



Make:

LOGO

The MAKE logo comprises two visual components:

- The word “**Make**”
- A colon after the word “**Make**”

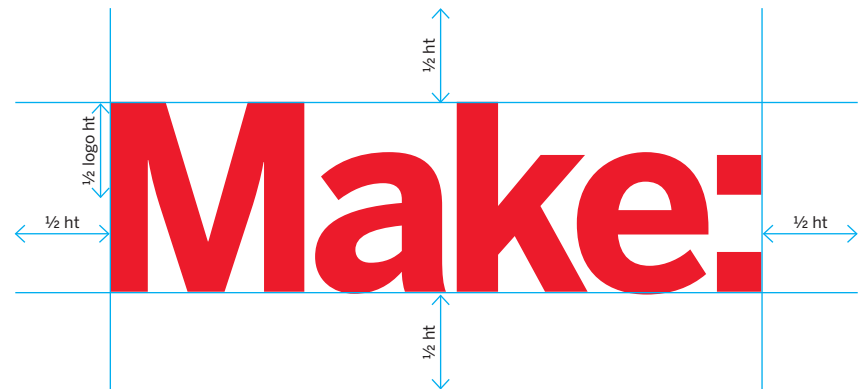
Make:

CLEARANCE

The MAKE logo should be afforded enough space on all sides to be readable and free of interference from other marks or text. The clearance space on all sides should equal half the height of the logos as it's used.

See diagram to the right as an example.

MINIMUM CLEARANCE



LOGO SIZE MINIMUM

To maintain legibility, the MAKE logo shouldn't appear smaller than the safe minimum size as described below. Always make sure the logo is clearly legible at whatever size is used.



WEB — Logo width must never be used smaller than 90 pixels

PRINT — Logo width must never be used smaller than .75 inches unless cleared by the art department

LOGO USAGE DON'TS

- DON'T angle, position sideways, or upside down
- DON'T place on busy backgrounds
- DON'T stretch, skew, or squeeze
- DON'T use without a colon
- DON'T add effects like drop shadow, glow, emboss, bevel, or outline
- DON'T use random color choices



ANGLED



BUSY BACKGROUND



SKEWED AND SQUEEZED



REMOVED COLON



EFFECTS



RANDOM COLOR OF CHOICE

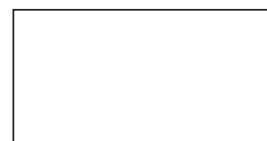
Make:

COLOR

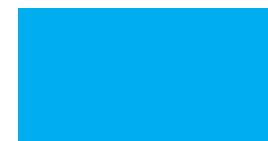
Red is the primary color of the MAKE logo. See mixtures to the right. If the logo is on black background it's minimum size should be 1.75" wide. Otherwise place within a white box with a 100% cyan stroke as seen below.



CMYK 1/100/92/0
RGB 234,0,42
Hex #ea002a
Pantone® PMS 185



CMYK 0/0/0/0
RGB 255,255,255
Hex #ffffff



CMYK 100/0/0/0
RGB 0,174,293
Hex #00aeef
Pantone® PMS 299

FONT

The display font used for MAKE is Benton Sans Bold, available from MyFonts:
<http://www.myfonts.com/fonts/fontbureau/benton-sans/>

Benton Sans Bold:

URL

When including the URL with the MAKE logo please it below the logo as seen to the right. When on a white background the URL should be 100% cyan. The font should also be Benton Sans Bold.

Make
makezine.com