

# The MakeKit Brand Guide

## Logo



Minimum space around logo



### Information about the MakeKit logo:

Coloured logos are preferred.

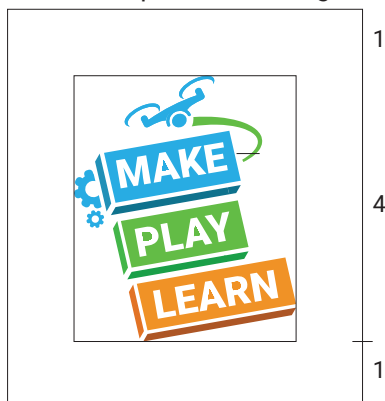
The logo should always be used in relation to all MakeKit products, technology or services.

The logo should never be oversized, or be a major visual, or take up more than 30% of a page, screen or other media.

## Sub-logo



Minimum space around logo



### Information about the Make - Play - Learn logo:

Use of this logo should come with an explanation of the values MakeKit ascribe to it.

Use of this logo should be in direct relation to the MakeKit products.

# Colors

	<b>Blue:</b> HEX #00afef Pantone: 2202U	The main color of MakeKit, can be used to highlight and in graphical elements.
	<b>Red:</b> HEX #ef4000 Pantone: 20-0059 TMP / 1655 C	Secondary color. Can be used in relation to the most advanced kits and the highest age group.
	<b>Green:</b> HEX #00ef40 Pantone: 2297 C	Secondary color. Can be used in relation to the least advanced kits and the youngest age group.
	<b>Orange:</b> HEX #EF9228 Pantone: 715 C	Secondary color. Can be used in relation to the intermediate advanced kits and the middle age group.
	<b>WonderKit Blue:</b> HEX #071435 Pantone: 715 C	Background color. To be used on the WonderKit graphics.
	<b>WonderKit White:</b> HEX #F3F3F3	Text color. Main use is on the WonderKit logo. But it can also be used on other texts on a darker background.
	<b>White:</b> HEX #FFFFFF	Plain white to be used as background or text.
	<b>Red on Norwegian Flag:</b> HEX #C8102E Pantone: 711 XGC	
	<b>Blue on Norwegian Flag:</b> HEX #003087 Pantone: 2146 C	

## Text

Normal text - Roboto Regular

Title - **Rustica Bold**

Heading - **Rustica Medium**

Product name - QTypeSquare-Book

## Text usage

Normal text should never be oversized.

Title should be 2-3x the size of the normal text. Space around the title should be the same size as the size of the title text.

Headings should typically be 2 points larger than the regular text. Space below the heading should be 2 points more than the regular space.

Product names used as a heading without any other text should typically be 1,2-1,5x (20-50%) larger than the normal text.

Space below the product name should be 2 points more than the regular space.

## Text example:

# Makerfriendly kits

## Hover:bit

Lag en eget micro:bit svevebil med malene, og lær om både geometri, algebra og problemløsning. Dette er et spennende sett for både unge og voksne, og det kan brukes til mange forskjellige versjoner, som katamaran, båt og mer.

### Kompetansemål

Et eksperiment som kan gjennomføres med Hover:bit er å lage to eller flere ulike varianter og vurdere kjøreegenskapene (en større konstruksjon har større treghetsmoment). Et annet eksperiment er å la svevebilen kjøre opp og ned en slak skråning. Opplev og se jordens tyngdekraft og krummningen av rom-tid.

# WonderKit

These two last pages are specially for the WonderKit system and graphics logos and style must be used exclusively on the WonderKit system and product line.

## WonderKit Logo

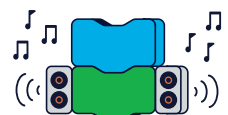
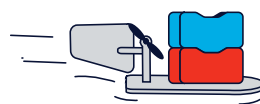
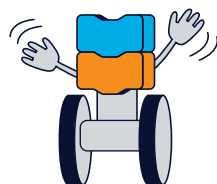
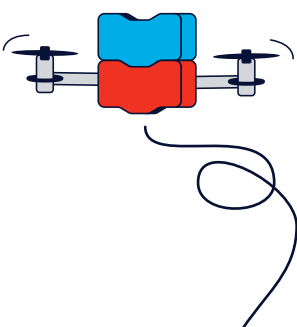
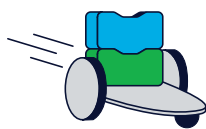
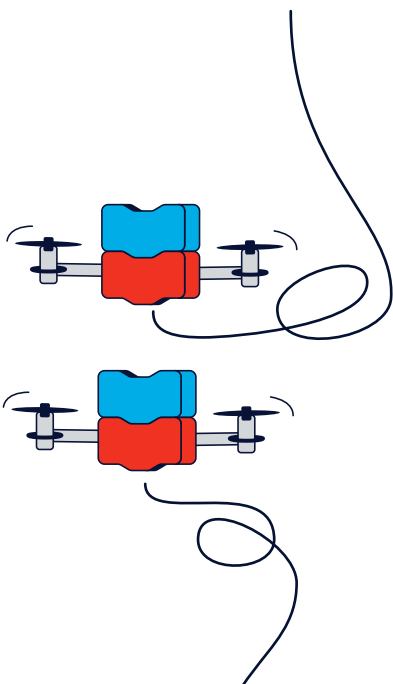
WonderKit

WonderKit

WonderKit

## WonderKit elements

Only to be used directly in relation to the WonderKit system



## WonderKit info box

**Give your students an experience they will remember!**

Sustainable and engaging tools for education that give the students the sense of achievement.

For 9 to 17 year old students.  
Designed and made in Norway.

## WonderKit branding of other products

This element can be used on WonderKit compatible products and class kits.  
Made to match the micro:bit brand elements.



## WonderKit special background

On digital elements the special STEAM background can be used. But never on printed material due to high requirements to print quality.

