



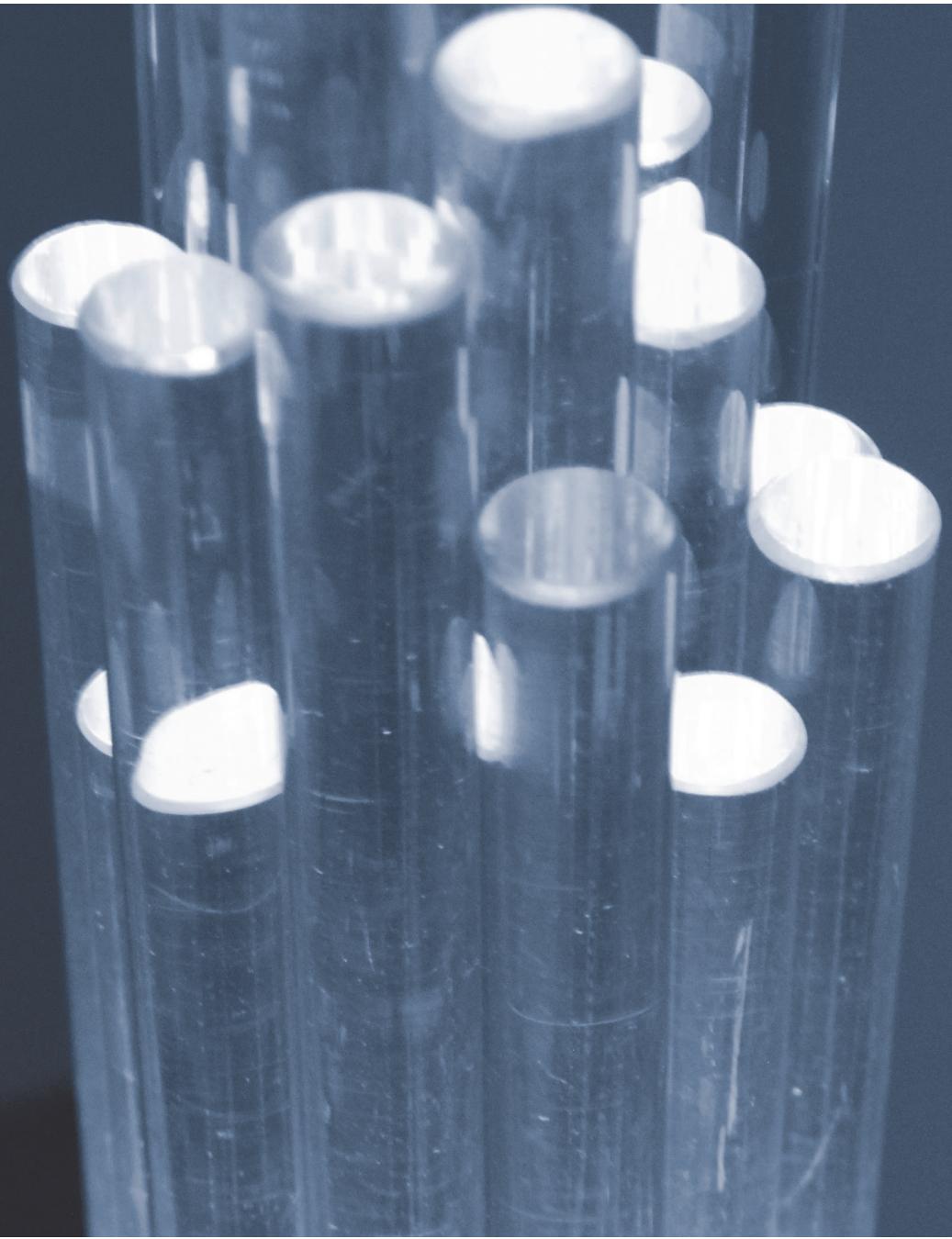
FORM





# FORM

BRANDING GUIDE  
— 2013 —



# BRAND OVERVIEW

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BASED ON THE DEVELOPMENTS OF THE 1930'S,  
AND NOTING THE IMPACT OF AMERICAN ART DECO,  
FORM OUGHT TO FOLLOW FUNCTION.

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The Art Deco movement inspires the brand of **FORM**, where materials meet process to create sleek and efficient products with a minimum of waste and a maximum of use value.

As a brand for 3-D manufacturing and production, each object of **FORM** will recall the efficacy and optimism distinct within products of the 1930's.

Like the American 1930's, **FORM** requires that all raw materials be allocated diligently. To conclude: simplicity, practicality, and clarity of purpose benefit the aesthetic unity of **FORM**.

# MISSION

*FORM* strives to be a namesake based upon open-source information, sustainable development, and globally appropriate technologies. In other words, *FORM* is tailored to the individual preferences of each member of society.

## CUSTOMIZABILITY IS KEY

Every person has an undeniable ability to hone their creativity, intellect, and their overall understanding of the world. Together, we believe society can *FORM* the future.

Therefore, we designed our *FORM* to empower others to join a global community of makers. We envision a world with:

**FEWER BARRIERS, RESILIENT COMMUNITIES,  
AND ACTIVE CITIZEN-CREATORS.**



— OUR GOAL —

# DECENTRALIZATION OF SOCIAL CONTROL

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# LOGO USAGE



## Primary Form

The primary form of the mark should be used when feasible. A wide variety of capabilities exist with the mark due to the monochromatic color scheme. Any monochromatic color scheme may be chosen, but it is encouraged that the mark is represented in one of three forms: black, white, or monochromatic blue as depicted.



Designers are advised to consider which version of the mark will relate best to the other elements in the design. The designer should be cautious and should use keen judgment in choosing the manner of color alteration to the mark.

The primary form is preferred over the alternative form.



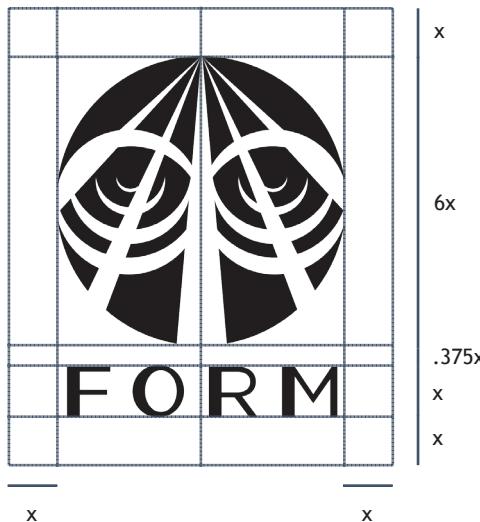
### Alternative Form

The alternative form of the mark is similar to the primary form. Any monochromatic color scheme may be chosen, but it is encouraged that the mark is represented in one of three forms: black, white, or monochromatic blue as depicted.

Additionally, designers should use their judgment in any alteration of color in the mark.

The alternate logo should be used on a size format that the designer deems will benefit from the rectangular shape of the logo, and where the primary form will not benefit.

# SPACE REQUIREMENTS



Print Minimum Height



1.5in

Web Minimum Height



100px



35px

# PRIMARY COLOR



PMS NEUTRAL BLACK C  
CMYK 71 66 65 72  
RGB 35 33 33  
HEX #232121



PMS 279 C *(No Tint) 100 Percent*  
CMYK 71 37 0 0  
RGB 62 141 221  
HEX #3E8DDD



PMS 279 C **60 Percent**  
CMYK 71 37 0 0  
RGB 62 141 221  
HEX #3E8DDD



PMS 279 C **30 Percent**  
CMYK 71 37 0 0  
RGB 62 141 221  
HEX #3E8DDD

## Secondary Colors



100 Percent

PMS	143 C
CMYK	2 32 92 0
RGB	246 179 51
HEX	#F6B333



100 Percent

PMS	7481 C
CMYK	90 0 97 0
RGB	0 180 79
HEX	#00B44F



80 Percent

PMS	143 C
CMYK	2 32 92 0
RGB	246 179 51
HEX	#F6B333



60 Percent

PMS	7481 C
CMYK	90 0 97 0
RGB	0 180 79
HEX	#00B44F



50 Percent

PMS	143 C
CMYK	2 32 92 0
RGB	246 179 51
HEX	#F6B333



30 Percent

PMS	7481 C
CMYK	90 0 97 0
RGB	0 180 79
HEX	#00B44F

# TYPEFACES

Primary

OIL CAN

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

.: (? ! ) ) + - \* \ =

## Secondary

### Trebuchet Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 . : ; " " ( ? ! ) + - \* / \ =

### Trebuchet Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 . : ; " " ( ? ! ) + - \* / \ =*

### Trebuchet Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 . : ; " " ( ? ! ) + - \* / \ =**

### Trebuchet Bold Italic

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***1 2 3 4 5 6 7 8 9 0 . : ; " " ( ? ! ) + - \* / \ =***

# MISAPPLICATIONS

## Color

Do not alter the color of the mark other than what is specified in primary and secondary color choices. The mark must not be distorted in a manner inconsistent with the specified color scheme.

## Typeface

Do not alter the typeface of the mark other than what is specified as the primary typeface. The mark must not be distorted in a manner inconsistent with the specified typeface.

## Shape

Do not alter the shape of the mark either by stretching or contracting any portion of the mark. The mark must not be distorted in a manner inconsistent with the safe space.



**FORM**

**FORM**



**FORM**

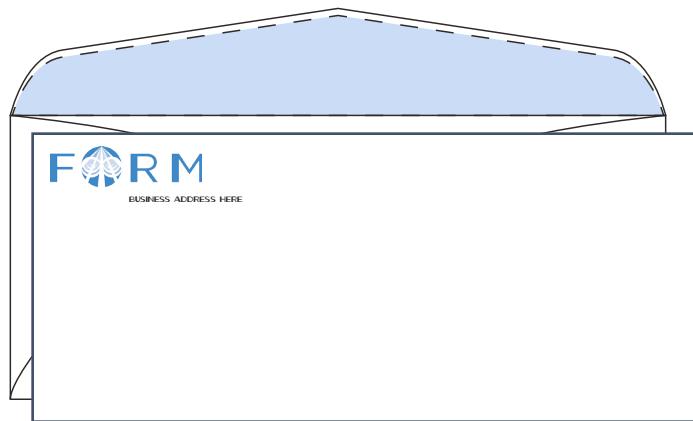
**FORM**



**FORM**

**FORM**

# BUSINESS MATERIALS





FORM - BALTIMORE, MD

# CONTACT

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TO ESTABLISH CONSISTENCY THROUGHOUT A NUMBER OF CREATIVE ENDEAVORS, THE BRANDING OF *FORM* IS A VITAL FIRST STEP. AND, WE SHOULD ALLOW OTHERS TO BENEFIT FROM THE AVAILABILITY OF CLEAR AND LEGIBLE DESIGN.

IN THIS PRACTICE, THE USE AND PROPAGATION OF MATERIALS MADE BY A COMMUNITY OF MAKERS WILL BECOME RECOGNIZABLE AND MEMORABLE.

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