



MACHINARIUM
OF CREATIVE REUSE



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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.



THE LOGO



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The vertical logo is the main configuration. Please give it at least 1/4th of an inch all sides when applying. The same goes for the horizontal application.

Top: [Logo_vertical.ai]

Bottom: [Logo_horizontal.ai]



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Use the horizontal format when space does not allow for the vertical to fit along banners and the like.



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The logo can appear reversed out of white on dark photographs. A multiply layer of black can be applied to increase contrast on photos that are too light.



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However to maintain brand consistency, please refrain from using any color other than Chimera Magenta, or black & white.



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



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BRAND STORY

Why We Exist:

Every locale has an **artistic spirit** scattered in overlooked bits & pieces; ...we will be the entity that **transmogrifies** those parts into a **creative hub**. We are a **depot of found & handmade goods** curated from the community. A supplier of **artifacts & raw goods** (donated by and bought) that facilitate the creativity of local artists.

For the Robert
Rauschenbergs The
Fever Rays, Andrew Birds.
For **everyone a little bit
more 'out there'**

THE NAME

MACHINARIUM

Machination + Emporium & Terrarium

The machinarium is a place where artists can to put together their schemes for the next big project. Our supply store will conspire with and supply for these strange fascinations.

COLOR TREATMENT



Manticore Magenta

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

Chimera Green

C = 63
M = 0
Y = 79
K = 0

* Use the eyedropper 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.





USING COLOR ON PHOTOGRAPHY

When text must be placed over photography of the raw materials sold at the Machinarium of Creative Reuse, Chimera Magenta [multiply 90% opacity] or black [multiply 75% opacity] may be used.





TYPE

TREATMENT

ROCKWELL ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rockwell is a font with a strong and authoritative voice without seeming overly corporate. Italicizing 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.



TYPE

TREATMENT

Clarendon BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Clarendon BT is less sharp and a bit more subdued than Rockwell. It should be 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 Clarendon BT

SECONDARY ELEMENT

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 Manicore** also guards its precious treasures.



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Living Elements:

The logo can also be shown in this regard reversed out of white. If the photograph is too busy, an effect overly may be used to increase the contrast of the photo.

Here, a Chimera Magenta to black gradient is used set at a 'difference' of 75%. However, each photo has different properties, so use the best judgement to decide what settings to use.



BRAND APPLICATIONS





Employee Apron

Worn by the employees. The ties have been altered to resemble a Manticore tail.





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Alisa.png

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