

Maker's Asylum Style Guide

Welcome

Introduction



The **Maker's Asylum** brand is more than just a name. It's a set of values, attributes, and artwork that reflects the spirit of the maker movement in India. This guide serves as a resource to bring together our brand and to help define it's visual and stylistic identity.

Use these assets and identity guidelines to accurately communicate the **Maker's Asylum** brand.

Our Mission

Our mission is to foster a culture of **innovation** and **learning**. We provide a **community space** that allows **collaborative ideation**, bringing together **interdisciplinary activities** covering Science, Technology, Engineering, Art and Math (STEAM).

By promoting a culture of DIY, we are encouraging the sharing of knowledge and information. By doing this, we are extending people's capacity to make their ideas happen.

Brand Values

At Maker's Asylum:

- We're passionate about making ideas happen.
- We're not afraid to get our hands dirty.
- We believe in doing things ourselves instead of waiting for somebody else to do it for us.
- We believe in the power of free and open information.

