///// make

formerly Integromat

Make
Brand Guidelines

Short description

Make is a visual platform for anyone to design, build, and automate anything—from tasks and workflows to apps and systems—without coding. SMBs, startups, scaleups, teams, and enterprises around the world use Make to create powerful solutions that scale their business faster than ever.

Boilerplate

Make is the leading visual platform for anyone to design, build, and automate anything—from tasks and workflows to apps and systems—without the need for coding skills. Make enables individuals, teams, and enterprises across all verticals to create powerful custom solutions that scale their businesses faster than ever. Make powers over 500,000+ organizations around the globe. Learn more about Make at www.make.com.

Our logo concept

Our logo is made of two parts, the symbol and the logotype.

This logo version is for reference only. For six months after the new brand launch we will exclusively use the logo with 'formerly Integromat' wordmark.

Always use the logo files provided. Do not change or recreate.

Don't use Integromat logo to represent Make. Don't use any other marks or logos to represent our brand.

Logo & symbol
Usage

For six months after the new brand launch
we will exclusively use the logo with
'formerly Integromat' wordmark.

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Logo gradient

The symbol features a color gradient made by three different colors shown with their specific codes.

FF00FF	**B02DE9**	**6D00CC**
PANTONE 239 U	PANTONE 7441 U	PANTONE 2090 U

C: 27	R: 255	C: 51	R: 176	C: 73	R: 109
M: 82	G: 0	M: 81	G: 45	M: 87	G: 0
Y: 0	B: 255	Y: 0	B: 233	Y: 0	B: 204
K: 0		K: 0		K: 0	

Logo and signatures

As we understand the complexity of the whole environment that surrounds our brand, we came up with four different color variations depending on the background the logo may be applied in.

If using a one-color light background, the primary choice should be the full-color logo. If design limitations conflict with this, then the logo should be in white on our main Dark Violet color.

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Logo and signatures

One-color logo should be only in black and white and used only on color and photographs backgrounds.

In one-color light backgrounds, the primary choice should be the full-color logo.

Scale and clear spaces

To avoid wrong associations between the brand and any other graphic elements, it's necessary to give it some space to breathe.

The empty space around the logotype should be equal to the "X" box which is equal to the height of the letter K.

X

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Logo scale

To make sure the brand lives consistently in both print and digital we have to be careful to apply the correct sizes to don't lose readability.

Main version

| | Screens 40x47px | Laserjet 1,7x06cm | Inkjet 2,3x0,8cm |

Main version
Small sizes

For sizes smaller than 9px there is a specific version of the logo.

Symbol

| | Screens 10x16px | Laserjet 0,43x0,7cm | Printing 0,49x0,8cm |

Logo misuse

Here's what you shouldn't do with our logo.

Remember that we convey an identity rooted in our values and the best way to preserve it, is to consistently and accurately present our brand and respect our brand guidelines.

do not distort

do not use outlines

do not change typography

do not use non-corporate colours

do not use any aditional
non-corporate colour

do not add elements

do not add shadows

respect the clear space area

do not frame it in a shape

do not change the relation
between symbol and logotype

do not fill with
images or patterns

do not change the
logo inclination

Partner lockups

To make sure the brand lives consistently with another Partner brand, it must respect this spacing.

The Make logo and the Partner logo should always be divided by a line and both logos should feel of equal size.

The Partner lockup should be used for communication about approved Make partnerships.

Don't use Make name or symbols as part of your own.

Don't use Make in advertising without our express approval.

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Logo + formerly Integromat

Our primary logo application should be with the stacked logotype with 'formerly Integromat' wordmark, as shown in the Main version.

However, if design limitations conflict with this and to avoid 'formerly Integromat' to become illegible, then the horizontal version of 'formerly Integromat' wordmark could be used, as shown in the Secondary version.

Main version

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Secondary version

make formerly Integromat

App icon

For an easy recognition of our product in your website and when only an icon can be used to represent our product and brand, here's our app icon.

Don't crop the logotype or use only the symbol in gradient version as an app icon.

Don't use this app icon in your social media profile or avatar.

#6d00cc

Primary Corporate Typeface

Our font to use across all our applications is Baton Turbo. Thanks to its semi narrow proportions it has been proven as an excellent font. Here are the different weights.

Baton Turbo

Baton Turbo Heavy

Baton Turbo Heavy Italic

Baton Turbo Bold

Baton Turbo Bold Italic

Baton Turbo Medium

Baton Turbo Medium Italic

Baton Turbo Book

Baton Turbo Book Italic

Baton Turbo Regular

Baton Turbo Italic

Secondary Corporate Typeface

Our secondary corporate font
is Inter. A very rational font with good
readibilty. Here are the different weights.

Inter

Inter Black

Inter ExtraBold

Inter Bold
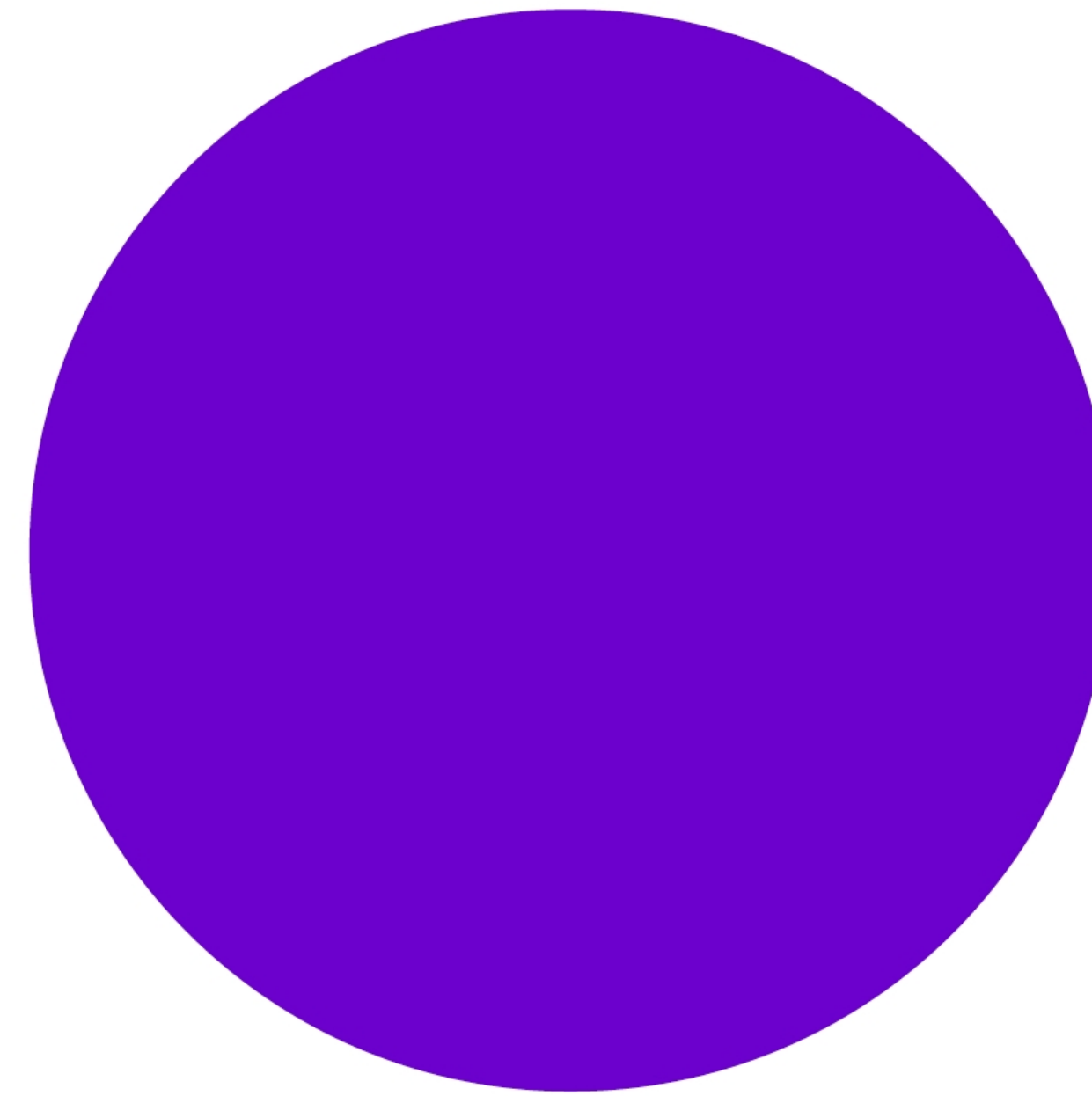
Inter SemiBold

Inter Medium

Inter Regular

Inter Light

Inter Extralight

Inter Thin

Main corporate color

Our main corporate color is Dark Violet. We love connecting with our different applications and giving voice to each of them.

In that sense, we have created a bright color palette to be used in our communication and displayed alongside our visual language.

6D00CC

PANTONE 2090 U

C: 73	R: 109
M: 87	G: 0
Y: 0	B: 204
K: 0	

Corporate colors

Even when we empower automation and creativity, our set of colors should always be mixed as per addressed here and not under any other possible combination to ensure consistency and a bold identification.

**Primary color:
6D00CC**

Secondary Palette

Gradient palette

E657FF
C: 31 R: 230
M: 69 G: 87
Y: 0   B: 255
K: 0

E38EFF
C: 22 R: 227
M: 47 G: 142
Y: 0   B: 255
K: 0

B55DCD
C: 43 R: 181
M: 71 G: 93
Y: 0   B: 220
K: 0

724EBF
C: 67 R: 114
M: 77 G: 78
Y: 0   B: 191
K: 0

4000CC
C: 85 R: 64
M: 86 G: 0
Y: 0   B: 204
K: 0

FF009A
C: 0   R: 255
M: 95 G: 0
Y: 0   B: 154
K: 0

00D9EE
C: 61 R: 0
M: 0   G: 217
Y: 11 B: 238
K: 0

ED5144
C: 1   R: 237
M: 84 G: 81
Y: 77 B: 68
K: 0

F5F0F0
C: 3   R: 245
M: 4   G: 240
Y: 3   B: 240
K: 0