

Brand Guidelines

Design Makers



DESIGN
MAKERS

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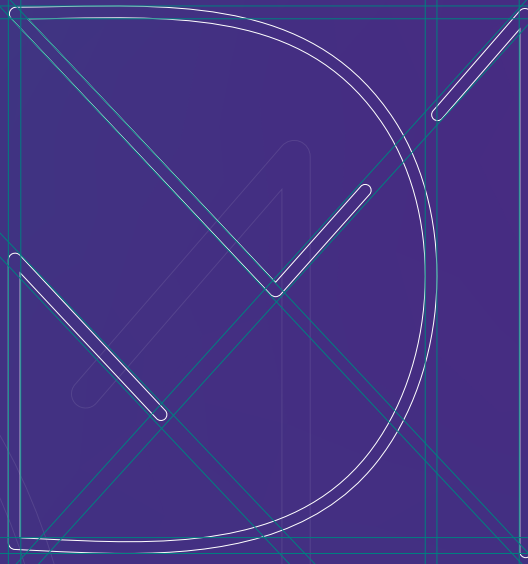


DESIGN
MAKERS

Overview

This guide provides essential instructions on how to effectively use the branding elements of Design Makers, ensuring a cohesive and professional presence across all platforms. Within, you'll find details on our official logo, colour palette, typography, and design applications, tailored for both digital and print formats.

Whether you're an internal team member, client, or external collaborator, adhering to these guidelines is key to presenting a unified and distinctive representation of Design Makers. Consistency is essential in preserving the integrity of our brand and reinforcing its reputation for quality and creativity in web and graphic design.

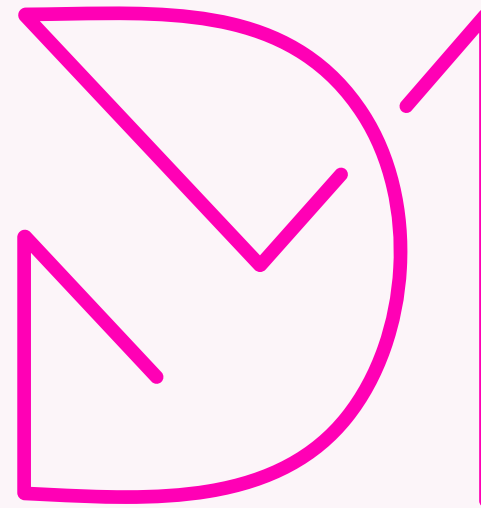


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Logo

Logo

Our logo is the face of Design Makers - the primary visual expression that we use to identify ourselves, meaning that we need to be careful to use it correctly and to do so consistently.

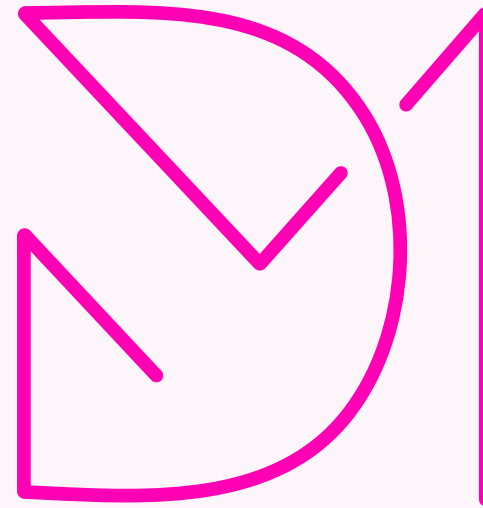


DESIGN
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Logo

Our logomark and logotype can be used separately where user sees fit. The logomark is the symbol of our company.

Logomark



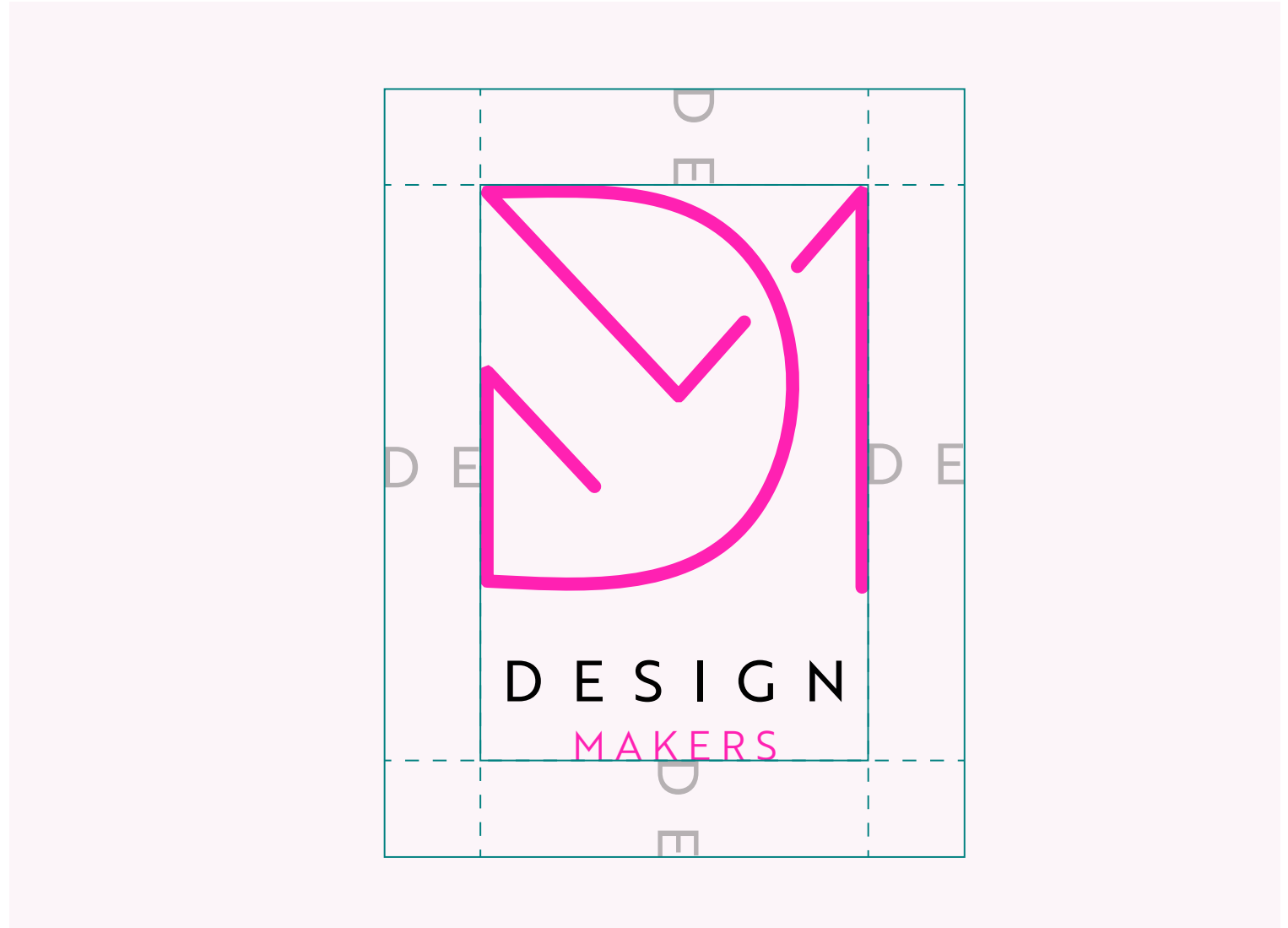
Logotype

DESIGN
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Logo

Protected Area

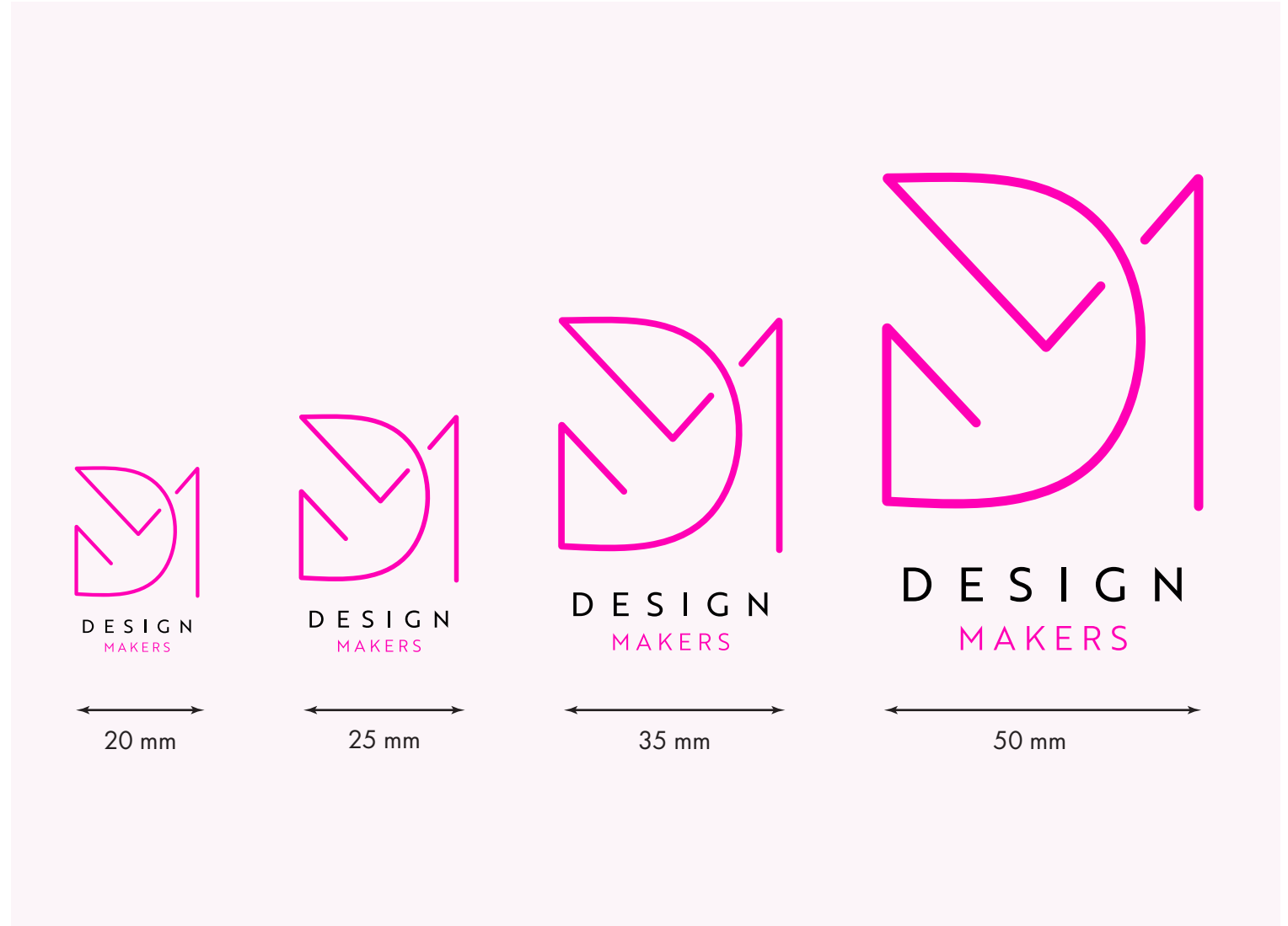
Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. Measure the clear space for primary logomark by the height of the letters D E in the full logo, which measures 18mm.



Logo

Protected Area

Consistency in our logo size is important when producing a wide range of communications. This page shows the sizes for reproduction across a selection of standard formats. The logo should never be produced any smaller or larger than what is shown here.



Logo Variation

Our logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or variations where user sees fit.



Logo

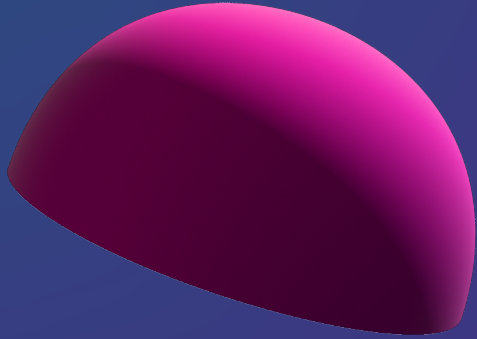
Incorrect Usage

Do not resize or change the position of the logomark.

Do not use squish or squash the logo. Any resizing must be in proportion.

Do not change the colours or fonts even if they look similar. Use the official colour and font specifications detailed in these guidelines

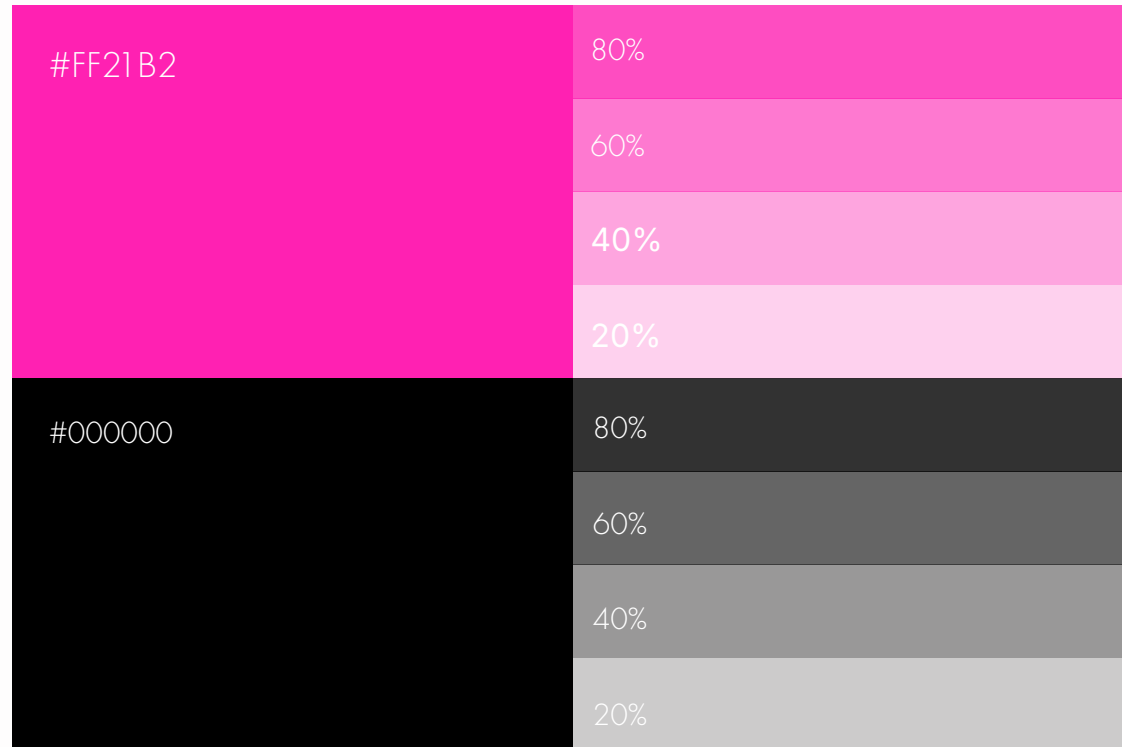




Colours

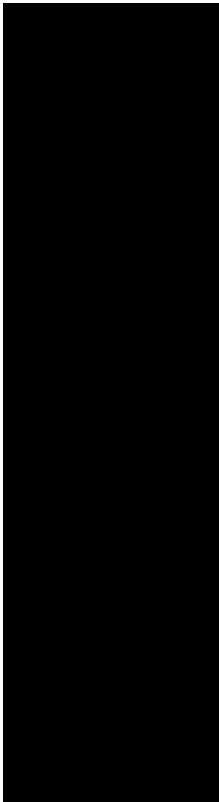
Colours

Our Primary colours, as used in our logo, is a magenta colour. The meaning behind our colour choice is because of its impact - the colour stands out, which is how we want to set the tone for our clients. We are able to create branding for clients that will be sure to stand out.

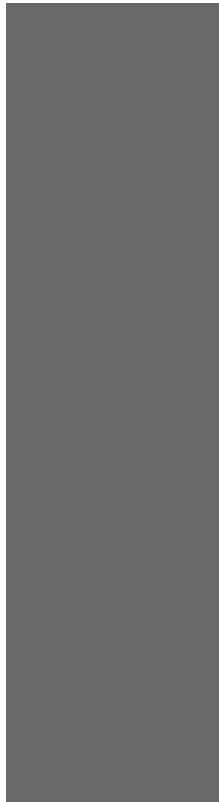


Colour Palette

#000000
CMYK: 75 68 67 90



#686868
CMYK: 59 51 50 19



#008080
CMYK: 86 31 49 8



#472C82
CMYK: 90 100 12 3



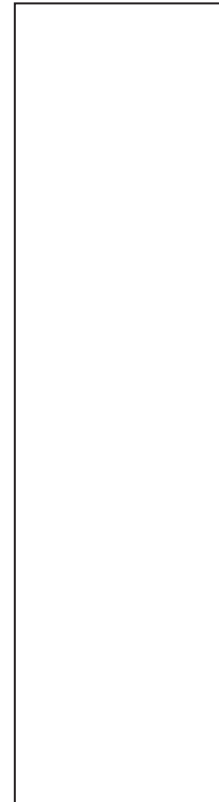
#FF21B2
CMYK: 4 88 0 0



#FCF5F9
CMYK: 1 3 0 0



#FFFFFF
CMYK: 0 0 0 0



esignn Make

Typography

Typography

Brother 1816
(Logo font)

Headline

Futura PT Medium

Subtitle

Futura PT Book

This is the paragraph text. It runs on multiple lines. You can where lots of great things here, and it will be easy to read and nice on the eyes.

DESIGN
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Graphic Design
Fundraising Design
Branding
Web Design

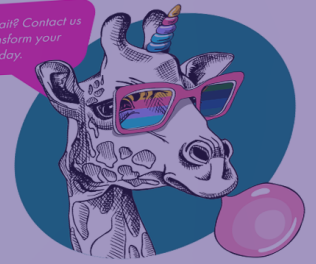
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Graphic Design
Fundraising Design
Branding
Web Design

Why wait? Contact us
and transform your
brand today.



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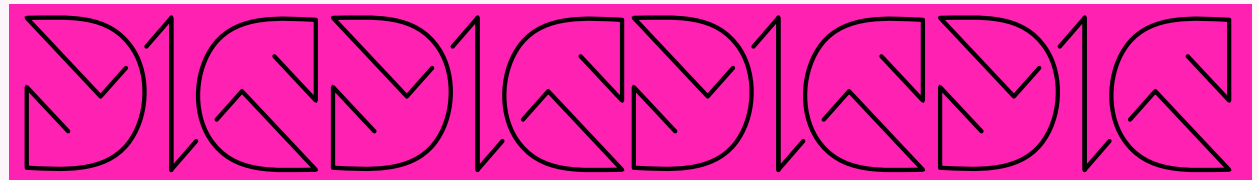
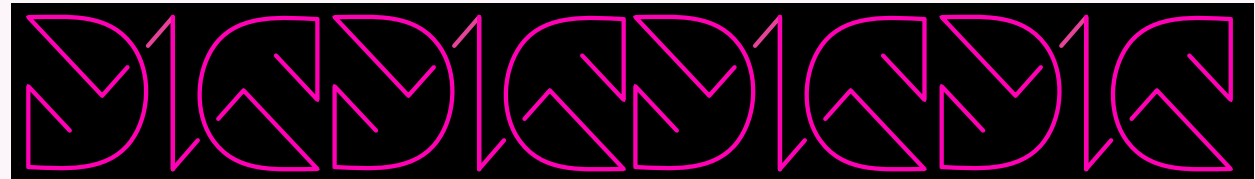


Stationary

Graphic Design
Fundraising Design
Branding
Web Design

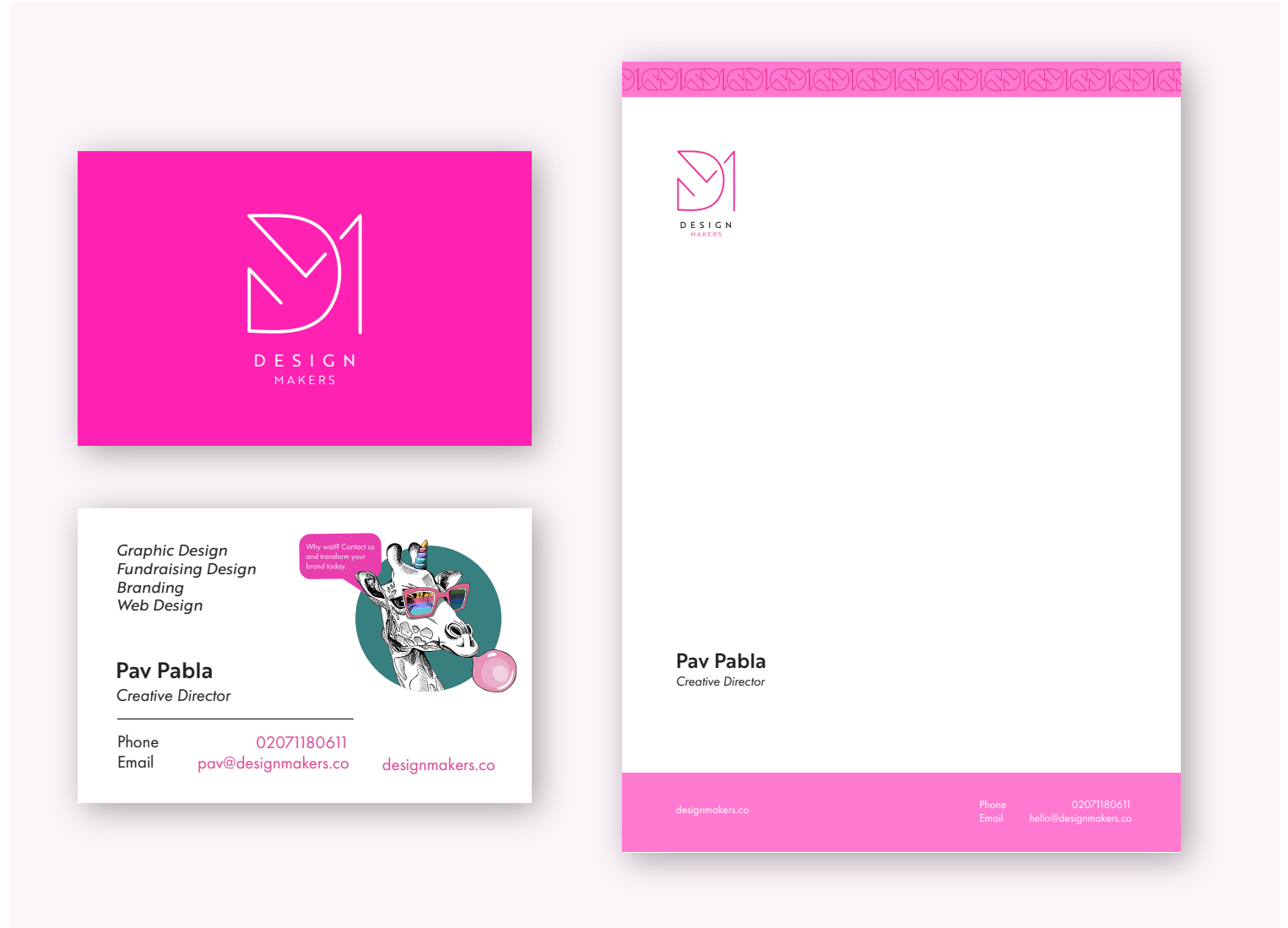
Brand Pattern

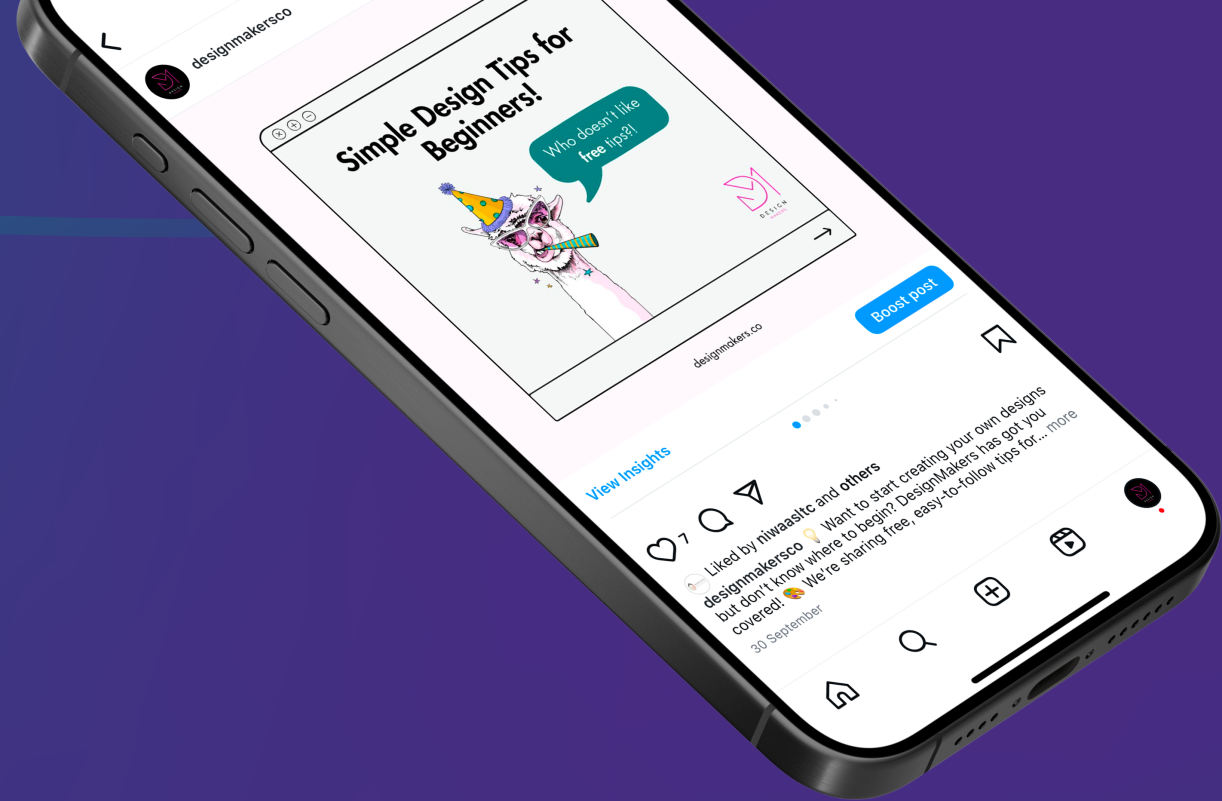
Our logomark can be used as a pattern on certain media where user sees fit. Can be used for borders, backgrounds and other media. This is not the only pattern that can be used. Lines patterns, gradients and shapes can be used where fit.



Stationary

Maintaining a consistent placement of the logo and text across business cards and letterheads is crucial for cohesion.

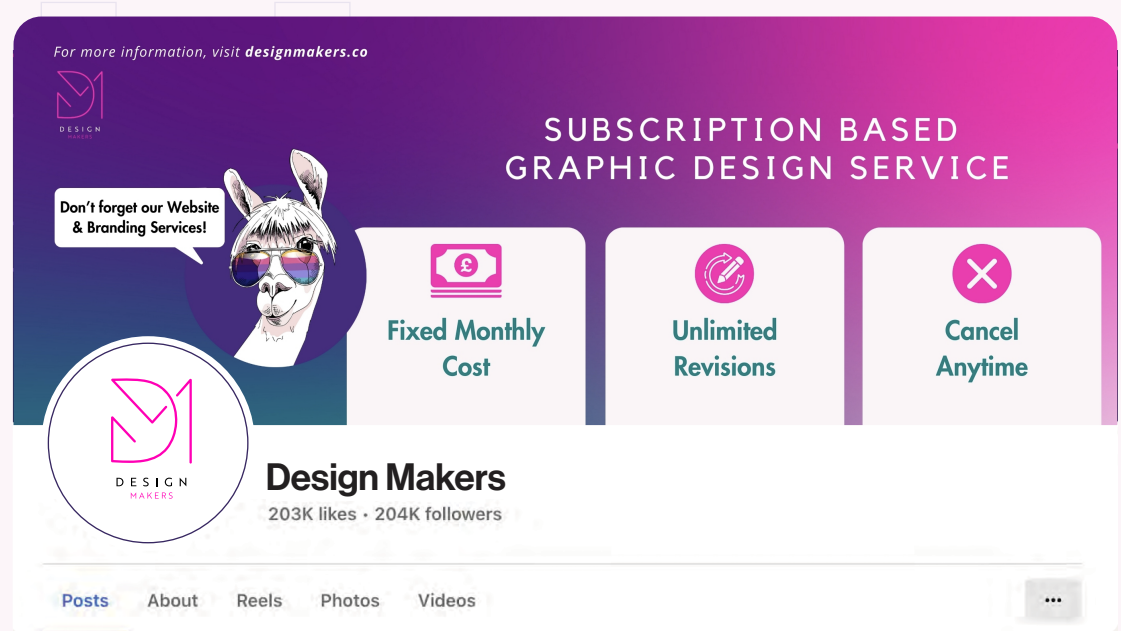




Brand in Use

Digital

Social Media Profile Icon and Banner Image



In-Feed Social Media Posts

