

BRAND GUIDE

MAAR





## Introduction



Knoxville was branded Tennessee's Maker City at The Maker City Summit 2017. Whether for tourism, economic development, heritage or regional pride, cities across Tennessee have official and unofficial nicknames that identify them.

**Branding Knoxville as Tennessee's Maker City aims to address its entrepreneurial spirit both with makers and the larger community.**

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## Mission



# Technology. Old-world craft. Digital. Analog.

The maker movement and the maker community in Knoxville is diverse in background and broad in interest yet they share common values—

**vision, artistry, creativity.  
This creates unity and a  
new community that will  
define the future.**

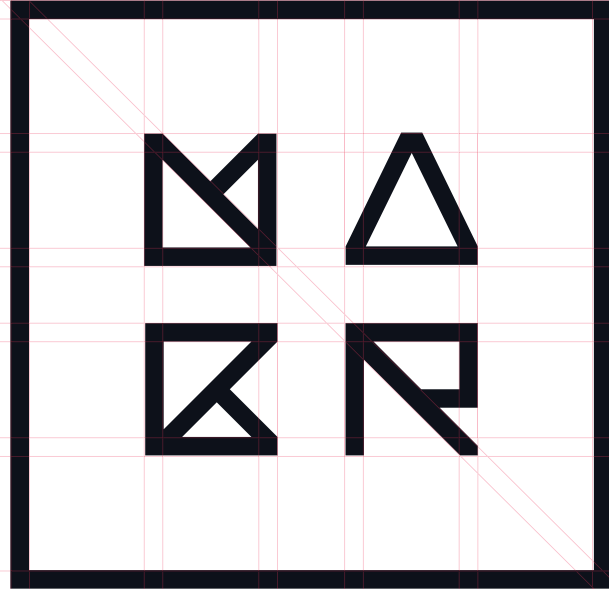
Logo



Cultural movements start with ideas and individuals

**When individuals take  
action, a movement is  
borne and a community  
is created.**

This insight informs the basis of the logo — the MAKR mark is the central element that forms the foundation of a larger system.



## Mark



Adding Knoxville type elements to the MAKR mark gives us the essential branding configurations for broad marketing use.

These configurations are intended to be dynamic and ready for different applications.

## Logo Configurations

v.1



v.2

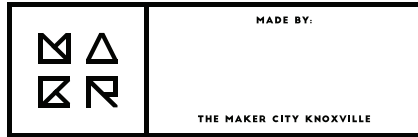


v.3



v.4





1. Our mark can expand into a signature mark for makers to claim their stake in being a part of the maker movement and signing a mark of quality to their product.



This tag ties the maker city to the individual.

Signature of the maker as a mark of ownership and quality.

Logo in use

**BIG JOHN**

**A B C D E F G H**  
**I J K L M N O P**  
**Q R S T U V W**  
**X Y Z**

Font Source: [behance.net/ionL](https://behance.net/ionL)

SLIM JOE

A B C D E F G H  
I J K L M N O P  
Q R S T U V W  
X Y Z

Font Source: [behance.net/ionL](https://behance.net/ionL)

Pantone Reflex Blue U  
C92 M70 Y0 K0



Pantone 7460 UP  
C100 M0 Y10 K0



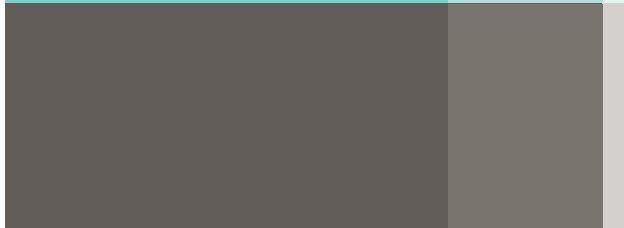
Pantone Green 0921  
C36 M0 Y9 K0



Pantone 141 U  
C0 M23 Y70 K0



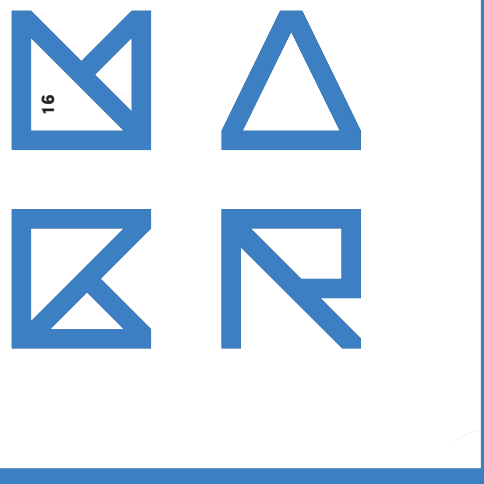
Pantone Black U  
C58 M43 Y70 K54



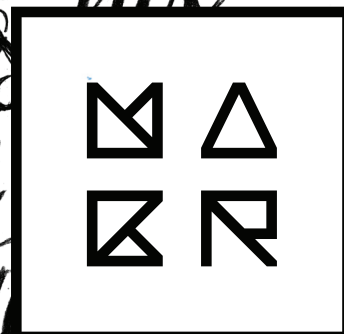
Pantone 192U  
C0 M85 Y57 K0







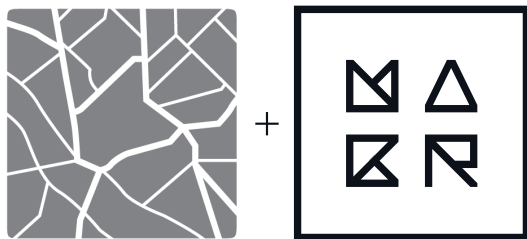
*It's not what  
you see  
that  
you see.*



### Personalization

The identity is modern and austere. This is partly to differentiate it against other Knoxville city and county branding but this is also to allow for flexibility in how people can personalize it. Combine images, textures and type with the identity system to customize it's symbolism.

## Partnership



NATIVE  
MAPS

## Tag

Any company that wishes to be a part of the maker city can use this logo as a badge. Makers can place it on footers of websites, use it in email blasts, and tag themselves as being a maker in the maker city.



SUBSCRIBE

GET WORD ABOUT NEW CITIES, SALES, AND UPDATES FROM THE STUDIO

SIGN UP

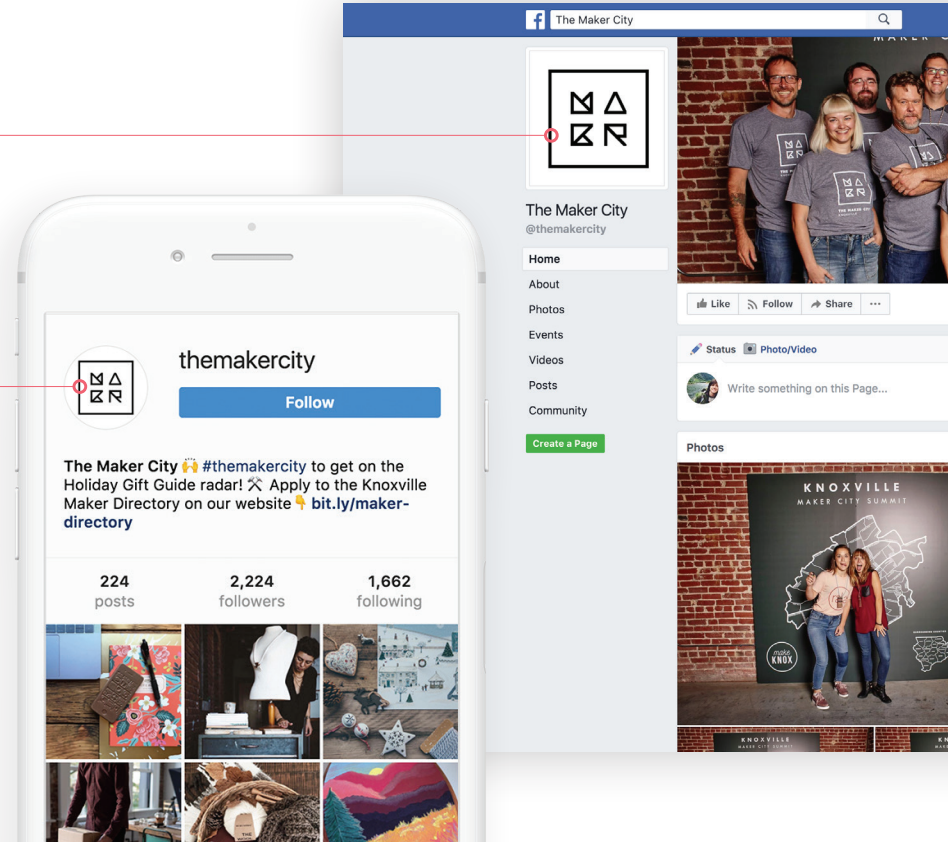


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© 2011 - 2016 NATIVE MAPS



- 1 The Maker City can promote events and individuals throughout social media. They can also give means to end when it comes to announcements,
- 2 The Maker City social media, using our mark, promotes and gives awareness to makers across Knoxville. Each post can attribute a product or lifestyle shot of his or her craft.





Business Cards



Foil Stamp



Product Tag



Stamp



Products

### 1. Register

Go to [themakercity.org](https://themakercity.org) and join our community registrar to be a part of our directory.

### 2. Download for Use

Go to [themakercity.org/](https://themakercity.org/) brand and download logo.

### 3. Become an Advocate

Share, Connect, Promote.



**THE MAKER CITY**  
KNOXVILLE

Window Decal





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