

Maker's Asylum Style Guide

Logo

About the Logo



This logotype is the central element in Maker's Asylum's visual communication system. Through consistent and repetitive use, this symbol becomes a visual shorthand which identifies the Asylum, and symbolically embodies its activities, achievements and goals.

A symbol comprising of the silhouette of tools suggests the DIY nature of the Asylum and it's activities. The slim strokes in the word mark suggests the quality of technical precision

Standard

The standard logo should be used at all times. Where not possible, one of the mono-color variations should be used (see below). This is to make sure the logo and brand are used in a consistent manner across all communications.



MAKER'STM
ASYLUM

Mono Color Variations

The mono-color variations are to be used at your discretion. If you feel the logo feels cluttered in the layout, or if the colors end up clashing, feel free to use one of the mono variants.



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Symbol Only

The Maker's Asylum symbol is to be used when the layout does not permit the use of the standard logo. Another reason to use the symbol only variant would be for instance as a badge or sticker.





