



## Our Mission:

We are a brand that values the utility and awe of creation.

We aim to prevent art from being a mystery and luxury. We will validate the off-beat; off-kilter.

#### WE DREAM OF:

A world where creative innovators engage with material exploration. An artistic hub of craftsman lectures.

#### WE STAND FOR:

Creative Aptitude
Rejection of Mundanity
Benevolent Machination.















Also refrain from changing the lock-up of the logo, as a horizontal format has already been provided under Logo\_horizaontal.ai



## MACHINARIUM THE NAME Machination + Emporium & Terrarium to put together their schemes for the next big project. Our supply store will conspire with and supply for these strange fascinations





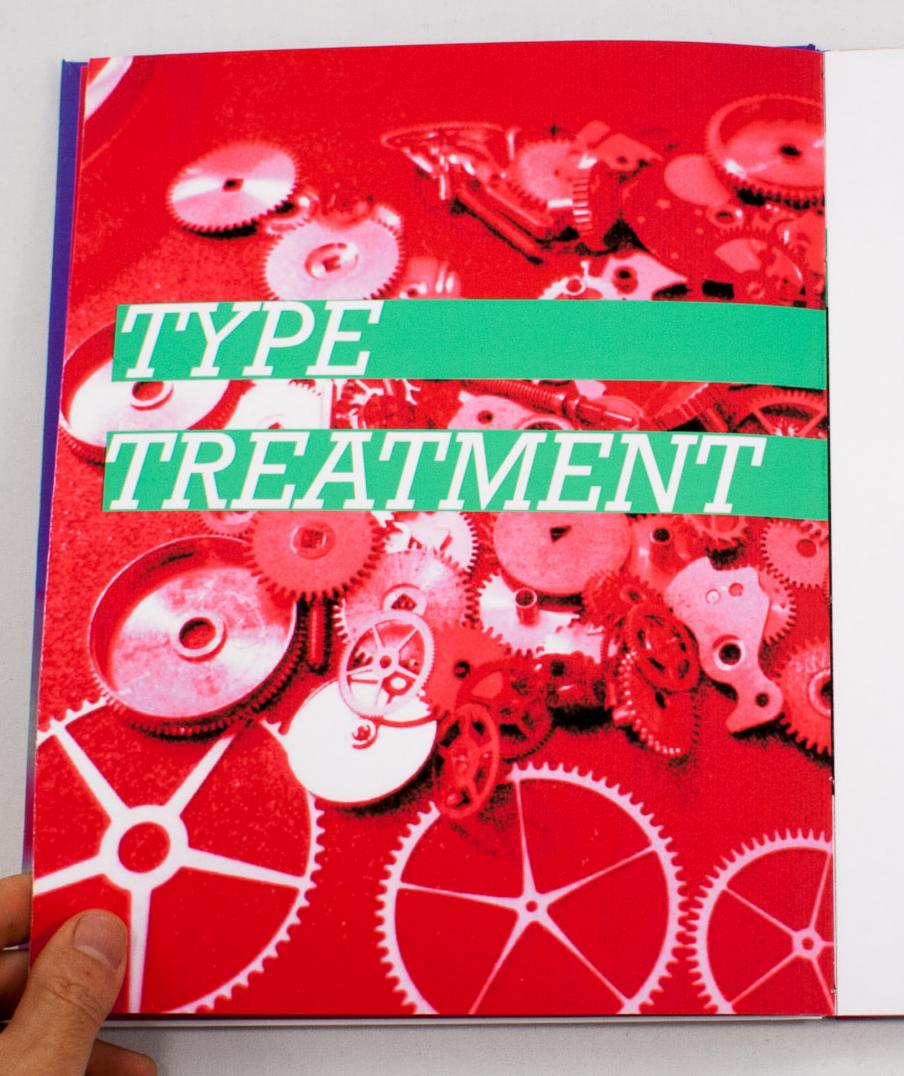
#### Manticore Magenta

C = 0 M = 95 Y = 20 K = 0

C = 63 M = 0 Y = 79 K = 0 \* Use the eyedropped tool on Color\_scheme.ai for exact color picking.

These are the Machinarium's two primary colors. They are used on a spectrum to black and can be supported by the secondary colors.



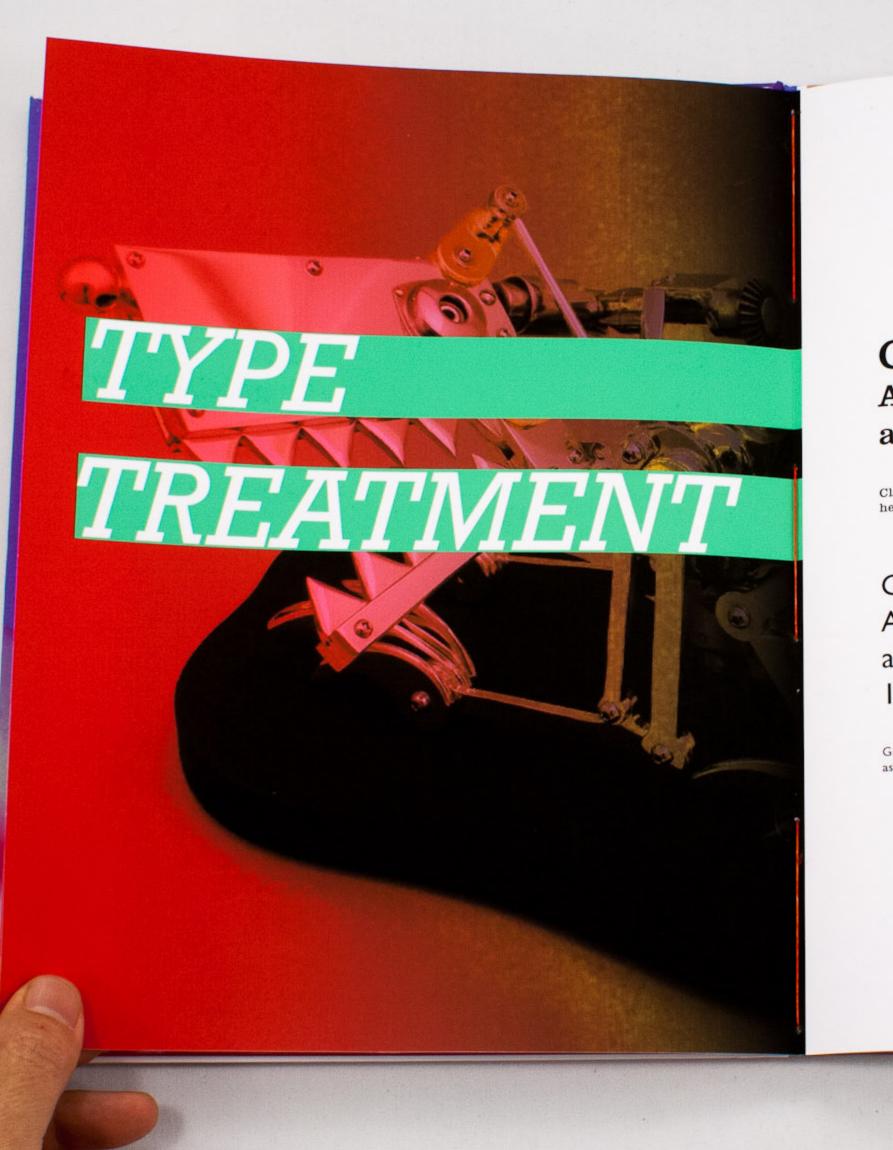


# ROCKWELL ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Rockwell is a font with a strong and authoritative voice without seeming overly corporate. Italicing is meant to give it an even more dynamic voice; one suited for a brand that sells almost anything its clientele asks for or has to offer.

## LABELLING SYSTEM

As you may have noticed throughout this guide, Rockwell is often used in conjunction with a strip of chimera green behind it. The green serves to give the text some pop off the magenta-tinted background.



### Clarendon BT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Clarendon BT is less charp and a bit more subdued than Rockwell. It shouldbe used as the headertext for body paragraphs in conjunction with Gill Sans.

Gill Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .!?[]

Gill sans is to used for large amounts of body copy, to maintain clarity and legibility, Gill Sans should never be used as a header or primary text. It acts as a support for both Rockwell and Clarnedon BT



## Living Elements:

Photographs of raw materials may be configured behind the logo in a "rorschach blot" fashion. The photographs are helpful for showing what kind of items are available for donation/purchase in the store.

Like many mythical creatures, the Machinarium Manitcore also guards its precious treasures.



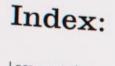
OF CREATIVE REUSE











Logo\_vertical.ai Logo\_horizontal.ai Colors\_scheme.ai tags.ai

Alisa.png

Machinarium\_stationary.ai Machinarium2\_stationary.ai

\_auraquartz.jpg
\_beads.jpg
\_bones.jpg
\_catretina.jpg
\_drfitwood.jpg
\_feathers.jpg
\_furniture.jpg
\_geardog.jpg
\_gears.jpg
\_newspaper.jpg
\_paper.jpg
\_woodcraft.jpg
\_yarn.jpg

\_yarn.jpg

handmadepaper\_1.tif hanmadepaper\_2.tif

