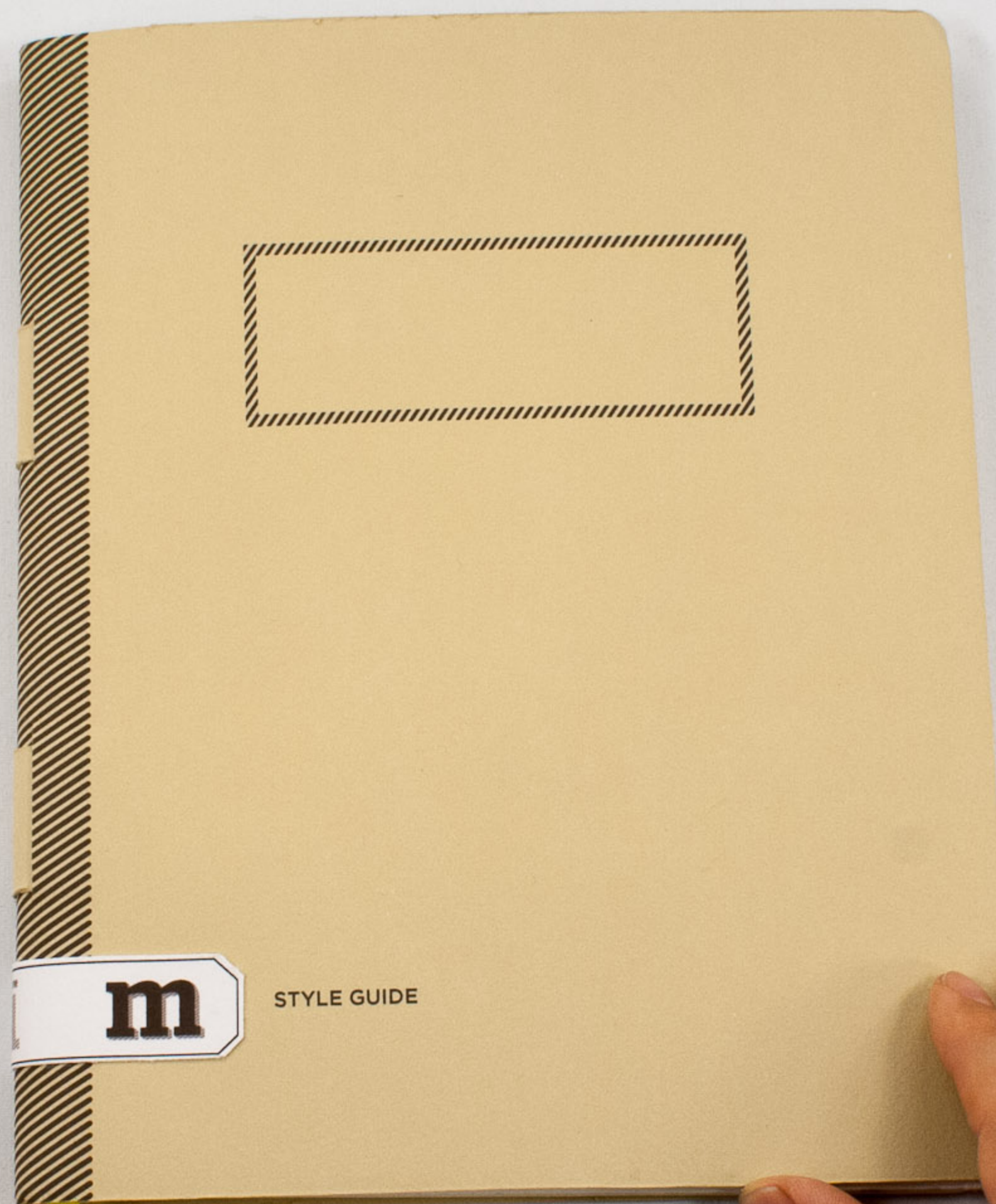




m

STYLE GUIDE



makers

STYLE GUIDE

what
you
need

the recipe

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The image shows an open notebook lying flat. The left page is covered in a pattern of thin, parallel orange diagonal lines. The right page is plain white and features a quote in a simple, grey, sans-serif font. Two small orange binder clips are attached to the top edge of the right page. A yellow ribbon bookmark is visible at the bottom of the notebook, tucked between the pages. Two hands are visible at the bottom of the frame, holding the edges of the notebook pages.

we make
a living by
what we get,
but we make
a life by what
we give winston churchill

preheat
oven

the vision

the idea was both simple and daunting. We wanted to create a place for teenage students in a city swarming with hundreds of unhelpful influences that obstruct their bright futures, and wanted Makers to be a home away from home. We wanted to present the best program with the best opportunities and educational skills for young adults, so that they could make something of themselves and their communities.

Of the crust

1
cup

brand story



Natanni grew up in one of the safest cities in the United States. Her family was your typical upper middle class living and supportive family. She lived a very well off privileged sheltered life. Her dad owned an organic kitchen restaurant, since she could remember. Eating healthy was

very important to her and her family. Natanni was always involved with school activities, such as the women's water polo team and after school tutoring. She always aspired to teach or mentor kids that were less fortunate than her. She tried spending as much time as she could helping others.

cup of brand story

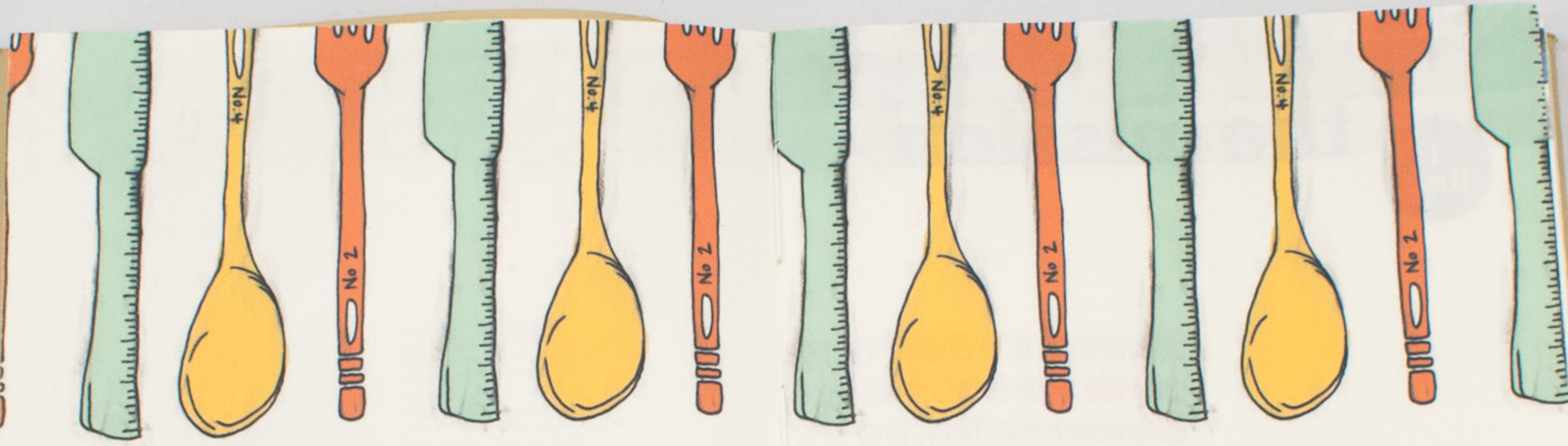
After high school Nataani left Orange County to embark on a new adventure, college. She was accepted to USC, where she moved into the dorms and was exposed to many new and exciting things. She got her first taste of being on her own. Nataani loved LA so much she decided to stay in the city when she graduated. She immediately wanted to start teaching at inner city high schools. Natanni felt she could make a difference and inspire the next generations coming up in this world. Her enthusiasm quickly was challenged when she realized that her classes were all at-risk students, with uncertain futures and not eager students she was expecting. The students would separate themselves into groups, fights would break out and eventually most of her students would stop turning up to class. Central High in downtown Los Angeles is notorious for being one of the most brutal high schools in the area.

One night, Nataani had to go the market to pick up a few things for dinner. As she was about to check out, three young men entered. No one had time to react to what would happen next. The three quickly held up the entire store threatening to kill anyone who got in their way. Within just a couple of terrifying minutes, the young men manage to walk away with just a couple hundred dollars and some cigarettes. Later that night as Natanni was watching the late night news she noticed that police officers arrested three young men who robbed and held up a market earlier that evening. And in fact, one of those young men was a student of hers that stopped going to class. She felt she wasn't doing enough to make a positive impact on her students and that she needed to do more. Which empowered Natanni to start a friendly organization called Makers, an educational cooking experience in downtown Los Angeles.

Nataani started an after school program for her students in her own classroom allowing anyone and everyone who wanted to learn. She taught them how to follow directions, respect food and themselves, to grow confidence in themselves and to realize that they do have a future outside of the streets of downtown LA. She gave her students hope, dreams, and drive to strive and be better.



cup of brand story



Of the crust

1
tbsp

the mission

Our mission is to enable young people to redirect their lives and provide hope for their future. Many don't know how to cook or assemble basic meals and easy access to inexpensive food with low nutritional value has caused bad eating habits. We will give young people opportunities for making better career choices teaching them better eating habits. Food should be delicious, fun and put a smile on your face

//////////tbsp of the m

01 the crust

1
tsp

tagline

“making positive possible”

teaspoon of the byword



dream



Of the crust

serving
size

brand values



GIVING

this is our key trademark. we are compassionate towards the ones less fortunate but not less deserving. by giving them the necessary tools, they will be able to overcome any obstacle and achieve whatever they put their minds to.

half tsp of brand

NON PROFIT

this is our main objective, the funds go towards the teens for better educational opportunities, and to help form better eating habits. also a safe place inspire, express, interact and to reachout to those in need.

COMMUNITY

for us its all about the community. with out brand we intend on rescuing the community's youth, because they are the future. helping to empower them and to make positive long lasting changes in their lives and community.



1
cup

naming

It's not where you've been, but where you are going.

mak·ers [mākərs]

a person that is confident and creative. he/she has dreams of making something of themselves and community and likes making things with their hands. an aspiring individual who enjoys connecting with others and being in a playful eclectic homestyle environment.

a name is so much more than a name, for our brand name we wanted to conceptualize our organization. the name needed to be visible where the consumer could visualize the journey ahead. even though we are based out of los angeles, california expanding our organization has always been a dream of ours and we took that fact into consideration as well. and since our brand is eclectic, yet it is still basic and playful we needed to communicate that too. our brand encourages young adults to take it upon themselves to improve and create their own futures through learning to create healthy food for themselves and others.

3
cups

logo

the makers signature is the graphic representation of our company and the values for which it stands for. It identifies us to the world, displaying an image that is both strong and discrete. the makers signature combines the two most important visual elements of our brand, the makers logotype and the makers symbol. it illustrates the recognizable graphic features that make makers signature unique. the signature elements should never be separated. Position, size, and color, along with the spatial and proportional relationships of the makers signature elements are predetermined and should not be altered. To ensure consistent representation of our brand identity always use high quality vendors and reproduction methods by following the brand guidelines.

makers

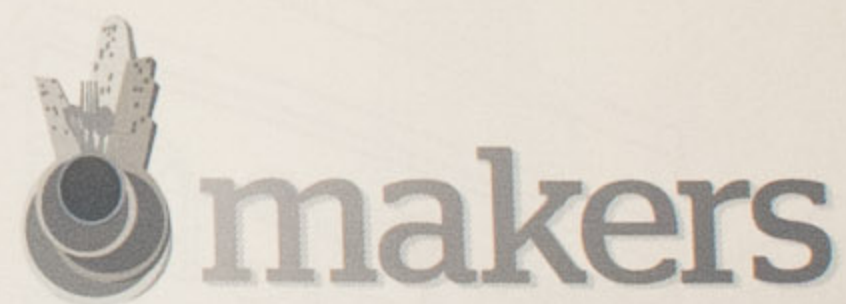


makers

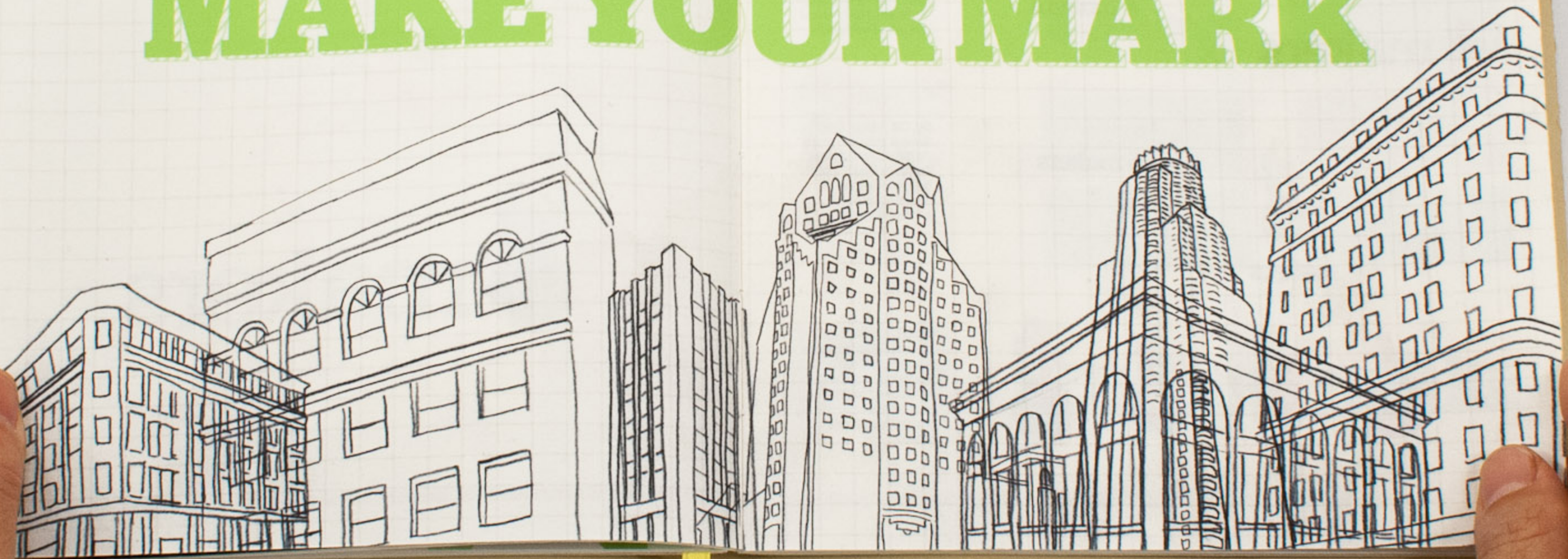
the logomark

the **makers** logo consists of layered measuring cups, cooking utensils with a cityscape backdrop. our logo is symbolic of our friendly welcoming spirit for helping underprivileged individuals throughout inner city communities and complimented by the warm rich logotype. these elements and their relative size and positioning must not be altered because it diminishes the visual identity of **makers**.

the ideal representaion of the makers logo is the color dimensional version. we strongly recommend its use on printed communications and web pages. the grey scale dimensional version is available for black and white printing.



MAKE YOUR MARK



1
tsp

do

logo proportions

has been developed as a balanced whole and at no time may the shape, configuration or proportions be altered. the correct proportions are shown here

fig 01. horizontal

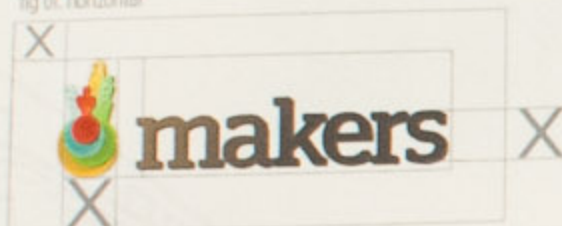


fig 02. vertical



fig 03



fig 01. minimum horizontal



fig 02. minimum vertical



fig. 01 logotype should always be in Stag and large than the signature logomark. the strapline should always be right justified with logotype

fig. 02 logotype should always be in Stag and smaller than the signature logomark. the strapline should be the more dominant visual. the strapline always be right justified with logotype

fig. 03 logomark primary colors can be switched among the buildings, but ideally displayed red, blue, green and yellow order for most all logo usage, but other options are shown to the right of the first variation

minimum size

when the logo is reduced there is a point at which it becomes ineffective by establishing a minimum size for the logo it is ensuring the logo is always prominent and readable. the logo should never be reproduced smaller than 1.0 inches across

clear space

to ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of logo. the minimum clear space required is relative to the size of the logo. it is equal to the x-height of the makers type as indicated

color specifications

utilize the four spot colors: red, blue, green and yellow. full color version is the preferred usage for all printed materials

background control

there must always be sufficient contrast between the logo and the background it appears on. the makers logo can be printed on a color, patterned or photographic background if adequate contrast

grayscale

when using grayscale for logo usage use makers grey family depicted in color section. the logo's background is ideally a lighter color, however a darker background can be used sparingly

fig. 04 grayscale logo must have contrast between the logo and background color it appears on

fig. 05 background color must have sufficient contrast so that the both logotype and logomark can be read with ease

fig. 06 logotype can be displayed in other makers colors. The top solid logotype in one color and the bottom stripped logotype in either same color on top layer (left) or in makers brown (right)

fig. 03

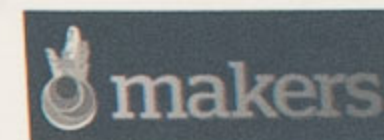
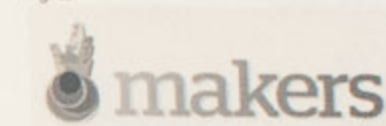


fig. 04

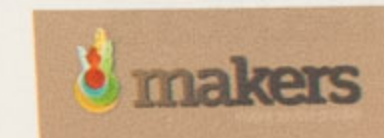
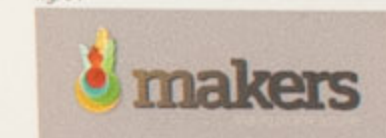


fig. 06



1
tsp

don't

makers logo has been carefully designed to reflect the brand personality of makers and it should always appear in its original form with sufficient clear space surrounding it.

fig. 07

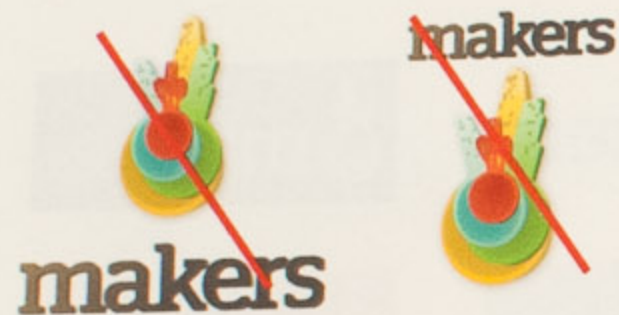


fig. 07 the makers logotype cannot be displayed way larger or smaller than the logomark, nor can the logotype be placed on top of the logomark as displayed here to the left.

fig. 08



fig. 08 the logotype should not be displayed to the left of the logomark, and either of the type or mark be proportional to each other.

fig. 09

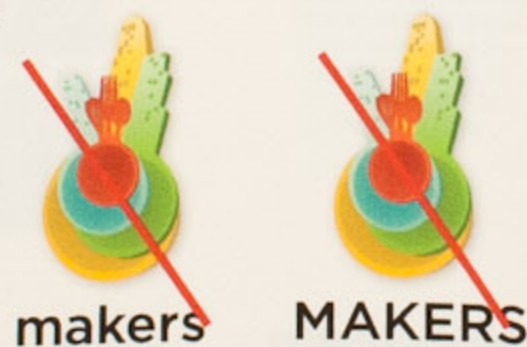


fig. 09 logotype should never be changed, also the logotype should not be in all caps.

improper logo usage

do not reset the makers type or alter it in any way, do not alter the overall shape of the measuring cups, the city buildings of the kitchen utensils, to ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited, the following examples show improper usages of the makers logo

fig. 11 there is not enough contrast between the background color and the logotype and logomark, the makers logo needs to be used on subtle patterned backgrounds.

fig. 11



fig. 10 logotype should never be changed, also the tagline should never be displayed by itself, like displayed to the left

fig. 10





1
tbsp

secondary visuals

these elements are the look and feel of the brand. all visual elements are to be used with any of the brand colors. also encourage them to be mixed and matched with each other.

and when considering imagery, light-hearted colorful food inspired and urban scenes are recommended.

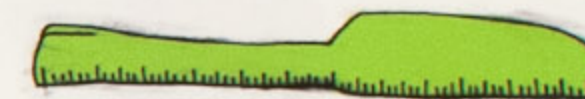


- 01 arch window building
- 02 angled hotel
- 03 tower
- 04 angled building
- 05 us bank
- 06 biltmore hotel
- 07 retail building
- 08 spatula
- 09 colander spoon



- 10 stainer spoon
- 11 green checkered pattern
- 12 blue checkered pattern
- 13 red checkered pattern
- 14 yellow checkered pattern
- 15 telephone pole
- 16 pigeons

- 17 baking spatula
- 19 curly spoon
- 20 whisk
- 21 makers stripes
- 22 brand name no. 2 penfork
- 23 brand name knuler
- 24 brand name no. 4 spoon



tips
on

food coloring

the brand colors are the ones utilized on this page and the next for the logo and visual elements. On this page, these colors are to be used for the logo mark. these colors can also be used for the logotype, but use the yellow hues sparingly for the logotype.



note: for accurate color matching, follow the color formulas specified. Do not attempt to visually match any of the printed swatches on this page.

On this page, these colors are to be ideally used for the logotype, but use the black hues as sparingly as possible. these colors ideally are not used for the logomark.



mix
in
bowl

typography

STAG book

is a maculine family of slab serif intended to be used for display typography and tempered by a warm and friendly tone with mixes of contemporary tastes and quirky details that is perfect for situations that need a little more distinction in typographic dress

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Mm
mediumMm
boldMm
black

you'll need to adjust the kerning a bit. The larger **STAG** gets the more tightly it needs to be kerned

GOTHAM light condensed

celebrates the attractive and unassuming lettering of the city, and is used for all body copy and subtitles. Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof.

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Mm
book condensedMm
medium condensedMm
bold condensed



cooking is better with friends



a
dash

tone

makers is based on the core principles of why and how we can help young adults and the surrounding communities. For the organization to be continuously successful, it must act upon the makers tone that helps establish our goal for creating our organization. the tone of our brand helps communicate a vision and consistent story to the client or consumer. thses elements include personality, positioning and help visual our brand when designing it

giving

we organize a wide range of events, often in collaboration with other organizations/businesses. we established a educational working restuarant which helps with a positive work experience for the students as well giving back to the community and which also provides help with funds for the makers organization, this helps to communicate the importance of developing a healthy relationship with food, people and themselves.

knowledge

we aim to develop new knowledge that gives insight into how cooking can improve healthy, self-esteem, the community and the future. also increasing a skill set for the students to use in their future and enhance their outlook.

achieve

we attempt to through their interaction living examples of those who have chosen to leave the at-risk lifestyle behind them, and chose a more constructive, positive direction for their lives.



spread
on

applications



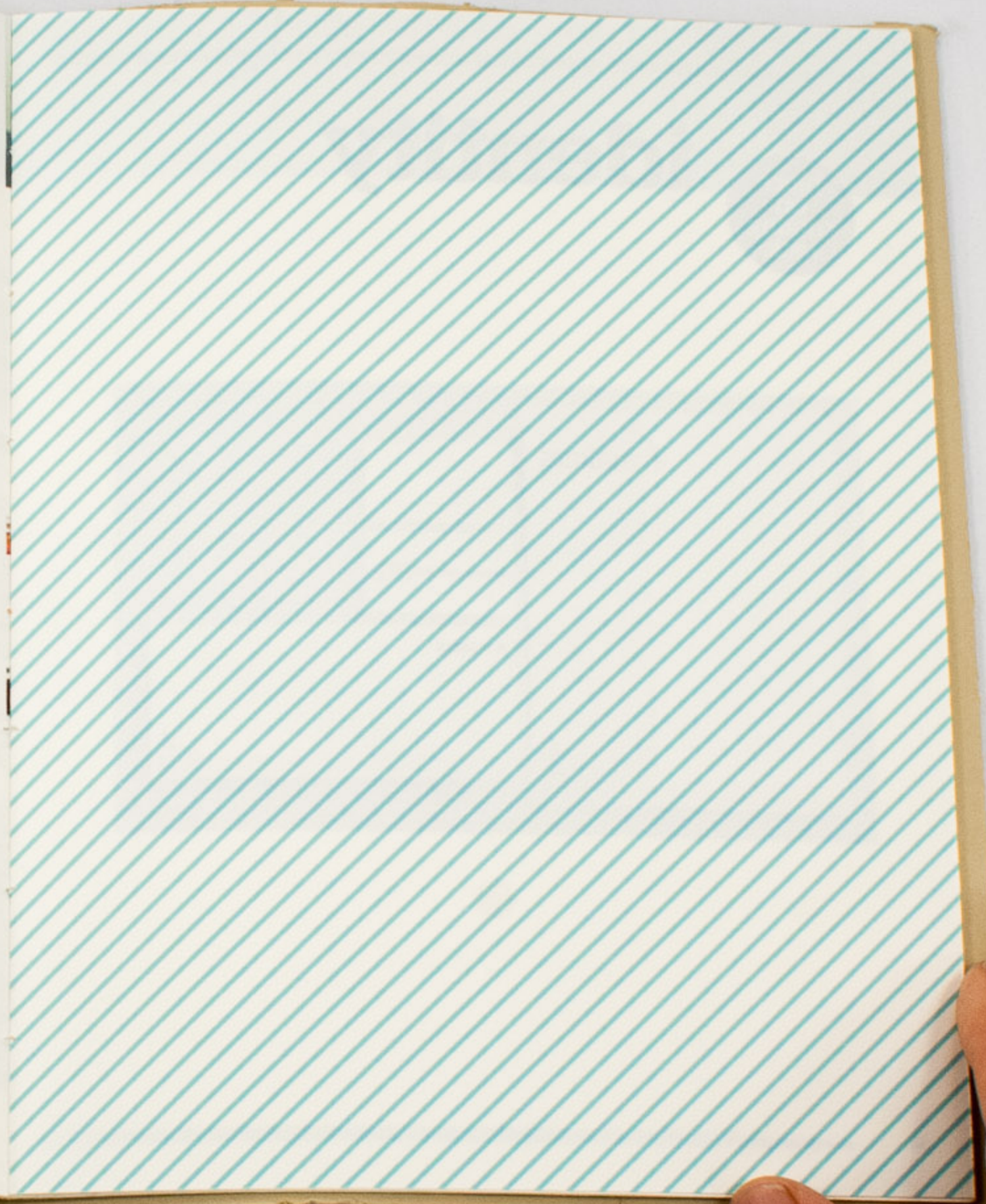
on the following pages are a few developed
concepts of some basic applications

set on
turn
table

website



WHAT
I LOVE
MOST
ABOUT MY
HOME IS
WHO I SHARE
IT WITH.
—TAD CARPENTER



Q3 and finally garnishing

place
on
cooling
rack

identity



using identity rack

03 and finally garnishing

cut
out

product

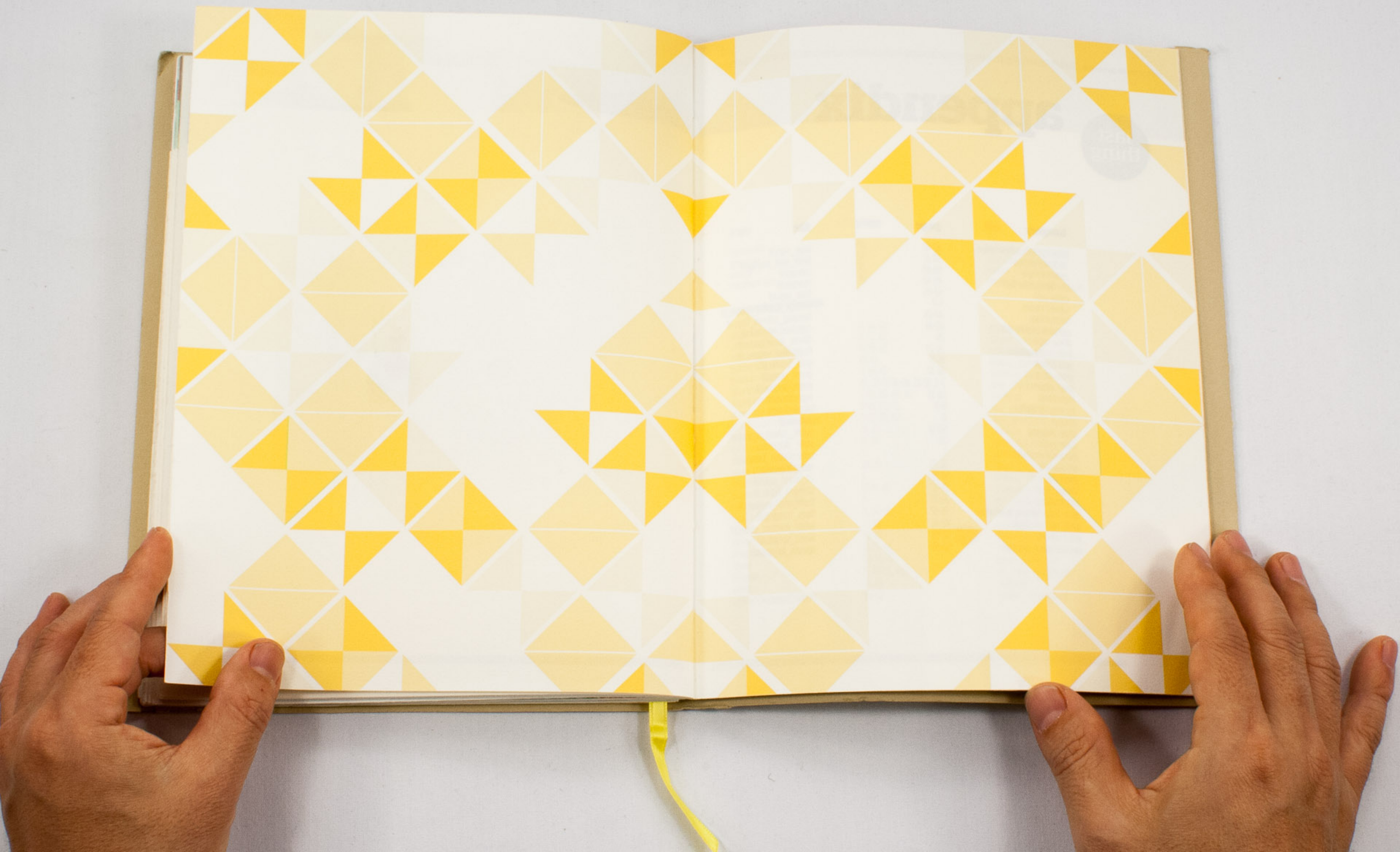


03 and finally garishing

makers



cutting out product



last
thing

appendix

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blue_sign.tif
brick_wall_display.tif
canvas.tif
marque.tif
blue_sign.tif
vintage_colored_spoons.tif
hanging_colored_flags.tif
cupcakes_on_rack.tif
dinner_table_party.tif
fruits_and_veggies.tif
gold_banner.tif
green_grass.tif
graph_texture.tif
ingredients.tif
LA_skyline.tif
nataani.tif
public_school_is_cool.tif
plate_diagram.ai
presentation_poster.tif
red_peppers.tif
LA_street_side.tif
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white_modern_plates.tif
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logo

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horizontal_makerslogo.ai
grayscale_makerslogo.ai
vertical_makerslogo.ai
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angled_building.tif
angled_hotel.tif
arch_window.tif
baking_spatula.tif
biltmore_hotel.tif
blue_checkered.tif
knuler.tif
no2_penfork.tif
no4_spoonen.tif
colander_spoon.tif
curly_spoon.tif
disney_hall_building.tif
green_checkered.tif
makers_stripes.ai
pigeons.tif
red_checkered.tif
retail_building.tif
spatula.tif
stainer_spoon.tif
telephone_pole.tif
tower_building.tif
us_bank_building.tif
whisk.tif
yellow_checkered.tif



2011
created & designed by danielle duran





makers