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IDENTITY



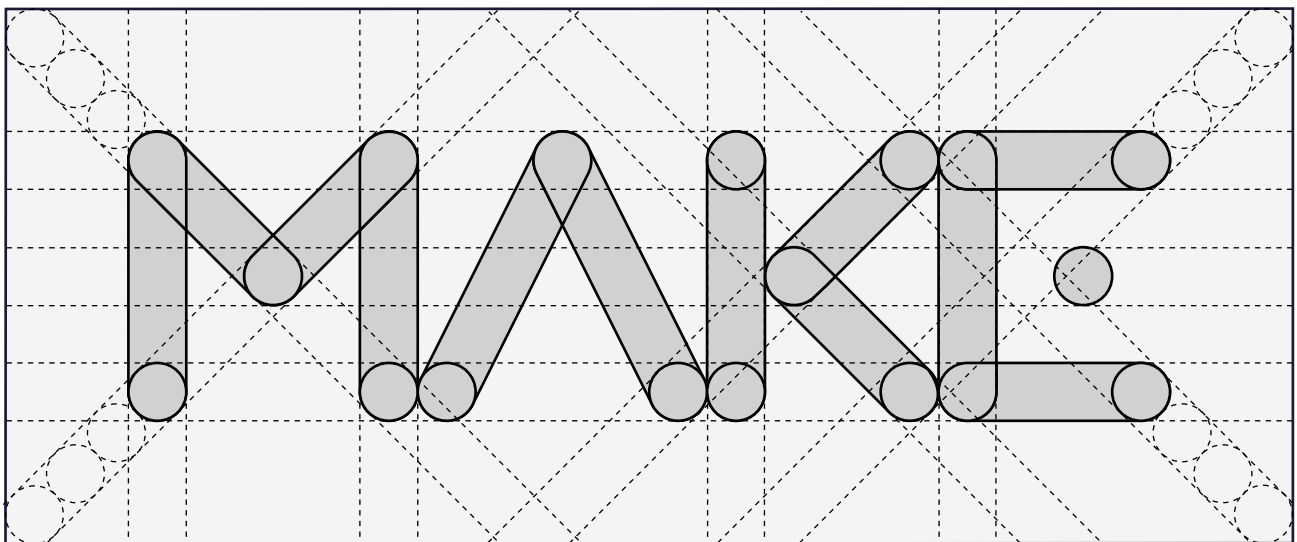
LOGO CONCEPT

The MAKE logo symbolises the coming together of a number of different local bodies to create the Milton Keynes Cultural Education Partnership (Milton Keynes Arts Education). The logo aims to represent the interconnectedness of these separate groups joining together to create a cohesive whole.

There are 8 colours within the logo, each representing a different discipline within the Creative Arts. Included among these are **Art, Design, Film & Photography, Music, Drama, Dance, Crafts and Creative Writing**. Other fields included under the umbrella term of Creative Arts represented by the various crossover tones at intersections between different colours.

The logo was a collaborative effort with students from 5 Milton Keynes primary and secondary schools during a week of design workshops in summer 2019.

LOGO ANATOMY



The logo is entirely geometric, using the circle as the base unit of measurement. Care was taken to ensure uniformity and consistency in each letter stroke. Although black and white versions of the logo lose some of the original conceptual meaning behind the colours, the shape remains recognisable, even at very small scales.



MAKE

MAKE

LOGO PLACEMENT

Allow breathing room. The MAKE logo should be given as much space as possible. The minimum amount of padding around the logo is shown below (approximately half of the width of the A), but more space should be used where possible.



Dimensions

Always make sure that the dimensions are correct when placing the logo. When scaling the logo down, pressing and holding 'shift' will ensure that the correct dimensions are maintained. Avoid squashing the logo in any way, as this will disrupt brand consistency.



Pixellation

If it is necessary to scale the logo up, care should be taken to avoid pixellation. An eps file is a vector format and can be scaled infinitely. png or jpg are rasterized images which will degrade they are scaled above their initial dimensions.



Colour

The logo should only ever be in full colour when it is on a white background or the dark tone (#0C1139) background provided. When being placed over any other colour it should be white. In the case of photographs, exercise caution and aim for visibility and clarity over any thing else.



TYPEFACES

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

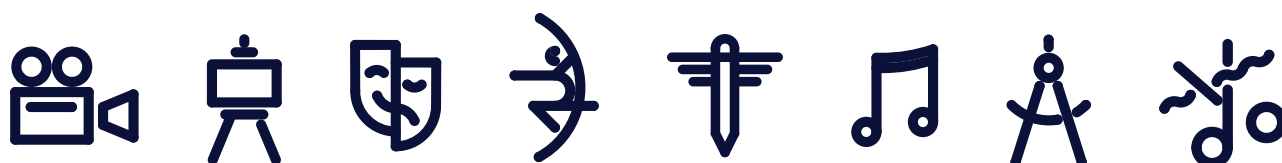
Makeface regular.otf

A a B b C c D d E e F f G g H h I i J j K k L l M m N n
O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

Rubik Medium.otf

A a B b C c D d E e F f G g H h I i J j K k L l M m N n
O o P p Q q R r S s T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

Rubik light.otf



Make iconset

TYPOGRAPHY

Makeface.otf

The Makeface typeface was designed specifically for the MAKE brand in order to match the logotype. The typeface should only be used for headings. Never use it to write in full paragraphs as it may be visually overwhelming. Instead it should be paired with **Rubik light** for large bodies of text. Although the font contains both upper and lower cases, it should only be used in uppercase for brand consistency.

Body copy

In order to communicate effectively, it is important to make sure that the body copy is easy to read. **Rubik light** was chosen as a neutral, clean typeface that reads equally as well on web as it does in print. As a general guide, the point size should be around **10- 12pt** for print and **15-25pt** for web.

The line spacing or 'leading' should be between **120-145%** of the font size for maximum legibility. Less than that and it can appear too cramped and claustrophobic, and any more tends to feel a bit too loose.

In terms of line length, somewhere between **45** and **90** characters (including spaces) is optimal for readability. Most people won't bother trying to read large blocks of text, so the more digestible we can make it appear, the better. Avoid leaving single words on their own line at the end of a paragraph.

Hierarchy

As a general rule, try to increase font size in multiples of 2. For example, if the body copy is **12pt**, Heading 2 should be **24**, and so on. The single most important thing to aim for is contrast. This will help with breaking up the page and allowing the eye to focus on specific information more easily.

HEADING 1

makeface.otf

HEADING 2

makeface.otf

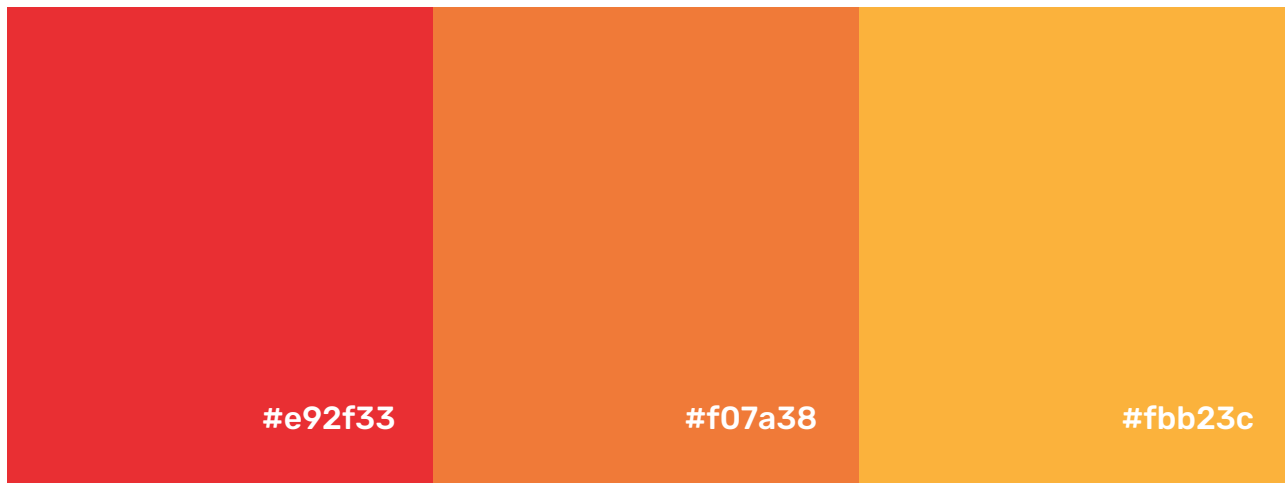
Subheading

rubik medium.otf

Body copy

rubik light.otf

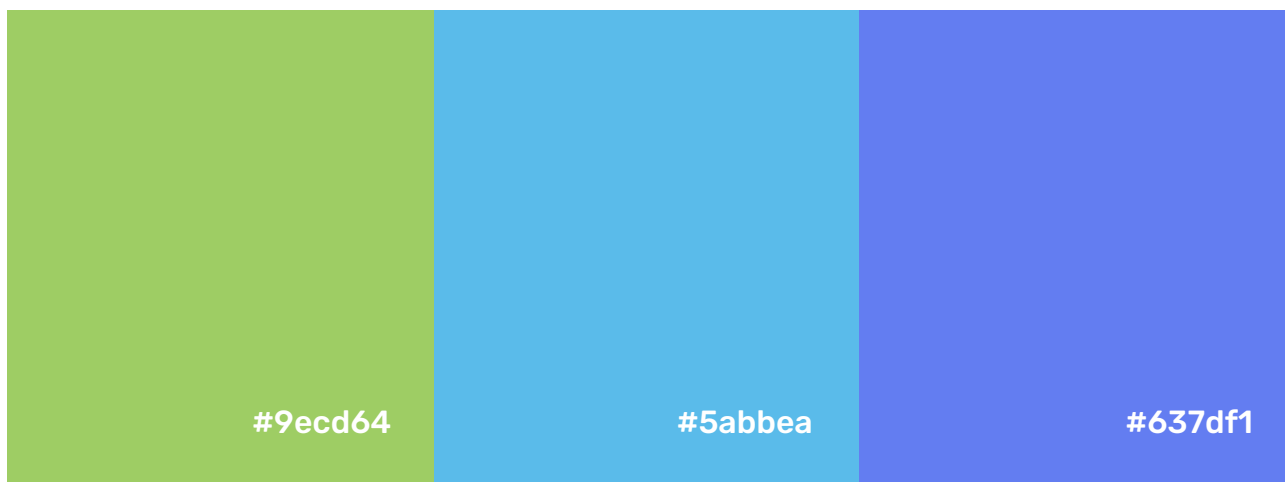
COLOUR PALETTE



C:0% M:91% Y:77% K:0%
R: 233 G: 47 B: 51

C:0% M:62% Y:81% K:0%
R: 240 G: 122 B: 56

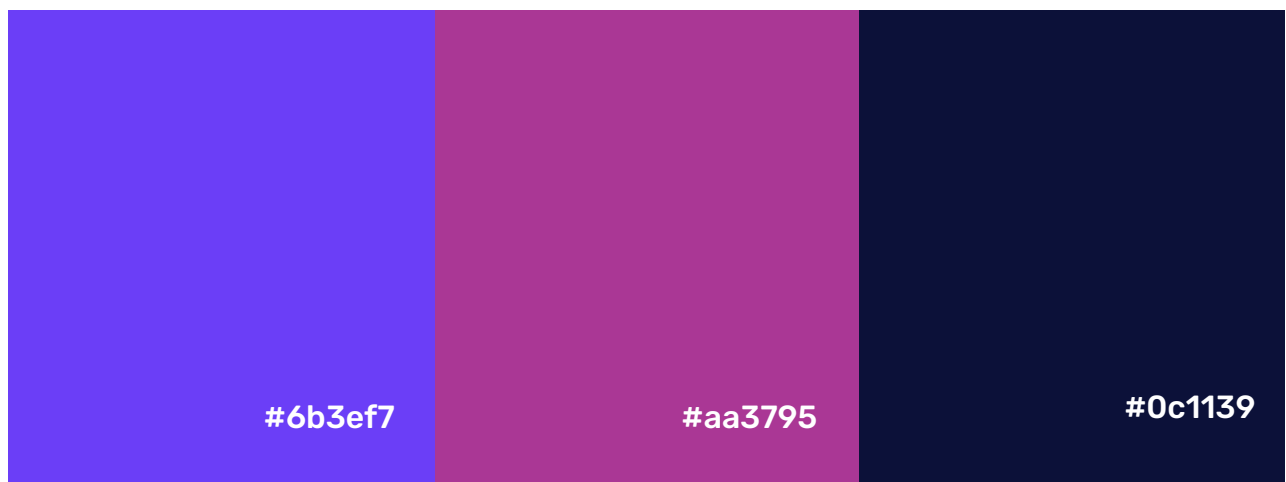
C:0% M:35% Y:81% K:0%
R: 251 G: 178 B: 60



C:46% M:0% Y:73% K:0%
R: 158 G: 205 B: 100

C:61% M:7% Y:0% K:0%
R: 90 G: 187 B: 234

C:69% M:53% Y:0% K:0%
R: 99 G: 125 B: 241



C:81% M:75% Y:0% K:0%
R: 107 G: 62 B: 247

C:41% M:87% Y:0% K:0%
R: 70 G: 55 B: 149

C:100% M:95% Y:45% K:57%
R: 12 G: 17 B: 57

COLOUR USE

Bright colours were selected to represent youth and vibrance. No one colour takes centre stage in the branding. All are given equal weight. The option is there to assign a specific colour to each discipline in order to reinforce the concept that MAKE represents the coming together of different fields to form a greater whole. Each of the colours has been carefully selected to work together, separately, on pure white (#ffffff) or with the Dark tone (#0C1139).

Below is a business card design concept to demonstrate the suggested colour assignment. Please note that the logo reverts to white when placed over any colour other than pure white (#ffffff) or the Dark tone (#0C1139). Similarly, all text that is layed over any of the brand colours should also be white. -

