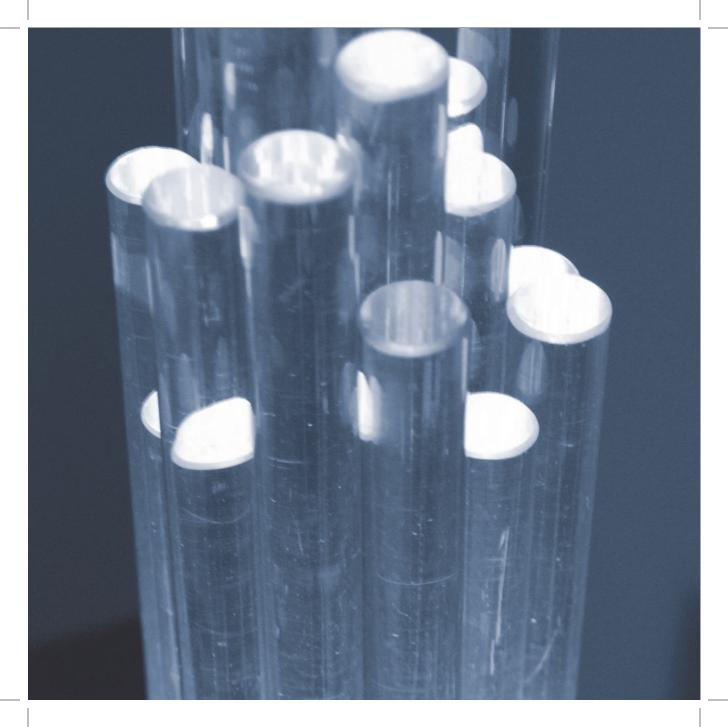




BRANDING GUIDE —— 2013 ——



BRAND OVERVIEW

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

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.



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.





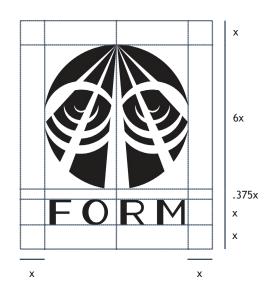
Alternative Form

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





Х

Print Minimum Height

Web Minimum Height



1.5in



100px





35рх

PRIMARY COLOR



PMS NEUTRAL BLACK C

CMYK 71 66 65 72

RGB 35 33 33

HEX #232121



PMS 279 C

(No Tint) 100 Percent

60 Percent

30 Percent

CMYK 71 37 0 0

RGB 62 141 221

HEX #3E8DDD



PMS 279 C CMYK 71 37 0 0

RGB 62 141 221

HEX #3E8DDD



PMS 279 C

CMYK 71 37 0 0

RGB 62 141 221

HEX #3E8DDD

Secondary Colors



PMS **CMYK** RGB

HEX

143 C

2 32 92 0 246 179 51 #F6B333

100 Percent

80 Percent

50 Percent



PMS CMYK

7481 C 90 0 97 0 0 180 79

#00B44F



PMS

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



PMS

RGB

HEX

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

60 Percent

100 Percent



PMS

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

143 C



PMS CMYK

90 0 97 0 RGB 0 180 79 HEX #00B44F

7481 C

30 Percent

TYPEFACES

Primary

OIL CAN

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Secondary

Trebuchet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.:,;'"(?!))+-*/\=

Trebuchet Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.:,;'"(?!))+-*/\=

Trebuchet Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.:,;'"(?!))+-*/\=

Trebuchet Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.:,;'"(?!))+-*/\=

MISAPPLICATIONS

Color

Do not alter the color of the mark other that 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 that 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.





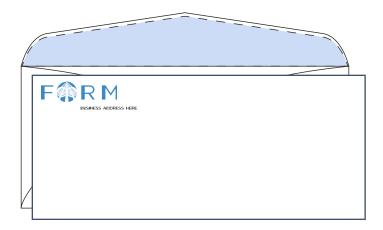








BUSINESS MATERIALS



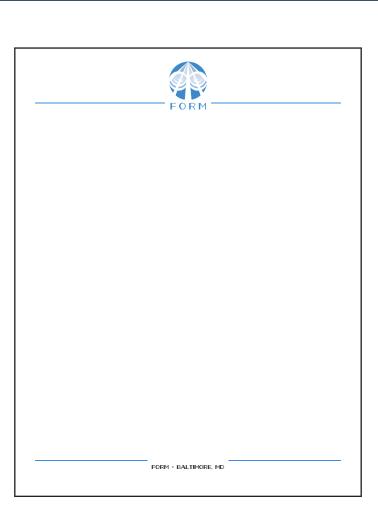
Your Name

Title



- w: http://www.yourwebsitehere.com
- p: (xxx) xxx.xxxx
- e: yourname@yourwebsite.com

a: Your Address City, State



CONTACT

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.

If questions arise, please contact Nathaniel Buechler:

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