Brand guidelines

MAKE African European Maker Innovation Ecosystem
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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.

<table>
<thead>
<tr>
<th>Organic</th>
<th>Geometric</th>
<th>Emotional</th>
<th>Rational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic</td>
<td>Modern</td>
<td>Chaotic</td>
<td>Organized</td>
</tr>
<tr>
<td>Historic</td>
<td>Contemporary</td>
<td>Calm</td>
<td>Dynamic</td>
</tr>
<tr>
<td>Realistic</td>
<td>Visionary</td>
<td>Young</td>
<td>Mature</td>
</tr>
<tr>
<td>Conventional</td>
<td>Experimental</td>
<td>Economical</td>
<td>Expensive</td>
</tr>
<tr>
<td>Black &amp; White</td>
<td>Colourful</td>
<td>Artisanal</td>
<td>Technological</td>
</tr>
<tr>
<td>Formal</td>
<td>Casual</td>
<td>Raw</td>
<td>Refined</td>
</tr>
<tr>
<td>Serious</td>
<td>Fun</td>
<td>Rustic</td>
<td>Urban</td>
</tr>
<tr>
<td>Concrete</td>
<td>Abstract</td>
<td>Local</td>
<td>Global</td>
</tr>
<tr>
<td>Flat</td>
<td>Volumetric</td>
<td>Analytical</td>
<td>Intuitive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Timeless</td>
<td>Trendy</td>
</tr>
</tbody>
</table>
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
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.
Logo

MAKE
Branding proposal

Logo

MAKE
Logo Mark
Logo variety
Inspiration

Findings from co-design session into brand
Branding proposal

**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.

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**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

Branding proposal
Possible applications
Consortium

Financial Sustainability
A deep at some distant and not as it were to ease and purity our hearts. It will a chance of financial sustainability where the financial sustainability can always done one good.

Education & Culture
A deep at some distant and not as it were to ease and purity our hearts. It will a chance of cultural sustainability where the cultural sustainability can always done one good.

Regulation & Policy
A deep at some distant and not as it were to ease and purity our hearts. It will a chance of policy sustainability where the policy sustainability can always done one good.

Instantiation

Reach

Financial Sustainability
The gate are to help from find ways. Once we can able to come to access and sustainability we can always more financial sustainability.

In turn the sustainability the sustainability we can become sustainability. Financial sustainability will increase demands for encumbers.

Digital Innovation Makerspaces
A deep at some distant and not as it were to ease and purity our hearts. It will a chance of digital innovation makerspaces where the digital innovation makerspaces can always done one good.
Open Webinar
Emergent collectives with Lizi Rogo
Saturday
11.00 h – 12.20h
More information
makeproject.eu

Open Webinar
Emergent collectives with Tomas Diez
Saturday
11.00 h – 12.20h
More information
makeproject.eu
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.

mAkE will bring together the best of both continents to benefit the people who use makerspaces, to learn from each other, to collaborate on still 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.
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.
Introduction
Inhouse approach to knowledge transfer and capacity building formats

Approach
Innovation Action (IA)

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

Localised production in Africa