MakeShift
People First Scheduling

MakeShift
Brand Standards Manual

These branding guidelines will help you determine the best way to represent MakeShift.

The MakeShift Logo

The MakeShift logo has two elements: the wordmark (text) and the accompanying graphic (icon). They are always stacked and always meant to be seen as a pair.

MAKESHIFT LOGO

Thanks for not editing, changing, distorting, recoloring or reconfiguring the logo.

BUFFER SPACE

The clear space around the logo is equal to the half the width of icon. This drawing is precise but your best approximation is fine. Err on the side of more space than less.

Using the Logo

MakeShift's logo works best on solid backgrounds. Make sure to always maintain readability of the wordmark on darker or colored backgrounds by using the version with white text.

On light backgrounds

On dark backgrounds

Thanks for not embellishing on the logo with shadows, patterns or intricate backgrounds.

On colored backgrounds

For grayscale reproduction only

Color Palette

The MakeShift brand uses a simple color palette. Keep things light by using white as the background color. You can use the blue or gray as background colors when you need emphasis but they're best used sparingly.

MakeShift Blue
Pantone 2995
CMYK 62/2/5/0
RGB 69/193/230
HEX #43C0E6

MakeShift Dark Grey
Pantone 426
CYMK 0/0/0/100
RGB 58/58/58
HEX #3A3A3A

White

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF
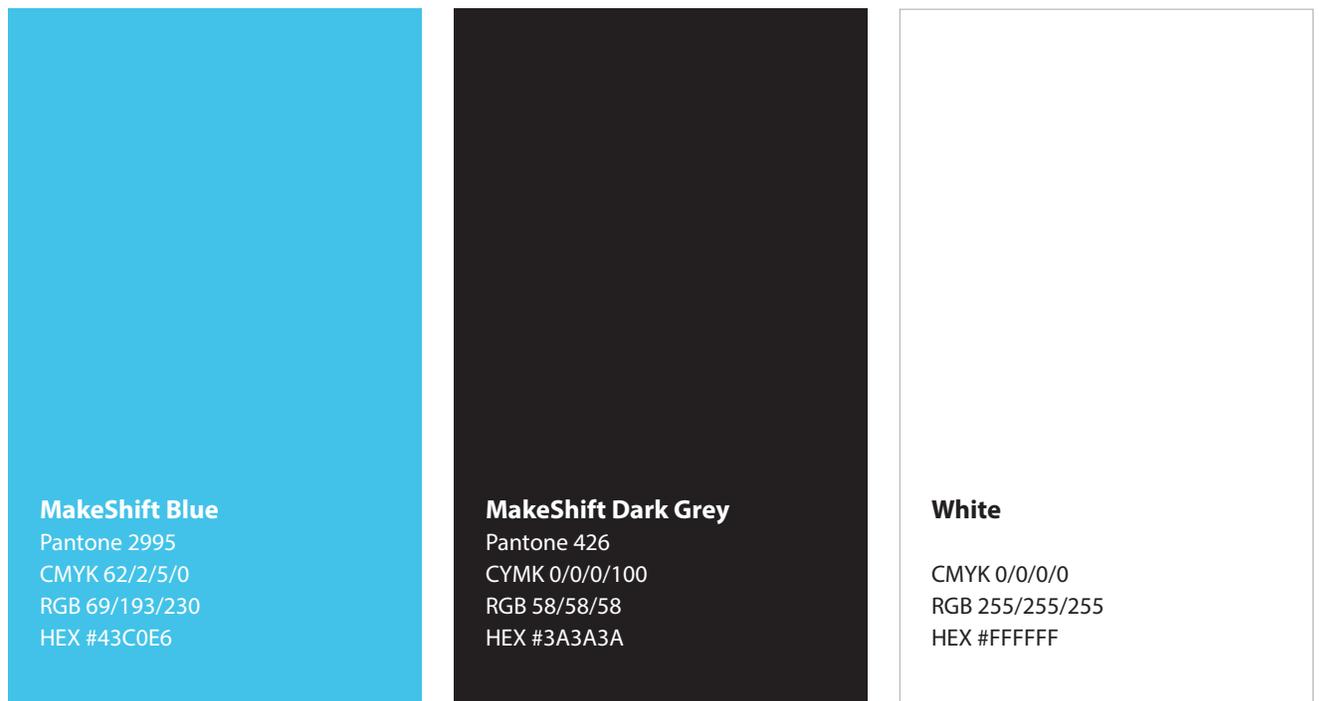
In Writing

NAME
The M and S are always capitalized
There is no space between the words.

MakeShift

Makeshift

Make Shift

makeShift

makeshift

TAGLINE
The first letter of each word is
capitalized. Don't use a hyphen
between words.

People First Scheduling

People first scheduling

PEOPLE FIRST SCHEDULING

People-first scheduling

Fonts

MakeShift's font is Myriad Pro. This font family comes in a variety of weights but only Light, Regular, Semi Bold and Bold are used. Refrain from using *italics* to emphasize text and instead use a **bolder** weight. MakeShift has only a single use license for Myriad Pro. The font can be purchased from Adobe.

If you are unable to purchase or use Myriad Pro you may use Arial for any electronic communication. Myriad Pro must be used for printed materials.

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Examples

BUSINESS CARD

MakeShift
People First Scheduling

Front

Ted Hellard
MANAGING PARTNER

thellard@appcolony.ca
MOBILE   403 870 8235
OFFICE   587 390 2060

Suite 100, 402 11th Ave. SE
Calgary, AB, Canada T2G 0Y4

makeshift.ca

Back

LETTERHEAD

402 11th Ave. SE
Suite 100
Calgary, AB T2G 0Y4
Canada

(587) 390-2060

sales@makeshift.ca

Friday, April 4, 2014

Trenz Puca
4321 1st Street
Anytown, Province T2T 2T2
Canada

Dear Trenz,

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas ligula nostra, accumsan taciti. Sociis mauris in integer, a dolor netus non dui aliquet, sagittis felis sodales, dolor sociis mauris, vel eu libero cras. Faucibus at. Arcu habitasse elementum est, ipsum purus pede porttitor class

Ac dolor ac adipiscing amet bibendum nullam, lacus molestie ut libero nec, diam et, pharetra sodales, feugiat ullamcorper id tempor id vitae. Mauris pretium aliquet, lectus tincidunt. Porttitor mollis imperdiet libero senectus pulvinar. Etiam molestie mauris ligula laoreet, vehicula eleifend. Repellat orci erat et, sem cum, ultricies sollicitudin amet eleifend dolor.

Consectetuer arcu ipsum ornare pellentesque vehicula, in vehicula diam, ornare magna erat felis wisi a risus. Justo fermentum id. Malesuada eleifend, tortor molestie, a a vel et. Mauris at suspendisse, neque aliquam faucibus adipiscing, vivamus in. Wisi mattis leo suscipit nec amet, nisl fermentum tempor ac a, augue in eleifend in venenatis, cras sit id in vestibulum felis in, sed ligula.

Sincerely yours,

Urna Semper

Special Note

IN GENERAL
You may use the logo according to the usage guidelines above. Logo usage doesn't need approval but the design department would appreciate it if you send a mockup along. Please don't edit or change the MakeShift logo.

CREATING NEW MATERIALS
The production of any marketing material that is more than logo usage must receive approval from the design department. This includes all print, digital (presentations, email templates), video, signage and promotional materials (prizes, clothes).

QUESTIONS
Email darrend@appcolony.ca with any inquiries. It helps if you send a mockup of your intended use so we can be specific in our response. We'll do our best to get back to you as soon as possible but please give us two weeks to get back to you. (Please note that no response doesn't mean approval).