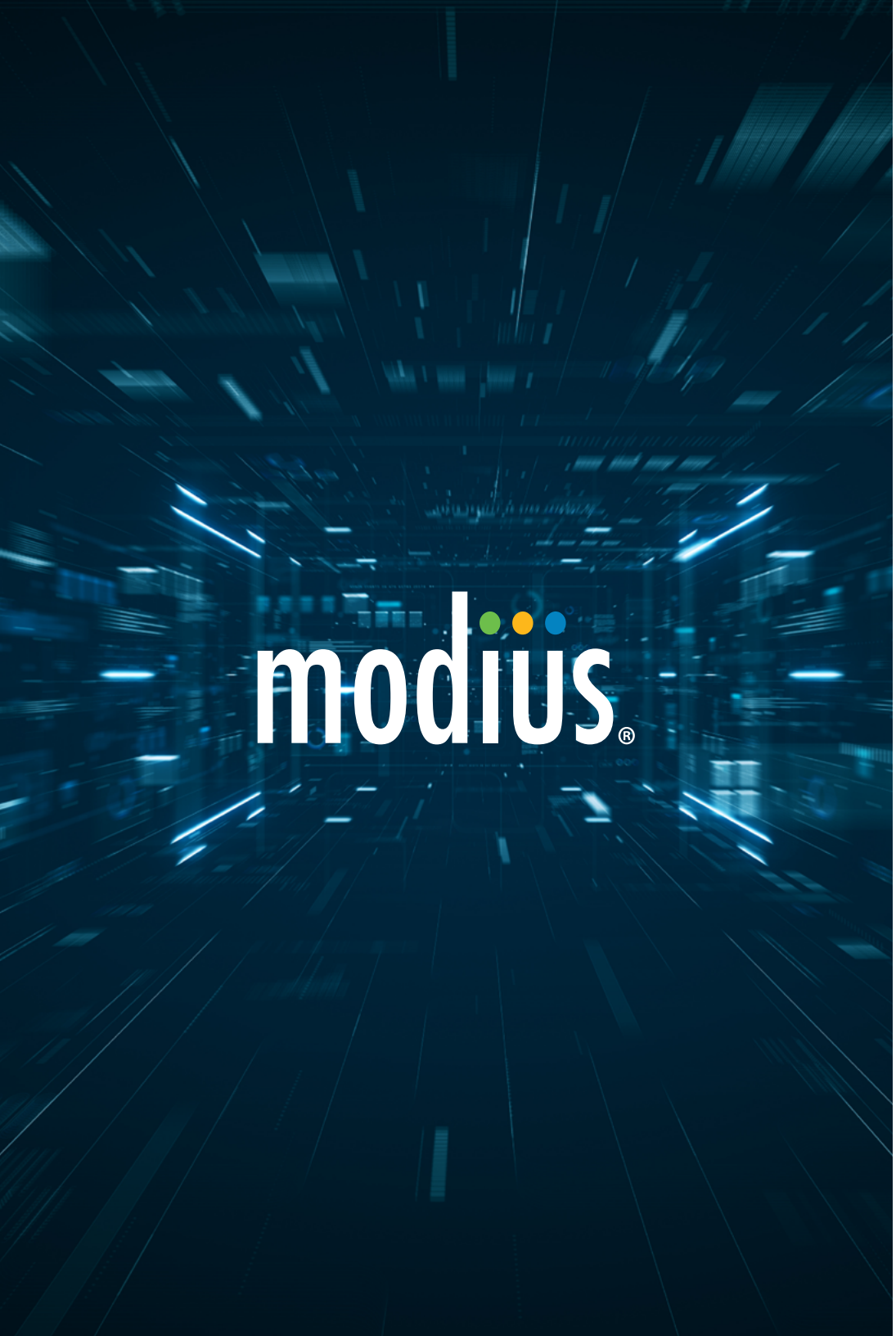
modius®

Keeping your finger on
the pulse of your datacenter


modius

Health Management for Data Center Technologies and Critical Facilities

modius®



WRAP

modius.com
Launched 2025
Status: Live

THOUGHTS, LEARNINGS AND CHALLENGES

Although the final site implementation fell short of the original vision, the new designs and creative strategy marked significant progress toward helping reinvigorate the brand and planted the seeds for future exploration and development.

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