

Brand Guidelines

Version 2.0

This document provides guidelines on how to use the Makers Making Change brand.

1.1 Logo | Neil Squire

Primary Version: 1 Line

Logos

A logo identifies a brand in its simplest form via a consistently-used visual mark. Our logo system includes a primary mark and secondary applications to communicate specific aspects of our business. The system forms a foundation for our brand and all applications work together to build recognition.

Primary Version

This version of the logo should be used whenever possible.



Application

Different colour versions of the logo have been created to address various print and display requirements. The colour and black versions should be the main version used. If the logo will be displayed on a colour or patterned background, the white version should be used.

Colour



Black



White

1.2 Logo | Neil Squire

Primary Version: 1 Line

Safe Space

Ensure there is breathing room for the logo by respecting the clear space required on all sides of the logo.

Use the height of the gear icon to determine the amount of clear space required around the logo.

Sizing

To keep the logo legible in small applications, make sure the wordmark is no smaller than 1" long.



Safe Space



Minimum Size

1.3 Logo | Makers Making Change

Restrictions

Restrictions

In order to keep the integrity of the Makers Making Change brand, the logo must be applied consistently across all platforms.

Refrain from adjusting, rotating, scaling, stretching or changing the colour of the logo. Likewise, do not mix and match colours of the Makers Making Change logo or use them in different ways than otherwise shown or explained in these brand guidelines.

Shown are examples of the Makers Making Change logo.



✗ **don't** change the size or location of any part of the wordmark



✗ **don't** change the colour of the wordmark



✗ **don't** apply the black logo to a coloured background



✗ **don't** rotate



✗ **don't** apply a drop shadow



✗ **don't** apply on top of an image



✗ **don't** modify the word placement



✗ **don't** stretch or distort



✗ **don't** rotate or change the colours of the gear icon



✗ **don't** use the gear icon without the wordmark (and vice versa)



✗ **don't** put a stroke on the logo



✗ **don't** change any of the word mark

1.4 Colours | Palette

Primary + Secondary

Primary + Secondary Colours

Brands and colour are inextricably linked because colour offers instant recognition and a method for conveying meaning and association without words.

All primary and secondary colours are used in the Makers Making Change logo and may be used together throughout all applications of the brand. The colour palette shows four different colour applications: Pantone, CMYK, RGB, and HTML.

Pantone colour values are to be used when printing with spot colours.

CMYK colour values are to be used when printing with four-colour printing process (using cyan, magenta, yellow, black) or when printing digitally.

RGB colour values (red, green, blue) should be used for web and screen use.

HTML values can also be used for web and screen use.

primary colours



Red

pantone	185 C
cmyk	0 93 79 0
rgb	239 55 62
html	#ef373e

secondary colours



Indigo

pantone	274 C
cmyk	100 100 29 25
rgb	38 34 94
html	#26225e



Grey

pantone	Warm Grey 3 C
cmyk	30 25 24 0
rgb	179 191 194
html	#b3bfc2

1.5 Typography | Print + Web Fonts

Print + Web Fonts

The logo typeface visually reinforces our brand.

Our visual identity uses a slab serif font, **Roboto Slab**, for print and web. Because of its character width, this typeface is best used for headlines, subheads, callouts and sidebars. Headlines should, as much as possible, be colour, not black, while the body copy should remain black.

Open Sans is used for all body copy, as it provides a contrast with the slab serif headings.

Office Fonts

Calibri is the standard typeface to be used in all Microsoft documents, such as Word, PowerPoint and Outlook. This font is automatically available in all Microsoft applications on PC and Mac systems.

Calibri should be used for both headings, subheadings and body copy. Use Bold, regular, or Light for headings and Regular or Light for body copy.

Arial may be used as an alternate office font where necessary.

Print + Web Fonts

Heading

**Roboto Slab Bold,
Regular, or Light**

Sub-heading

Roboto Slab Bold

Body

Open Sans Regular **or** Light

Sample

Heading

Sub-heading

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ut laoreet dolore magna aliquam erat volutpat. Consectetur adipiscing elit, sed diam nonummy ut laoreet dolore magna aliquam erat volutpat.

Office Fonts

Heading

**Calibri Bold, Regular,
or Light**

Sub-heading

Calibri Bold

Body

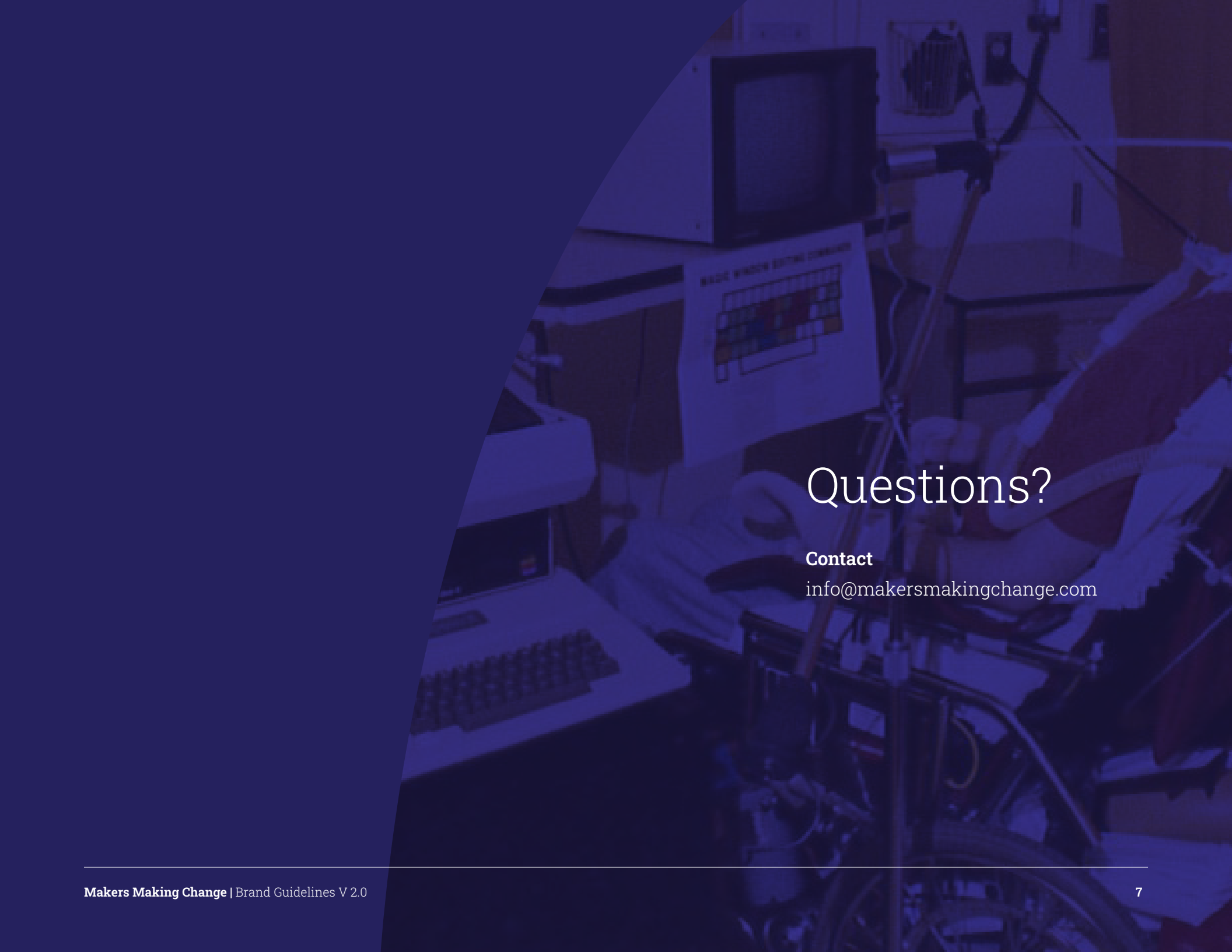
Calibri Regular **or** Light

Sample

Heading

Sub-heading

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ut laoreet dolore magna aliquam erat volutpat. Consectetur adipiscing elit, sed diam nonummy ut laoreet dolore magna aliquam erat volutpat.

A person is working on a bicycle in a workshop. In the background, there is a computer monitor and a keyboard. A sign on the wall reads "MADE SPACER EDITING COMMANDS".

Questions?

Contact

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