

Makersmiths Style & Branding Guide

Updated: September 2018

Makersmiths Brand Overview

- Makersmiths are adult enthusiasts, kids learning, playing and making, entrepreneurs looking to prototype new concepts and products, and community organizations looking to take part in the maker movement. We share workrooms with CNC mills, 3D printers, laser cutters, woodworking and metalworking tools, meeting space, storage space and more. We share ideas and techniques so that everyone grows and learns.
- We do not have a marketing department who are paid by the word to write meaningless drivel about how our colors convey the burnt material smell of being a Maker, how our logo stands for the tools we use and the tears we shed when we're on our fifteenth attempt to complete a present for a birthday tomorrow that just won't come out right, or how our brand as a whole somehow conveys the experience/tells the story/ demonstrates the complexities of being a maker and being part of Makersmiths.
- We are practical and we make things. This brand and style guide was written to provide guidelines for use of our logo, tag-line, colors, and more, which form our 'brand'. A cohesive and professional brand helps to attract sponsors, members and resources so that we can thrive as a club and make more and better things. The purpose of this guide is to make it easier for members and committees to create documents, presentations and websites that will look alike thus reinforcing our brand image in the minds of the community.
- No one should have to guess about what colors/fonts to use or which version of the logo is the right version.
- We ask that when representing Makersmiths, all members do their best to adhere to the guidelines presented in this document. Use the official logo. Use the official colors. Always strive to get as close as you can to the standards laid out in this document.
- We ask that when a use case comes up that is not catered for in these guidelines, that you bring it to the attention of the Marketing Committee so that the guidelines can be updated accordingly.

- This guidance document is meant to only apply to materials created to represent Makersmiths and is in no way intended to restrict the design and artistic choices of our members for their own materials, projects or other creations. If you are putting the Makersmiths logo on your creation to promote Makersmiths, we ask that you use the correct logo with the correct fonts on the logo, even if the fonts used in the rest of the project are different.

Primary Logo and Acceptable Versions

- Our logo is a combination of an analog and digital anvil.
- The color version of our logo was designed to work with most background colors. You can also use an all black or all white version of the logo.
- When using the logo, you should start with the vector (.svg or .ai) version of the file so that the logo stays crisp as it is enlarged.
- How not to use our logo:
 - Don't change the aspect ratio of the logo to stretch it in any direction out of proportion.
 - Don't change the colors of the logo - use the official logo files to ensure the correct colors are used.
 - Don't add anything to the logo except the URL - and if our URL is added then it should be in the Gotham Medium font.
 - Choose the correct logo to suit the background color of the document or item to be printed. If in doubt, use the all black or all white logo.
 - Don't crowd the logo with other text or graphic such that those additional text or graphics could be misconstrued as being part of the official logo.



Color Scheme

- These are Makersmiths official colors:

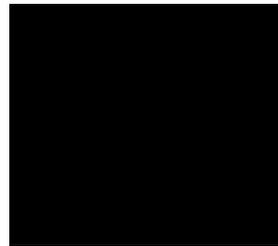
- Red:

- CMYK: Co, M100, Y81, K4
- RGB: R227, G24, B55
- Hex: #E31837
- Pantone: PMS186U



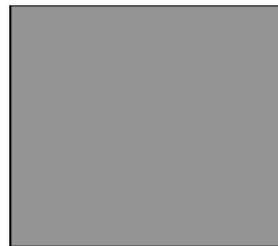
- Black

- CMYK: Co, Mo, Yo, K100
- RGB: Ro,Go,Bo
- Hex: #000000
- Pantone: PMSBLACK



- Grey

- CMYK: Co, Mo, Yo, 42
- RGB: R153, G153, B153
- Hex:#999999
- Pantone: not available



- Gold

- CMYK: Co, M8, Y21, K32
- RGB: R185, G171, B151
- Hex:#B9AB97
- Pantone: PMS7530U



- Please use the official colors in any official material or where you are representing Makersmiths in print, online or for anything with our logo on it.
- White and other shades of grey (except in the logo where only official colors should be used) are acceptable.

Typefaces

- Our Logotype is “Outtage Cut” in all caps because it looks unique!
- Our slugline/tagline is “Gotham Medium” in all caps - because BATMAN!
- For all other text in documents, slideshows, or other materials, we use Georgia. Why Georgia when there are other more interesting fonts out there? It’s really because it’s a common font found in pretty much every word processor, slideshow and spreadsheet software. It also happens to be the font used on our website at the time of writing this guide and ain’t no one got time to change the entire website!
- For the avoidance of doubt, we do not use Comic Sans in official materials.
- Copies of the font files to install on your system can be found ???

Graphics/Imagery

- At the time of writing this guide, Makersmiths does not have a specific look and feel with regard to non-logo graphics and imagery.
- In general we try to use color photographic images of people making things, or images of things that have been made by our members.
- Any images used online, in print or on materials representing Makersmiths should be clear, in-focus and relevant to the material's text.

Templates and Assets

- Makersmiths Logo files
 - File Format: .svg and .png
 - Location: Team Drive - Branding Standards and Guidelines - Official Logos, Images and Fonts folder
- Slide Presentation
 - File Format: Google Slides
 - Location: Team Drive - Branding Standards and Guidelines folder - Documents - Templates folder
- Letterhead
 - File Format: Google Docs
 - Location: Team Drive - Branding Standards and Guidelines folder - Documents - Templates folder
- Trifold Brochure
 - File Format: .svg & .pdf
 - Location: Team Drive - Branding Standards and Guidelines folder - Documents - Finished folder
- Poster
 - File Format: .svg
 - Location: Team Drive - Branding Standards and Guidelines folder - Documents - Templates folder
- Maps to Leesburg and Purcellville spaces
 - File Format: .svg and .png
 - Location: Team Drive - Branding Standards and Guidelines - Official Logos, Images and Fonts folder
- Stock images
 - File Format: multiple raster formats
 - Location: Team Drive - Photos

- Official typefaces/fonts
 - File Format: .ttf
 - Location: Team Drive - Branding Standards and Guidelines - Official Logos, Images and Fonts folder