

Maker's Asylum Style Guide

About This Guide

What is this guide all about?



This guide serves as a resource to bring together all the visual and stylistic elements that make up our brand. It exists to provide you with the tools and assets you need to further our mission through communications, websites, products and more.

Why is this guide important?

We are slowly but steadily expanding our scope of operations - from community spaces to open hardware development. Our goal is to make sure Maker's Asylum is a brand people can trust. This guide is designed to help you communicate our brand in a way that meets people's expectations in the most effective way possible.

Why the rules?

These rules are intended to promote consistent use of the brand. This makes it easier for people to instantly recognize references to Maker's Asylum and prevents confusion. These guidelines also help protect company trademarks.

