

Logo manual

Primary logo

This is our logo. It captures the spirit of what we do. It is often the first encounter people have of us, and encapsulates the power of our product and the mission that drives us.

We want that first encounter to be memorable. To be memorable you have to look your best.

So don't do anything to or with our logo that could jeopardise that first encounter or lasting impression.

Make this logo famous for being powerful, reliable and consistent.



Clearspace

Make room for our logo in comms,
it should have space to breathe.

Our logo clearspace is the width of x1 'm'.
This applies at any scale.

Please use assets provided.



Minimum size

The dominos in our logo never touch. This is by design. Our logo must communicate the same message whether seen at 12mm on a pencil or 12 metres on the side of a building.

After rigorous testing, our logo should never be used below these sizes. If you encounter a situation where smaller use is required, please contact the brand team.

Minimum width size:

96px

12mm

The logo for 'make' features a stylized icon of three slanted parallel lines in blue and red, followed by the word 'make' in a bold, black, sans-serif font.

96px

Primary logo on solid background

Our full-colour primary logo can only be displayed on two solid colours:

100% Sand
20% tint of Make Pink

Our preference Sand to maximise contrast and clarity.

If any other solid colour is in use, please use our single colour secondary logos.



Primary logo on gradient backgrounds

Our primary logo can only be displayed on the two lightest gradients:

100% Sand to 40% Sand
20% tint of Make Pink to 100% Sand

If any other gradient is in use, please use single colour secondary logos.



Secondary logos on solid backgrounds

Use our secondary logos in black or white on solid backgrounds. Always optimise for maximum contrast and legibility.



/// make



/// make



/// make



/// make



/// make



/// make

Secondary logos on gradient backgrounds

Use our secondary logos in black or white on gradient backgrounds. Always optimise for maximum contrast and legibility.



/// make



/// make



/// make



/// make



/// make



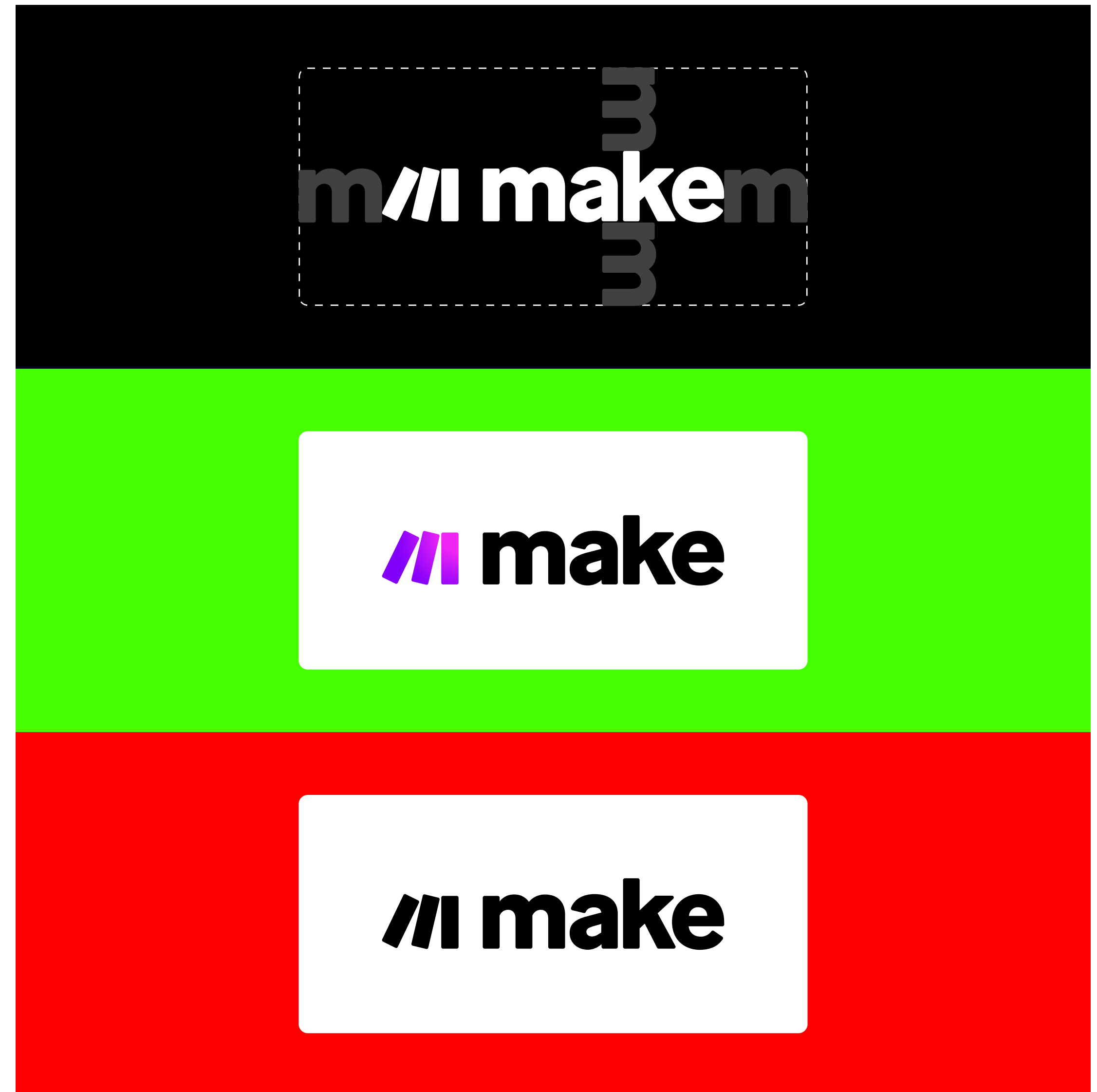
/// make

Holding shape

Sometimes, our logo will need to appear on colours that aren't our own, for example in co-branded assets.

In this instance, our first preference should be to display our primary logo in a white holding shape, with the correct clearspace.

If full-colour is not a viable design solution, please use our single colour black logo in a white holding shape for maximum contrast.



Third-party scenarios

Sometimes, our logo will need to appear in contexts that we have no control over.

If a holding shape cannot be used, for quality control, please only use white and black when in third-party context. Always opt for the maximum contrast with the background.

If in doubt, please seek advice from the brand team.

The logo consists of three slanted parallel lines followed by the word "make" in a bold, sans-serif font, all in black, centered on a light green square background.The logo consists of three slanted parallel lines followed by the word "make" in a bold, sans-serif font, all in white, centered on a solid red square background.The logo consists of three slanted parallel lines followed by the word "make" in a bold, sans-serif font, all in black, centered on a bright green square background.The logo consists of three slanted parallel lines followed by the word "make" in a bold, sans-serif font, all in white, centered over a background image of a sunset over a body of water.The logo consists of three slanted parallel lines followed by the word "make" in a bold, sans-serif font, all in white, centered on a dark green square background.The logo consists of three slanted parallel lines followed by the word "make" in a bold, sans-serif font, all in white, centered on a solid black square background.

Incorrect logos

Please don't use our logo in a way that does not align with this guideline.

Never recreate, adjust, recolour, rotate or otherwise alter our logo. It is designed to encapsulate everything that Make stands for.

Don't scale disproportionately



Don't alter the kerning of the logo



Don't create alternative lock-ups



Don't use third-party colours



Don't recreate our logo



Don't rotate

