

# Brand guidelines

# Content

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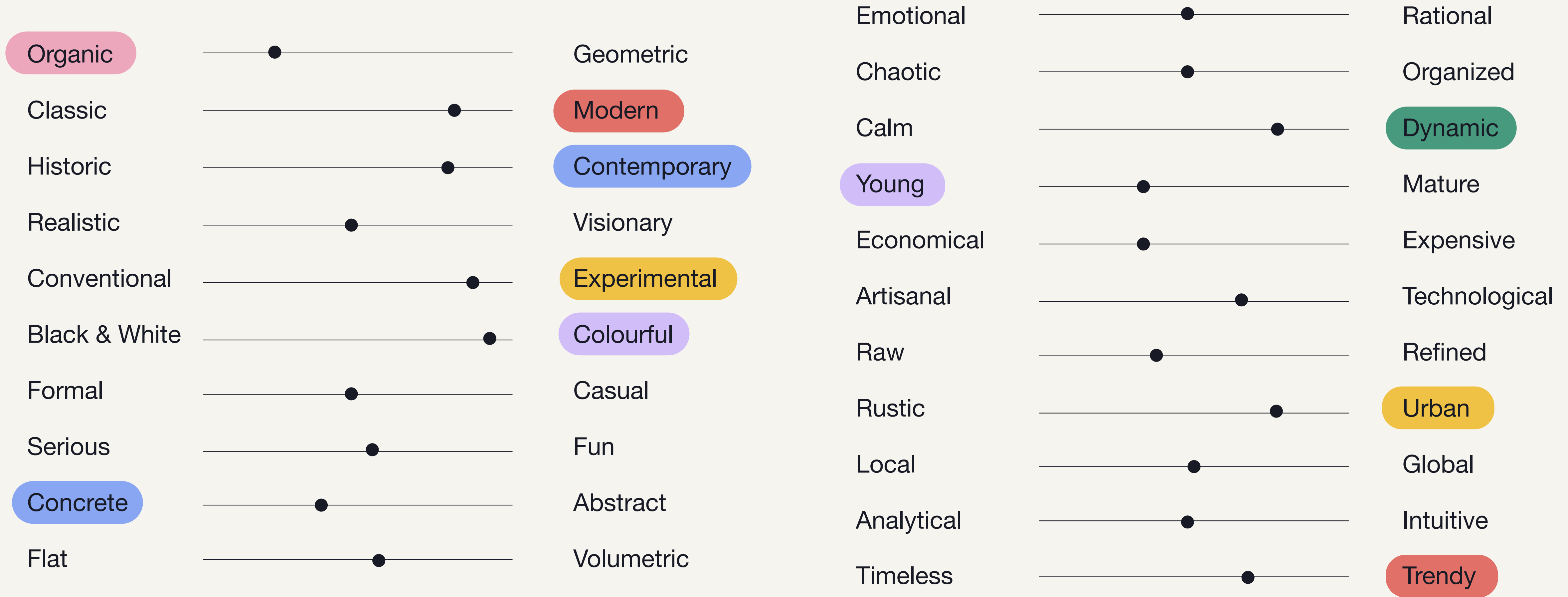
# Inspiration

Findings from co-design session  
into brand

# Tone

Brand personality is a framework that helps a project, shape the way people feel about it, it means the emotional response in a specific intention.

the qualities that are in color are the most defined.



# Who is involved in the project

Stakeholder mapping is the visual process of laying out all the stakeholders of a product, project, or idea on one map. The main benefit of a stakeholder map is to get a visual representation of all the people who can influence the project and how they are connected.

These are the most selected stakeholders in direct influence of the project.

Makers

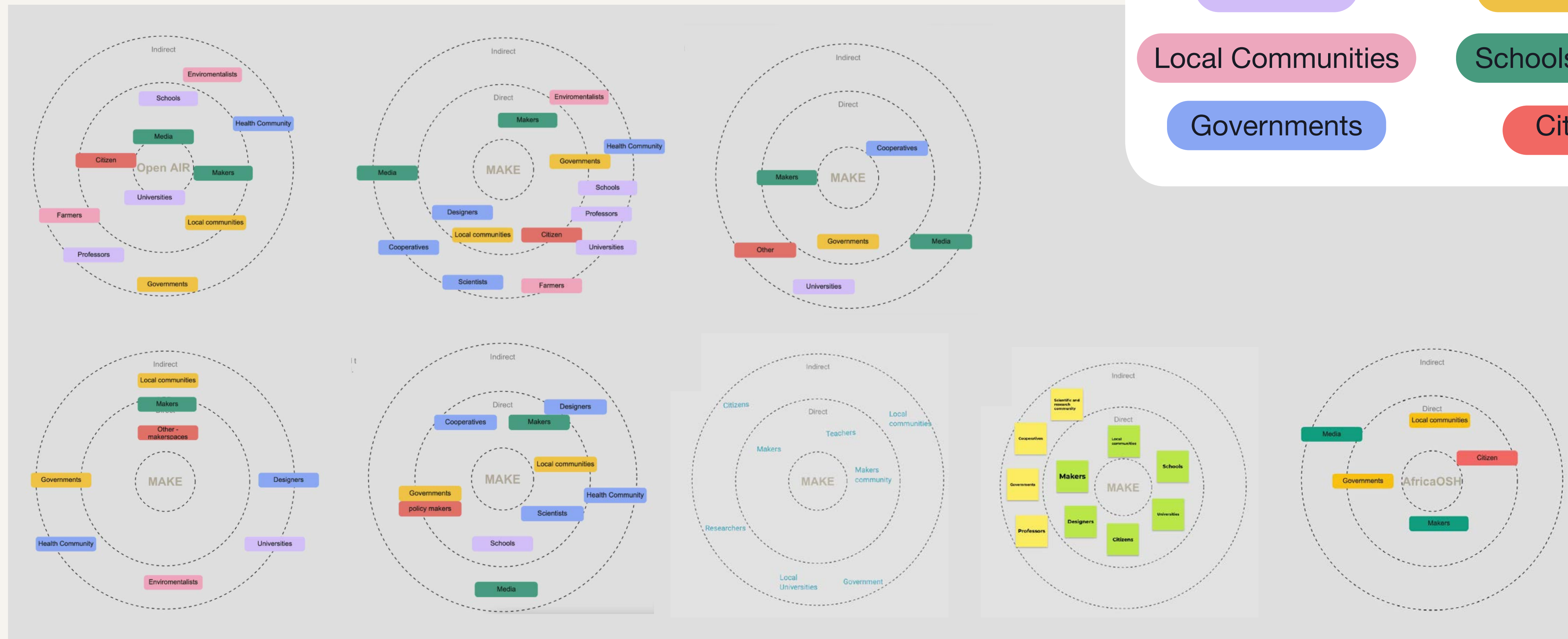
Designers

Local Communities

Schools/teachers

Governments

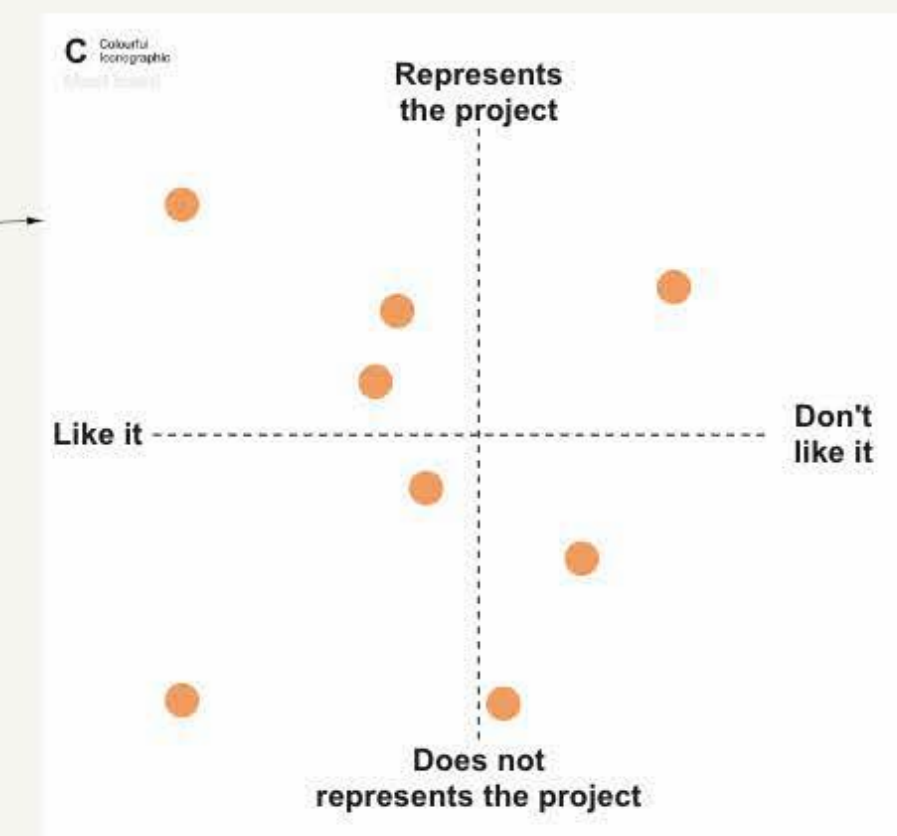
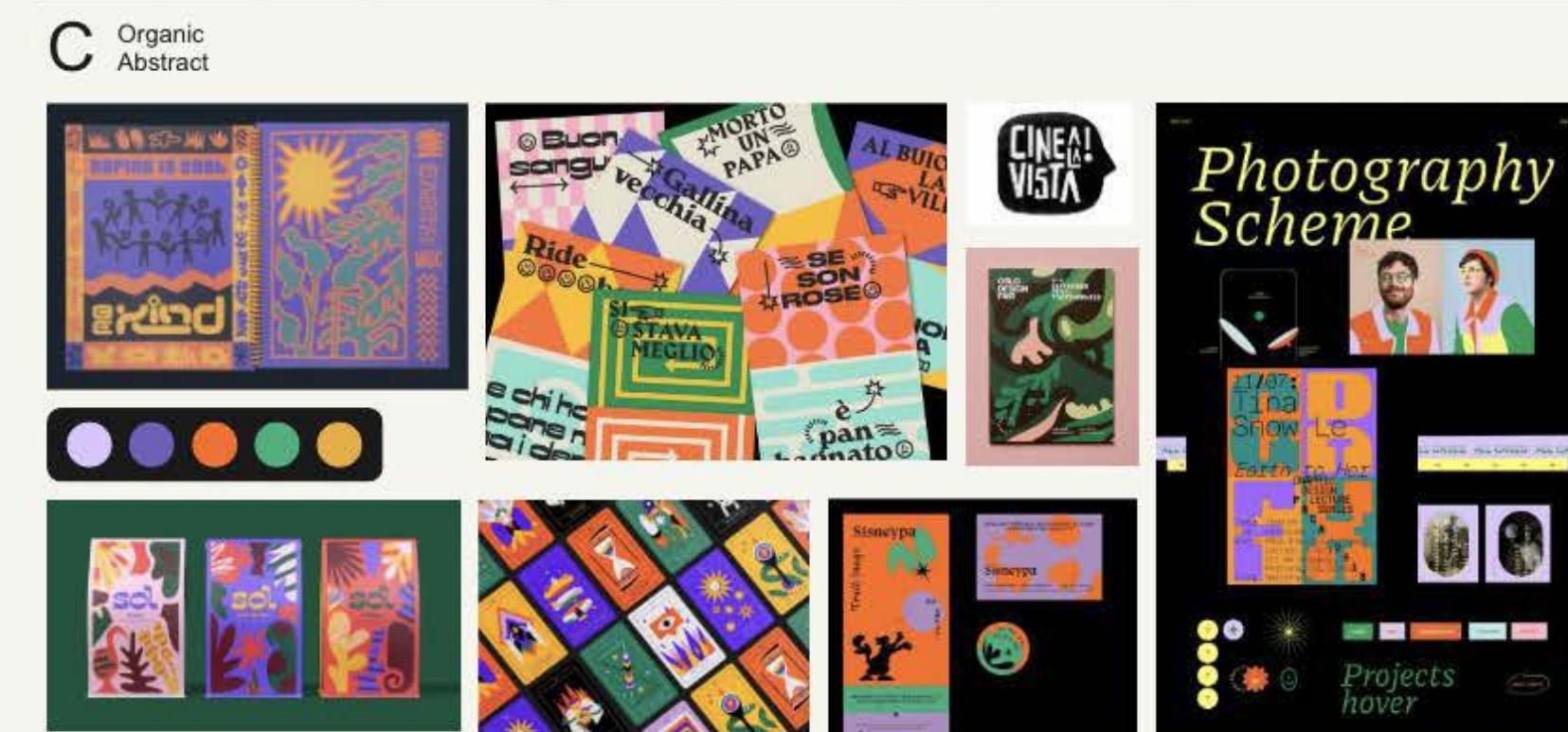
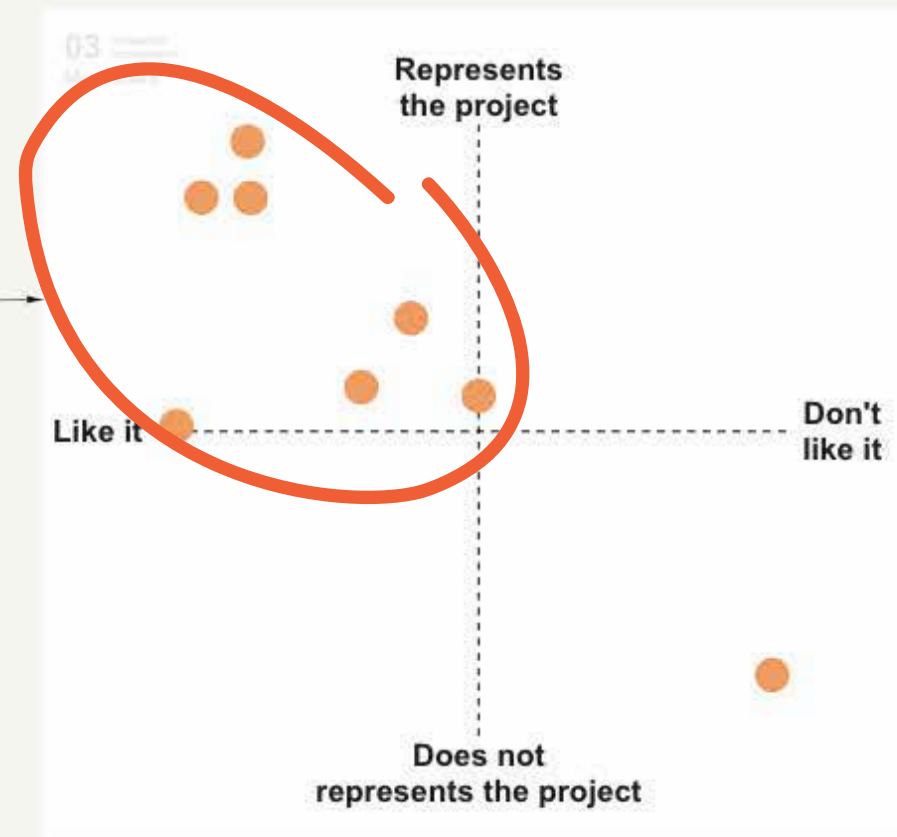
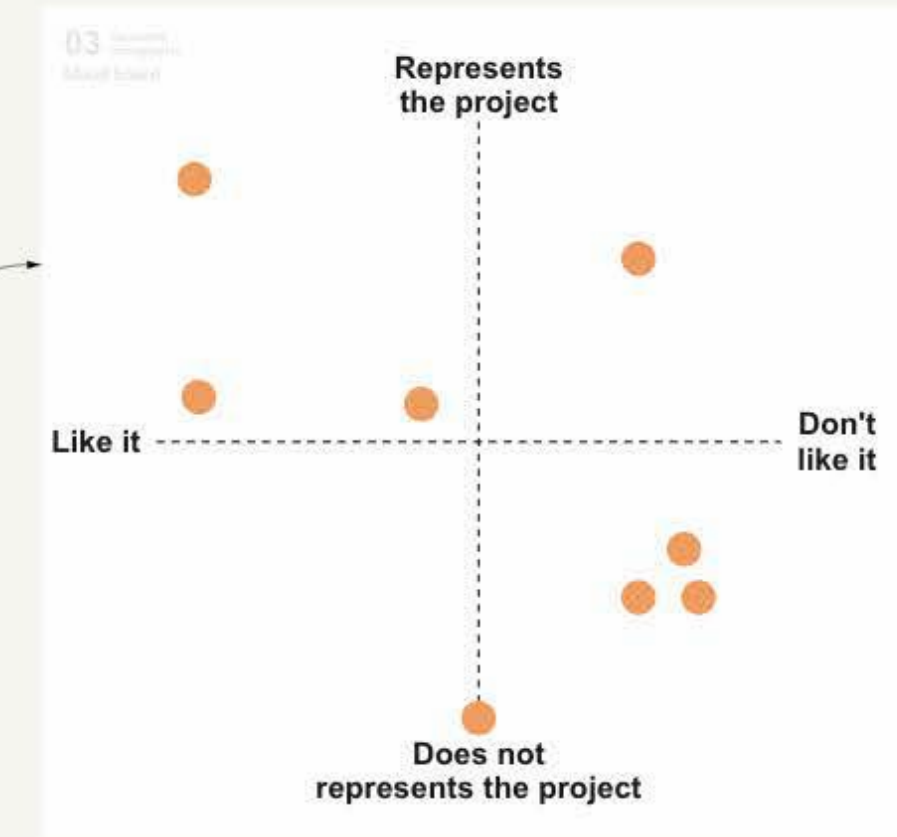
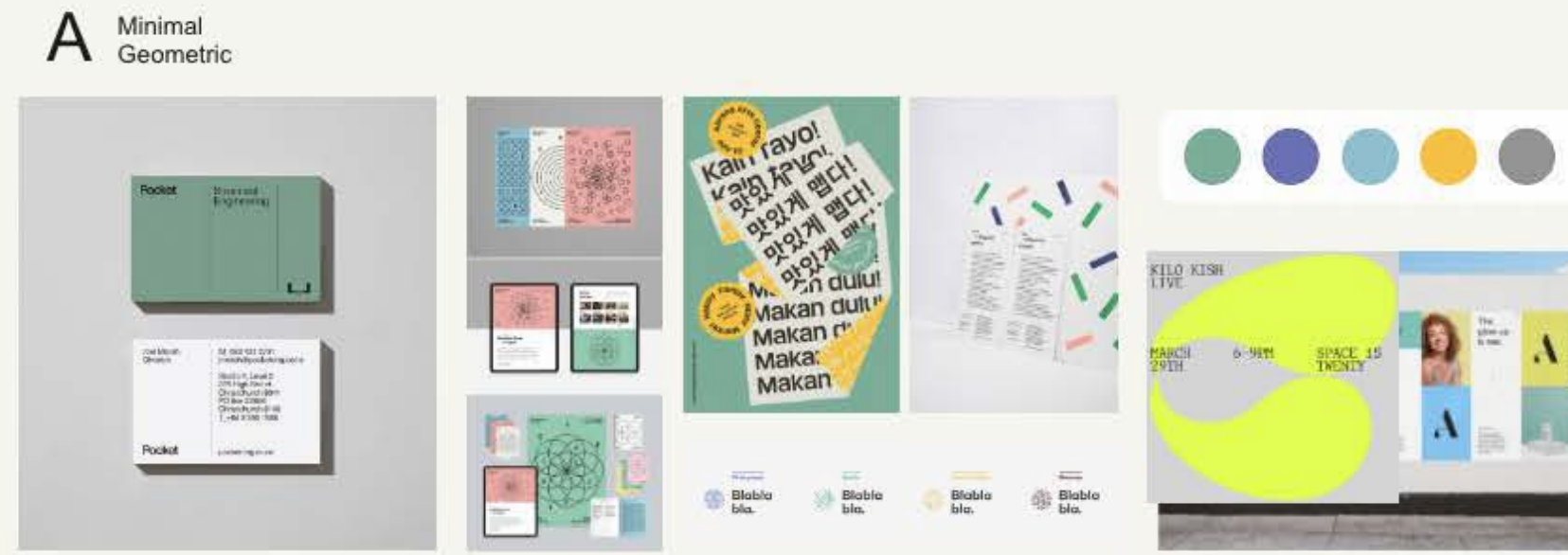
Citizens



# What Moodboard speaks to you?

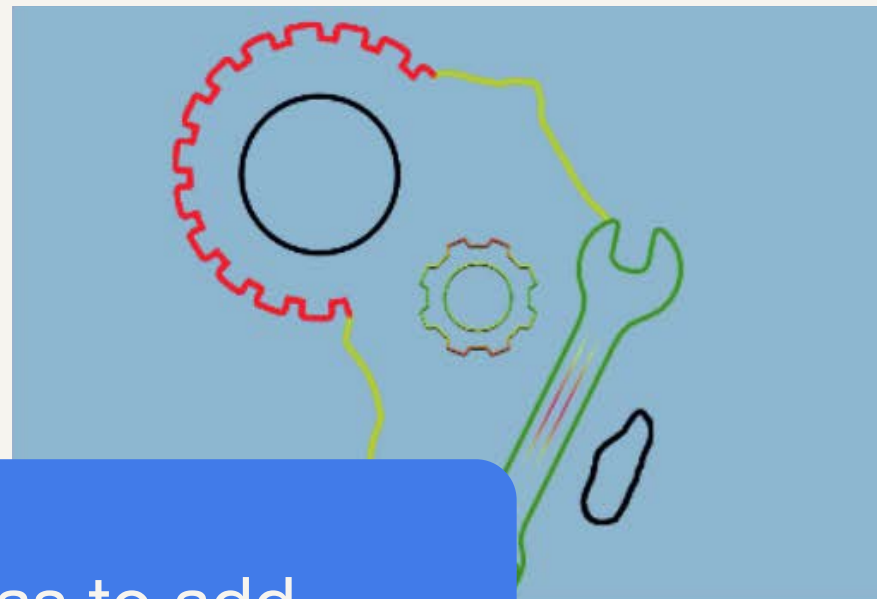
A moodboard is a visual tool that communicates our concepts and visual ideas, that is intended to evoke or project a particular style or concept. Add a dot over the dual axis where you would position the each moodboard.

The second moodboard has been the one that has more points in common between taste and representation of the project.

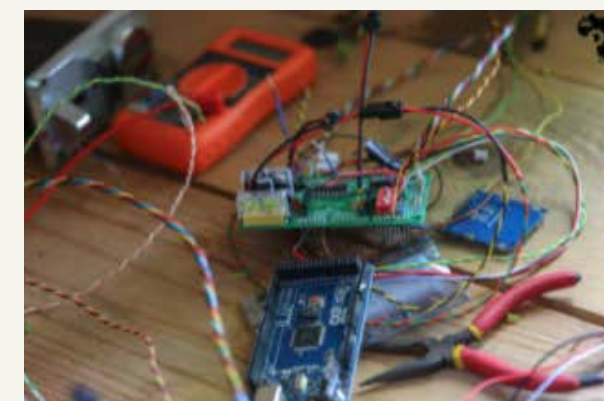


# Input from you

In order to get inspired, we ask you to upload a photo of your workspace and one photo that you think it represents your organization.



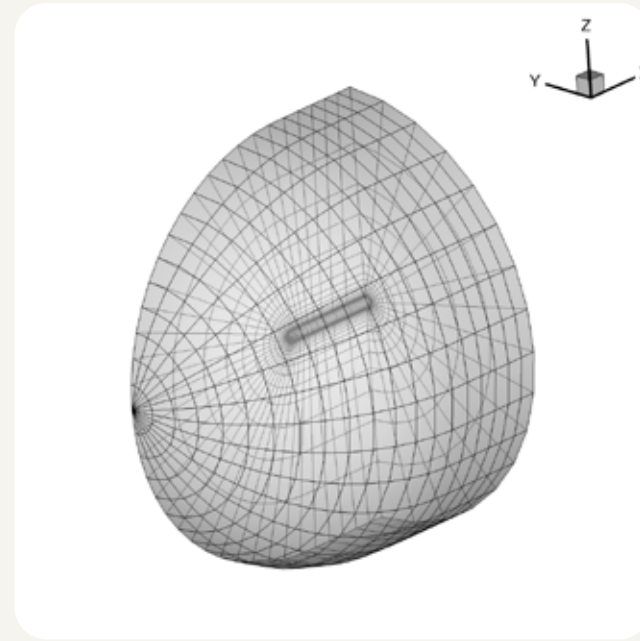
Even that the idea was to add photos of the workspace or the project, almost everyone add photos of the **people involved**. So that was the starting point for to create the identity, seeing through the graphic elements that the identity reflect the people on the makerspaces. **That human touch**



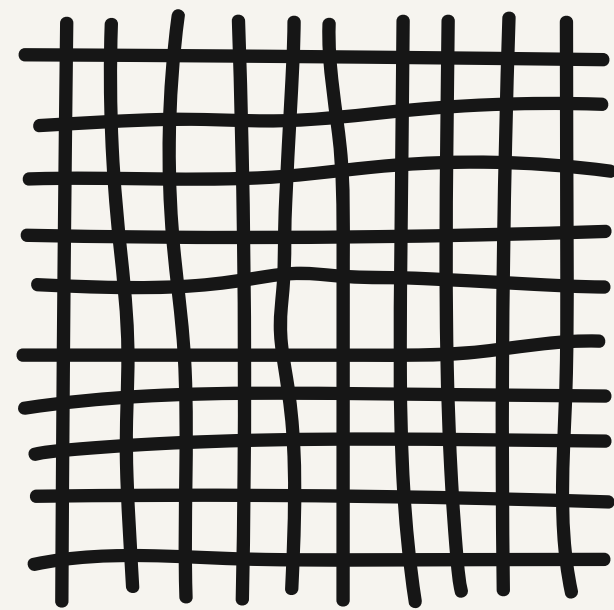
# Makerspace inspiration



**CNC machine**



**Render grid**



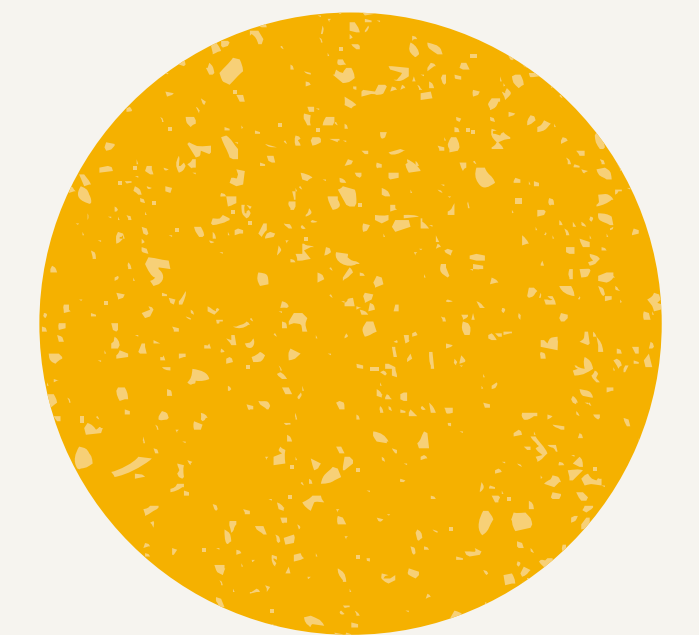
**Laser Cut sparks**



**3D printing layers**



**Wooden chips**

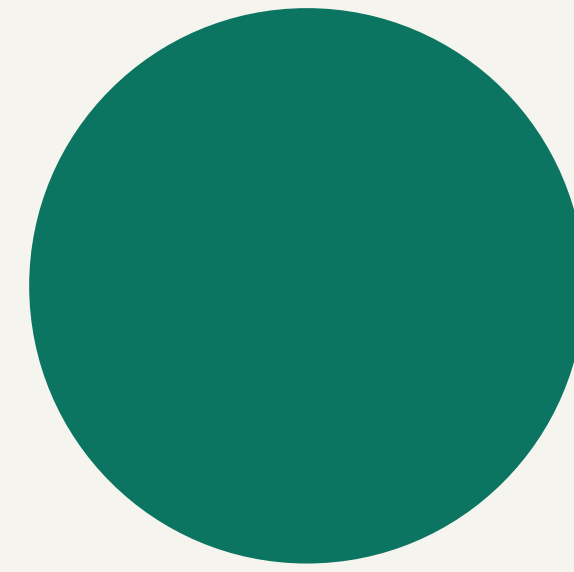




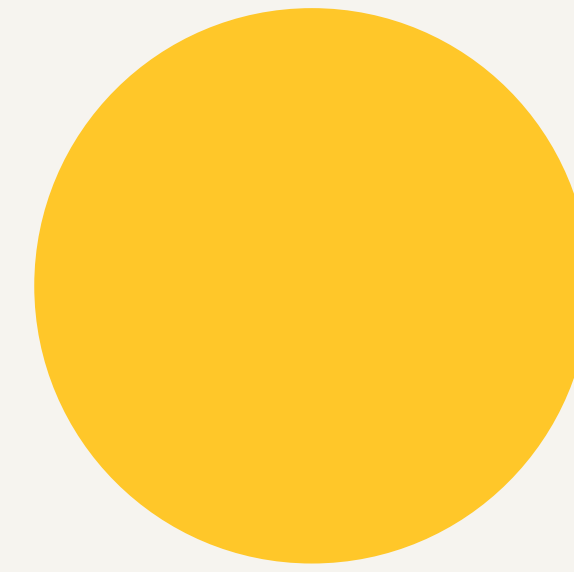
# Colour Palette



**Orange**  
#ED5D34



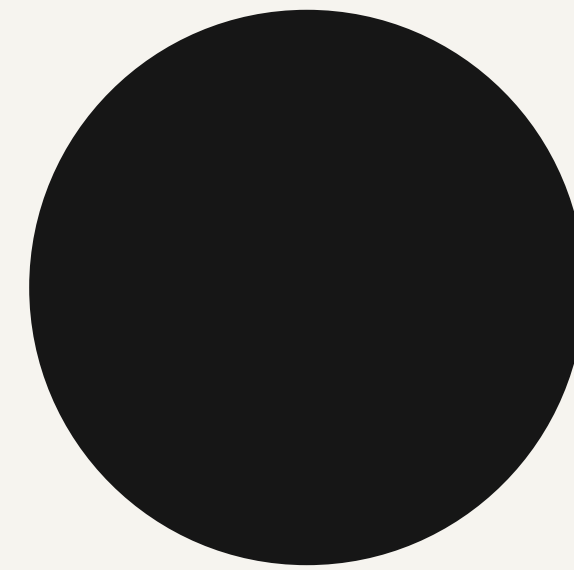
**Green**  
#347362



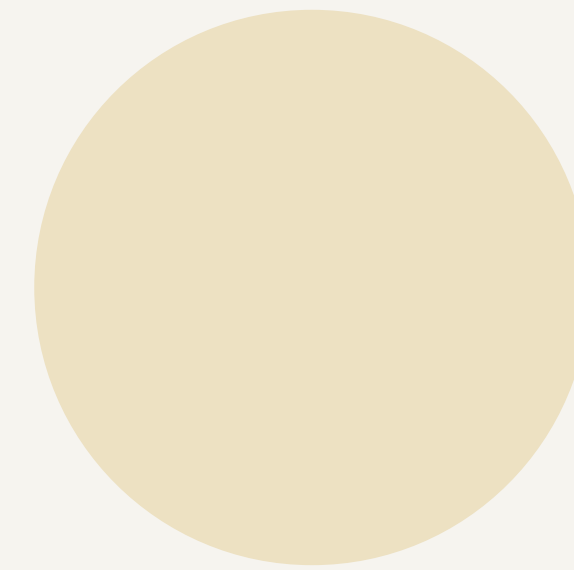
**Yellow**  
#FFCA50



**Blue**  
#4F7AE2



**Dark grey**  
#161616



**Beige**  
#EBE1C5



# Logo proposal

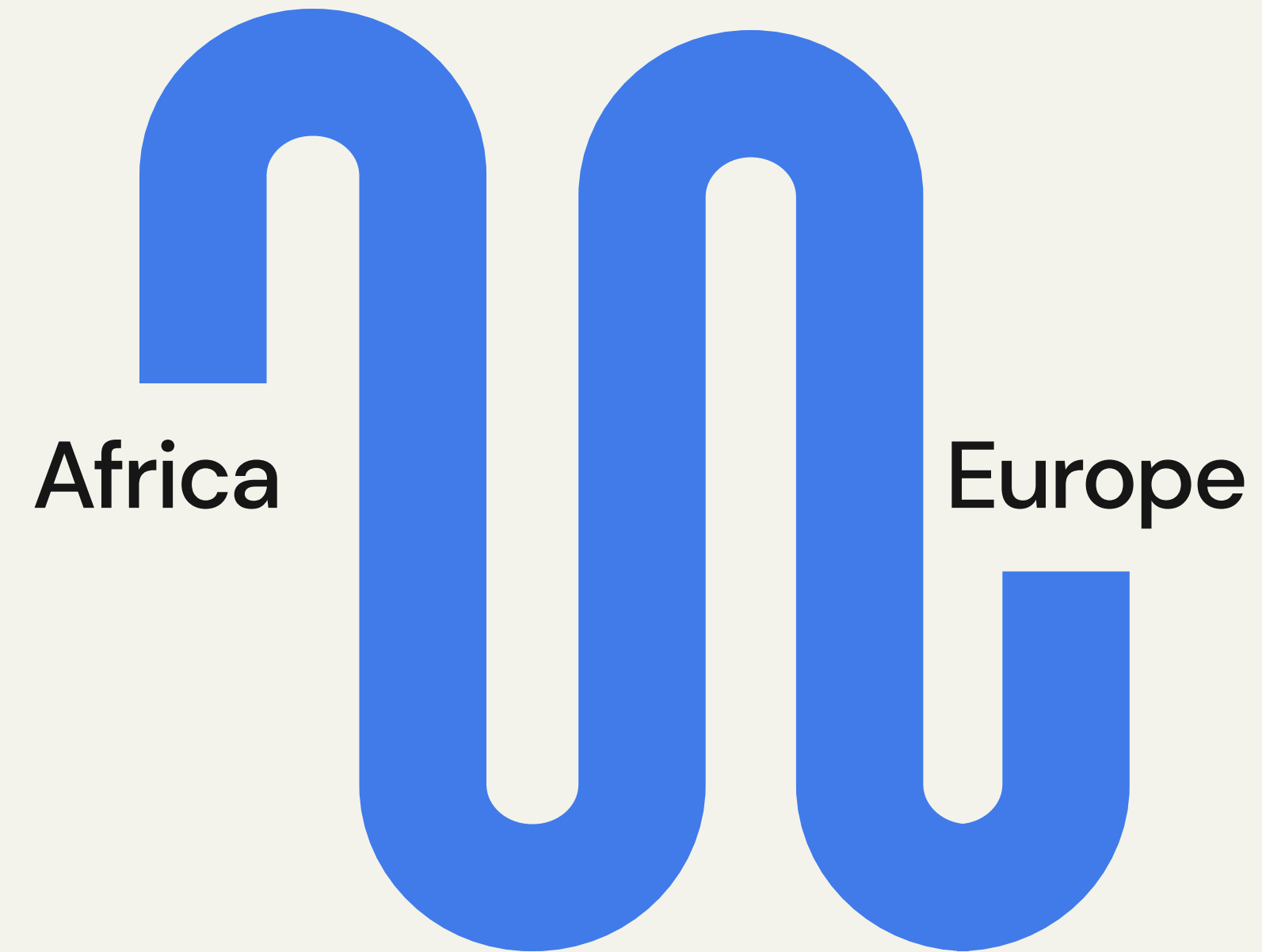
## Starting point



Taking the shape from the 3D printing layers as the starting point, we envision the maker ecosystem as a flow that connects African with European makerspaces.

**This line** was the inspiration for creating the typography in the logo.

Maker Innovation  
Ecosystem



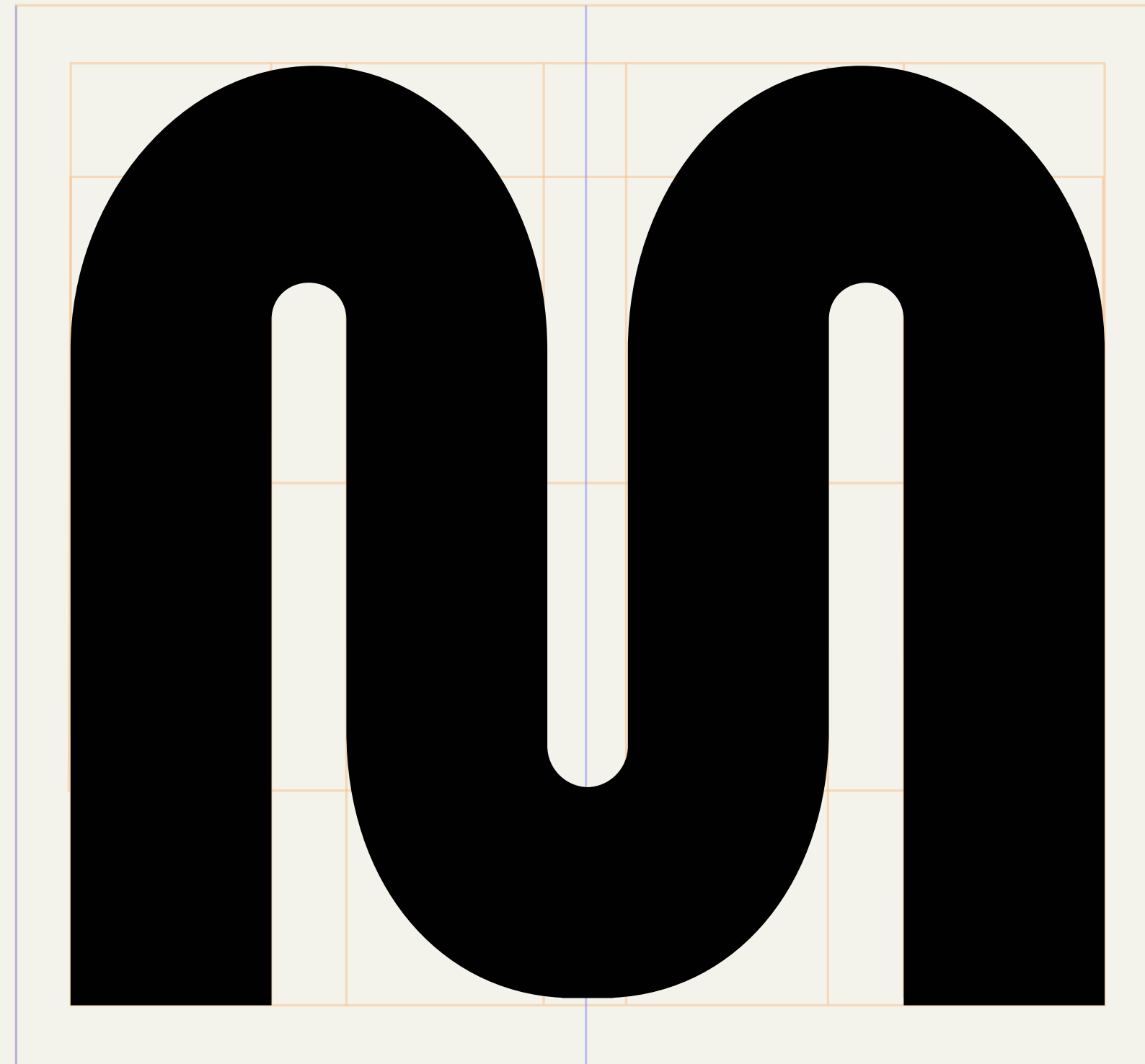
# Logo



# Logo



# Logo Mark



**Logo variety**





# Inspiration

Findings from co-design session  
into brand

## Typography

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes.

DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry (UK), that started from the Latin portion of ITF Poppins, by Jonny Pinhorn.

H1 Title 1:1

H2 Subtitle 1:2

H3 Bodytext 1:4

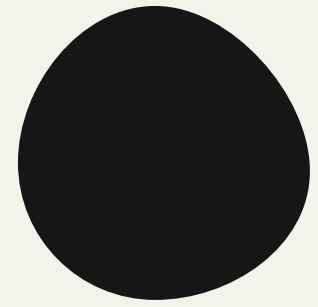
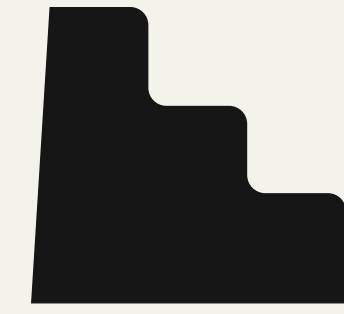
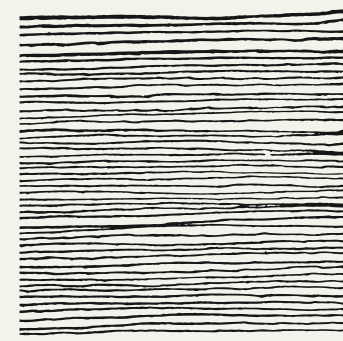
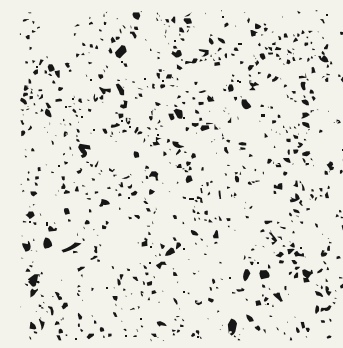
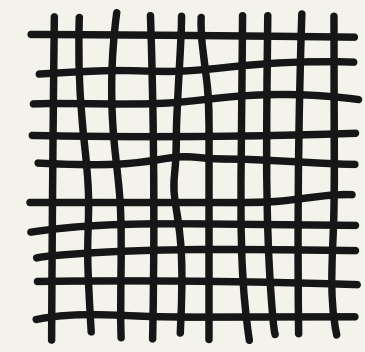
# Africa Europe Maker Innovation Ecosystem

## Makerspaces as Digital Innovation Hubs for local smart production in Africa

mAkE focuses on makerspaces as community enabled Digital Innovation Hubs. Building the capacity of existing makerspaces and their international networks, it addresses key issues from local smart production.

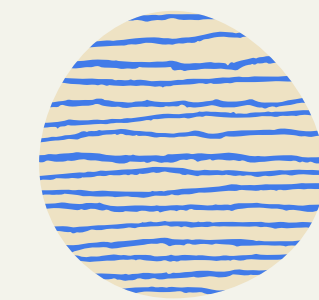
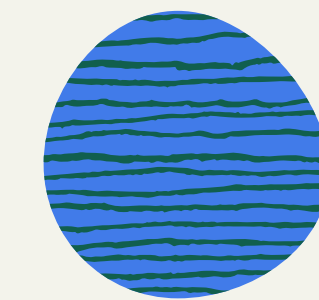
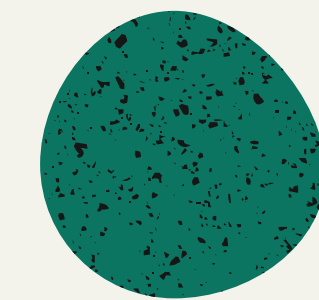
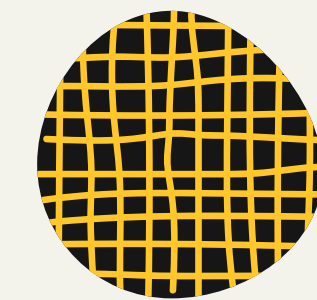
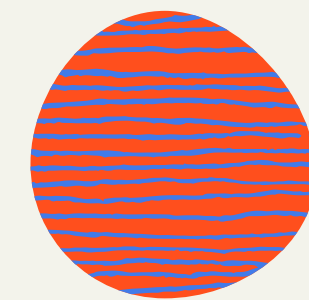
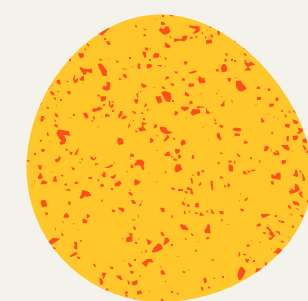
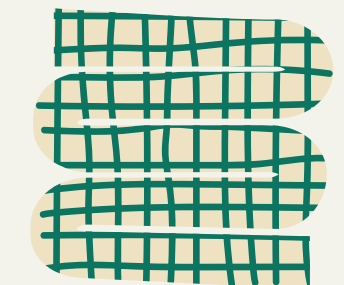
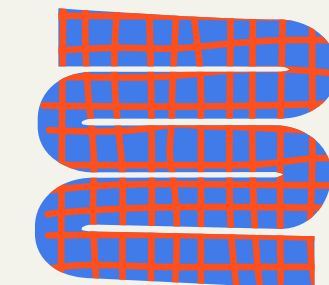
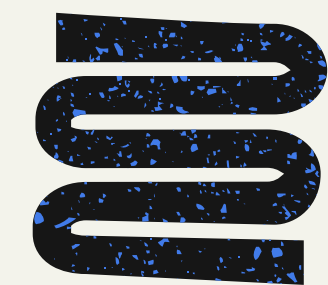
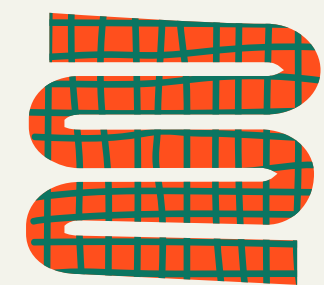
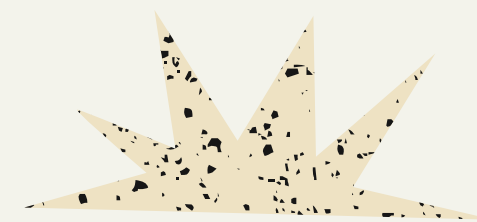
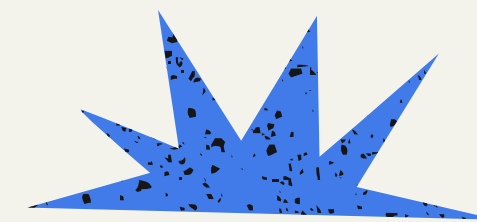
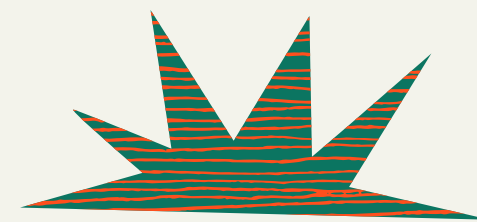
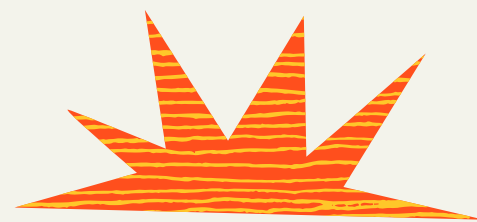
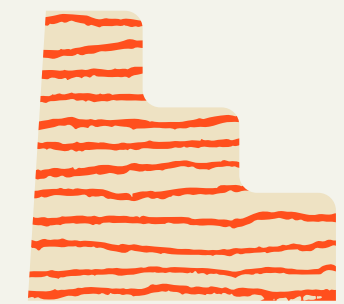
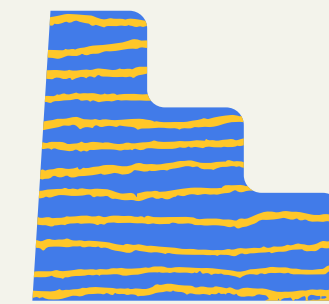
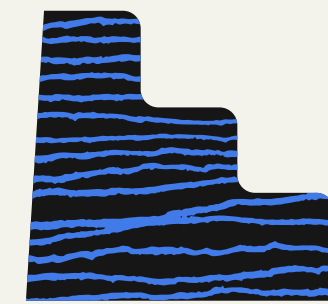
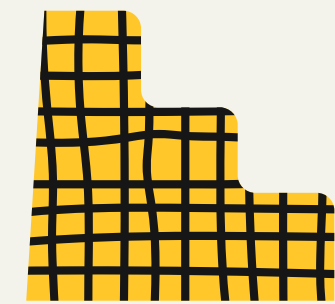
A transdisciplinary approach to connect European and African Digital Innovation Hubs to maximise their potential as spaces for digital innovation, skill building, job creation and contact points for global collaboration networks.

# Elements Combinations



Patterns

Shapes



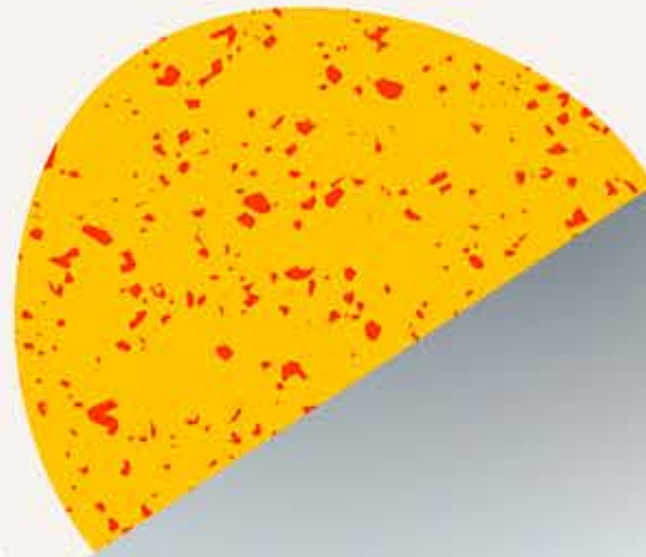
# Possible applications

# Slideshow

INTRODUCTION

## Consortium

A peep at some distant orb has power to raise and purify our thoughts like a strain of sacred music, or a noble picture, or a grander poets. It always does one good.



### Financial Sustainability

A peep at some distant orb has power to raise and purify our thoughts like a strain of sacred music, or a noble picture, it always does one good. A peep at some distant orb has power.

### Infrastructures & Market

A peep at some distant orb has power to raise and purify our thoughts a passage from the grander poets. It always does one good. A peep at some distant orb has power.

### Education & Culture

A peep at some distant orb has power to raise and purify our thoughts like a strain of sacred music, or a noble picture, it always does one good. A peep at some distant orb has power.

### Regulation & Policy

A peep at some distant orb has power to raise and purify our thoughts like a strain of sacred music, or a noble picture, or a passage from the grander poets. It always does one good.

MAKE

OUR CONTRIBUTION

## Reach

### Financial Sustainability

The goals are to help them find ways to collaborate, to scale up and 'scale out' production so that they can become more financially sustainable.

In turn, the makerspaces i.e. hardware DIHs that host entrepreneurs, will also become more financially sustainable because of fee structures and increased demand for ventures.

INTRODUCTION

## Digital Innovation Makerspaces

A peep at some distant orb has power to raise and purify our thoughts like a strain of sacred music the grander poets. It always does one good.

OUR CONTRIBUTION

## Immediate actions

Goals are to help them find ways to collaborate, and 'scale out' production (across the that they can become more financially

hardware DIHs that host ME will also become of fee ventures.



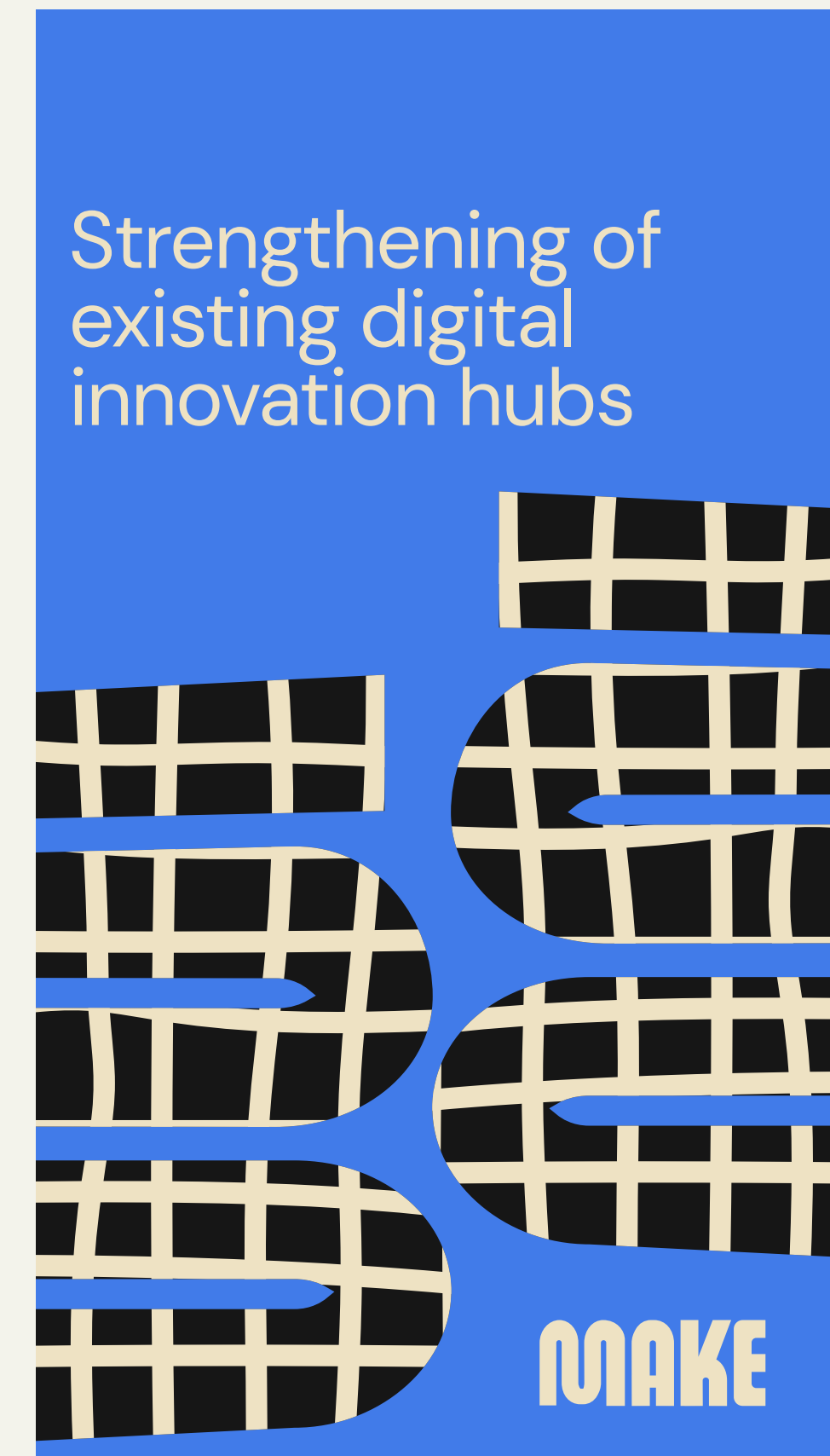
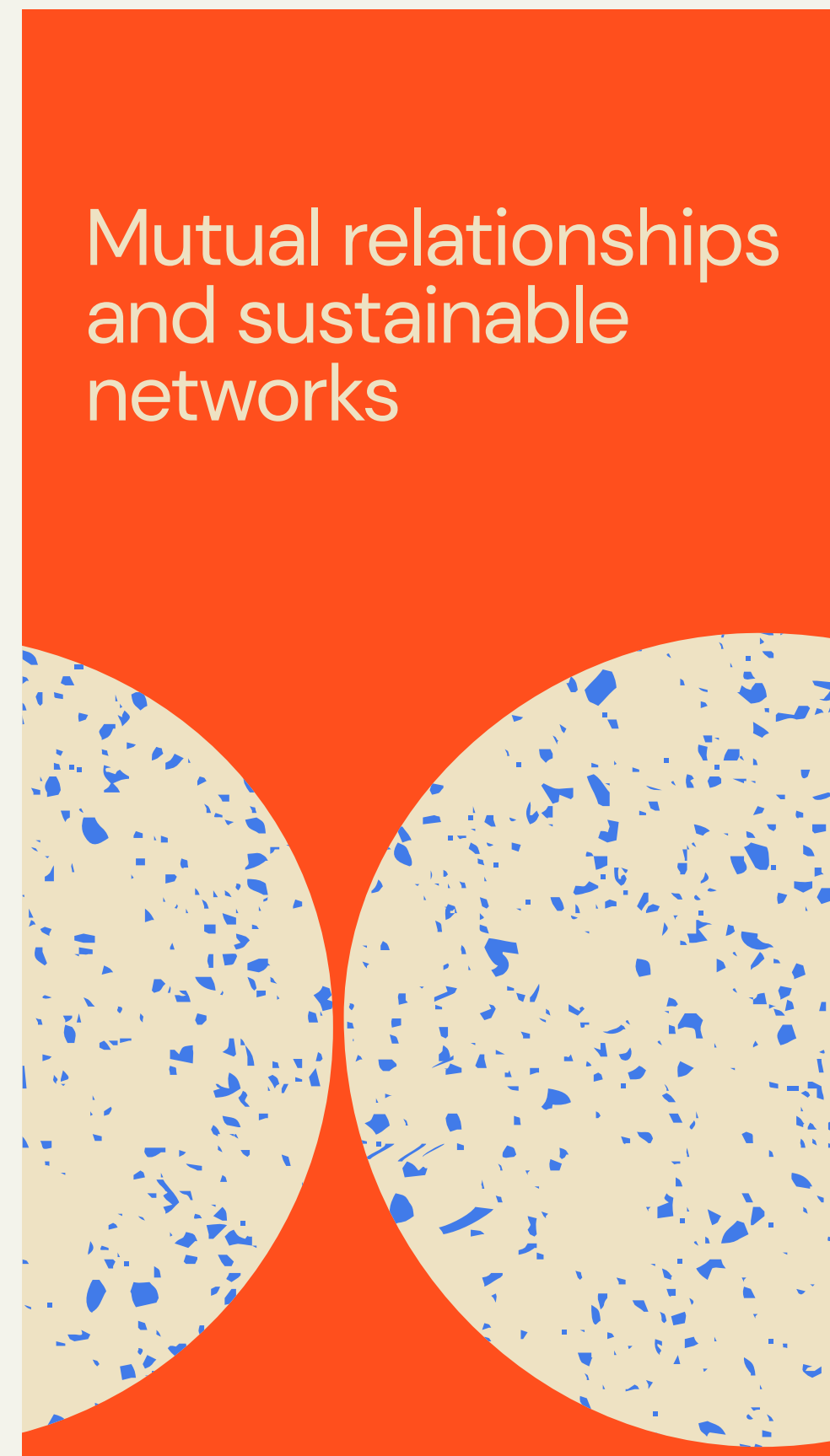
MAKE



THE MAKERSPACES



# Social Media Stories



# Post Webinar



Open Webinar

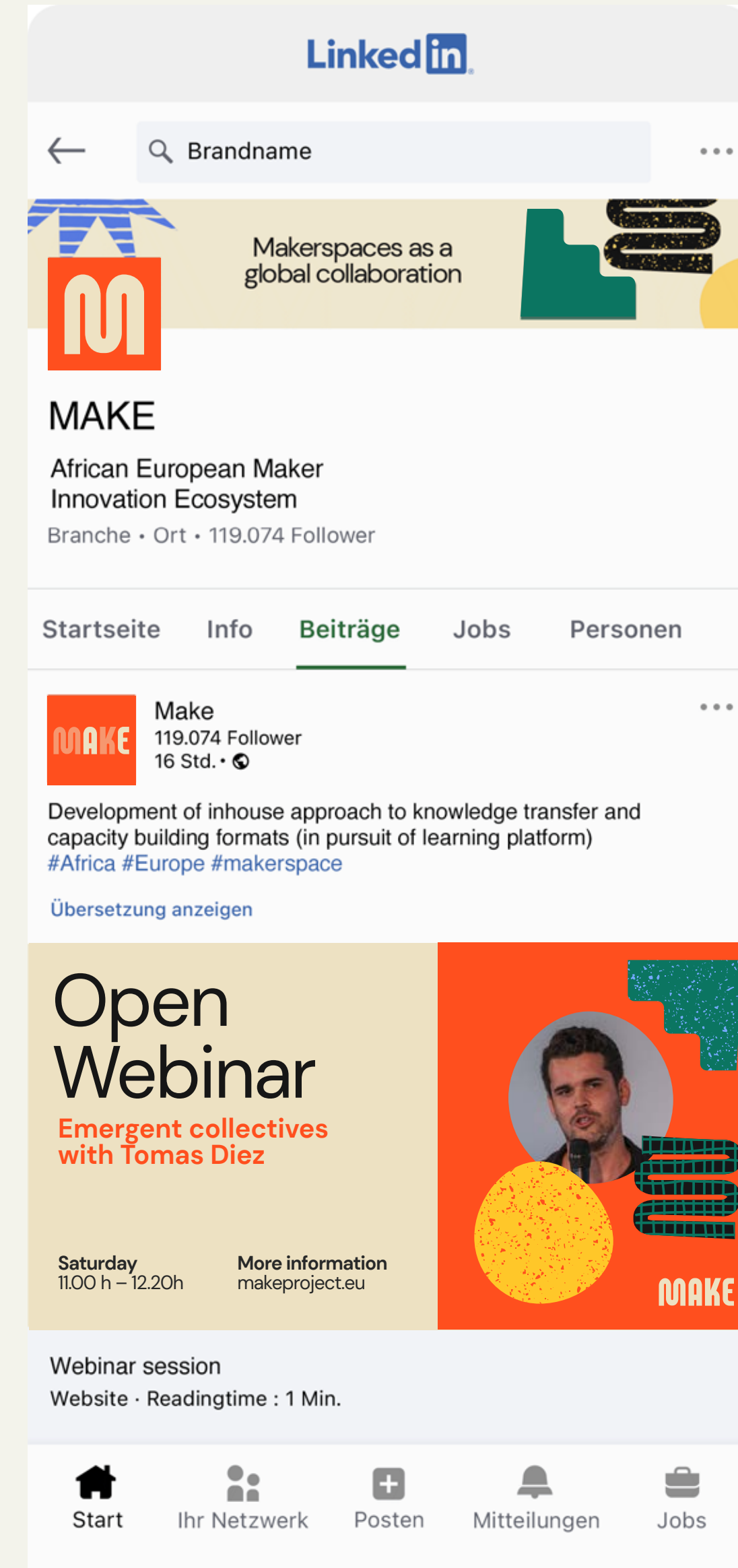
Emergent collectives with Lizi Rogs

Saturday  
11.00 h – 12.20h

More information  
makeproject.eu

MAKE

The poster features a light beige background on the left with the text 'Open Webinar' in large black font, 'Emergent collectives with Lizi Rogs' in blue, and the date and time 'Saturday 11.00 h – 12.20h' and 'More information makeproject.eu'. On the right, a blue background contains a circular portrait of Lizi Rogs, a yellow thumbs-up icon, a black 'M' logo, and the 'MAKE' logo at the bottom.



LinkedIn

Brandname

Makerspaces as a global collaboration

MAKE

African European Maker Innovation Ecosystem

Branche • Ort • 119.074 Follower

Startseite Info Beiträge Jobs Personen

MAKE 119.074 Follower 16 Std. •

Development of inhouse approach to knowledge transfer and capacity building formats (in pursuit of learning platform)  
#Africa #Europe #makerspace

Übersetzung anzeigen

Open Webinar

Emergent collectives with Tomas Diez

Saturday 11.00 h – 12.20h

More information  
makeproject.eu

MAKE

Webinar session  
Website · Readingtime : 1 Min.

Start Ihr Netzwerk Posten Mitteilungen Jobs

The screenshot shows a LinkedIn post from the 'MAKE' organization. The post header includes the LinkedIn logo, a search bar with 'Brandname', and a banner for 'Makerspaces as a global collaboration'. The profile information for 'MAKE' is displayed, including the tagline 'African European Maker Innovation Ecosystem' and '119.074 Follower'. The post content features a thumbnail image of the webinar poster for 'Open Webinar with Tomas Diez', which is a smaller version of the poster shown on the left. The post text describes the development of an in-house approach to knowledge transfer and capacity building, with hashtags #Africa, #Europe, and #makerspace. The bottom of the screen shows the LinkedIn mobile navigation bar with icons for Start, Ihr Netzwerk, Posten, Mitteilungen, and Jobs.

# Deliverable Template

INNOVATION MANAGEMENT

## Communication & Dissemination Plan

Due date of deliverable: 31/08/2019  
Actual submission date: 30/08/2019  
Start date of project: 01/06/2019  
Duration: 36 Months



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101016858.

## 02. Objectives

The overall objective of mAkE is to strengthen existing networks of makerspaces as key drivers for local digital innovation in Africa and establish mutual and sustainable networks with European DIHs.

By providing makerspaces, entrepreneurial makers, SME and start-ups with educational resources, access to networks and new open standards and tools, mAkE will enable this group of DIHs build equitable businesses, train their members in employment relevant digital skills, offer their machines and services creating new revenue streams and networks of local, smart production, as well as foster cooperation between European and African DIHs and other relevant stakeholders.

mAkE will significantly strengthen existing Pan-African networks of makerspaces, including FabLabs, open science and hardware spaces, and will foster the connection to European DIHs, FabLab and makerspace networks. mAkE will promote an enabling environment for makerspaces and their entrepreneurial members by strengthening community building and creating new networks with funders, corporates and local governments within Africa and in Europe.

## 03. Community and Co-design:

### Working with bottom-up, participatory methods

<b>WP1</b> Facilitating the Innovation	In WP1 the FoodSHIFT Accelerator Labs will be established, the existing food system innovations in the city-region will be explored, the common priorities defined, and a tailor made trajectory for food system innovation will be co-developed.
<b>WP2</b> Accelerating the Solutions	In WP2 the FoodSHIFT Accelerator Labs will work actively on accelerating the transition by maturing, combining and upscaling the existing solutions within the food value chain, including production, distribution, utilization, recycling and
<b>WP3</b> Assessing the Benefits	In WP3 the FoodSHIFT Accelerator Labs will contribute to the collection of data and provide input for assessing the benefits of existing and accelerated food system innovations to inform their further development and provide decision support for
<b>WP4</b> Governing the Transition	In WP4 the FoodSHIFT Accelerator Labs will work on co-creating food system governance strategies to support the acceleration of food system innovations and democratize food system governance in the participating city-regions.
<b>WP5</b> Multiplying the Impact	In WP5 the FoodSHIFT Accelerator Labs will contribute to the transfer of knowledge and solutions within each city-region participating in the project, between the city regions participating in the project and to other city-regions across Europe.
<b>WP6</b> Blueprinting the Future	In WP6 four Impact Pathways will be operationalized to ensure that citizen empowerment, job creation, sustainability and food system transition are adequately addressed and fully integrated across the WPs

mAkE will bring together the best of both continents to benefit the people who use makerspaces, to learn from each other, to collaborate on vital enabling infrastructures and to advance the state of the art. The table below describes the current state of the art achieved by previous initiatives and how mAkE will advance the state of the art through its proposed activities. Note: all innovations are built on openly licensed tools, knowledge and services and are not under patent.



# Posters Event

## Local digital innovation



MAKE focuses on makerspaces as key players of local digital innovation ecosystems and global collaboration networks, which are complementary to the current efforts in digitisation in Europe and central for localised production in Africa.

**Friday**  
13.40 h – 18.20h

**Saturday**  
11.00 h – 12.20h

**MAKE**

## African European Maker Innovation Ecosystem



**Friday**  
13.40 h – 18.20h

**Saturday**  
11.00 h – 12.20h

MAKE focuses on makerspaces as key players of local digital innovation ecosystems and global collaboration networks, which are complementary to the current efforts in digitisation in Europe and central for localised production in Africa.

**MAKE**



# Printed Report

Report 2022

WP7

## Introduction

# Inhouse approach to knowledge transfer and capacity building formats



*"makerspaces as key drivers for local digital innovation in Africa".*

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01



Report 2022

WP7

## Approach

# Innovation Action (IA)

## Mapping

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## Co-creation

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## Testing & Review

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## Implementation & training

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## Explotation

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

## Concept

mAkE focuses on makerspaces as key players of local digital innovation ecosystems and global collaboration networks, which are complementary to the current efforts in digitisation in Europe and central for localised production in Africa.



02

# Landing website

The screenshot shows the landing page of the MAKE African European Maker Innovation Ecosystem. The top navigation bar is orange and contains the logo 'MAKE African European Maker Innovation Ecosystem' on the left and menu items 'ABOUT', 'MAKERSPACES', 'EVENTS', 'BLOG', 'RESOURCES', and 'CONTACT' on the right. Social media icons for Instagram, YouTube, and Twitter are also present. The main visual is a photograph of a man and a woman smiling in a workshop. Overlaid on the left side of the photo is the text 'Local digital innovation' in a large white font, with a 'read more' button below it. Below the photo is a horizontal bar with four news items: 'New makerspace!', 'Webinary on Financial Sustainability', 'Digital innovation hubs (DIHs) in Africa', and 'Cities on t'. The bottom section of the page has a white background with the text 'Our focus is on makerspaces as key players of local digital innovation ecosystems and global collaboration network.' and a 'read more' button.

**MAKE** African European Maker Innovation Ecosystem

ABOUT MAKERSPACES EVENTS BLOG RESOURCES CONTACT

Local digital innovation

read more

ce ● New makerspace! 📖 Webinary on Financial Sustainability 🌿 Digital innovation hubs (DIHs) in Africa 📍 Cities on t

Our focus is on makerspaces as key players of local digital innovation ecosystems and global collaboration network.

read more

# Posters



The maker  
Innovation  
Ecosystem

5th May  
12pm – late

Development  
of inhouse  
approach to  
knowledge  
transfer

Global collaboration networks,  
which are complementary to the  
current efforts in digitisation in  
Europe and central for localised  
production in Africa.

@makeclub  
make.euproject.com

**MAKE**



**MAKE**

Development  
of inhouse  
approach to  
knowledge  
transfer

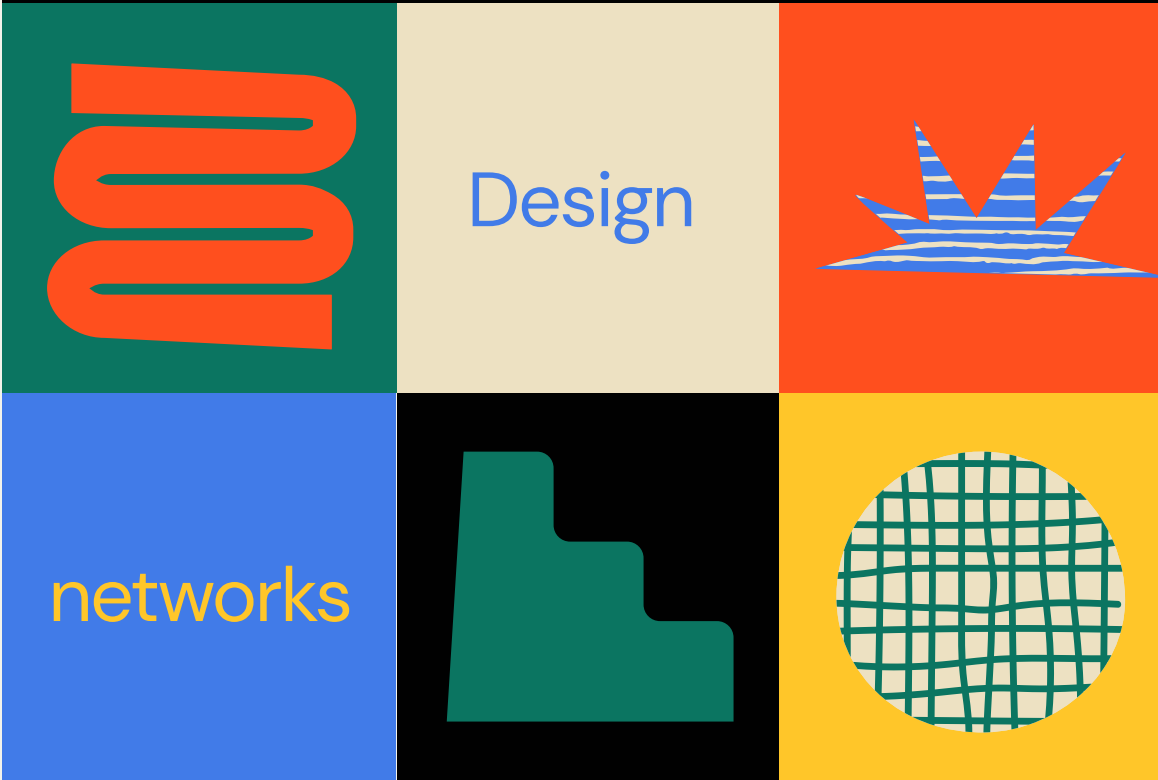
Global collaboration networks,  
which are complementary to the  
current efforts in digitisation in  
Europe and central for localised  
production in Africa.

5th May  
12pm – late

@makeclub  
make.euproject.com

# Posters Event

## Local digital innovation



MAKE focuses on makerspaces as key players of local digital innovation ecosystems and global collaboration networks, which are complementary to the current efforts in digitisation in Europe and central for localised production in Africa.

**Friday**  
13.40 h – 18.20h

**Saturday**  
11.00 h – 12.20h

**MAKE**

## African European Maker Innovation Ecosystem



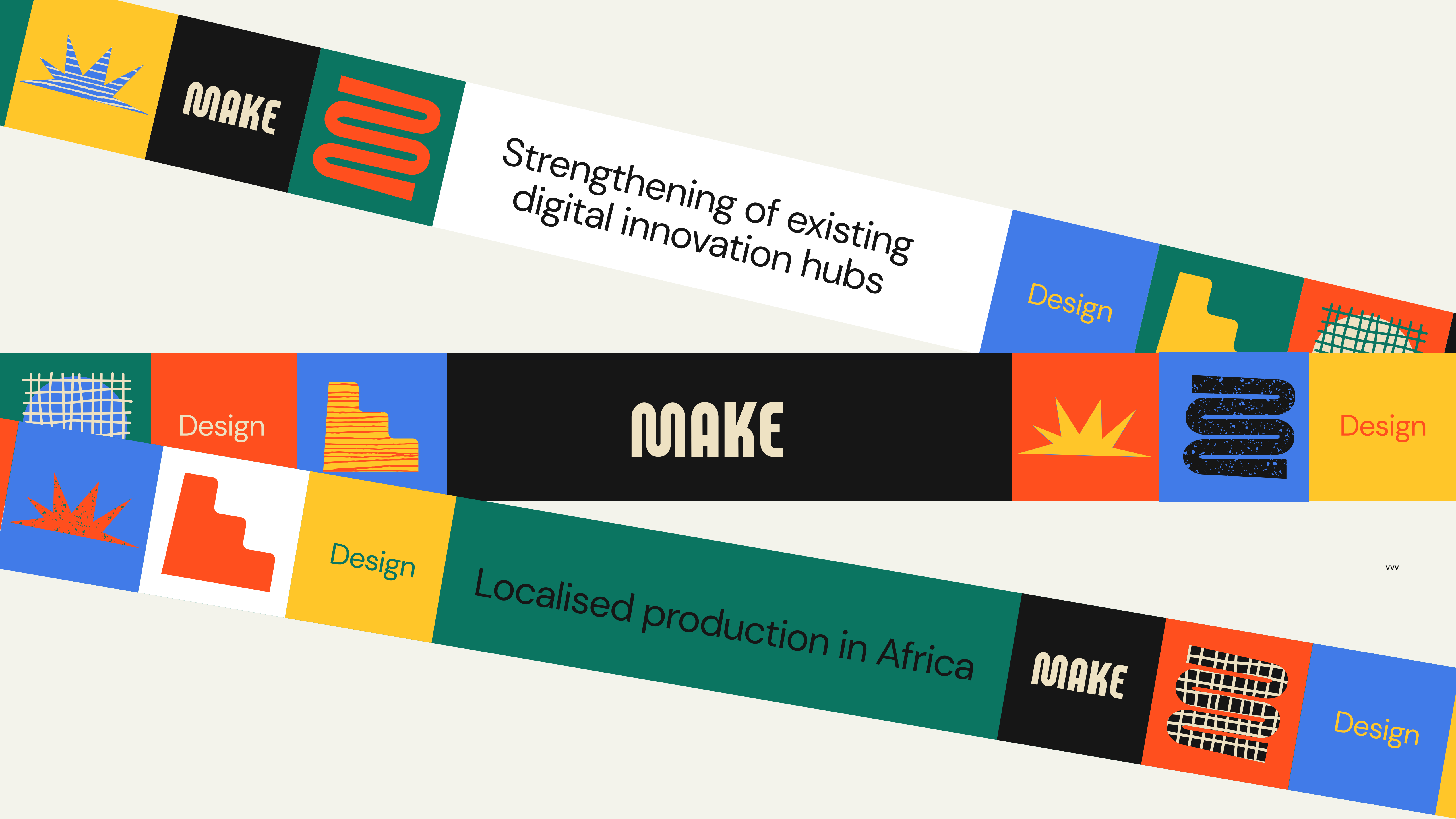
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MAKE focuses on makerspaces as key players of local digital innovation ecosystems and global collaboration networks, which are complementary to the current efforts in digitisation in Europe and central for localised production in Africa.

**MAKE**



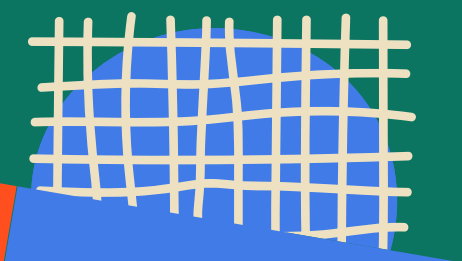


MAKE

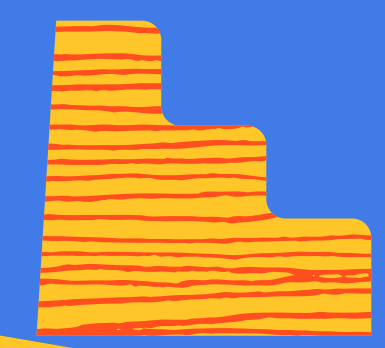


Strengthening of existing digital innovation hubs

Design



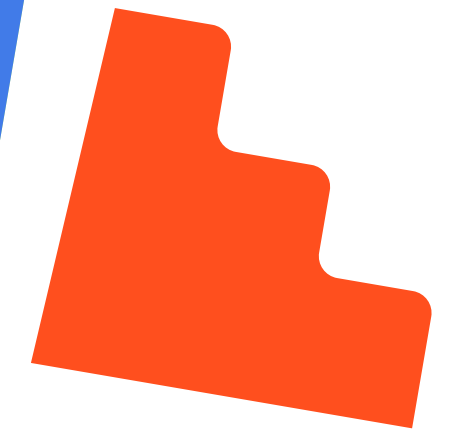
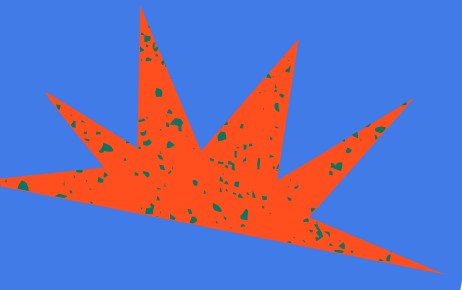
Design



MAKE



Design



Design

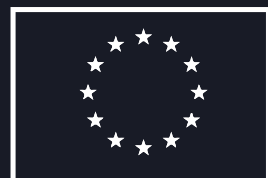
Localised production in Africa

MAKE



Design

**F A B**  
**L A B**  
**B C N**



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