

MAKERS EMPIRE STYLE GUIDE



THE LOGO



PRIMARY LOGO

The primary logo consists of the name "Makers Empire" in BlairMdITC TT Medium typeface. The two words "Makers" and "Empire" are typeset so the words are justified.

There is an icon above the name. The icon is an uppercase "M" with a simple silhouette of a skyscraper, reminiscent of the Empire State Building.

There is a horizontal bar beneath the name. The thickness of the bar is the same as the stroke weight of the M in the icon. The width of the bar is the same as the width of the M.

The primary colour is turquoise, Pantone 326C.

Ref. MAK_2017 Logos_Stacked_PMS_R1.ai



REVERSED LOGO

On dark backgrounds the logo can be used in white.

Ref. MAK_2017 Logos_Stacked_PMS_R1.ai



PRIMARY LOGO - FLAT

In situations where the gradient shading on the icon can't be rendered due to technical restraints (e.g. screen printing) the flat option can be used.

Ref. MAK_2017 Logos_Stacked_PMS_R1.ai





HORIZONTAL LOGO

This horizontal logo can be used when the primary (stacked) logo can't be used due to space restraints (e.g. a document footer), or where it better suits the format (e.g. a banner).

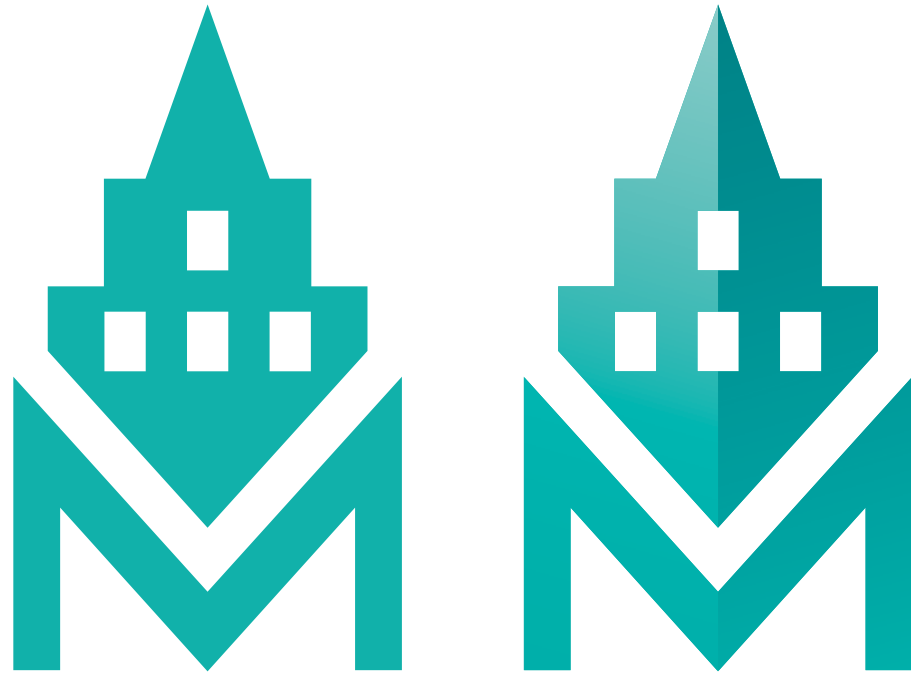
Ref. MAK_2017 Logos_Horizontal_PMS_R1.ai



“M” ICON

Where space is extremely limited, such as favicons and app icons, the “M” icon can be used.

Ref. MAK_2017 Logos_M Icon_RGB_R1.ai



"M" ROUNDEL

This 'roundel' can be used as a watermark over Makers Empire video or photographic content.

The line weight of the circle is equal to the width of the "I" in "EMPIRE"

Ref. MAK_2017 Logos_M Roundel_RGB_R1.ai



WATER FOR BEES



MELTING ICE

SPACING



SPACING

When placing the Makers Empire logo in a document, always allow a **minimum** distance around the logo equal to twice (2H) the thickness of horizontal bar at the bottom of the logo (H).



BRAND COLOURS



COLOUR OPTIONS

CORPORATE COMMUNICATIONS, PACKAGING,

The primary logo colour for all corporate applications is Turquoise, or White on a Turquoise background.

The secondary logo colour for all corporate application is Musk Pink.

Where colour reproduction is impossible Black or Charcoal may be used.

APP AND STUDENT COMMUNICATIONS














As Makers Empire is designed to appeal to a K-8 audience we have an extended multicoloured, bright and bold colour palette which forms the basis of the app interface and can also be used in communications aimed directly at the student users. For example, if we were producing stickers to giveaway at schools, any of these bold colours would look great.



SPOT COLOUR

Pantone Matching System spot colours are to be used when possible to ensure the best colour reproduction.

Ref. MAK_Colours_PMS.ai

| | | |
|---|---------------------|-----------------|
|  | Turquoise | 326 C |
|  | 25% / 50% Turquoise | 25% / 50% 326 C |
|  | Blue | 2935 C |
|  | Lime | 367 C |
|  | Sunny | 136 C |
|  | Kombi Orange | 1495 C |
|  | Warm Red | Warm Red C |
|  | Musk Pink | 177 C |
|  | Hubba Bubba | 2582 C |
|  | Black | Black C |
|  | Charcoal | 7540 C |
|  | Mid Grey | 429 C |
|  | White | ffffff |

CMYK COLOUR

CMYK colours are to be used for digital printing.


Ref. MAK_Colours_CMYK.jpg

| | | |
|---|------------------------|--|
|  | Turquoise | C86 / M2 / Y41 / K0 |
|  | 25% / 50% Turquoise | C30 / M0 / Y13 / K0 C46 / M0 / Y21 / K0 |
|  | Blue | C96 / M68 / Y19 / K4 |
|  | Lime | C55 / M4 / Y100 / K0 |
|  | Sunny | C0 / M27 / Y89 / K0 |
|  | Kombi Orange | C0 / M54 / Y95 / K0 |
|  | Warm Red | C0 / M93 / Y76 / K0 |
|  | Musk Pink | C0 / M65 / Y40 / K0 |
|  | Hubba Bubba | C41 / M78 / Y0 / K0 |
|  | Black | C20 / M20 / Y20 / K100 |
|  | Charcoal | C68 / M59 / Y53 / K33 |
|  | Mid Grey | C37 / M27 / Y27 / K0 |
|  | White | C0 / M0 / Y0 / K0 |

RGB COLOUR

RGB colours are to be used in app and online uses.

Ref. MAK_Colours_RGB.jpg



| | |
|------------------------|-----------------|
| Turquoise | 00ada8 |
| 25% / 50% Turquoise | aededf / 7fd6d3 |
| Blue | 0d598f |
| Lime | 82bc00 |
| Sunny | fdbe38 |
| Kombi Orange | f68c28 |
| Warm Red | ef3742 |
| Musk Pink | f27b7d |
| Hubba Bubba | 9e58a2 |
| Black | 000000 |
| Charcoal | 4d4f54 |
| Mid Grey | a5a9ab |
| White | ffffff |

DOS & DON'TS



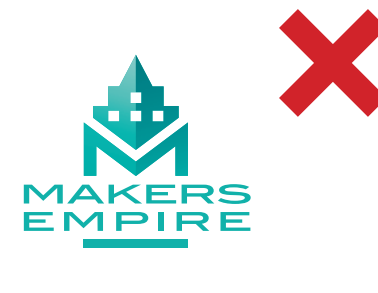
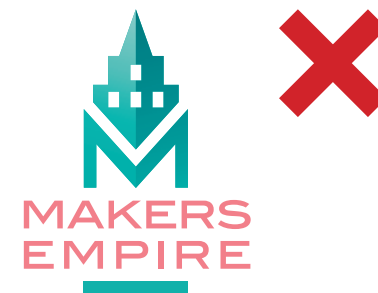
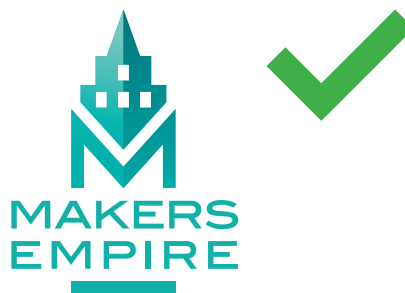
DOS & DON'TS

Do not change the colour of the logo to any colour not included in the brand colour guides.

Do not add multiple colours in the logo.

Do not resize individual elements of the logo.

Do not stretch the logo.



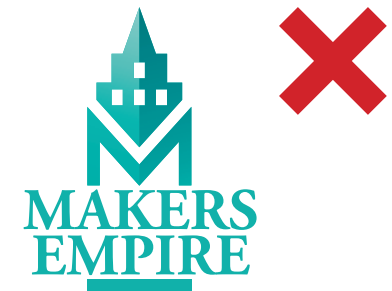
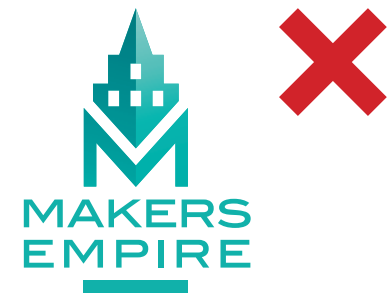
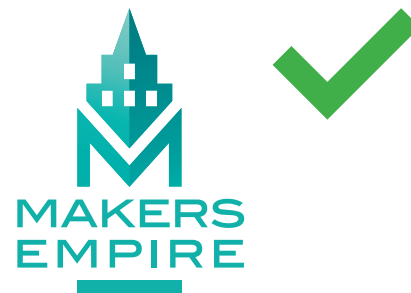
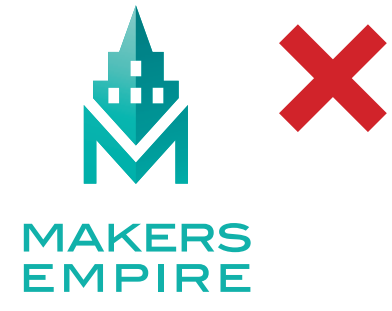
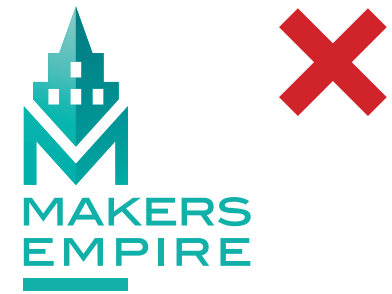
DOS & DON'TS

Do not alter the alignment of the logo.

Do not alter the spacing between "Makers Empire" the icon and the horizontal bar.

When using the shaded logo, the light shading is on the left, the dark shading on the right.

Do not change the "Makers Empire" type.



TYPOGRAPHY



TYPOGRAPHY -BASICS

All Makers Empire materials should use **Rubik**. Rubik is a Google font and is available at <https://fonts.google.com/specimen/Rubik>

Heading and subheadings use **RUBIK BOLD**.

Headings and subheadings use "**ALL CAPS**".

Body text, fine print and footnotes use Rubik Regular.

Body text, fine print and footnotes use "Sentence case"

Section headings and pull quotes use **Rubik Bold**.

Section headings and pull quotes use "**Sentance case**"

To ensure consistency across all Makers Empire brand documents, the following type size ratio should be observed:

Heading ≥ 4 : Subheading 2 : Body 1

e.g. in this document the body text is 10pt, the subheading is 20pt and the heading is 40pt.

NOTE

A powerful heading creates impact and grabs attention, especially in slide presentations. If space permits, don't be afraid to bump up the heading to a 6:1 ratio, but ensure they are consistent through out your document, i.e. if **one heading is 60pt** with a body type of 10pt, then **all headings in that document should be 60pt**.

HEADING

Rubik Bold / 40pt / ALL CAPS
Leading = x0.9 (36pt) / Kerning = Optical / Tracking = +25
Indents and Spacing: Space After = 10mm

SUBHEADING

Rubik Bold / 20pt / ALL CAPS
Leading = x0.9 (18pt) / Kerning = Optical / Tracking = +25
Indents and Spacing: Space Before = 1mm Space After = 6mm

Body

Rubik Regular (@ 10pt)
Leading = x1.2 (12pt) / Kerning = Optical / Tracking = 0

Space After = 3mm

"Pull out quote"

Rubik Bold (1.5 x Body size, i.e. 15pt)
Indents and Spacing: Left Indent +3mm / First Line Indent -3mm
Text wrap offset top and bottom 3mm

Emphasis

Rubik Bold / 10 pt

Fine Print

Rubik Regular / 0.8 x Body Size, i.e. 8pt
Leading = x1.2 (9.6pt) / Kerning = Optical / Tracking = 0
Character Colour 50% tint of body colour

TYPOGRAPHY - COLOUR

Where possible we should re-enforce our branding by using our brand colours in documents.

Subconsciously this creates and strengthens brand recognition amongst our audience, and indicates an attention to detail and thoughtfulness which implies our product and service will be similarly well considered and professional.

Heading and subheadings use **TURQUOISE**.

Body text uses Charcoal.

Section headings and pull quotes use **Turquoise or Musk Pink** depending on the level of emphasis you wish to achieve

Fine Print and footnotes use 50% Charcoal

HEADING

Rubik Bold / 40pt / ALL CAPS
Leading = x0.9 (36pt) / Kerning = Optical / Tracking = +25
Indents and Spacing: Space After = 10mm

SUBHEADING

Rubik Bold / 20pt / ALL CAPS
Leading = x0.9 (18pt) / Kerning = Optical / Tracking = +25
Indents and Spacing: Space Before = 1mm Space After = 6mm

Body

Rubik Regular (@ 10pt)
Leading = x1.2 (12pt) / Kerning = Optical / Tracking = 0

Space After = 3mm

“Pull out quote”

Rubik Bold (1.5 x Body size, i.e. 15pt)
Indents and Spacing: Left Indent +3mm / First Line Indent -3mm
Text wrap offset top and bottom 3mm

Emphasis (Bold)

Rubik Bold / 10 pt

Fine Print

Rubik Regular / 0.8 x Body Size, i.e. 8pt
Leading = x1.2 (9.6pt) / Kerning = Optical / Tracking = 0
Character Colour 50% tint of body colour

TYPOGRAPHY - INTERNATIONAL

When creating localised versions of Makers Empire materials, use the following typefaces.

Simplified Chinese = Lantinghei SC, Heavy / Demibold

Japanese = Kozaku Gothic Pr6N, H / R

Hangul = HeadLine A / Nanum Gothic, Bold

If using East Asian typefaces, increase the body text size by 20%, e.g. 10pt English = 12pt Simplified Chinese

HELLO

Thankyou

你好

谢谢

こんにちは

ありがとうございます

안녕하세요

고맙습니다

TYPOGRAPHY EXAMPLE

Ecturem solestrumet arciet quibus nonse voluptatibea solorum invelliam dolupti voluptu riandam sequi rectiae strum, utae volore nonse cupta noster aborum illest quiam, que quiatibusa non nim aborem.

QUIS EXERUM QUAT

Alis corerumqui nobissit, ulparumquam, **tetur as maxim** rem ad ut aborias pelecatur?

Ga. Nemquatet aut verro magnamus andam rem. Ut estorep erepuda abo. Us qui quatis maiore volor am as essintio esed que recerib eaturitium velles ma velitatet enessit qui conseniet **que et aut molupta tectiusandit quos** sinveni hilicid que lam facculparum et doluptae in poribusandam et porro ipsumquia dessimus,

Mus doluptia alite dolupta testrum quiandi tatemque num dolum quas volupta tessit, a simi, **voluptas exceptat laut libus conectur** rem laccaeolorit

“Doluptae in poribusandam et porro ipsumquia dessimus, quunt audigenecae volor sunt fugiti tem esti nienis dere consed evernam.”

aturene dolor arupta sini ium repe voluptatat maiosam fugit antusti omnia as rerrupta doluptae in poribusandam et porro ipsumquia dessimus, quunt audigenecae volor sunt fugiti tem esti nienis dere consed evernam, tquodiorument.

1. Orae quam fugiatur mil in non ratur aut et quatus idel magnam fuga. Itatem. Porrum rem sinvendignit alitaqu atemporibus, corehen tisint.

2. Anda etur rati tem ut quam consequesantiatur recatis repudipit mi, nonse.

TYPOGRAPHY EXAMPLE

Ecturem solestrumet arciet quibus nonse voluptatibea solorum invelliam dolupti voluptu riandam sequi rectiae strum, utae volore nonse cupta noster aborum illest quiam, que quiatibusa non nim aborem.

QUIS EXERUM QUAT

Alis corerumqui nobissit, ulparumquam, **tetur as maxim** rem ad ut aborias pelecatur?

Ga. Nemquatet aut verro magnamus andam rem. Ut estorep erepuda abo. Us qui quatis maiore volor am as essintio esed que recerib eaturitium velles ma velitatet enessit qui conseniet **que et aut molupta tectiusandit quos** sinveni hilicid que lam facculparum et doluptae in poribusandam et porro ipsumquia dessimus,

Mus doluptia alite dolupta testrum quiandi tatemque num dolum quas volupta tessit, a simi, **voluptas exceptat laut libus conectur** rem laccaeolorit

“Doluptae in poribusandam et porro ipsumquia dessimus, quunt audigenecae volor sunt fugiti tem esti nienis dere consed evernam.”

aturene dolor arupta sini ium repe voluptatat maiosam fugit antusti omnia as rerrupta doluptae in poribusandam et porro ipsumquia dessimus, quunt audigenecae volor sunt fugiti tem esti nienis dere consed evernam, tquodiorument.

1. Orae quam fugiatur mil in non ratur aut et quatus idel magnam fuga. Itatem. Porrum rem sinvendignit alitaqu atemporibus, corehen tisint.

2. Anda etur rati tem ut quam consequesantiatur recatis repudipit mi, nonse.

TYPOGRAPHY - WORKING OVER COLOURS & IMAGES

Working with images, textures and coloured backgrounds can create visually engaging presentations, but the typography needs to be treated carefully to ensure readability.

When Makers Empire text appears over a dark colour, texture or image all text should be white, except pull quotes and fine print which can be white, Musk Pink or 25% Turquoise

TYPOGRAPHY EXAMPLE

Ecturem solestrumet arciet quibus nonse voluptatibea solorum invelliam dolupti voluptu riandam sequi rectiae strum, utae volore nonse cupta noster aborum illest quiam, que quiatibusa non nim aborem.

QUIS EXERUM QUAT

Alis corerumqui nobissit, ulparumquam, **tetur as maxim** rem ad ut aborias pelecatur?

Ga. Nemquatet aut verro magnamus andam rem. Ut estorep erepuda abo. Us qui quatis maiore volor am as essintio esed que recebib eaturitium velles ma velitaret enessit qui conseniet **que et aut molupta tectiusandit quos** sinveni hilicid que lam facculparum et doluptae in poribusandam et porro ipsumquia dessimus,

Mus doluptia alite dolupta testrum quiandi tatemque num dolum quas volupta tessit, a simi, **voluptas exceptat laut libus conectur** rem laccae volorit

“Doluptae in poribusandam et porro ipsumquia dessimus, quunt audigenecae volor sunt fugiti tem esti nienis dere consed evernam.”

aturene dolor arupta sini ium repe voluptatat maiosam fugit antusti omnia as rerupta doluptae in poribusandam et porro ipsumquia dessimus, quunt audigenecae volor sunt fugiti tem esti nienis dere consed evernam, tquodiorument.

1. Orae quam fugiatur mil in non ratur aut et quatus idel magnam fuga. Itatem. Porrum rem sinvendignit alitaqu atemporibus, corehen tisint.

2. Anda etur rati tem ut quam consequere santiatur recatis repudipit mi, nonse.

WORKING WITH IMAGES



INTEGRATES ACROSS THE CURRICULUM

With Makers Empire lesson plan library teachers can follow detailed lesson plans in Geography, History, Maths, Science, English, Arts & more!

“As we work through different curriculum, including geometric shapes, things we're scared of, plants and insects, and engineering design challenges, students create 3D models related to the content”

Jennifer, 2nd Grade Teacher, California

MAKERS EMPIRE LESSON PLAN LIBRARY

100+ hours of curriculum aligned lesson plans
New lessons added weekly
Search by grade, subject and theme

KEY IMAGES

When creating slide show presentations or printed presentations consider using one or two clear images per slide / page rather than multiple smaller images to reinforce your message.

Especially in presentation settings, you only have a few seconds per slide / page to capture your audience's attention. Even if the context of the image is somewhat ambiguous, a clear, well spaced image is more engaging than a cluttered page full of thumbnail images.



BACKGROUND IMAGES

A big background image can add depth and interest to otherwise fairly 'dry' content.

When selecting a background image ensure that there is sufficient contrast between the background image and the text to ensure readability.

If in doubt regarding what imagery to use, contact matt@makersempire.com or christina@makersempire.com



BACKGROUND TEXTURES

Where a full colour image may be too distracting, a subtle monochrome image can create an interesting background, especially when used with bold foreground elements such as bold headings, quotes and diagrams.

These images can be found on [Google Drive](#): 10. Graphics > Images > Background Images.

If in doubt regarding what imagery to use, contact matt@makersempire.com or christina@makersempire.com

DEVELOPS DESIGN THINKING SKILLS
AUSTRALIAN CURRICULUM: TECHNOLOGIES

DESIGN THINKING PROCESS

1. **Discovery**
2. **Interpretation**
3. **Ideation**
4. **Experimentation**
5. **Evolution**

MAKERS EMPIRE



200 Pulteney St, Adelaide, SA 5000, AUSTRALIA

info@makersempire.com

www.makersempire.com

(08) 7099 4030 (AUS) | (415) 652 0206 (USA)

© Makers Empire 2017.

No part of this document is to be redistributed
or reproduced without the express consent of
Makers Empire.

