

MAKE collaboration

MAKE COLLABORATION
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Here is a series of examples demonstrating the iterative process used to compose the two MAKE logos.



MAKETM
COLLABORATION



MAKE Collaboration
 MASTER BRANDING DOCUMENT
 2011

The MAKE Collaboration is a team with the goal of producing spaces, products and ideas in a cumulative effort, intentionally across a range of professional disciplines. MAKE will strive to achieve these goals set forth through mindful and engaging social, ecological and economical design practice.

First, we are creative people who love design and creation. There is no definition of what we do or will not do, but instead we like to take a stab at everything we can. If we cannot figure it out, we love to try and find people to work with who do. That is the point of MAKE. To find the right pairings of creative people in varied disciplines to solve problems, challenge them and make new ones.

Logo

Formal Logo



Informal Logo



About Formal logo to be used in situations where the brand is to be more distinct and definite.

About Information about its reasoning and where it is to be used.

Logo Usage May only be inverted to white

Logo Usage May be used as a mask, overlay, transparent, or color fill

Fonts MAKE is Reitag, Collaboration is Helvetica Neue 35 Thin

Font M logo is set in Reitag Regular

Minimum Size Minimum size allowed for main Logo is when width of logo reaches 100 pixels

Minimum Size Minimum size allowed for secondary Logo is when height of logo reaches 25 pixels



Logotype

Order of Preference

MAKE Collaboration

Reitag + Helvetica Neue 45 Light

MAKE Collaboration

Helvetica Neue 75 Bold + Helvetica Neue 45 Light

MAKE Collaboration

Helvetica Bold + Helvetica

MAKE Collaboration

Arial Bold + Arial

The logotype, MAKE Collaboration should always at a minimum include MAKE in all capital letters. If abbreviated, use MAKE Collab.

Typeface

Main Logo Typeface

Reitag

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789\$%&^*(,.;:!?)

Reitag Regular the main type face is to be used for header or short text purposes only.

Secondary Typeface

Helvetica Neue Light

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789\$%&^*(,.;:!?)

Helvetica Neue Light is the standard typeface to be used in all instances of extended text length, ie text over a sentence in length.

Reitag

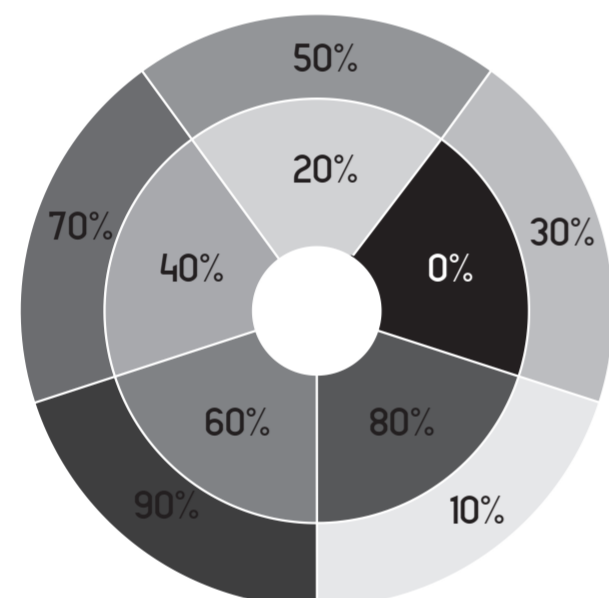
AaBbCc123

MAKE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eget fringilla risus. Praesent ipsum sapien, feugiat at ultricies eu, fermentum vehicula nulla. Fusce sodales fermentum sagittis. Nunc ac leo mi, at iaculis sem. Suspendisse eget ipsum dolor. Nunc est nisl, feugiat sit amet tempus vel, ultrices ac odio. Nunc semper feugiat quam id dictum.

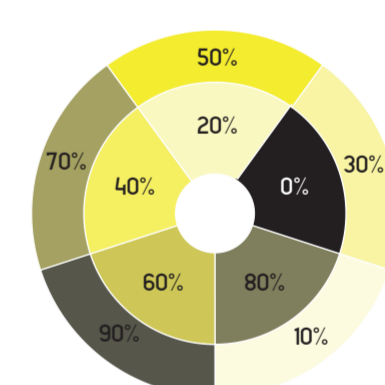
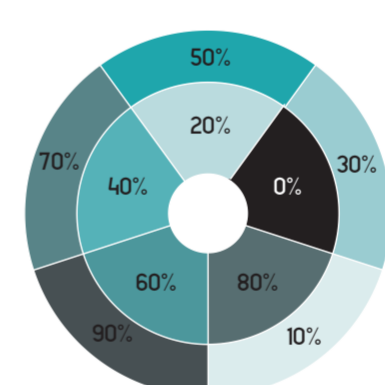
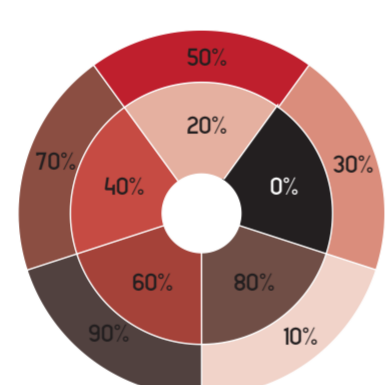
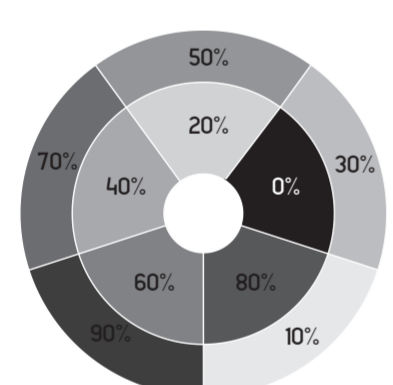
Notes:
 7pt type - 9pt leading
 12pt type - 14pt leading
 15pt type - 18pt leading
 19pt type - 21pt leading

Chroma



The color scheme utilized is a series of hues corresponding to the different percentages of black as displayed. MAKE has no tailored color but tailored flexibility as it adapts colors schemes within each project under these guidelines. (Exemplified below)

Chroma Expanded



Standard Applications

Formal Logo Usage



Informal Logo Usage



RGB 0,0,0
 CMYK 0,0,0,100
 HEX #000000

RGB 128,130,133
 CMYK 0,0,0,60
 HEX #808285

RGB 209,211,212
 CMYK 0,0,0,20
 HEX #D1D3D4

RGB 0,174,239
 CMYK 100,0,0,0
 HEX #00AEEF

RGB 236,0,140
 CMYK 0,100,0,0
 HEX #EC009C

RGB 255,242,0
 CMYK 0,0,100,0
 HEX #FF200



RGB 0,0,0
 CMYK 0,0,0,100
 HEX #000000

RGB 128,130,133
 CMYK 0,0,0,60
 HEX #808285

RGB 209,211,212
 CMYK 0,0,0,20
 HEX #D1D3D4

RGB 74,190,157
 CMYK 67,0,50,0
 HEX #4ABE9D

RGB 203,142,190
 CMYK 18,51,0,0
 HEX #CB8EBE

RGB 247,148,30
 CMYK 0,50,100,0
 HEX #F7941E

Applications

Business Card



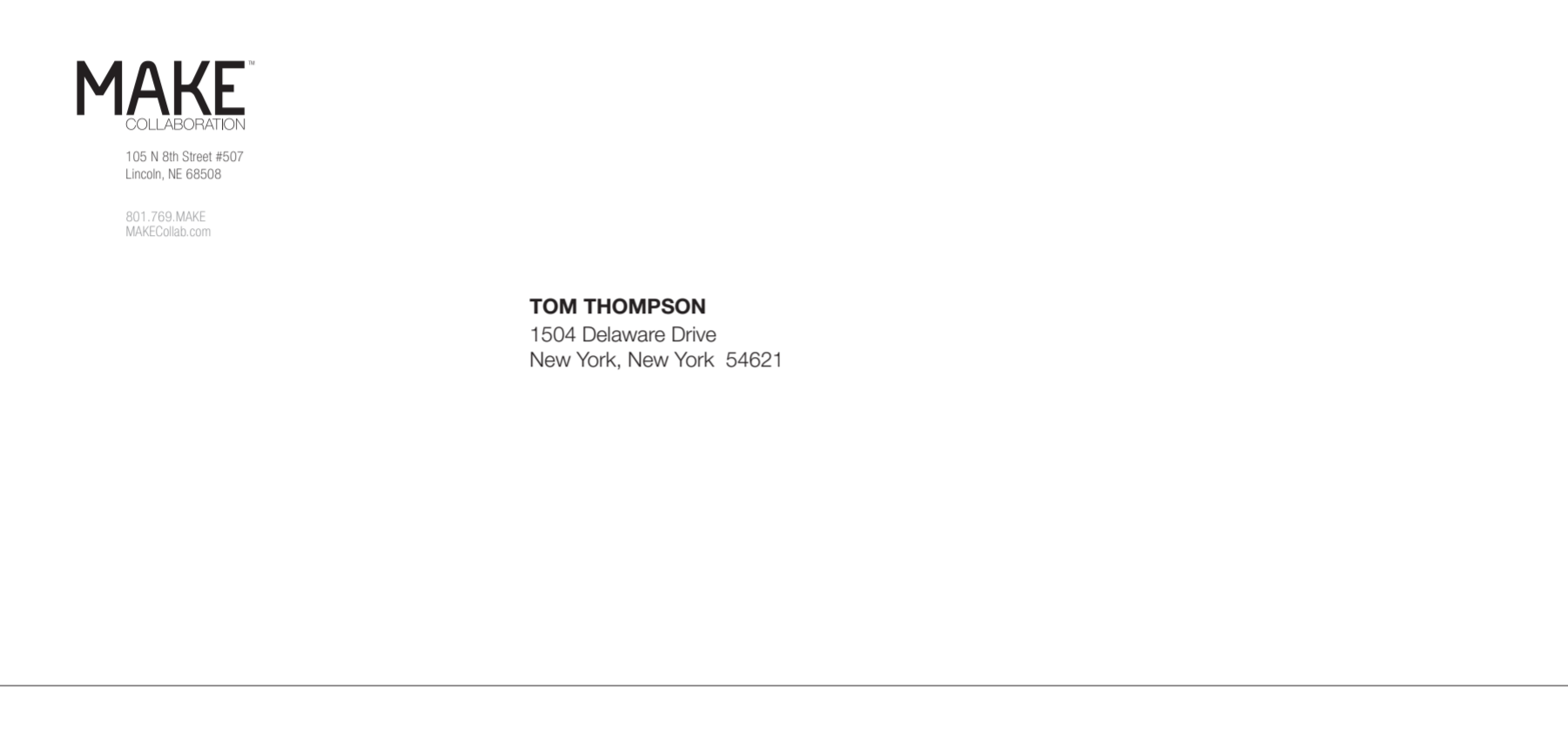
The original business cards simple and require the least amount of information necessary.

Letterhead

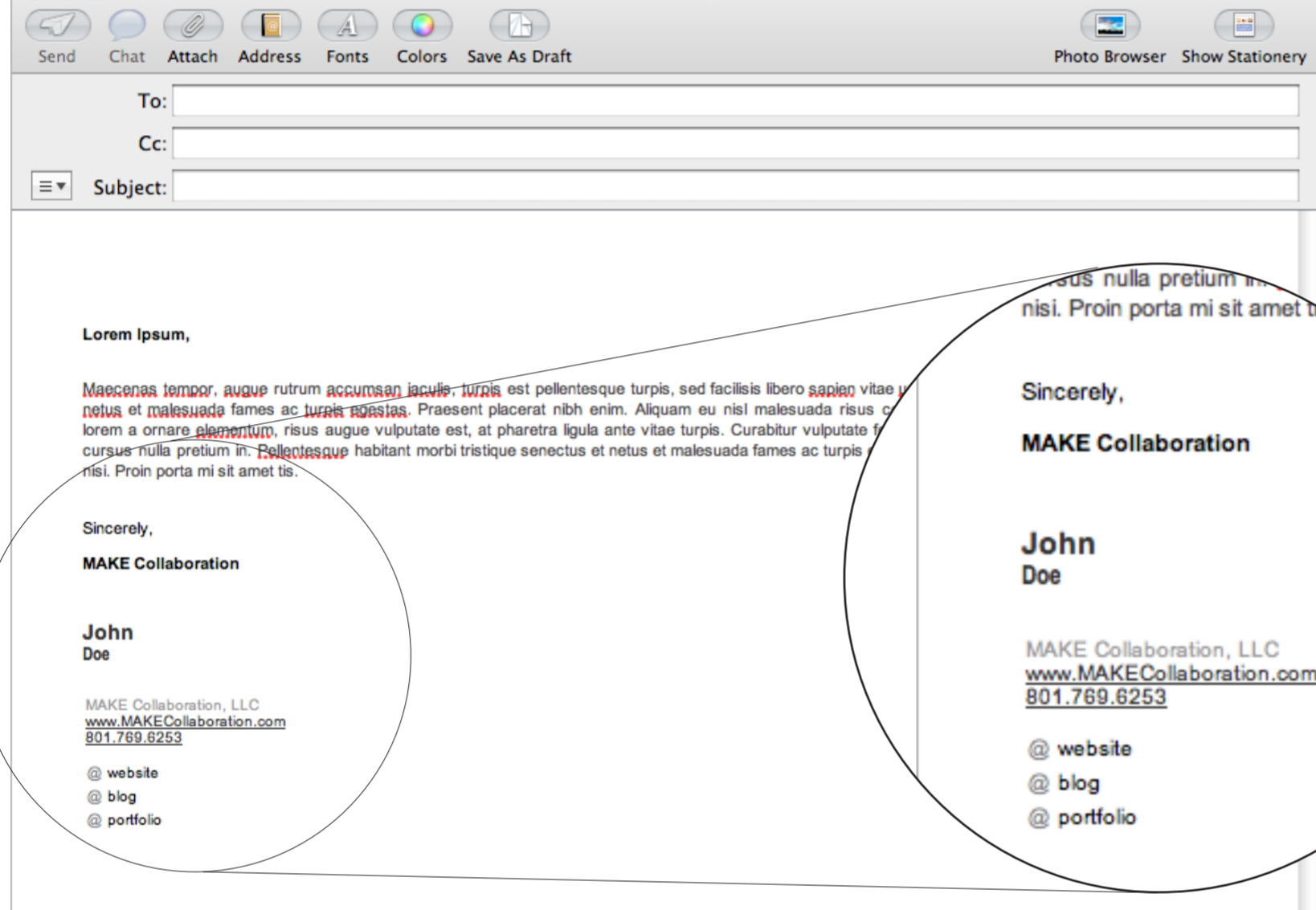


The emphasis of the letterhead is its simple black and white scheme. The full logo is used for this situation, where a more formal look is desired. Ample white space is intended.

Envelope (Commercial #10)

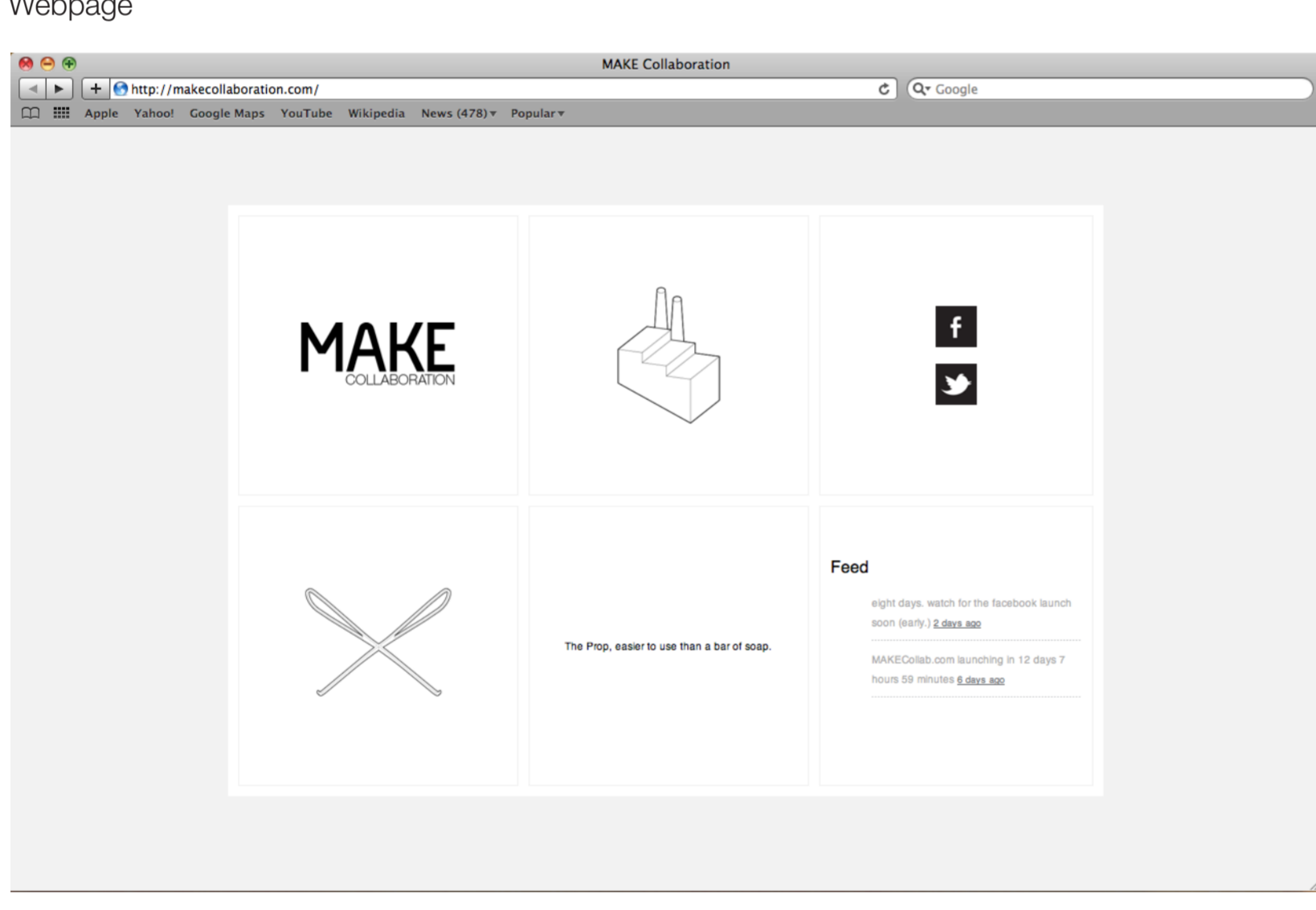


Email Signature



The email signature should be understated yet convey the brand of MAKE Collaboration. Always use as little information in your signature as to not clutter the space.

Webpage



Our homepage allows us to direct the user to different areas of the site without seeing the 'blog' or the FACTORY when you first enter.

About (website)

MAKE Collaboration is a group with the goal of "idea production"

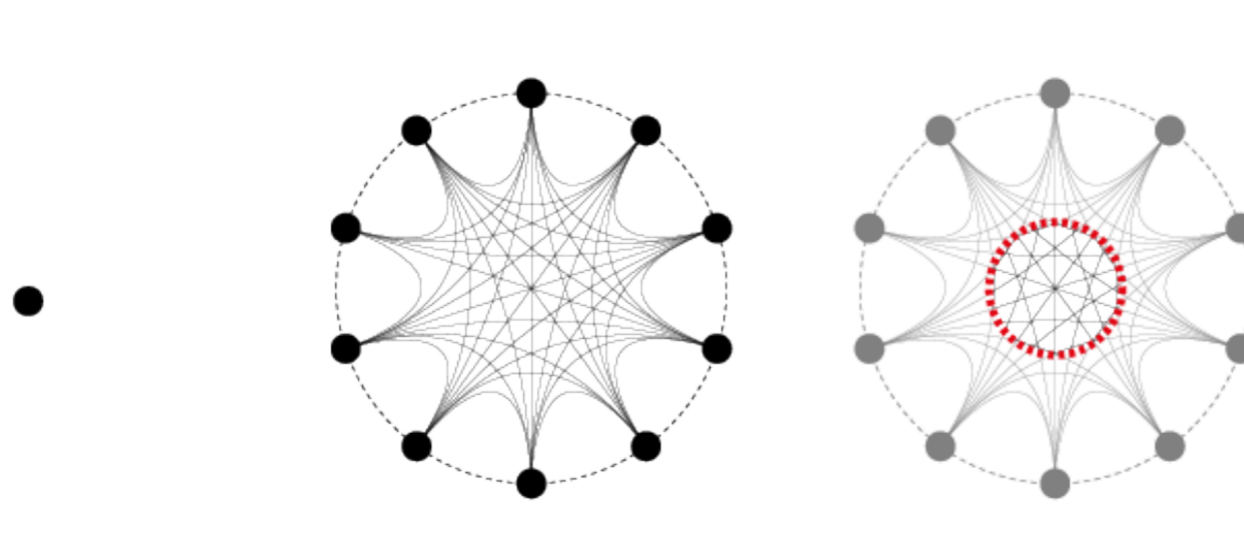
MAKE

The point of MAKE is to bring to fruition the moments of insight that cause the mind to begin to tick. Its intent is to act as an opportunity to bring together a diverse group of disciplines on a range of projects utilizing a shared uniqueness. The goal of "idea production" is to see through a thought allowing it to reach further than the potential it started with.

“ MAKE is built from the strong belief in opportunities granted by diversity. ”

COLLABORATION

We are not a "firm", we are a collaboration. Being understood this way we would like to think we break down a lot of the hierarchy that is usually associated with design agendas. Here an approach is taken to insert diverse backgrounds and outlooks in order to gain a new understanding of the situation at hand. It is our firm belief that inter-disciplinary collaboration allows the greatest solutions. There is always another way to look at the problem.



YOU
This attractive dot here represents a singular approach.

COLLABORATION
Now the opportunities granted when a collaborative effort is utilized.

ABRACADABRA
Here the interaction among minds is shared & endless possibilities are born.

Product Advertisement Example



The informal logo is diverse and is intended to be a tertiary part of this image.