

Brightmoor
MAKER SPACE

Visual Identity Guidelines

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Introduction

The Challenge

The Brightmoor Makerspace is a space that helps cultivate young adults' creativity and will through offering art and design workshops from prototyping and 3D printing, to hands on work in wood, to entrepreneurship programming, including locally driven entrepreneurial initiatives. Through the making process, the Brightmoor Makerspace helps DCS students and Brightmoor young adults gain skills and functions to succeed as self-sufficient adults; the space in conjunction with the makers will help expand Brightmoor's identity.

The client wants the visual identity to express the benefits of the Brightmoor Maker Space to the youth/ Brightmoor Makers and to the Brightmoor community. The Brightmoor Maker Space is a way to bring about positive conversations/perspectives of Brightmoor to their community as well as outside communities. It is important to negate the negativity about Brightmoor by showing that Brightmoor is more than labels created by outsiders and in turn should become labeled/ branded by its citizens who know it the best.

Audience(s): DCS students and young adults and the Brightmoor community. The primary audience is DCS students and youth adults in the community. Through the students and young adults' products created in the space, they get to experience self-growth through creativity and hard work. The secondary audience is the Brightmoor community - they will first see the influence of the space on their community. The Brightmoor community is then shown these self-sufficient, confident young people, which can inspire further help in the Brightmoor Makerspace.

Proposal

I wanted the identity to display confidence, transformation, unity, and self-made/self-produced for the Brightmoor Maker Space. These are the key words that I grasped when overlooking my notes from the initial meeting and I feel that they identify with the maker space's goals for youth and the community. Confidence: it seemed to be a recurring factor when discussing the makers in the meeting. Transformation: of self/self-growth/maturity mentally and creatively and community, bringing a positive element to Brightmoor. Unity: the way the community is and they way they speak about the community; it feels like they are all connected and together to make Brightmoor better. Self-made: this is the physical result of a maker space is to make or produce one's own work but it also speaks to the clients' emphasize on making them functional members of society and how Brightmoor actually is as a community.

Transformation Self-made

Process

Research

Although I was confident in my choice of words to emulate for the visual identity of the Brightmoor Makerspace, I had initial issues with making visualizations of all of these words so I created word associations for each word. Through making word associations, I discovered the connection to the words and the potential visual identity. Self-made and transformation go hand-in-hand because one naturally transforms/grows as a person through becoming self-sufficient. Through growing as a person, one gains confidence in oneself and the people that experience it with you creates a unity, an unbreakable bond.

Confidence
Unity

Final Concept

Brightmoor
MAKER SPACE

Wordmark

Preferred Versions



Alternative Version



Typography

Avenir Heavy

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

0123456789

Avenir Heavy is and should only be accompanying the Makerspace wordmark. Avenir is bold and user friendly because it is a sans serif typeface and it holds against the strength of the Makerspace wordmark. The consistent weight of the typeface allows for Brightmoor to be acknowledged against the irregularities of the Makerspace wordmark yet does not distract from the mark.

Avenir Medium

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

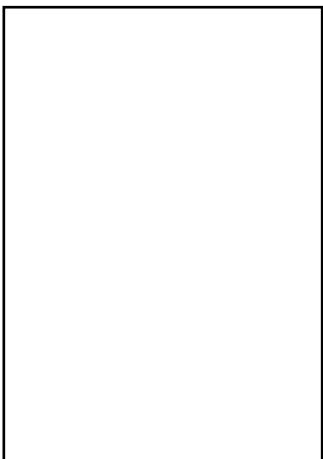
0123456789

Avenir Medium is and should only be accompanying the tagline/slogan. Medium has enough weight to be acknowledged, especially when scaled down. Every other weight appears too light or too heavy as a tagline/slogan.

Color



Hex # 1D65B0
R - 29, G - 101, B - 176
C - 89%, M - 62%, Y - 0%, K - 0%



Hex # FFFFFFFF
R - 255, G - 255, B - 255
C - 0%, M - 0%, Y - 0%, K - 0%

Structure

Supporting text aligns well with the last e in makerspace, specifically the top, horizontal bar of the e and the vertical start of the e) and the b in Brightmoor. Always keep in mind the irregular negative space around the wordmark.



The wordmark appears best by maintaining these distances. It allows for a balanced space. The light gray lines are external guides for the entire mark and the dark gray lines are internal guides to maintain proper placement for Brightmoor in relation to Makerspace.

Usage Guidelines

- 0.483in (h) by 1.51in (w) is the smallest that the wordmark can be and retain its legibility.
- The wordmark can only be used in that specific blue or white.
- When dealing with the white version, it can only be put on dark backgrounds.
- Do not stretch the wordmark.
- When dealing with supporting text, one cannot use serif typefaces and sans serif typefaces cannot have abrupt weight changes like Optima.
- The tagline/slogan (engage the hands, ignite the brain, inspire the heart) can only be used in that specific blue or white and can only be in Avenir Medium. It can be shortened to just engage, ignite, inspire.



engage ignite inspire