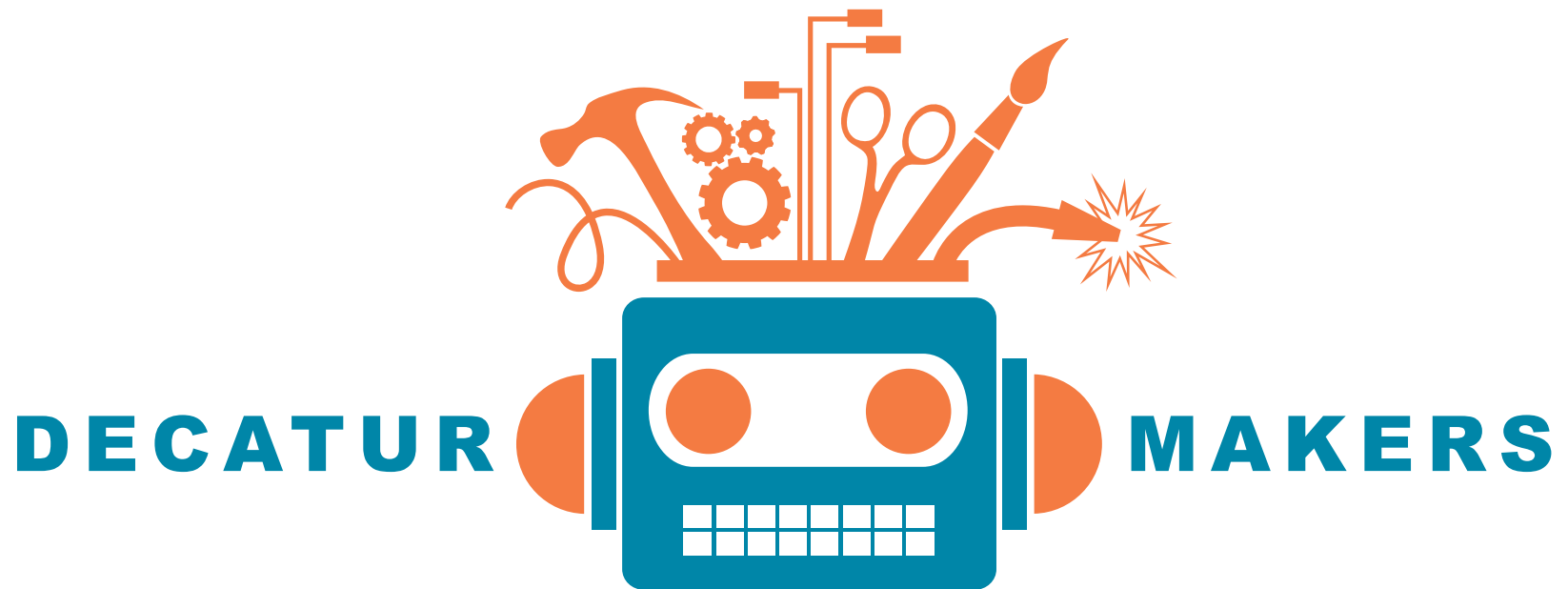
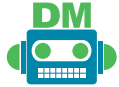


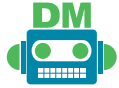
**Logo Guidelines**

**06.29.14**



Welcome to the Decatur Makers logo guidelines. The new logo has been designed to personify the intersection between new-technology and traditional craftsmanship. It is a symbol of the powerful amplifying effect on individual creativity and productivity that occurs when members become immersed in a community of kindred spirits where they BUILD, SHARE and EXPLORE.

The logo system is designed to be fun, flexible, and reflective of the many different ages and types of individuals that have found, in the Decatur Makers, a place to unleash their creativity. Enjoy.



## COLOR PALETTE

This color palette has a lot of variety. Use only these colors or pantone equivalents of them when creating branding elements for the Decatur Makers.



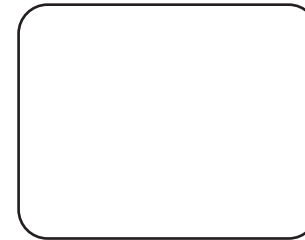
### DM ORANGE

R: 244	C: 0
G: 123	M: 64
B: 66	Y: 81
K: 0	
# F47B42	



### DM BLUE

R: 0	C: 95
G: 135	M: 32
B: 168	Y: 26
K: 0	
# 0087A8	



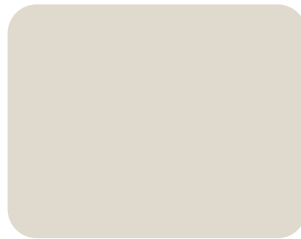
### DM WHITE

R: 255	C: 0
G: 255	M: 0
B: 255	Y: 0
K: 0	
# FFFFFFFF	



### DM YELLOW

R: 255	C: 0
G: 203	M: 20
B: 4	Y: 100
K: 0	
# FFCB04	



### DM WARM LIGHT

R: 224	C: 11
G: 217	M: 11
B: 206	Y: 17
K: 0	
# E0D9CE	



### DM COOL LIGHT

R: 217	C: 14
G: 222	M: 7
B: 211	Y: 16
K: 0	
# D9DED3	



### DM PALE GREEN

R: 183	C: 32
G: 213	M: 0
B: 88	Y: 83
K: 0	
# BD7558	



### DM WARM DARK

R: 81	C: 58
G: 70	M: 59
B: 61	Y: 67
K: 44	
# 51463D	



### DM COOL DARK

R: 61	C: 68
G: 47	M: 47
B: 82	Y: 46
K: 45	
# 3D4E52	



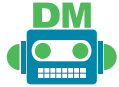
### DM DARK GREEN

R: 81	C: 69
G: 184	M: 0
B: 88	Y: 89
K: 0	
# 51B858	



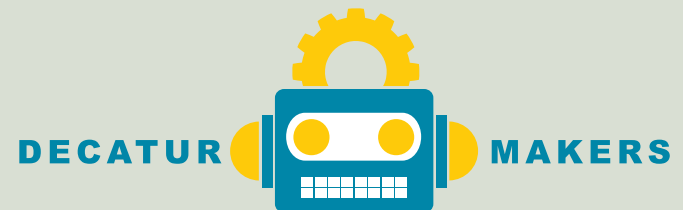
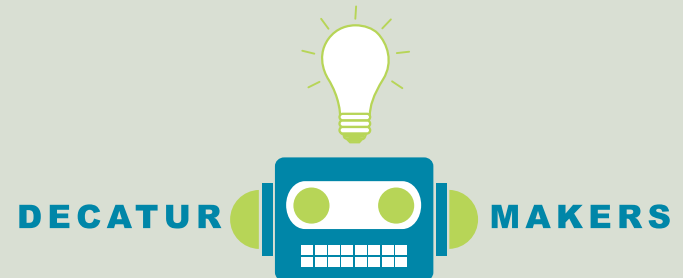
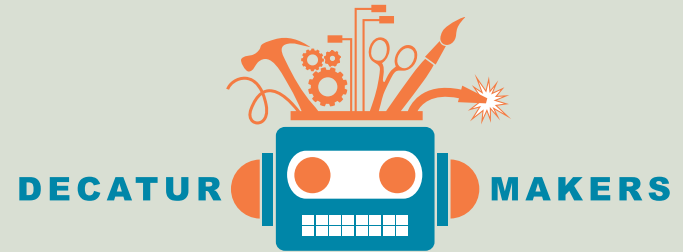
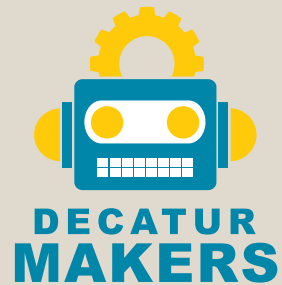
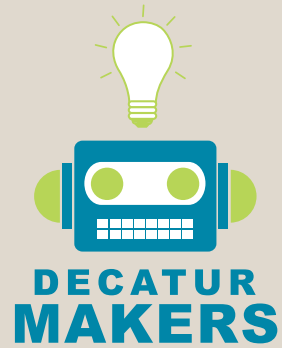
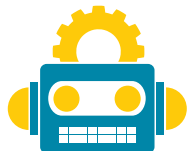
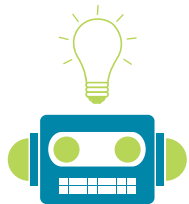
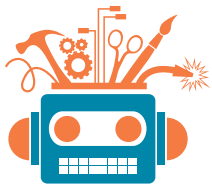
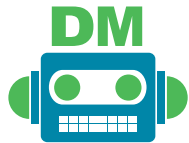
### DM BLACK

R: 0	C: 75
G: 0	M: 68
B: 0	Y: 67
K: 90	
# 000000	



## HERO LOGOS

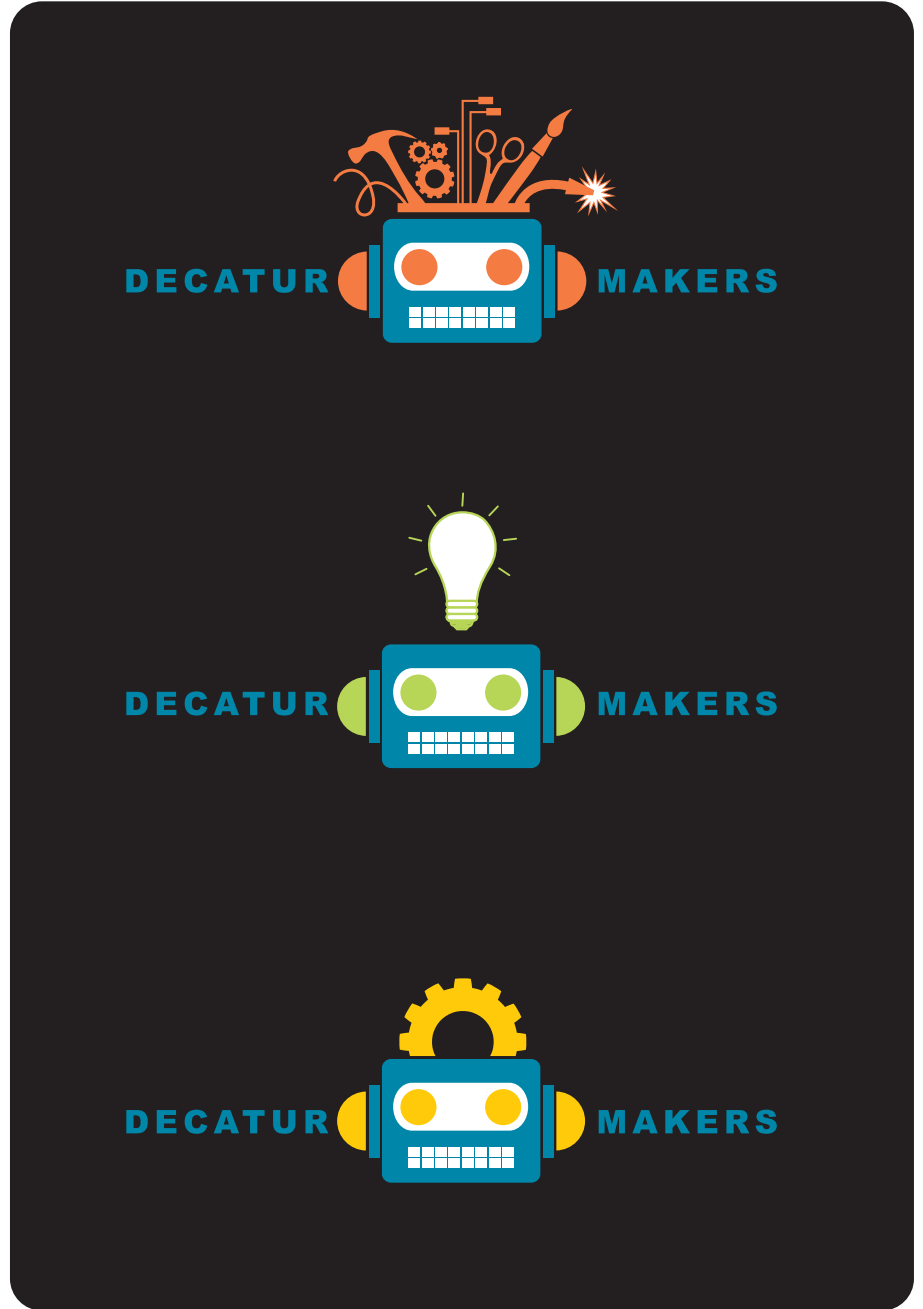
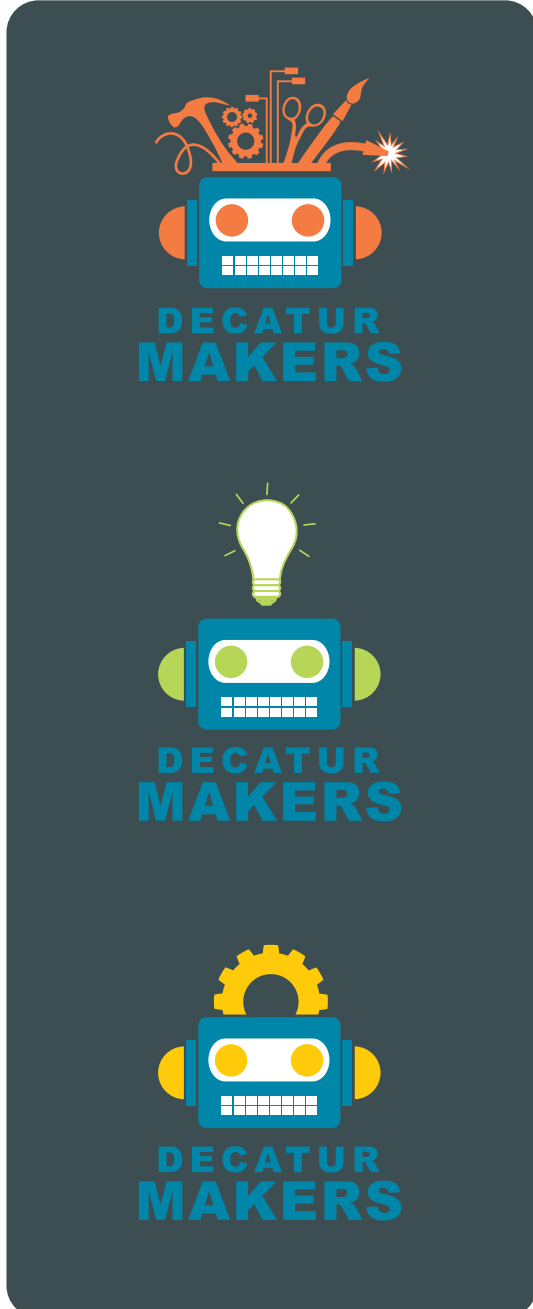
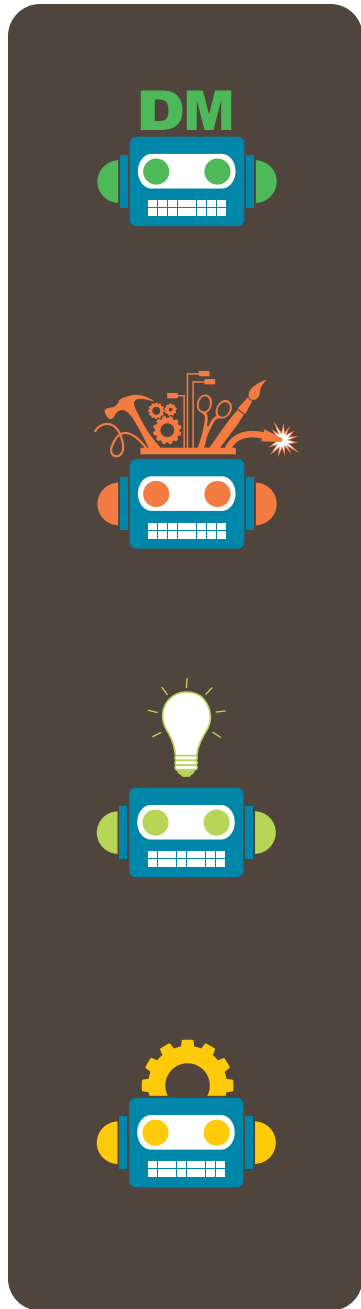
This page presents the color breaks for the Decatur Makers' hero logos. Each of the logos on this page can be used interchangeably, but the color breaks for each are not to be changed.

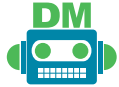




HERO LOGOS (continued)

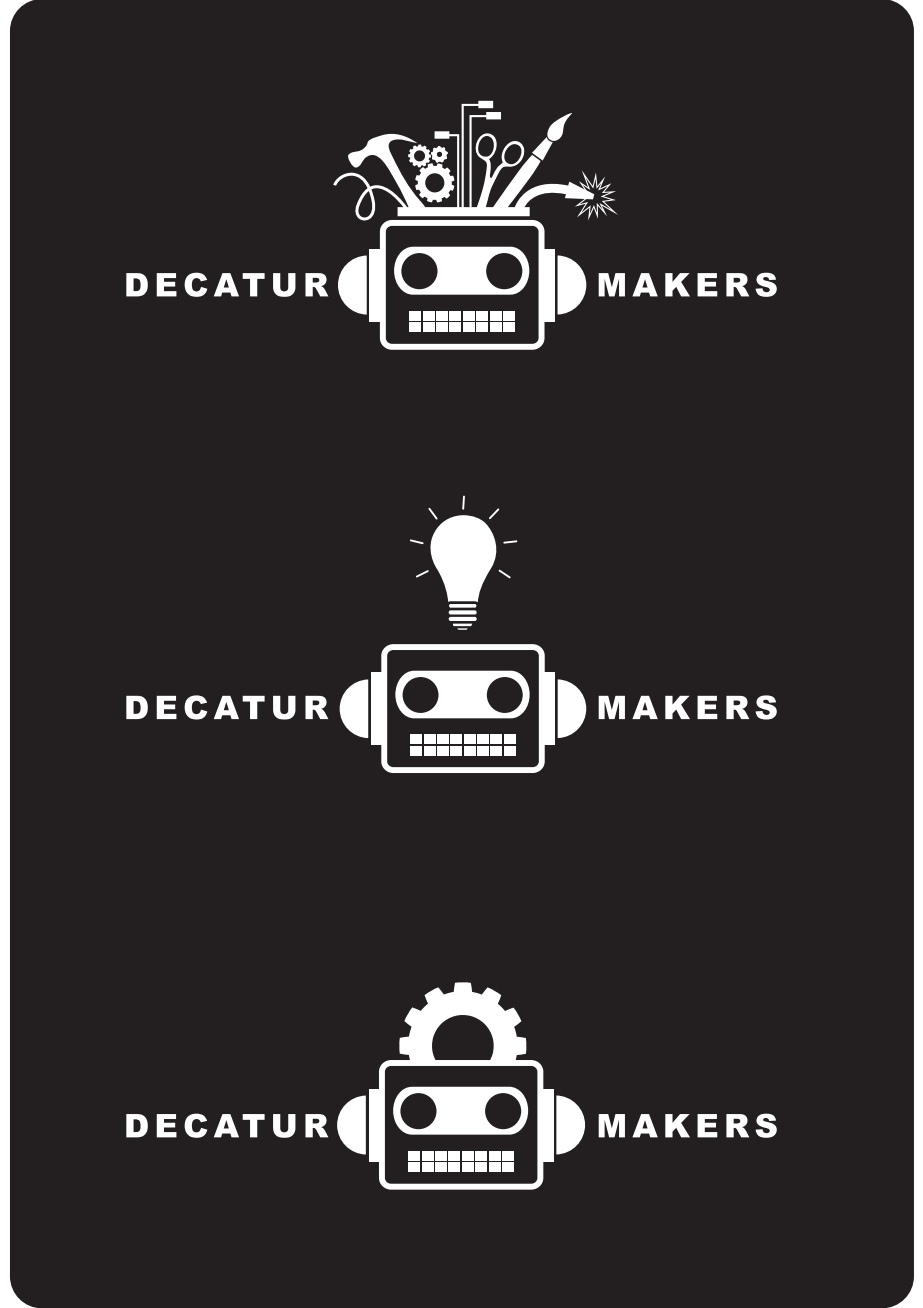
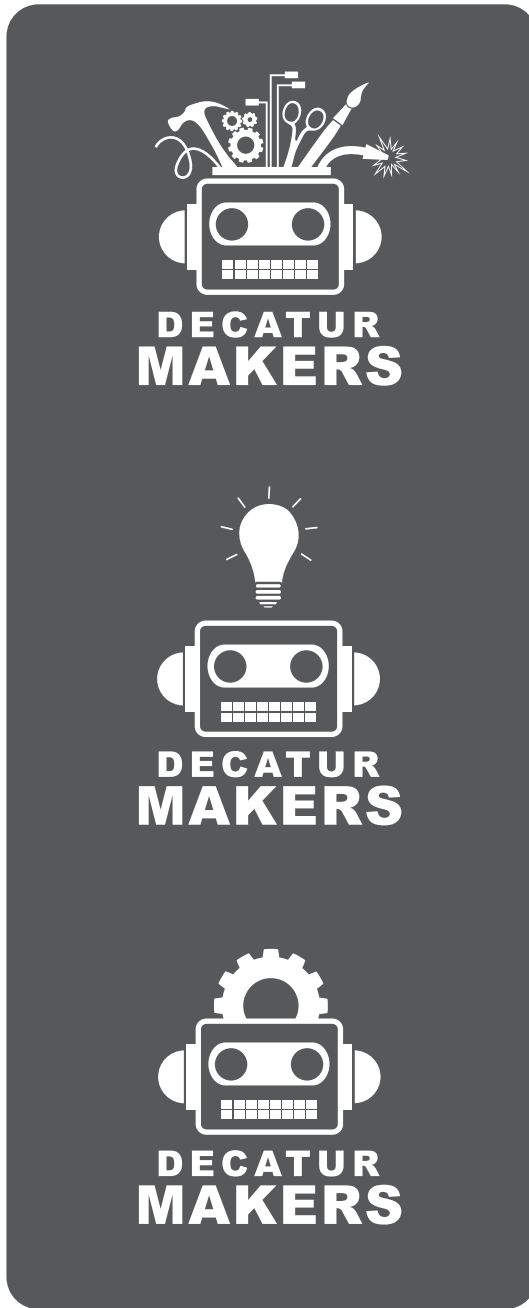
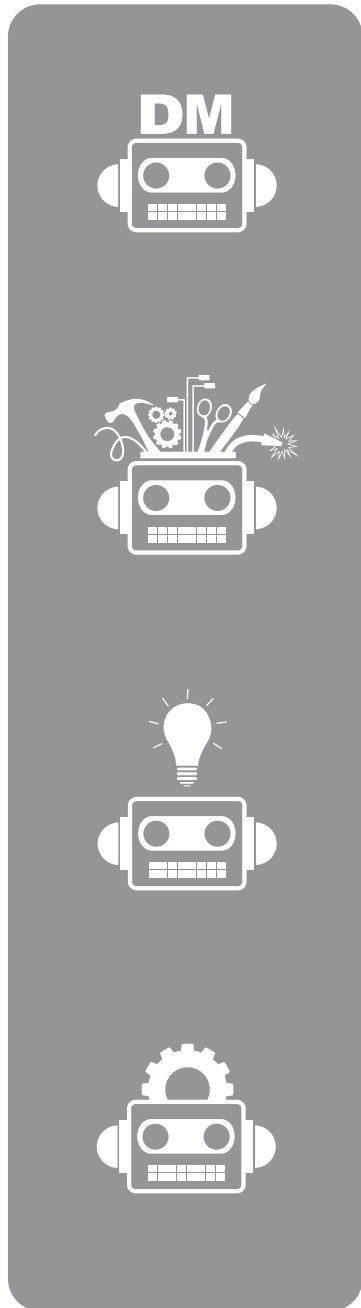
This page presents the hero logos over darker backgrounds demonstrating, along with the previous page, that the hero logos read on all background colors in the approved palette.

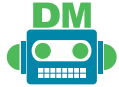




BW LOGOS - DARK BACK

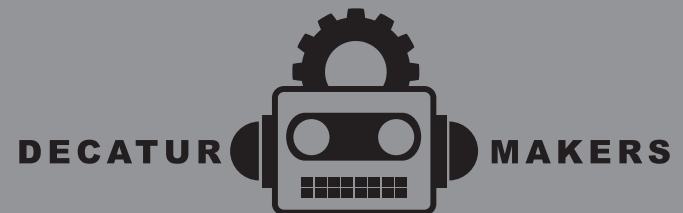
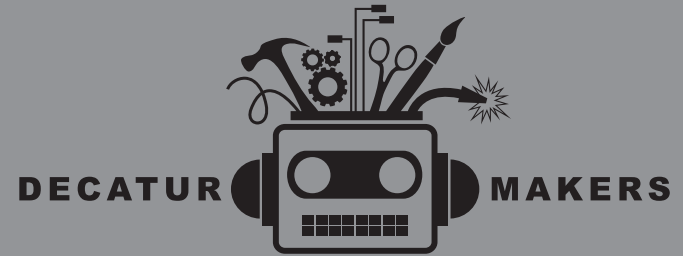
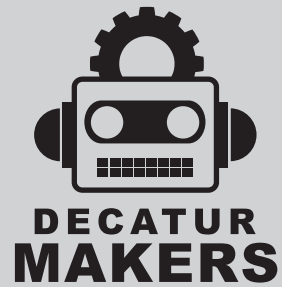
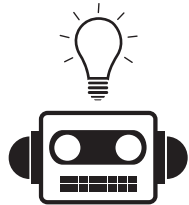
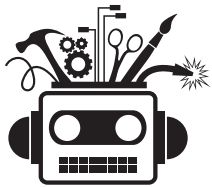
A special version of the Decatur Makers' logo has been designed to read in a single color. The White versions of these logos can be used over backgrounds of 50% grey or darker.

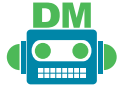




BW LOGOS - LIGHT BACK

A special version of the Decatur Makers' logo has been designed to read in a single color. The Black versions of these logos can be used over backgrounds of 50% grey or lighter.



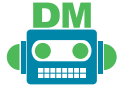


ONE COLOR LOGOS

This page presents the many different combinations of single colored logos on colored backgrounds that are approved for use in the Decatur Makers' brand. If you don't see a combination here, don't use it.

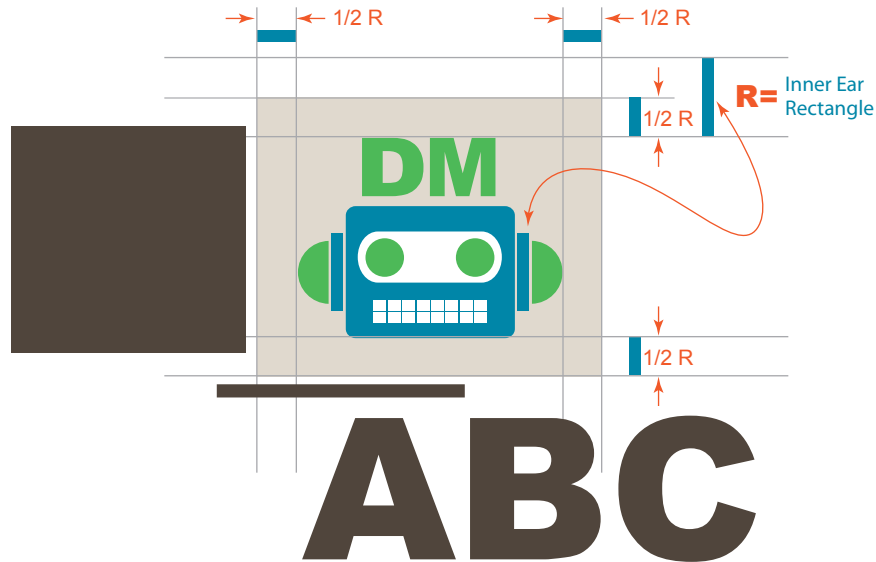






## LOGO SAFE AREA

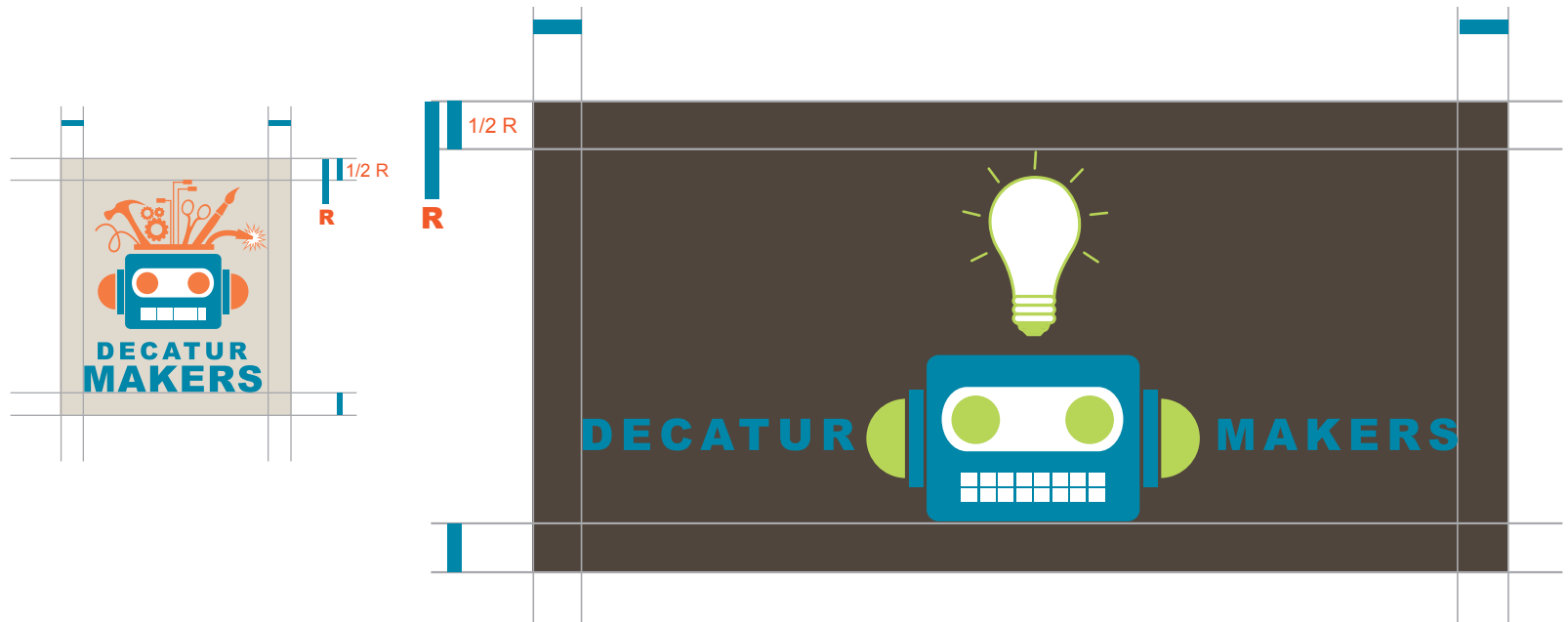
This page defines a buffer area around all versions of the Decatur Makers Logo, that cannot be encroached upon by graphic or photographic elements.

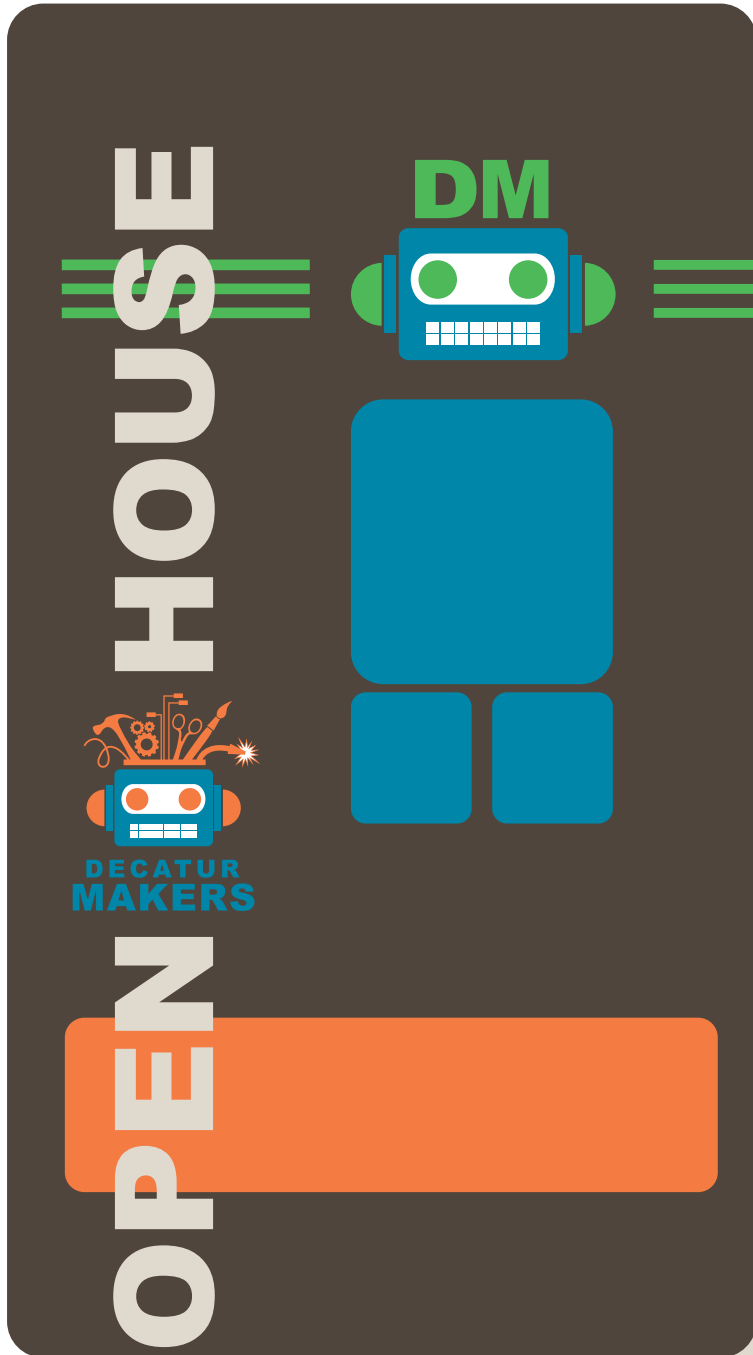
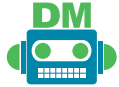


### Logo Safe Area

With the exception of approved background colors, no graphic or photographic element may encroach on the Decatur Makers logo any closer than the distance defined by the 1/2 the height of the “Inner Ear Rectangle” of the Robot Head.

The logo safe area is proportional and therefore changes with the size of the logo used. It is defined by moving 1/2 the height of the “Inner Ear Rectangle” beyond the outer most vertical and horizontal logo elements.

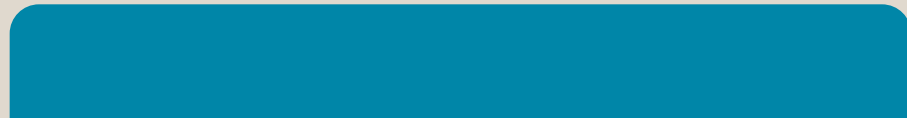
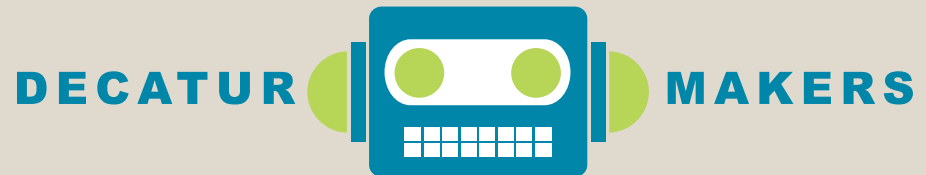




**Logo DO's**

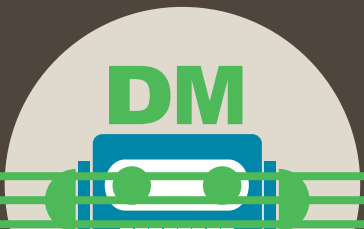
As long as you do not encroach on the safe area around the logo it is acceptable and even encouraged to tie the logo into other graphic elements in your design. The horizontal axis through the ears, the head width, and the entire logo height or width are good places to begin.

You may put a 1 color white or black logo over a photo, providing the background behind it is not overly complex. When you need very small logo, use the DM version without the typographic name.

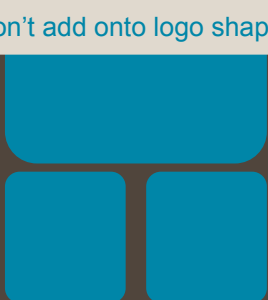




Don't put logo into other shapes.



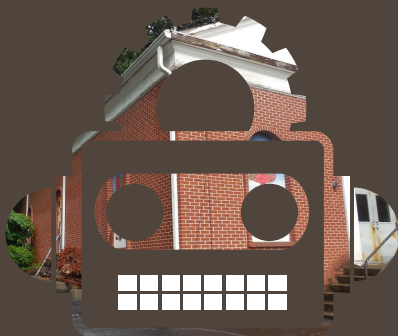
Don't add onto logo shapes



Don't let type go under the logo



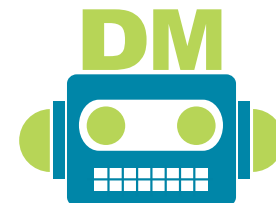
OPEN HOUSE



Don't fill the logo with Photos

Don't create new combinations of logo elements

## LOGO DON'Ts

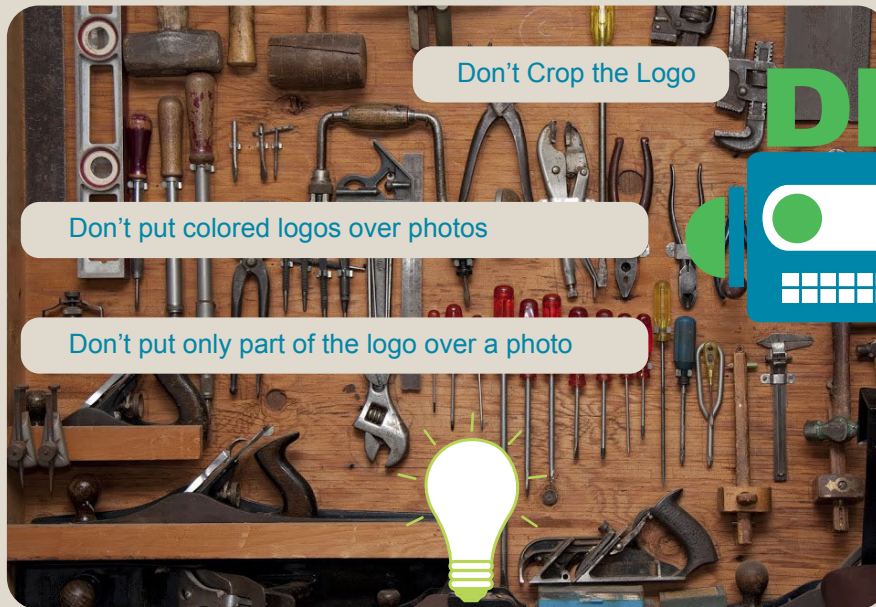


Don't let graphic shapes go over the logo -ever.

Don't Crop the Logo

Don't put colored logos over photos

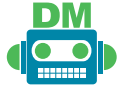
Don't put only part of the logo over a photo



DECATUR  MAKERS

Don't deviate from approved color breaks - ever.

Don't put shapes or color breaks under logo.



PRIMARY FONTS

ARIAL\_Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

ARIAL\_Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*  
*abcdefghijklmnopqrstuvwxyz*

ARIAL\_Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
**abcdefghijklmnopqrstuvwxyz**

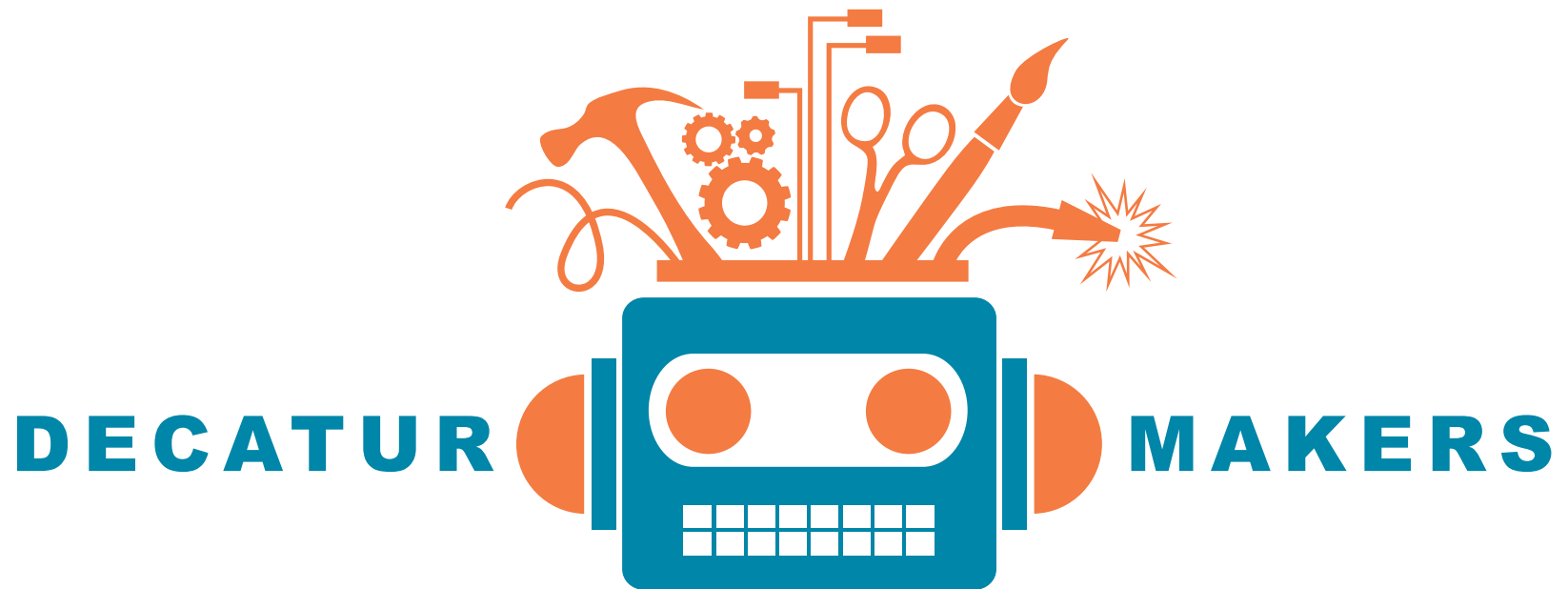
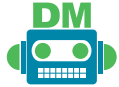
SECONDARY FONTS - DISPLAY

**IMPACT**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
**abcdefghijklmnopqrstuvwxyz**

**ROCKWELL EXTRA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**  
**abcdefghijklmnopqrstuvwxyz**



This logo design and guideline booklet was prepared by Jeff Boortz and Lauri Jones of Jeff Boortz Creative. If you have any questions, concerns, or would just like to shoot the breeze, drop us a line at:

[Jeff@jeffboortzcreative.com](mailto:Jeff@jeffboortzcreative.com)  
p. 484-431-8361