



COLUMBUS | IDEA FOUNDRY

IDENTITY GUIDELINES

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I. INTRO

About these Guidelines

The purpose of these guidelines is to ensure that the Columbus Idea Foundry's visual identity is presented consistently across all platforms.

Important Files

Logos, typefaces, and examples may be found at bit.ly/cifdesign. Files are also available at the Idea Foundry. Please contact info@columbusideafoundry.com for more information or to obtain copies of these.

II. LOGO

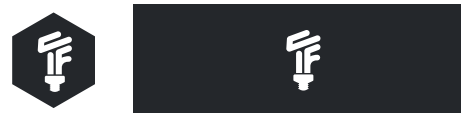
BASIC USAGE

Primary Logo



This is the logo to be used on all print and digital materials, with few exceptions (see below). The logo may be rendered in white on a colored background without the hexagon.

Secondary Logo



Where space is limited, for example social media profile pictures, this logo should be used. Again, the lightbulb can be shown without the hex, but only on a dark background.

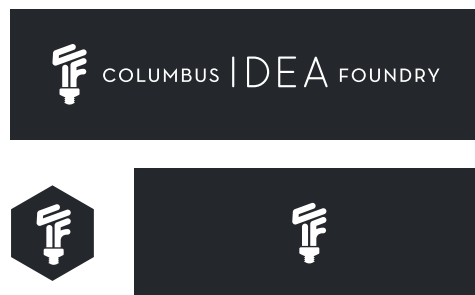
II. LOGO

LOGO DO'S

Keep the Lights On



The lightbulb should always be the brightest element. This can be achieved with the colored hexagon, or by putting the logo/lockup on a darker background.



Size and Spacing



The logo should never be smaller than 3/8" high. The spacing around the logo must be at least 1/4 of its height.

II. LOGO

LOGO DO'S

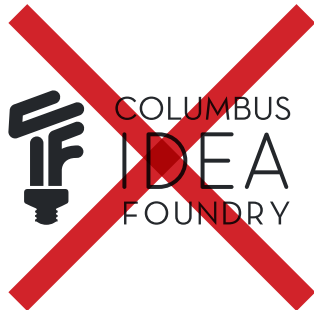
Colors



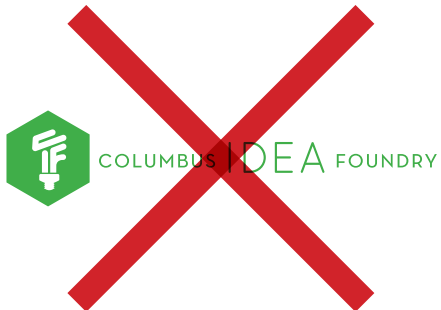
The logos/lockups shown here may be rendered white on either of our primary colors. See the “Color” section for details on acceptable colors.

II. LOGO

LOGO DON'TS



Do not use the short stack.
This stack has been eliminated from the Idea Foundry Identity.



Do not render the primary logo in off-brand colors.



Do not rotate the logo.



Do not disproportionately scale the logo.



Do not place other elements in close proximity to the logo.

III. COLOR

Blueprint Blue



CMYK
C = 76
M = 42
Y = 4
K = 0

RGB
R = 54
G = 132
B = 186

This is the most prominently used color. When in doubt, go with this blue.

Caution Orange



CMYK
C = 0
M = 79
Y = 100
K = 0

RGB
R = 255
G = 86
B = 22

To be used sparingly, this orange is great for grabbing attention (i.e. to highlight important information).

Notes

Tints and shades of these colors may be used sparingly to add texture and visual interest.

Print materials produced by laserjet printers may require color corrections, especially when using orange (which should contain less magenta)

IV. TYPE

League Gothic

HEADINGS ARE SET IN LEAGUE GOTHIC

League Gothic is to be used for all top level headings. Headings should be set in League Gothic Regular all caps and at a large font size.

Download:

<https://www.theleagueofmoveabletype.com/league-gothic>

Source Sans Pro

Source Sans Pro Bold (Subheads)

Source Sans Pro (Body Copy)

Bis et odit, nis mo magnis re doluptur audiatem et es aut accaboresti conem repudam que occum volesti blaborporrum faces adipsa sum fugitin est autemquamet ut optatem explaboribus enis ullupta tiumquis sim est, cor molorro blaut

Source Sans Pro (Captions)

Source Sans Pro (Alternate for captions)

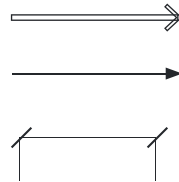
Source Sans Pro is to be used for all subheadings, body copy, captions, etc... Bold for subheads, regular 10pt on 12pt leading for body copy, and either light or italic for captions and notes.

Download:

<http://sourceforge.net/adobe/sourcesans/wiki/Home/>

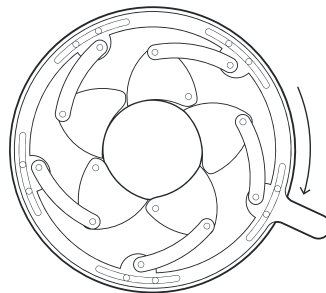
V. SECONDARY GRAPHICS

Construction Document Elements

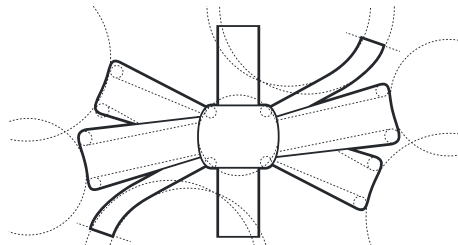


Leader lines and dimensions can be used to convey the maker oriented nature of the Idea Foundry. See “Examples” for more.

Linework

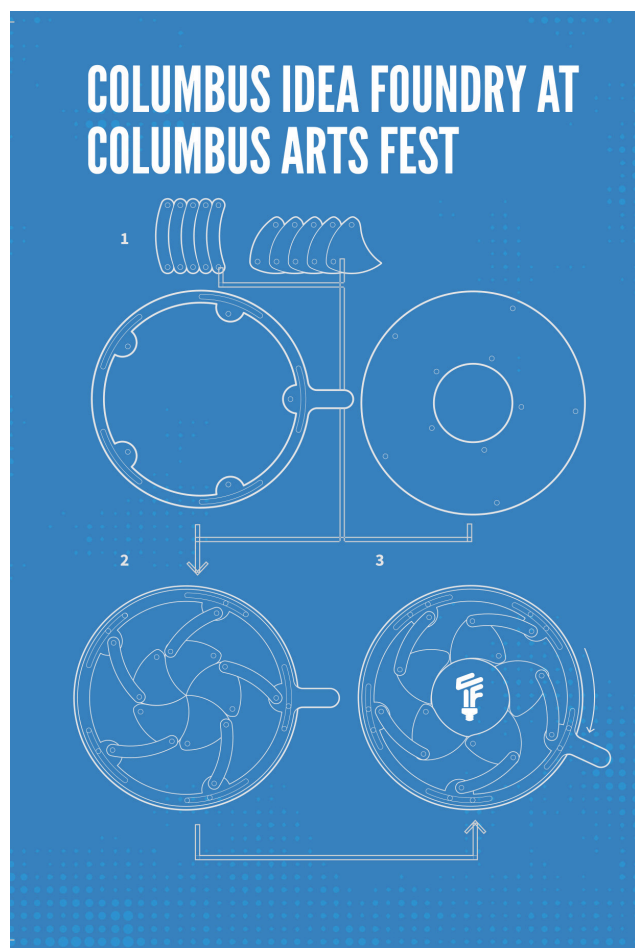


Linework for secondary elements should closely resemble technical drawings (i.e. thick lines delineate outer edges, dashed lines illustrate hidden elements). See “Examples” for more.



VI. EXAMPLES

Hotcard for Columbus Arts Fest



This promotion illustrates the proper use of the Idea Foundry type palette, color, logo usage, and secondary elements (linework).

VI. EXAMPLES

MAKE Puzzle

SO, WHAT EXACTLY IS THE COLUMBUS IDEA FOUNDRY?

MAKERSPACE
The Foundry is a novel hybrid of community workshop, business incubator and lifelong learning center. We leverage local experts, modern design and fabrication resources, an enthusiastic community and an exciting facility to help students, innovators, artists and entrepreneurs bring their ideas to reality.

WE OFFER

TOOLS
We offer full 24/7 access to our arsenal of tools which currently includes full wood and metal shops, a CNC mill, laser cutter/engraver, 3D printer, printmaking equipment, jewelry making tools, glass working gear, and plenty of software.

KNOWLEDGE
Our ever-growing class list includes topics and skills ranging from design to fabrication to creative entrepreneurship. Current offerings can be found at columbusideafoundry.com/classes.

SPACE
Our members have the option to rent studio space at the Idea Foundry. More than a few members operate small businesses utilizing space that we provide.

COMMUNITY
The Columbus Idea Foundry community is a diverse group of hobbyists, craftspeople, artists, and small business owners, all more than willing to lend each other a hand.

MAKE

TO EMPOWER PEOPLE WHO ALREADY HAVE

IDEAS
Got the need but not the knack? We can fix that.

BUSINESS NEEDS
We take on production and fabrication commissions regularly. If you need something built, don't hesitate to get in touch.

SKILLS
We love to share our skills and we're always on the lookout for talented instructors.

QUESTIONS
We offer tours of our space by appointment and we're more than willing to answer any and all questions.

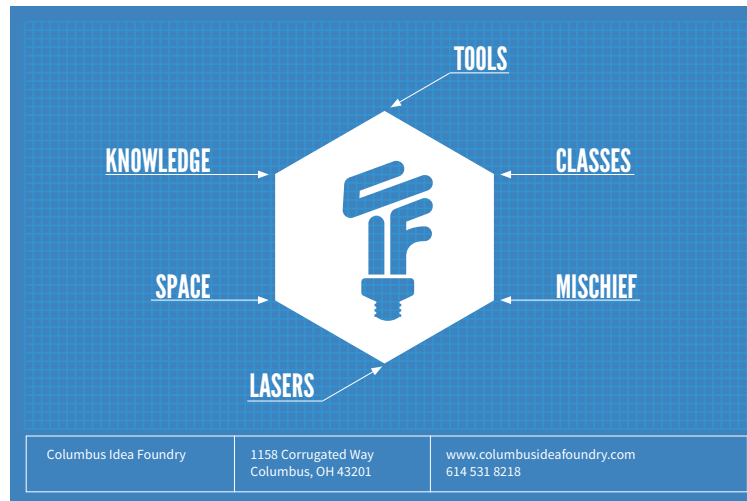
 COLUMBUS IDEA FOUNDRY

1158 Corrugated Way | Columbus, OH 43201
614.531.8218 | info@columbusideafoundry.com
www.columbusideafoundry.com

This flyer exemplifies a photo-based approach to promoting the Idea Foundry, through the use of an image of a laser engraved/cut puzzle, as well as the proper use of the color orange.

VI. EXAMPLES

General Promo Hotcard



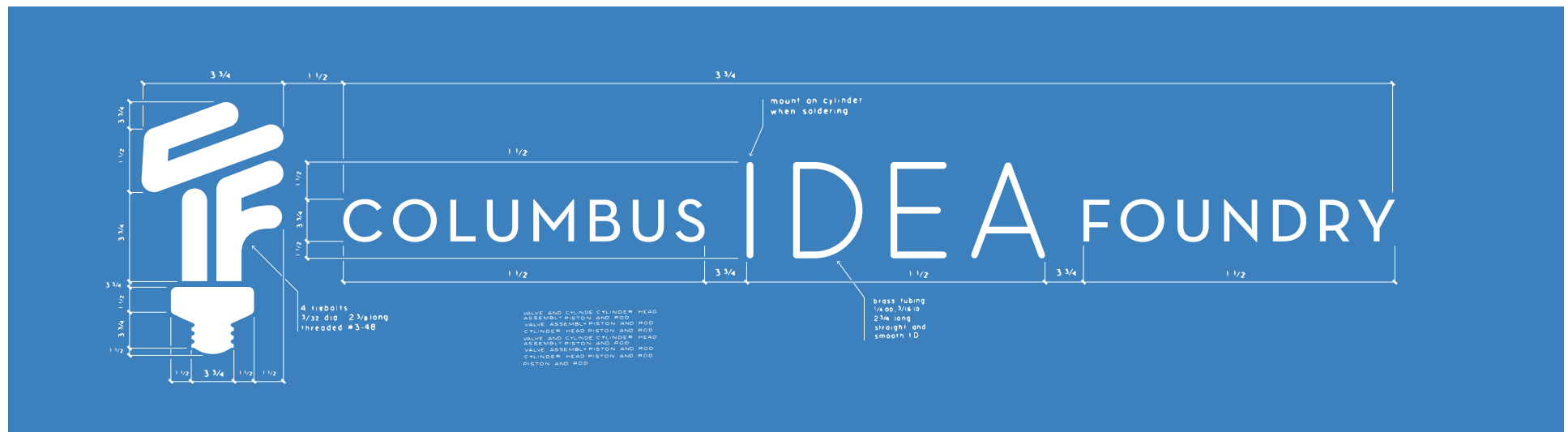
This promotion deviates from the logo guidelines in the interest of creating an eye-catching and memorable visual. It also includes appropriate use of leader lines and a tint of the blue used for texture.

TOOLS.	Woodshop, Metal Shop, Laser Cutter/Engraver, CNC Mill, 3D Printer, Jewelry Tools, Glass Working, Printmaking Equipment, Vacuum Forming.
SPACE.	Studio rentals available month-to-month, meeting space open to members, special event rental space available.
KNOWLEDGE.	Commission us to fabricate whatever you can imagine from tables and chairs to 3D prototypes, display cases, and more.
CLASSES.	Those who can do, teach a range of subjects from woodworking to creative entrepreneurship. New instructors always welcome.

 COLUMBUS IDEA FOUNDRY	1158 Corrugated Way Columbus, OH 43201	www.columbusideafoundry.com 614 531 8218
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VI. EXAMPLES

Event/Facebook Banner



Again, this piece illustrates the use of secondary graphics, as well as an acceptable deviation from the logo guidelines.

VI. EXAMPLES

Event Signage



These signs illustrate an appropriate approach to photo-based promotions.

